

**JOINT MEETING - CABINET MEMBER FOR ECONOMIC DEVELOPMENT,
PLANNING AND TRANSPORTATION AND THE CABINET MEMBER FOR
STREETPRIDE SERVICES**

Venue: Management Meeting Room, **Date:** Monday, 15th March, 2010
2nd Floor Bailey House,
Rawmarsh Road,
ROTHERHAM. S60 1TD

Time: 10.00 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with Part 1 of Schedule 12A (as amended March 2006) to the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Minutes of previous Joint meetings of the Cabinet Member for Economic Development, Planning and Transportation and the Cabinet Member for Streetpride held as follows:-
 - 18th January, 2010
 - 1st February, 2010

For signature by the Cabinet Member.
(See minutes presented to Council on 3rd March, 2010)

4. Customer Care. (report attached) (Pages 1 - 11)
Emma Hill, Customer Service Standards Co-ordinator, to report.
5. 2010 Rotherham Ltd - Environmental works on the public highway. (report attached) (Pages 12 - 20)
David Phillips, Principal Highway Engineer, to report.
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6. Rotherham Town Centre - Review of Parking Initiatives. (report attached) (Pages 21 - 28)
Tom Finnegan-Smith, Acting Transportation Unit Manager, to report.
- to inform Cabinet Members of the outcome of the 'free after 3' parking initiative and to introduce this permanently together with further free parking on Saturdays introduced on an experimental basis for 12 months subject to funding.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Delegated Powers – Streetpride and Regeneration and Development
2.	Date:	15th March, 2010
3.	Title:	Customer Care – 1 October to 31 December 2009
4.	Directorate:	Environment and Development Services

5. Summary

The following report details performance statistics for quarter 3 (October-December 09), against the Customer First Charter and suggests recommendations for improvement where necessary.

6. Recommendations

- (i) That the contents of the report be noted.

7. Proposals and Details

This report concentrates on the criterion detailed in the Customer First Charter.

Within the Customer First Charter are 5 minimum standards, each underpinned by a number of targets, these are:

We will answer enquiries professionally and courteously, and will aim to achieve the following response times:

Telephone Calls	Answer within 7 rings
Emails/online requests*	Acknowledge within 1 working day, followed by a full response within 10 working days (complaints will be excluded from this and dealt with separately)*
Letters from customers	Acknowledge within 3 working days, followed by a full written response within 10 working days
Appointments	Maximum waiting time of 5 minutes from agreed time
Complaints	If possible, complaints will be sorted on the spot. If this is not possible, complaints will be responded to in line with the Council's Corporate Complaints Procedure.

- This excludes "personal" email addresses for individuals

E- Casework Future Developments:-

The Corporate Access Group have agreed that E-Casework enquiries will also be included in the revised Customer Charter and a policy document is now being compiled by Bronwen Moss

Developments

Self-Monitoring

Self-monitoring of Parking Services and Development Control has been introduced.

Customer Service Excellence

In order to comply with and as part of the Customer Service Excellence Standard, publication of our Customer Charter statistics will have to be made available to members of the general public. This will be introduced via a dedicated Web Page for EDS. This information will also be made available on a quarterly basis in Customer Service Points/Reception Points.

In addition as part of the Improvement Programme for Customer Service Excellence EDS we need to develop Service/Team based reporting on the standards. This will be addressed during the next quarter via the Customer Service Excellence Working Group.

Statistical Information

The Performance and Quality Team are currently reviewing the procedure for producing the statistical information received via this report and will be introducing changes over the next few months.

% of letter from the public acknowledged within 3 working days, target 100%

Service	No.	In Target	%
Asset Management	3	3	100%
Business Unit	N/A	N/A	N/A
Culture & Leisure**	18	18	100%
Planning & Regeneration	75	73	97%
Streetpride *	559	559	100%
Totals	673	641	95%

* Including letters received by Parking Services

** C&L only been monitored by P&Q Team since November 2009

% of letters responded to from the public within 10 working days, target 100%

Service	No.	In Target	%
Asset Management	3	3	100%
Business Unit	N/A	N/A	N/A
Culture & Leisure**	18	16	88%
Planning & Regeneration	75	56	75%
Streetpride *	559	559	100%
Totals	655	634	97%

* Including letters to Parking Services.

**** Green Spaces have only been monitored by P&Q Team since November 2009 - other C&L services i.e. Visitors Centre/Archives/Museums/Library are self-monitored**

A system of sending reminders when outstanding letters are approaching the deadline is in place and this is working well and an improvement is evident on previous quarters.

