

BOROUGH OF KETTERING

Committee	RESEARCH & DEVELOPMENT	Item A5	Page 1 of 3
Report Originator	Head of Public Services / Head of Resources Shirley Plenderleith / Mark Dickenson	<i>Forward Plan Ref</i>	
Wards Affected	All	12 th June 2018	
Title	CAR PARK CHARGING STRATEGY		

1. PURPOSE OF REPORT

- 1.1 In response to items raised at the Research and Development Committee held on 4th April 2018, the purpose of this report is to provide a high level overview of the current car park charging strategy and consider the impact of a reduction in charges.

2. INFORMATION

- 2.1 In November 2017 the Executive Committee received a report on car parking charges – this followed the Finance Portfolio Holder’s commitment that the current charging strategy would be looked at and would form part of the 2018/19 budget process.
- 2.2 For ease of reference Section 6 of the report presented to the Executive at the November 2017 meeting is reproduced at **Appendix A**.
- 2.3 The agreed recommendations from the report were:
- i. That the current level of charges remained relevant and that there should be a freeze to existing charges for a further three year period (1st April 2018 to 31st March 2021).
 - ii. That the Council introduce two additional parking bands in all car parks. This provides the user with greater choice over the length of stay by introducing a 4 hour charge for £4 and a 5 hour charge of £5.
 - iii. That charging periods for Saturday parking are changed from 8am to 9am, bringing this in line with the weekday charging period, which also starts at 9am (this followed feedback from Town Centre businesses and users from an event at the Corn Market Hall).
 - iv. The Council extends the £40,000 budget, in place since 2014/15, which can be used for one-off parking incentives (such as free parking and/or other town centre event related items) to March 2021 – aligning this to the three year strategy.

BOROUGH OF KETTERING

Committee	RESEARCH & DEVELOPMENT	Item A5	Page 2
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- 2.4 As a result of the changes that were approved by the Executive this effectively means that the charges in 2020/21 would be at the same level as in 2011 which could represent a real terms reduction of around 22%.
- 2.5 Members of the Executive were also reminded that any change in strategy needs to ensure that the overall income yield remains at least the same. However any future reductions in parking charges would be likely to have an adverse impact on the overall yield e.g. a 10% change in parking charges would equate to a loss of income of around £61,000. Subsequently this would need to be financed through either ongoing reductions in expenditure or an increase in ongoing income. It would not be prudent for the reduction in income to be met through one off sources i.e. use of reserves.
- 2.6 This approach is in line with Financial Golden Principle 'd', which is reproduced below for ease of reference:
- 'Should the Council decide to allocate significant additional/new funding to a specific service – it should identify where the required funding is coming from (or compensating savings are to be made).'*
- 2.7 With regards to the changes previously agreed by the Executive, particularly with reference to the new time bands, the impact of these will be closely monitored over the period of the three year strategy to understand the effect on ticket sales and subsequently the impact on income levels.

3. CONSULTATION AND CUSTOMER IMPACT

- 3.1 There is no direct impact on customers as a result of this report

4. POLICY IMPLICATIONS

- 4.1 There are no direct policy implications as a result of this report.

5. FINANCIAL RESOURCE IMPLICATIONS

- 5.1 The implications on the Council's resources are considered throughout this report.

6. HUMAN RESOURCE IMPLICATIONS

- 6.1 None as a result of this report.

BOROUGH OF KETTERING

Committee	RESEARCH & DEVELOPMENT	Item A5	Page 3
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7. LEGAL IMPLICATIONS

7.1 None as a result of this report.

8 RECOMMENDATION

8.1 That the Committee note the three year car parking strategy agreed by the Executive in November 2017.