

**Bracknell Forest Council
Record of Decision**

Work Programme Reference	I115723
---------------------------------	----------------

1. **TITLE:** Town Centre off street day rate car park charges

2. **SERVICE AREA:** Delivery

3. **PURPOSE OF DECISION**

The Council reviews its fees and charges for its town centre car parks on an annual basis. Season ticket prices were reviewed as part of the council's annual budget and increases were made in line with inflation from 1st April 2022. This paper looks at options in respect of the off-street council run car parks in the town centre which are reviewed annually in September in line with the anniversary of the opening of the Lexicon in 2017.

4. **IS KEY DECISION** Yes

5. **DECISION MADE BY:** Bracknell Town Centre Regeneration Committee

6. **DECISION:**

RESOLVED that:

- i. The Committee notes the options on charging tariffs for The Avenue, High Street, Braccan Walk and Weather Way car parks from 1st October.
- ii. The Committee approves their preferred option as detailed in Table 2 Option 1 set out in the report below.
- iii. The tariff increase at Bracknell & Wokingham College from £2.00 to £2.50 per stay is agreed.

7. **REASON FOR DECISION**

The fees for The Avenue, High Street, Braccan Walk and Weather Way car parks are reviewed annually in line with the anniversary of the opening of The Lexicon. If the recommendation in this report is agreed and assuming that there is no year-on-year changes to the volume and dwell time of visitors based on 22/23 usage, the proposed increases will generate an additional maximum of £376,712 per annum **(High Street calculations are reduced to 20% of current based on it closing on 31st October 2023).**

8. **ALTERNATIVE OPTIONS CONSIDERED**

1. The Council could maintain the current charges for The Avenue, High Street, Braccan Walk and Weather Way car parks. However this option is not recommended in the current budget circumstances as increasing current rates could generate additional income of up to £376,712 per annum based on 22/23 usage. In 22/23, usage rates were down approximately 12% from pre-covid levels, there is no indication that they will return and therefore usage in 22/23 should be considered as the new normal.

2. If tariffs are not increased this year and increased in 12 months time in October 2024 then the increase will need to be greater at that point in order to rebalance income which may be considered negatively by the customer.
 3. The Avenue car park is by far the busiest car park in town and at peak periods can sometimes reach capacity with some level of queuing. In order to better manage supply and demand across the whole estate the daily tariffs at Braccan Walk could be set at a slightly lower level so as to reduce demand at the Avenue at peak periods. Clearly this would have a negative effect financially.
9. **DOCUMENT CONSIDERED:** Report of the Executive Director: Delivery
10. **DECLARED CONFLICTS OF INTEREST:** None

Date Decision Made	Final Day of Call-in Period
11 September 2023	18 September 2023