% of telephone calls answered within 7 rings, target 90%

Both internal and external calls are monitored Monday – Friday 8:30am – 5:30pm

Service	%
Asset Management	93.4
Business Unit	97.6
Culture and Leisure	74
Planning and Regeneration	95.2
Streetpride	95.1
EDS Overall	94%

Recommendations for continuing to exceed target:-

- Staff to ensure calls are diverted to another phone when they are not present
- Staff to ensure that teams are covered Monday – Friday 8:30am – 5:30pm
- Senior Managers to be informed where teams are continually failing to meet target

Appointment maximum waiting time of 5 minutes from agreed time, target 100%

EDS are currently performing at **95%**

Recommendation for improvement:

- Currently statistical information for this area is only available for EDS overall, it is therefore, necessary to amend this information to reflect the performance of each Service Area as is done for the other targets. Reporting in this way will be introduced by quarter 3 and will enable further analysis of problem areas.
- Staff need to be reminded of the importance of receiving visitors promptly and within the 5 minute target set

% of complaints acknowledged and responded to within timescales in the Corporate Complaints procedure, target 100%

All complaints, comments and compliments for Environment and Development Services are monitored through the Siebel system.

% of complaints acknowledged with within timescale:

Service	%
Asset Management	100%
Business Unit	N/A
Culture and Leisure	100%
Planning and Regeneration	100%
Streetpride	100%
EDS Overall	100%

% of complaints dealt with within timescale:

Service	%
Asset Management	100%
Business Unit	N/A
Culture and Leisure	100%
Planning and Regeneration	96%
Streetpride	100%
EDS Overall	96%

In addition to the customer care work involved as a result meeting the Customer Charter staff are also involved in Mystery shopping, and customer care training for all new members of staff. Staff will also be involved in the Customer Service Excellence improvement plan which will shortly be launched.

Comparisons with other Directorates

Approved procedure for collation of stats to be discussed at future Corporate Access Group. When agreed this group will be the forum to consider and compare performance. In addition these figures will be added to the quarterly CMT report on Performance.

8. Finance

The main financial issue regarding customer care issues is in respect of the time involved. By improving customer care it should reduce the length of time staff are required to deal with customer complaints.

There may also be a financial implication if a complaint is accepted and compensation is paid.

9. Risks and Uncertainties

There are risks related to reputation and the customer perception of the Authority.

Risks are also present in terms of the accuracy of the performance information reported for answering letters to the public as the accuracy of this information is based on the timely return of data from each service area.

10. Policy and Performance Agenda Implications

Customer Service Excellence
Rotherham Achieving, Rotherham Alive and Rotherham Proud.

11. Background Papers and Consultation

All letters and complaints are logged on Siebel or the Answering Letters from the Public Database

A visitor waiting time log is kept in the Performance and Quality Section.

Orbital reports on answering the telephones are distributed to managers on a monthly basis. A summary spreadsheet of performance on answering telephones is kept in the Performance and Quality Section

Contact Name : Emma Hill, extension 2157, Customer Service Standards Co-ordinator emma.hill@rotherham.gov.uk

ENVIRONMENT AND DEVELOPMENT SERVICES

Complaints Statistics October 2009 – December 2009 – Appendix A

1. Complaints received by Directorate

	Stage 1		Stage 2		Stage 3		LGO		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	2	3	0	0	0	0	0	0	2	3
Business Unit	0	0	0	0	0	0	0	0	0	0
Culture & Leisure	6	13	0	0	0	0	0	0	6	13
Planning&Regen.	3	17	2	6	0	1	0	0	5	24
Streetpride	13	41	2	4	0	1	0	0	15	47
Totals	24	62	4	10	0	2	0	0	28	88

2. Complaints received – by category

	Actions of staff		Quality of service		Lack of service		Delay in service		Cost of Service		Lack of information		Other		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	Cum
Asset Management	1	2	1	1	0	1	0	0	0	0	0	0	0	0	2	4
Business Unit	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Culture & Leisure	1	3	2	5	3	5	0	0	0	0	0	0	0	0	6	13
Planning & Regeneration	0	3	1	10	2	7	1	2	0	0	1	2	0	0	5	24
Streetpride	4	9	6	23	2	12	1	1	0	0	2	2	0	0	15	47
Totals	6	17	10	39	7	25	2	3	0	0	3	4	0	0	28	88

