

CABINET MEMBER FOR STREETPRIDE

Venue: Training Room,
3rd Floor Bailey House,
Rawmarsh Road,
Rotherham. S60 1TD

Date: Monday, 1st March, 2010

Time: 9.45 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 the Local Government Act 1972 (as amended March 2006).
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. Parking Charges 2010/2011. (report attached) (Pages 1 - 5)
Martin Beard, Parking Services Manager, to report.
 - to consider amendments to parking charges.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Streetpride
2.	Date:	1st March, 2010
3.	Title:	Parking Charges 2010 - 2011
4.	Programme Area:	Environment and Development Services

5. Summary

This report proposes that parking charges are amended in accordance with the attached schedule with effect from April 2010.

6. Recommendations

- a) **Cabinet Member is asked to resolve that the proposed charges detailed in this report are approved for implementation with effect from 1 April 2010.**
- b) **The pricing structure is reviewed in September 2010 to enable necessary amendments to be made (any proposed amendments to be the subject of a further report).**

7. Proposals and Details

The charges for parking in on-street Pay & Display bays, within the Controlled Parking Zone, were last increased four years ago in April 2006; those for off-street parking were increased two years ago in April 2008. The proposed levels of charges for the financial year 2010 / 2011 are scheduled below. The proposals will maintain the situation whereby the charges are broadly cheaper than other authorities in South Yorkshire, although a small number of the individual tariff bands exceed prices at those other authorities.

Some on-street charges are proposed to be reduced and the number of tariff bands reduced and therefore simplified. Customers using the one-hour maximum stay on-street bays will have a choice of two tariff bands – up to thirty minutes or up to one hour. The prices will be 50p or £1 (an increase of 10p on the existing 20 minute shorter stay and a reduction of 20p on the longer stay). The two hour on-street stays will cost £2.50, a reduction of 10p. This further simplifies the payment. The shortest stays in on-street bays in the extremities of the town centre will remain unchanged at 20p for 30 minutes.

Short stay off-street parking prices will be increased by 10p to £1.20 for up to two hours and by 10p to £2.80 for up to four hours. The off-street long stay tariffs will remain unchanged.

Long stay off-street parking in the two car parks furthest from the town centre on Fitzwilliam Road will remain unchanged at £1.60 all day. The cost of all day parking in the St Anns, York Road, Rawson Road and Sheffield Road car parks will increase from £1.60 to £1.80.

Long stay parking prices and the cost of permits for Wellgate multi-storey car parks will remain unchanged.

In proposing the new charges, consideration was given to a submission to the Council's Employee Suggestion Scheme that parking should be cheaper for long stay parking activities in line with a "bulk purchase" policy. It is considered that this course of action would not support the aims of the Local Transport Plan which aims to encourage short stay parking and discourage long term "commuter" parking. It should be noted, however, that long term "all day" parking prices in the primary locations of the town centre have not been increased.

Proposed charges

On-Street Parking Charges (inner town centre)

Duration	Current Charge (09-10)	Duration	Proposed Charge (10-11)
20 minutes	0.40	30 minutes	0.50
40 minutes	0.80	N/A	N/A
60 minutes	1.20	60 minutes	1.00
120 minutes	2.60	120 minutes	2.50

On-Street Parking Charges (outer town centre)

Duration	Current Charge (09-10)	Proposed Charge (10-11)
30 minutes	0.20	0.20
60 minutes	0.40	0.50
120 minutes	0.80	1.00
240 minutes	1.50	1.50
Over 4 hours	2.00	2.00

Off-Street Parking Charges

Location	Duration (Monday – Friday)	Current Charge (09-10)	Proposed Charge (10-11)
St Ann's / York Road / Rawson Road / Sheffield Road	All day (long-stay car parks)	1.60	1.80
Staff Permits (long stay car parks) (Monday-Friday)	12 months	360.00	No change
Wellgate Multi-Storey Car Park & Town Centre Pay & Display Surface Car Parks	Up to 2 hours	1.10	1.20
	Up to 4 Hours	2.70	2.80
	Over 4 hours	6.50	No change

Riverside car park, off Corporation Street

Duration	Current Charge (09 – 10)	Proposed Charge (10 – 11)
60 minutes	0.50	No change
120 minutes	1.00	No change
240 minutes	2.00	No change
Over 4 hours	3.00	No change

Wellgate North Car Park

Duration	Current Charge (09-10)	Duration	Proposed Charge (10-11)
20 minutes	0.45	30 minutes	0.50
40 minutes	0.90	N/A	N/A
60 minutes	1.30	60 minutes	1.00

Wellgate Multi-storey car park – permits.

Permits - public	1 month	80.00	No change
	2 months	120.00	No change
	3 months	160.00	No change

8. Finance

The proposed prices for 2010 / 2011 will, based upon projected income, increase the pay and display revenue by approximately £60,000. This will, to some extent, off set the anticipated budget shortfall caused by the economic downturn and increasing overheads such as business rates and maintenance of car park infrastructure and equipment.

9. Risks and Uncertainties

There is a risk of a level of resistance to the proposed charges. There is currently pressure from individuals and organisations such as the Rotherham Chamber to consider lower charges. It is felt, however, that the reduction in some prices will provide an overall balanced approach.

A bid has also been made to fund the continuance of the “Free After 3” scheme and to fund the offer of free parking on Saturdays for the full financial year.

10. Policy and Performance Agenda Implications

The proposals will mean that prices remain in accordance with the policy to discourage long-stay parking by means of a tariff which is more expensive on a pro-rata basis for long-stay, thus making more spaces available for short stay shoppers and business users.

The prices encourage short-stay parking (up to 4 hours).

The proposed price structure will help to support aims of the Local Transport Plan, in that they can significantly influence modal shift, and they help to encourage short stay parking and discourage long term “commuter” parking.

11. Background Papers and Consultation

The Transportation Unit has been consulted and supports the recommendations in this report.

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