



CABINET REPORT

Report Title	Parking Concessions
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AGENDA STATUS: PUBLIC

Cabinet Meeting Date:	03 September 2007
Key Decision:	YES
Listed on Forward Plan:	YES
Within Policy:	YES
Policy Document:	NO
Directorate:	Customer & Service Delivery
Accountable Cabinet Member:	Cllr Brendan Glynane
Ward(s)	All Wards within City Centre

1. Purpose

This report outlines a set of proposals in respect of amendments to Parking Concessions:

- 1.1 To improve the Sunday Trading activity within the Town Centre to make Northampton a seven day trading centre in line with national trends.
- 1.2 To improve the popularity of the Town Centre over the festive holiday period for the benefit of all stakeholders.
- 1.3 To improve the attractiveness of the Town Centre to sectors other than retailing.
- 1.4 To generally improve the economic activity levels within the Town Centre.

2. Recommendations

Cabinet is asked:

- 2.1 To agree to the introduction of revised parking arrangements to stimulate Sunday Trading in the Town Centre.
- 2.2 To agree to a virement of £47K from Corporate initiatives earmarked reserve for 2006/07.
- 2.3 That should all of the provision not be required that any under spend be returned to the Corporate Initiatives reserve
- 2.4 For future budgets, from 2007/08 to make the appropriate adjustment to reduce income from car parks 2.5. That, subject to the above, the amendments to the Parking Place Order (by notice of variation) be advertised.

3. Issues and Choices

3.1 Report Background

- 3.1.1 This report outlines a set of proposals in respect of amendments to Parking Concessions.

The current Parking Place Order provides for free parking on Christmas Day, Good Friday and bank holidays and the four Sundays leading up to Christmas Day. Some Standard Zone car parks such as Midsummer Meadow also provide free parking on Sundays.

- 3.1.2 The current parking charges have been in operation since 5th June 2006 and are not due for review until 1st April 2008. During this period concessions have been implemented on season ticket prices with the introduction of a 25% discount for customers who either pay in advance or pay on direct debit over 12 months.

3.2 Issues

- 3.2.1 Northampton Town Centre is served by high quality, easily accessible car parking to support both trading and entertainment activity on offer to visitors and customers.
- 3.2.2 The Town Centre Partnership have worked with all partners to regenerate the trading and entertainment activity in the Town Centre to make it a vibrant, thriving place to be.
- 3.2.3 These improved concessions to the car parking operations are designed to facilitate increased retail and leisure opening across the

Town Centre.

3.3 Choices (Options)

3.3.1 Parking Place Order

It is proposed that the Parking Place Order is amended by notice of variation as follows:

- Free parking on Sundays in all Standard Zone car parks.
- A charge of 80p for all day parking on Sundays in all Premier Zone car parks, compared to the normal rate of 80p per hour, except on the 4 Sundays leading up to Christmas Day.
- Increase free parking from 4 Sundays to 5 Sundays leading up to Christmas Day

3.3.2 Other Changes not involving amendments to the Parking Place Order. In addition the following could be implemented without amending the Parking Place Order:

- Free parking on the Christmas late night shopping evenings.

3.33 On this basis, 2 concessions can be publicised:

- The continuation and extension of the free parking on all car parks in the 5 week lead up to Christmas Day and on Christmas Day, Good Friday and bank holidays and the Free Late Night Shopping Evenings leading up to Christmas Day. This will be seen as supporting the Town Centre over the important Christmas period.
- The implementation of the 80p all day charge on all other Sundays and free parking on all Standard Zone car parks on Sundays. This will be seen as supporting the aim to make the Town Centre a 7-day trading centre in line with national trends on retailing.

These concessions will be included in the Festive Season publicity including brochures, radio advertising, posters, and press releases.

4. Implications (including Financial Implications)

4.1 Policy

Details of the policy change is confined to the operation and charging for Sunday car parking.

4.2 Resources and Risk

Finance

It is anticipated that the cost on Sundays will be approximately £40-£47,000 lost revenues based on volumes multiplied by the loss of the revenue from more than one hour's parking. This could be regenerated by an increase in parking volumes on Sundays. Any refunding not used in 2007/08 will be returned to the Corporate Initiative Reserve.

However if Sunday shopping becomes more attractive, this may transfer some Saturday demand to Sundays, but there are no statistics to measure this effect. Due to the way in which cash is collected from the pay and display machines it is very difficult to get firm statistics on usage per day. However the new Pay on Foot operations can provide this data and it will be examined to see what trends develop.

4.3 Legal

The consent of the County Council to the amendments to the Parking Place Order by notice of variation is required.

The notice of variation must contain specified information relating to all the car parks and as a minimum be advertised once in a newspaper at least 21 days before the proposals come into force; and be displayed in all the car parks.

4.4 Equality

The changes will allow for increased opportunity for all groups of people to be able to access the Town Centre during Sundays

4.5 Consultees (Internal and External)

Once implemented, consultation will take place with the retailers in respect of developing a Sunday Trading Policy via the Town Centre Partnership

4.6 How Proposals deliver Priority Outcomes

Regeneration of the Town Centre

4.7 Other Implications

None specifically

5. Background Papers

5.1 Town Centre Operations report- Proposal re Parking Concessions.

Report Author, Title and Extension
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