

PARKING REVIEW

The report of the Head of Corporate and Environment Services on the review of the operation and tariff regime of the pay and display car parks across the borough was considered.

Cabinet noted the details provided within the report including: Sales tariffs and income; Car Parking Provision – a Borough Wide view; Options Appraisal; Parking Machines; Decline in ticket sales and use of Council land; Tariff Structure and permits; Free After 3 and Staffing Consideration and ANPR.

It was highlighted that sales volumes had declined by 50% since 2017/18, set against this backdrop was a “crowded market place” with many private sector providers setting favourable tariffs to entice drivers. East Staffordshire Borough Council was towards the lower end of the tariff scale for a 2 hour stay, when contrasted with Staffordshire, CIPFA similar group and neighbouring authorities. As a result, it had been proposed that the 2 hour ticket/app purchase be matched to the median average (£1.90) of those Local Authorities covered in the study. (Although contrary to the Fees and Charges policy, it was noted that a below inflation increase would assist residents during the costs of living crisis whilst providing income to cover operational costs). A two year freeze on permit prices was also proposed, with three and six month options to be phased out due to low customer take up. Parking machines and their operation represented both the highest financial outlay and time consuming element of running a car park. Consequently, it was proposed that residents be consulted on the potential phasing out of parking machines and cash payments in Council car parks. Another element that had impacted income was the Free After 3 scheme - when launched, initial estimates expected a reduced income from Free After 3 of £184,000, however, given the decline in footfall, the estimated loss would now be approximately £83,500. Following the evolution of the Community & Civil Enforcement team and an ever increasing need to address community orientated issues such as fly-tipping, it was proposed to carry out a review of the structure and ANPR.

The reasons for making the decision below were set out in the report.

Resolved:

- 1) That under used parking spaces be converted into temporary urban parks on a case by case basis. In addition, that the proposed EV charging point installation at the Maltings, Uttoxeter be used as a test pilot example;
- 2) That Option 3 be implemented for the parking tariff from April 1st 2024, because it offered a below inflation price rise which should support residents in parking in ESBC car parks;
- 3) That three and six month options cease from April 1st 2024 and that 12 month permit prices be frozen at their present value of £575 for the next

twenty four months and reviewed again in 2025. In addition, a two year pilot (reviewed after 12 months) of a one month permit be introduced;

- 4) That free After 3 to cease from March 31st 2024 as there is limited evidence to understand its worth;
- 5) That residents be consulted on the potential phasing out of parking machines and cash payments in Council car parks, with an appropriate 'lead in' time should this option be selected;
- 6) That the Community and Civil Enforcement structure and ANPR be the subject of a detailed review in 2024/25, subject to consultation with staff.

Voting concerning the above decision was as follows:

Those voting for the motion	Those voting against	Those abstaining
Councillor M T Fitzpatrick		
Councillor A A Chaudhry		
Councillor D F Fletcher		
Councillor R Hawkins		
Councillor P Walker		