3. Stage 1 Complaints received by ward

Ward Number	Ward Name	Qtr.3	09/10 Cum
Ward1	Anston and Woodsetts	0	2
Ward 2	Boston Castle	0	6
Ward 3	Brinsworth and Catcliffe	1	1
Ward 4	Dinnington	1	3
Ward 5	Hellaby	1	10
Ward 6	Holderness	2	5
Ward 7	Hooper	2	3
Ward8	Kepple	2	4
Ward 9	Maltby	3	4
Ward 10	Rawmarsh	1	1
Ward 11	Rother Vale	1	2
Ward 12	Rotherham East	1	3
Ward 13	Rotherham West	0	1
Ward 14	Silverwood	1	5
Ward 15	Sitwell	1	6
Ward 16	Swinton	1	6
Ward 17	Valley	1	3
Ward 18	Wales	1	1
Ward 19	Wath	1	2
Ward 20	Wickersley	1	1
Ward 21	Wingfield	0	1
Outside Rotherham		2	10
Totals		24	80

4. Complaints closed by programme area– Overall Numbers

	Stage 1							
	Closed		Closed upheld		Closed partially upheld		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	1	1	0	0	1	1	2	4
Business Unit	0	0	0	0	0	0	0	0
Culture & Leisure	2	7	1	1	3	5	6	13
Planning & Regeneration	4	13	1	2	0	4	5	19
Streetpride	9	25	0	3	5	13	13	27
Totals	16	46	2	6	9	24	26	63

	Stage 2							
	Closed		Closed upheld		Closed partially upheld		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	0	0	0	0	0	0	0	0
Business Unit	0	0	0	0	0	0	0	0
Culture & Leisure	0	0	0	0	0	0	0	0
Planning & Regeneration	2	5	0	0	0	0	2	6
Streetpride	2	4	0	0	0	1	2	5
Totals	4	9	0	0	0	1	4	11

	Stage 3							
	Closed		Closed upheld		Closed partially upheld		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	0	0	0	0	0	0	0	0
Business Unit	0	0	0	0	0	0	0	0
Culture & Leisure	0	0	0	0	0	0	0	0
Planning & Regeneration	0	0	0	0	0	1	0	1
Streetpride	0	0	0	0	0	2	0	2
Totals	0	0	0	0	0	0	0	3

5. **Complaints dealt with within complaint procedure timescales**

	Stage 1		Stage 2		Stage 3		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	2 of 2	4 of 4	0 of 0	0 of 0	0 of 0	0 of 0	2 of 2	4 of 4
Business Unit	0 of 0	0 of 0	0 of 0	0 of 0	0 of 0	0 of 0	0 of 0	0 of 0
Culture and Leisure	6 of 6	13 of 13	0 of 0	0 of 0	0 of 0	0 of 0	6 of 6	13 of 13
Planning & Regeneration	2 of 3	16 of 17	2 of 2	6 of 6	0 of 0	1 of 1	4 of 5	23 of 24
Streetpride	13 of 13	39 of 52	2 of 2	4 of 4	0 of 0	2 of 2	15 of 15	45 of 47
Totals	23 of 24	72 of 75	4 of 4	10 of 10	0 of 0	3 of 3	27 of 28	85 of 88

6. Local Government Ombudsman Requests, percentage of complaints closed within the 28 day target.

	Closed – awaiting clarification		Maladministration with injustice		Local settlement		Maladministration		No maladministration		Ombudsman discontinuing		Outside jurisdiction		Performance	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Business Unit	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Culture and Leisure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Planning & Regeneration	0	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0
Streetpride	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Totals	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Key Service Improvements from Complaints

Service improvements resulting from complaints July 2009 – September 2009

Directorate	Issue	Recommendation	Action
Asset Management	Complaint about opening times of All Saint toilets	Open times to be displayed more clearly	Recommendations implemented and signposting to nearest alternative facility
Culture & Leisure	Customer complained that they didn't get the free refreshment as advertised during a special pantomime performance	Clearer mail shots to be produced in future saying where/when the refreshments will be served	All recommendations implemented
Culture & Leisure	Customer complained that the mobile library hadn't been received due to a scheduled MOT	Better customer contact details to be kept so that customers can be contacted when the mobile library	Spreadsheet of customer contact details being established

	which customers hadn't been made aware of and then the customer received a reminder for over-due library books	is unable to get.	

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Streetpride Services and Economic Development, Planning and Transportation
2.	Date:	15 March 2010
3.	Title:	2010 Rotherham Ltd - Environmental Works on the Public Highway Ward 8 Holderness, Ward 17 Valley, and Ward 21 Wingfield.
4.	Directorate:	Environment and Development Services

5. Summary

To report on the details of Year 2 schemes proposed by 2010 Rotherham Ltd to provide environmental improvements and so seek approval to proceed with the works, in as far as they will affect the public highway.

