

REPORT TO THE EXECUTIVE

Report No. 14

Date of Meeting	19 th April 2007
Title of Report	Request of the Malmesbury Area (1) Committee – Car Parking Charges in Malmesbury
Portfolio	Equality & Diversity
Link to Corporate Priorities	Car Parks and Decriminalisation Buoyant Economy
Key Decision	No
Executive Workplan Ref	N/a
Public Report	Yes

Summary of Report

This Report presents the Request of the Malmesbury Area (1) Committee to change the Car Parking Charges in Malmesbury for the duration of bridge works at Cow Bridge, Malmesbury.

Note - The Recommendation below is that of the Malmesbury Area (1) Committee and not an Officers Recommendation.

Recommendation of the Malmesbury Area (1) Committee

To amend the parking charges in Malmesbury for the duration of the works at Cowbridge to include free parking for ½ hour.

A possible temporary amendment of charges is attached at Option 1.

Other than those implications agreed with the relevant Officers and referred to below, there are no other implications associated with this report.

Financial Implications	Legal Implications	Community & Environmental Implications	Human Resources Implications	Equality & Diversity Implications
YES	NONE	NONE	NONE	NONE

Contact Officer	Chris Major	Senior Parking Officer	01249 706285	cmajor@northwilts.gov.uk

1. Introduction

- 1.1 At the Malmesbury Area 1 Committee meeting of 21st March 2007 a request was made to reduce the Pay and Display charges in Malmesbury for the duration of the works on Cow Bridge, Malmesbury.

2. Options and Options Appraisal

- 2.1 Option 1: Reduce the Pay and Display charges to the following level.

Up to ½ hour: Free
Up to 4 hours £0.50
Up to 8 hours £1.00.

To change the charges in a Pay and Display car park NWDC have to use the notification process. This means that the revised charges have to be published in at least one local newspaper at least 21 days prior to the change and advertised in the car park for the same period. There is no requirement to consult with the public.

- 2.2 Option 2: Do nothing. The charges in Station Road car park are currently:

£0.50 for up to 4 hours
£1.00 for up to 8 hours.

The charges in Station Road car park are currently below the levels of other district car parks. The costs for advertising the changes to the tariff in the Gazette & Herald newspaper is approximately £400.

- 2.3 Option 3: Formally request that Wiltshire County Council reduce charges in the Cross Hayes car park to include first ½ hour free parking.

3. Background Information

- 3.1 At it's meeting on the 21st March 2007, the Malmesbury Area (1) Committee received a presentation from officers of Wiltshire County Council and their contractors Mouchel Parkman on plans to replace the existing bridge at Cow Bridge, Malmesbury.

- 3.2 Works are planned to commence at the beginning of June and continue until the end of October 2007.

- 3.3 During the period of works, access in Malmesbury Town Centre will not be possible via the B4042.

- 3.4 A diversionary route has been planned to allow traffic from the east to enter Malmesbury.

- 3.5 However, members of the public and Councillors in attendance at the Area (1) meeting, were concerned that the increased traffic may put people off entering Malmesbury Town Centre to shop.

- 3.6 The Committee believe that reducing car parking charges in the Town Centre during the duration of the works would help to ensure that commerce in Malmesbury isn't badly affected, by providing an incentive to shoppers.

- 3.7 The main shoppers car park in Malmesbury is the Cross Hayes Car Park, owned by Wiltshire County Council and managed by North Wiltshire District Council.

3.8 A letter has been sent to Wiltshire County Council conveying the Committee's request in relation to the Cross Hayes car park.

3.9 The Executive is therefore asked to consider amending charges in Malmesbury's other car park, Station Road, which is owned by the District Council.

4.0 Financial Implications

4.1 The cost of the advert in the Gazette & Herald newspaper (approx £400) plus officer time to advertise the changes, arrange for the display of the changes (in the car park) and the repeat of the process to change the charges back when the works have finished give a total of approx £1000. Station Road car park pay and display has taken a total of £19067 April 06 to Feb 07. This is significantly down on the budgeted £66000 (due in part to the reduction of the charges in this car park after public outcry when implemented in spring 2006).

4.2 At the full Council Budget meeting of 22nd February 2007 it was agreed that a majority of car parking charges across the district would rise to ensure that North Wiltshire District Council was making the best use of its assets and monies were made available to fund Council services. At the meeting it was agreed that the free parking period offered in a number of car parks across the district would be removed. This process will be completed on 8th May 2007 when the last outstanding car parks are updated.

4.3 Due to the lack of management information, in the time available, it is not possible to calculate the loss of income. Before the recommendation could be agreed, a further report would be required that would scope the impact of the proposals and identify compensating savings. Such a report could also seek to establish the evidence base for the proposal, which is not contained in the current report.

5.0 Legal Implications

5.1 There are no legal implications if charges are correctly notified as per procedure.

6.0 Risk Analysis

6.1 The risks associated with reducing charges have been made clear within the Council (Budget) meeting 22/02/07. Revising the pricing structure will leave a shortfall in the monies that will be raised from the North Wiltshire District Council owned car parks as forecast at the Council (Budget) meeting of the 22nd February 2007.

Appendices:	None
Background Documents Used in the Preparation of this Report:	<ul style="list-style-type: none">Draft Minutes of the Malmesbury Area (1) Committee 21st March 2007

Previous Decisions Connected with this Report

Report	Committee & Date	Minute Reference
<ul style="list-style-type: none">N/a	Malmesbury Area (1) Committee 21st March 2007	M64