

## Summary Sheet

### Committee Name and Date of Committee Meeting

Officer Delegated Decision by the Strategic Director for Regeneration and Environment – 21<sup>st</sup> January 2025

### Report Title

Changes to the parking tariff at Forge Island car park.

### Is this a Key Decision and has it been included on the Forward Plan?

No

### Director Approving Submission of the Report

Andrew Bramidge, Strategic Director of Regeneration and Environment

### Report Author(s)

Martin Beard – Parking Services Manager – Highways Service

### Ward(s) Affected

Boston Castle

### Summary

A decision exercising a function delegated to the Strategic Director for Regeneration and Environment is sought in respect of the approval of changing the parking tariff at Forge Island car park.

### Recommendations

That the current tariff and concessions to that tariff are changed to unlimited free parking for all customers of Forge Island businesses following publication of a notice at the site.

### List of Appendices Included

N/A

### Background Papers

N / A

### Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

### Council Approval Required

No

**Exempt from the Press and Public**  
No

## **1. Recommendation**

- 1.1 That the current tariff and concessions to that tariff are changed to unlimited free parking for all paying customers of Forge Island businesses.

## **2. Background**

- 2.1 The Forge Island development opened to the public on the opening of the Travelodge hotel in July 2024.
- 2.2 Upon the date of opening, a “pay on foot” parking barrier control system had been installed.
- 2.3 The current tariff includes concessions as follows:
  - Free parking for 3.5 hours for customers of the cinema
  - Free parking between the hours of 4pm and 10am for customers of the hotel

## **3. Key Issues**

- 3.1 In order to support the continuing increased usage of Forge Island, consideration has been given to promoting access to Forge Island through the parking tariffs associated with those visiting Forge Island businesses. Representations have been received in relation to confusion associated with tariffs for customers of Forge Island businesses and as a result, it is recommended that to simplify the system, anyone visiting a Forge Island business is granted free car parking.
- 3.3 There is an anomaly between other Council operated town centre car parks and Forge Island involving the charging hours. Other Council operated town centre car parks are free of charge on Saturdays, Sundays and after 6pm on week days whereas charges currently apply in Forge Island car park 24 hours per day, 7 days per week. This is to ensure the parking remains available for users of Forge Island and not adversely impacted by Town Centre events such as football games.
- 3.4 If a decision is taken to implement free, unlimited parking for all customers of Forge Island businesses, this will have to be validated through receipts and the parking barrier system will need to be calibrated in line with this decision.
- 3.5 In addition, as part of the 25/26 Budget Setting report, to be ratified by full Council on the 5<sup>th</sup> March 2025, there is a proposal to make the 1<sup>st</sup> hour of parking in the Council’s off-street car parks free of charge to encourage footfall in the town centre. This includes Forge Island.

#### **4. Options considered and recommended proposal**

##### 4.1 Do nothing

This may result in the existing tariff continuing thereby acting as a deterrent to potential customers of the businesses on the site.

##### 4.2 **RECOMMENDED PROPOSAL** That the current tariff and concessions to that tariff are changed to unlimited free parking for all paying customers of Forge Island businesses.

#### **5. Consultation**

5.1 Consultation has taken place with the businesses within Forge Island.

#### **6. Timetable and Accountability for Implementing this Decision**

6.1 The new tariff can be implemented immediately upon approval and subject to the associated changes being implemented to the parking barrier system.

#### **7. Financial and Procurement Implications**

7.1 There is an approved revenue income budget of £209,000 in respect of car parking income at Forge Island. The recommendation in this report, to offer unlimited free parking to customers of Forge Island businesses, will significantly impact on the Service's ability to meet this income budget. However, this needs to be balanced against the wider requirement to ensure that Forge Island is a commercial success and full occupation of the commercial units on Forge Island is achieved. Any revenue budget pressure arising as a result of this recommendation, will be managed within the Forge Island approved revenue budget, or failing that, within the approved revenue budget of Facilities and Customer Services as a whole.

#### **8. Legal Implications**

8.1 N/A

#### **9. Human Resources Implications**

9.1 N/A

#### **10. Implications for Children and Young People and Vulnerable Adults**

10.1 N/A

#### **11. Equalities and Human Rights Implications**

11.1 N/A

## 12. Implications for Partners and Other Directorates

12.1 N/A

## 13. Risks and Mitigation

13.1 If a decision is taken to implement free, unlimited parking for all customers of Forge Island businesses, it will be very difficult to prevent the car park being used by non-customers. This may lead to excessive use of the parking facilities, particularly by:

- Employees of the Council based in Riverside House
- Attendees of football matches at the New York Stadium

Methods of preventing the car park being used by employees of the Council based in Riverside House and / or attendees of football matches at the New York Stadium should also be given serious consideration / implemented.

## 14. Accountable Officer(s)

14.1 Richard Jackson – Head of Service – Highways

14.2 Martin Beard – Parking Services Manager

	Named Officer	Date
Strategic Director of Finance & Customer Services		
Assistant Director of Legal Services		
Head of Procurement (if appropriate)		
Head of Human Resources (if appropriate)		

Approvals obtained on behalf of: -

Assistant Director, Sam Barstow, Community Safety and Street Scene  
(Regeneration and Environment)

Signed

Date:

*Report Author: Martin Beard, Parking Services Manager – Highways Service*

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