6. Recommendations

It be resolved that:

The following works be implemented

Gray Avenue, Swallownest - Proposed verge hardening
 Bradstone Road, East Herringthorpe – Proposed verge hardening
 Simmonite Road, Kimberworth Park – Proposed verge hardening
 Byrley Road, Kimberworth Park – Proposed verge hardening
 Scrooby Place, Greasbrough - Proposed verge hardening

subject to:

a) Scheme funding being made available by 2010 Rotherham Ltd.

b) There being no objections raised through further consultations with residents that cannot be overcome through minor modifications through the 2010 consultation process.

7. Proposals and Details

7.1 Background.

The Decent Homes Environmental Works strategy sets out 2010 Rotherham Ltd and Rotherham Metropolitan Borough Council's strategy for delivering environmental improvements throughout the Borough, as part of the overall Decent Homes Investment Plan. The proposed programme of work will improve environmental standards and provision throughout the Borough.

The Decent Homes Environmental works programme is being developed and delivered through the key work streams of strategy and procurement, consultation and scheme development, and programme delivery.

The Strategy and the Procurement strategy were reported to the Cabinet Member for Neighbourhoods on 24th November 2008, Minute No.116 and approved. The report set out the aims and objectives for the effective and efficient delivery of the £10.8M Decent Homes Environmental Improvement Work grant for Council housing stock.

The Consultation and Programme Report were reported and approved by the Cabinet Member for Housing and Neighbourhoods on 13th July 2009, Minute No. 30 refers. This report set out the rationale behind the development of the proposed programme of work, detailed the consultation undertaken up to that date to support programme development and identified the proposed individual schemes to be prioritised and funded. The programmes and priorities were developed in conjunction with the RMBC Neighbourhood Investment Service (NIS) who will provide additional funding support to the programme.

A range of works will be provided as part of the programme, and will include boundary fencing, street lighting, hard standing for cars and the associated dropped kerbs. However, some schemes include significant works on the public highway aimed at improving the parking provision, and it is these schemes that are specifically the subject of this report.

On 16 November 2009, Cabinet Members may recall 13 schemes from the Year 1 programme were approved. This Year 1 programme is expected to be completed shortly.

7.2 Scheme Specific Proposals

The schemes proposed in this tranche of works are listed below, and are of the form of hardened verges or small parking bays. A plan of each scheme is shown in the appropriate appendix.

- Appendix A - Gray Avenue, Swallownest - Proposed verge hardening
- Appendix B - Bradstone Road, East Herringthorpe – Proposed verge hardening
- Appendix C - Simmonite Road, Kimberworth Park – Proposed verge hardening
- Appendix D - Byrley Road, Kimberworth Park – Proposed verge hardening
- Appendix E - Scrooby Place, Greasbrough - Proposed verge hardening

All the above areas suffer from severe demand on the available on-street parking. The pressure on on-street parking has resulted in verges being used as vehicle parking areas to the detriment of the appearance of the areas as well as a maintenance problem to ensure that the verges are at least kept in a safe condition.

The proposed verge hardening works compliment schemes recently undertaken at various locations around Rotherham, for example Scarsdale Street in Dinnington. The schemes proposed are similar to Year 1 '2010' schemes to maintain a consistent approach around Rotherham. The proposed verge hardening and parking bays will provide essential 'off road' parking for residents. The Year 1 programme of works is now well advanced and many of the previously approved schemes are complete or in progress.

All works to the public highway will be completed to highway specifications which will be inspected and 'signed off' by officers from within EDS, under a service level agreement with 2010. The works will be undertaken between April 2010 and December 2010. This is the second tranche of a programme of environmental improvement works of this nature.

8. Finance

The 2005 Decent Homes funding bid determined that £8.403m would be spent on sustainability/environmental works, which was within the mandatory 5% allowance of the overall funding required as determined by Government Office.

In order to maximise the impact and effect of environmental works, it was proposed that some of the efficiencies realised through partnership working and collaborative procurement would be used as match funding with the Neighborhood Investment Service's own budget for tackling priority regeneration initiatives, which in turn seeks funds from HMR Pathfinder and Regional Housing Board. The total budget now stands at approximately £11M.

This tranche of works will be funded entirely by '2010' Rotherham Ltd.

9. Risks and Uncertainties

Due to the tight timescales in producing plans for consultation and approval there is a risk that the schemes proposed may be subject to utility diversion work. The cost and practicalities of this work will not be determined until more detailed design work is undertaken. If utility diversion costs prove to be excessive for any particular scheme, then 2010 may elect not to provide funding.

10. Policy and Performance Agenda Implications

The delivery of environmental investment works will further enhance the efforts being made to create and maintain a sustainable environment. The Decent Homes environmental works will be undertaken to contribute towards safe, sustainable communities which will contribute towards the wider quality of life, making good use of limited resources.

11. Background Papers and Consultation

11.1 Background Papers

Report to the Cabinet Member for Neighbourhoods on 24th November 2008, Minute No.116.

Report to Cabinet Member for Housing and Neighbourhoods on 13th July 2009, Minute No. 30

Report to Joint Cabinet Members for Streetpride Services and Economic Development, Planning and Transportation, 16 November 2009, Minute No.24.

11.2 Consultation

To identify the schemes to be delivered in the programme, consultation has been undertaken with key stakeholders, including the Neighbourhood Investment Service, 2010 Ltd Neighbourhood Management Teams and a number of ADF Steering Groups. Scheme proposals identified during the consultation process were collated and developed.

The following consultation methods have been employed for collecting Council Members', tenants' and other stakeholders' wishes and aspirations.

- Area Assembly consultation events
- Member Involvement
- Neighbourhood Managers workshops and consultation events
- Rotherfed consultation events
- 'Round Your Place' community van
- Customer surveys
- Gala's and fun days
- Tenants and Resident Association events

All Council Members were informed by letter outlining the schemes to be completed in their area once consultation to identify the schemes to be funded and the proposals for each had been collated and prioritised.

Consultation will continue to be undertaken by 2010 throughout the life of the project as individual schemes progress allowing for customer involvement and feedback on scheme design, customer choice, and during delivery and post delivery evaluation.

Consultation has been had with the Transportation section within Planning and Regeneration, in respect of traffic management and road safety aspects.

Contact Names: David Phillips, Principal Highway Engineer, Streetpride, Tel. ext. 2950, david.phillips@rotherham.gov.uk



APPENDIX "B"



Strategic Director:
Karl Battersby Bsc (Hons) MTRP, MRPI

Rotherham Metropolitan Borough Council
Environment & Development Services
Bailey House, Rawmarsh Road,
Rotherham S60 1TD

Client:






Rev.	Description

Title		East Herringthorpe - Bradstone Road Environmental Improvements Plan For DPM Approval	
Dwg. No.	122/M162/Y2/01	Rev.	
Drawn	LSG	Date	February 2010
		Chd. by	
		Scales (if A3)	1:500



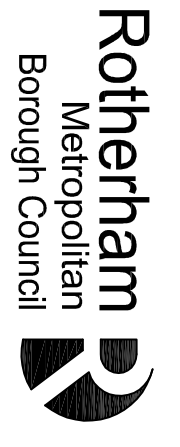
APPENDIX "C"

KEY

-  Proposed footway
-  Proposed parking bay
-  Existing tree
-  Street lighting column
-  Service box/manhole

NOTES



1. All works are subject to planning approval.
2. All works are subject to the location of utilities apparatus.

 <p>Rotherham Metropolitan Borough Council Environment & Development Services</p>		<p>Rotherham Metropolitan Borough Council Environment & Development Services Bailey House, Rawmarsh Road, Rotherham S60 1TD</p>		Client:	
<p>Strategic Director: Karl Battersby, Bsc (Hons) MTP, MRTPI</p>		<p>Project: DECENT HOMES ENVIRONMENTAL IMPROVEMENT WORKS</p>		<p>Title: SIMMONITE ROAD, KIMBERWORTH</p>	
<p>Rev</p>		<p>Description</p>		<p>Date</p>	
<p>Initial</p>		<p>Chd.</p>		<p>Drawn</p>	
<p>Dwg. No. 123/M162/Y2/10</p>		<p>Scales 1:500</p>		<p>Date FEB 2010</p>	
<p>Rev</p>		<p>Drawn DJS</p>		<p>Chd. by NF</p>	

APPENDIX "D"




KEY

-  Proposed footway
-  Proposed parking bay

Notes





1. All works are subject to planning approval.
2. All works are subject to the location of utilities apparatus.
3. Adjustments to existing street lighting may be required.
4. Any existing vehicular accesses will be maintained.

 <p>Rotherham Metropolitan Borough Council Environment & Development Services</p>		<p>Rotherham Metropolitan Borough Council Environment & Development Services Bailey House, Rawmarsh Road, Rotherham S60 1TD</p>		Client:	
<p>Strategic Director: Karl Battersby Bsc (Hons) MTRP, MRTP</p>					
Rev.	Description				
A	Existing vehicle accesses shown. Lay-by shortened as a result.				

Title					
Byrley Road - Kimberworth					
Environmental Improvements Works					
Dwg. No.	122/M162/Y2/18	Rev.		Scales (if A3)	1:500
Drawn	DJS	Date	February 2010	Chd. by	NF




APPENDIX "E"

-  Proposed Tarmac Parking Bay
-  Existing Carriageway To Be Resurfaced
-  Existing Verged Area To Be Re-Soiled & Seeded As Required
-  New Footway Construction

Notes

1. All works are subject to planning approval.
2. Where required, vehicular dropped crossings will be provided.
3. All new vehicular crossings are subject to the location of utilities apparatus.
4. Adjustments to existing street lighting may be required.
5. 1no tree to be removed & replaced.

 <p>Rotherham Metropolitan Borough Council Environment & Development Services</p>		<p>Rotherham Metropolitan Borough Council Environment & Development Services Bailey House, Rawmarsh Road, Rotherham S60 1TD</p>		Client:	
<p>Strategic Director: Karl Battersby Bsc (Hons) MTRP, MRTP</p>					
Rev.	Description				
	<p>Title: Scrooby Place - Greasbrough Environmental Improvements Plan For DPM Approval</p> <p>Dwg. No. 122/M162/Y2/17 Rev. Scales (if A3) 1:500</p> <p>Drawn LSG Date February 2010 Chd. by</p>				

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Joint Meeting - Cabinet Member for Economic Development, Planning and Transportation and the Cabinet Member for Streetpride Services
2.	Date:	15 March 2010
3.	Title:	Rotherham town centre – review of parking initiatives
4.	Directorate:	Environment and Development Services

5. Summary

To inform Cabinet Members of the outcome of the ‘free after 3’ parking initiative and to introduce this permanently together with further free parking on Saturdays introduced on an experimental basis for 12 months subject to funding.

6. Recommendations

It is recommended Cabinet Members resolve that:

- i) the current experimental order to introduce free parking after 3pm on weekdays on street and in Council owned car parks be made permanent;**
- ii) the objection from Stagecoach (East Midlands) not be acceded to and they be informed of this decision;**
- iii) an experimental traffic order be introduced effective from the 3rd April 2010 for a period not exceeding 12 months with the effect that parking be without charge on street and in Council owned car parks on Saturdays;**
- iv) the Assistant Chief Executive for Legal and Democratic Services makes the appropriate traffic regulation orders;**
- v) And that these orders be reviewed and a further report be submitted before the expiration of 12 months.**
- vi) These car parking initiatives are subject to securing the necessary funding.**

7. Proposals and Details

Free After 3

An experimental traffic order has been in operation in the town centre since May 2009 the effect of which has been to make parking without charge after 3pm Monday to Friday in all Council owned off street car parks and on street. The main purpose of this proposal is to encourage more shoppers into the town centre, and so aid regeneration, at a time when the town is traditionally not as busy.

Attached as Appendix '1' is a feedback report from town centre businesses and this indicates that 74% of those consulted felt the initiative had the potential to improve trade/footfall within the town with just under half of these indicating that trade had already improved as a consequence. 26% of the businesses that responded felt that free after 3 had not positively affected footfall or trade and does not have the potential to do so in the future. Over half of the 26% are from businesses within the indoor or outdoor markets.

During the experimental traffic order period the Council has a statutory requirement to consult with bodies such as the emergency services, Chamber of Commerce and bus operators. The Chamber of Commerce was very supportive of the initiative but an objection was received from Stagecoach; one of the main bus operators in Rotherham. A copy of their objection is attached at Appendix '2'.

The main premise for their objection is the detrimental effect such a proposal would have on bus patronage by potentially diverting trips from public transport to the private motor car. Their concern was that such a measure would also adversely affect congestion which would cause delays to bus services accessing and egressing the town. During the period of the experimental 'free after 3' parking order we have not noted any increase in congestion as a consequence of the initiative.

Free Saturdays

Members may also recall that for the six Saturdays prior to Christmas 2009 parking in Rotherham town centre was free. Whilst this was introduced for a relatively short period of time the survey of town centre traders previously mentioned indicated that 64% of those surveyed suggested trade and footfall had increased with a further 4% saying that footfall alone had increased. 23% of the businesses surveyed indicated that free Saturday parking had not positively affected footfall or trade and they felt it does not have the potential to do so in the future.

It can be seen then that both initiatives have been well received by town centre traders and that whilst there were some reservations expressed by one of the towns' bus operators, the measures have helped the town during a difficult economic climate. It is felt that by continuing with the parking incentives this will assist Rotherham Town Centre as hopefully the UK comes out of recession.

8. Finance

It is estimated that continuing with free parking after 3pm would cost the Council £79,000 in lost parking fees if introduced for a further 12 months. It is also estimated that to introduce free parking on Saturdays would cost the Council a further £211,500 in lost income for the same period. There would be a cost to the Council to amend the existing traffic signs and to make the appropriate traffic regulation orders which would be approximately £5,000. A further £26,500 would need to be factored in for promotion and marketing of the initiatives resulting in a total cost of £322,000. It is hoped that the LAA reward grant will be able to meet this shortfall in revenue and a decision regarding this is expected in mid March 2010.

9. Risks and Uncertainties

The initiatives have a definite cost implication which it is hoped can be met from the LAA reward grant. If this funding is not secured then the likelihood is that the proposals could not be implemented. Furthermore, unregulated parking on Saturdays could actually reduce the number of spaces available to shoppers as these spaces could be taken by commuters. A further risk is that free parking initiatives could discourage private car park operators from investing in Rotherham. The Council may also receive further objections/representations from bus operators and South Yorkshire passenger Transport Executive regarding extending the scope of free parking in the town.

10. Policy and Performance Agenda Implications

The proposals aim to assist with the regeneration of Rotherham town centre and meets the aims of Rotherham's Economic Plan (theme 1.1). In addition, the Rotherham Partnership has declared the Town Centre as one of its two main priorities for 2010.

11. Background Papers and Consultation

Consultation feedback report with businesses/traders as Appendix 1
Letter of objection from Stagecoach attached as Appendix 2
Report to joint meeting of Cabinet Members for Regeneration and Development Services and Streetpride Service on 20 April 2009
South Yorkshire Police have been consulted on both issues and have no concerns.

Contact Name: Andrew Butler, Engineer, ext 2968
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Feedback on Rotherham Town Centre Car-Parking Incentives

Rotherham Town Centre Management conducted a survey with businesses to determine if recently introduced parking incentives had firstly had a positive or negative impact upon footfall and/ or trade. If businesses had not seen a positive impact, they were asked if they thought that the scheme had potential to have a positive impact if it were to continue in the future. Businesses were also asked for their general comments and observations. 144 businesses responded in relation to free after 3pm parking and 139 businesses responded in relation to free Saturday parking.

In addition pedestrian flow figures for the town centre were analysed for both periods after 3pm and for Saturdays.

- Free after 3pm (Monday 1st June to present)

£10,500 was invested in the promotion of the scheme which included:

- Local and regional media coverage (including both editorial features and direct advertising in Rotherham Advertiser, Rotherham Record and Rotherham News amongst others)
- Radio advertising via Rother FM
- Inclusion in lifestyle magazines and regional publications
- Roundabout sponsorship
- Production and distribution of 100,000 postcards
- Inclusion of signage in car-parks and installation of meter stickers
- Targeted promotions to RMBC Staff, local employers and every school in the area

The survey results show that **35% of businesses felt the scheme had had a positive impact on both footfall and overall trade. Another 1% felt the scheme had generated additional footfall** but that hadn't translated into additional trade for them. The main comments here related to positive feedback they'd received from customers.

Another **38% reported that whilst they had not yet reported a positive impact on footfall or trade, they felt that the scheme had the potential to in the future.** Most of the comments and suggestions here related to the fact that it takes time for the incentive to be in people's mind set and that the scheme has the potential to positively impact if it is more widely promoted. Businesses noted that some of their shoppers are still unaware of the scheme. In particular comments raised related to the signs and notices in the car-parks themselves where it was noted that several people still pay after 3pm.

26% of businesses felt the scheme had not positively impacted on footfall and trade and felt it did not have the potential to do so in the future. The main reasons sited were the unwillingness of shoppers to come into town after

3pm. Some comments related to the fact that some businesses start to close soon after 3pm so there is a perception from shoppers that there is no reason to shop after that time. The main comments here related to bringing the free period forward to 2pm or earlier when businesses felt it was likely to have more benefit. Over half of the 26% of businesses are located in the indoor or outdoor markets.

Regarding pedestrian flow, the results do not necessarily reflect as positively although for the period after 3pm (from June- Dec) the results show a 0.5% increase (compared to June- Dec 2008). It must be noted however that the pedestrian flow data does not count the actual number of visitors to the town centre, but instead is used to record trends in pedestrian flow across days, weeks and months etc. There are a number of factors which can influence the results and a straight comparison from one year to another is therefore not ideal and does not necessarily directly reflect the parking initiative. Instead the feedback from businesses and the actual car park usage figures are a more accurate measure.

Free Saturday Parking (21st November- 26th December inclusive)

£1,500 was invested in the promotion of the scheme which included production of 5,000 postcards, advertising in Rotherham Advertiser, inclusion in features on Rother FM, inclusion on all Christmas event literature (50,000 copies), production of parking meter stickers, and inclusion on all relevant websites. Targeted promotions to RMBC staff and local employers were also undertaken.

The survey results show that **64% of businesses felt that the scheme had had a positive impact on both footfall and overall trade**. A further **4% felt that the scheme had generated additional footfall** but that hadn't translated into additional trade for them. Businesses reported good feedback from customers and positive comments in the results reflected the clear view that the scheme is of great benefit to the town centre. There were some comments that related to the need to ensure the benefit is received by shoppers (by starting the free parking period after 10am).

Another **23% of businesses felt that the scheme had not positively impacted on footfall and trade but felt it did not have the potential to do so in the future**. The responses here relate to the introduction of the scheme over a longer period and the suitable advertising and promotion (since several customers were unaware). Similar comments were received here regarding the signage in car-parks and/ or the blocking up of meters on Saturdays to avoid customers unnecessarily paying.

Only **9% of businesses felt that the scheme had not positively impacted on footfall or trade and felt it did not have potential to do so in the future**. Almost all responses were from businesses located in the indoor or outdoor markets, or licensed premises.

Regarding pedestrian flow, the results do not necessarily reflect as positively and for the specific Saturdays in 2009 (compared to the same Saturdays in 2008) there is no recorded increase. The comments regarding the use of footfall figures in monitoring the success of the scheme apply as before. For 2009 we are aware of a national decline in footfall linked to the economic downturn and in particular the poor weather over the Christmas period has also influenced footfall in many town centres; it is impossible to determine if in fact the parking initiative potentially stopped a more significant decline. As before, feedback from businesses and the actual car park usage figures are a more accurate measure.

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Tuesday 19th May 2009

Dear Mr Butler,

Re: Relaxation of Parking Charge time Period – Your ref: ASB/KAC 126/18

I write in response to your letter of 13th May 09 to Mr Michael Moore acting for SYPTE the letter of which has been provided to me any comments that I may wish to make on behalf of this Company, Stagecoach East Midlands.

Whilst being fully appreciative of the aspirations that you anticipate achieving by introducing such a move that the relaxation of parking charges will hopefully bring with it, I would nonetheless be obliged if you will accept this letter as my formal objection to the scheme proposal.

Clearly, at a time when all businesses are struggling I believe that the proposal that you have tabled will unfairly disadvantage all Bus Operators both financially and in their ongoing competition for road space. I believe that the proposal serves no useful or other purpose than that of encouraging more car usage and thus congestion / pollution in the centre of Rotherham throughout the busiest time of the afternoon peak.

Indeed I am confident that had it not been for the much hyped 'credit crunch' or whatever name you may wish to give it, then on the grounds of congestion and pollution alone I would hazard a guess that your department would have done all in its power to demonstrate its green credentials by seeking higher parking charges or some other form of prohibition on vehicles entering the town centre; but of course this we may now never know.

May I suggest a counter proposal which I strongly believe meets both objectives namely,

- Liaise with SYPTE and agree to use the money that Rotherham Metropolitan Borough Council would otherwise forego in lost car parking revenue (but which it will presumably retain if the proposal is not implemented) to support the 'departure charges' levied by SYPTE on Bus Operators after 15:00hrs each day until the end of service.

The money that Bus Operators save on departure charges can then be passed on directly to the passenger.

The result would be less congestion, less pollution and more bus patronage all of whom would be encouraged to travel by the incentive of using the low fare scheme outlined above. A good promotional campaign could be entered into by both parties with obvious benefits for each forthcoming.

I look forward to hearing from you on this matter.

Yours sincerely



Richard Kay
Operations Director

Counter Copy to:

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Bus Services Officer
South Yorkshire Passenger Transport Executive
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SHEFFIELD
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