





**Brighton & Hove  
City Council**

# Policy & Resources Urgency Sub-Committee

Title:	<b>Policy &amp; Resources Urgency Sub-Committee</b>
Date:	<b>12 November 2013</b>
Time:	<b>4.30pm</b>
Venue	<b>Council Chamber, Hove Town Hall</b>
Members:	<b>Councillors:</b> J Kitcat (Chair), A Norman (Opposition Spokesperson) and Morgan (Opposition Spokesperson)
Contact:	<b>Mark Wall</b> Head of Democratic Services 01273 291006 mark.wall@brighton-hove.gov.uk

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# Democratic Services: Policy & Resources Committee

Monitoring Officer	<b>Councillor J. Kitcat</b> Chair	Chief Executive	Head of Democratic Services
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Executive Director  
for  
Finance & Resources

Executive Director  
for Environment,  
Development & Housing

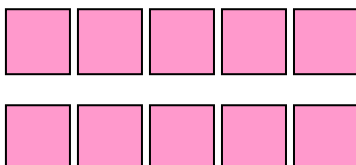
**Councillor A. Norman**

**Councillor Morgan**  
Group Spokes

Public  
Speaker

Councillor  
Speaking

Public Seating



Press

## AGENDA

### PART ONE

Page

#### 1. PROCEDURAL BUSINESS

(a) **Declaration of Substitutes:** Where Councillors are unable to attend a meeting, a substitute Member from the same Political Group may attend, speak and vote in their place for that meeting.

(b) **Declarations of Interest:**

- (a) Disclosable pecuniary interests not registered on the register of interests;
- (b) Any other interests required to be registered under the local code;
- (c) Any other general interest as a result of which a decision on the matter might reasonably be regarded as affecting you or a partner more than a majority of other people or businesses in the ward/s affected by the decision.

In each case, you need to declare

- (i) the item on the agenda the interest relates to;
- (ii) the nature of the interest; and
- (iii) whether it is a disclosable pecuniary interest or some other interest.

If unsure, Members should seek advice from the committee lawyer or administrator preferably before the meeting.

(c) **Exclusion of Press and Public:** To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

**NOTE:** *Any item appearing in Part Two of the Agenda states in its heading the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.*

*A list and description of the exempt categories is available for public inspection at Brighton and Hove Town Halls.*

#### 2. SMALL BUSINESS SATURDAY - PARKING TARIFFS

1 - 10

Report of the Executive Director of Environment, Development & Housing (copy attached).

Contact Officer: Austen Hunter

Tel: 29-2245

Ward Affected: Central Hove; Regency; St Peter's & North Laine

## POLICY & RESOURCES COMMITTEE

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The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

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For further details and general enquiries about this meeting contact Mark Wall, (01273 291006, email [mark.wall@brighton-hove.gov.uk](mailto:mark.wall@brighton-hove.gov.uk)) or email [democratic.services@brighton-hove.gov.uk](mailto:democratic.services@brighton-hove.gov.uk)

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Date of Publication – 4 November 2013

<b>Subject:</b>	<b>Small Business Saturday ~ Parking Tariffs</b>		
<b>Date of Meeting:</b>	<b>12<sup>th</sup> November 2013</b>		
<b>Report of:</b>	<b>Geoff Raw</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Austen Hunter</b>	<b>Tel: 29-2245</b>
	<b>Email:</b>	<b>austen.hunter@brighton-hove.gov.uk</b>	
<b>Ward(s) affected:</b>	<b>Regency, St Peter's &amp; North Laine, Queens Park, Central Hove</b>		

**FOR GENERAL RELEASE**

**1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 This report follows up on the "Small Business Saturday" Notice of Motion passed at the Council meeting of 24<sup>th</sup> October 2013 with respect to parking tariffs in December 2013.
- 1.2 The issues and potential impacts of two options are presented for reduced parking tariffs at certain city centre car parks:
- Option 1 reflects the proposed changes detailed in the Notice of Motion that is for free parking on four days in December at five car parks (Regency Square, Trafalgar Street, London Road, Norton Road and High Street).
  - Option 2 proposes an extended period of reduced rates at two car parks (Regency Square and London Road) and free parking at one other car park (Norton Road).

**2. RECOMMENDATIONS:**

- 2.1 That the Committee approve Option 2.

**3. CONTEXT/ BACKGROUND INFORMATION**

- 3.1 On 24<sup>th</sup> October 2013 a Notice of Motion ("Small Business Saturday") was passed at Full Council. Option 1 reflects the recommendations for parking tariffs:
- 1) The provision of free parking at Norton Road, London Road, Regency Square, High Street and Trafalgar Street car parks on "Small Business Saturday" in order to help boost trade.
  - 2) The provision of free parking at Norton Road, London Road, Regency Square, High Street and Trafalgar Street car parks on the 3 Sundays before Christmas (8<sup>th</sup>, 15<sup>th</sup> and 22<sup>nd</sup> December).

3.2 Potential economic, traffic management, environmental and reputational implications are associated with Option 1. These are discussed in Section 4, below.

3.3 Option 2 is offered as an alternative, to help mitigate those risks.

#### 4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

##### Option 1

4.1 The table below summarises Option 1:

Car park	Proposed tariff changes
Trafalgar Street, High Street, Regency Square, London Road, Norton Road	<i>Free parking on Saturday 7<sup>th</sup> and Sundays 8<sup>th</sup>, 15<sup>th</sup> and 22<sup>nd</sup> December</i>

4.2 **Economic impact** – In general, parking charges can benefit businesses by encouraging turnover of spaces, which helps to increase footfall and spend. Charging can also help to reduce congestion making it easier for people to access businesses and reduce pollution, making the city a more attractive place to visit. The European research group, COST, has produced a detailed report [“Parking Policies and the Effects on Economy and Mobility”](#), which states:

*“Evidence brought together clearly indicates that proper parking policy measures support the economy rather than hamper it. Paid parking results in a higher turnover, creating space for more customers. Free parking changes visitors (short term) parking into long term places occupied by workers instead of residents. Introduction of a free starting period at paid parking locations results in more traffic movements, more costs and not more customers.”*

4.3 **Traffic management / environmental impact** – the proposed days are some of the busiest of the year with 50,000 to 100,000 visitors to the city centre each day. 7<sup>th</sup> December is a home match for Brighton & Hove Albion adding more traffic pressure and free parking could influence people’s travel choices. In recent years, congestion caused by traffic queuing for car parks during busy periods has caused major delays to bus services with some services being threatened with cancellation as a result. On Monday 28<sup>th</sup> October 2013 a football match at Brighton & Hove Albion was delayed due to traffic problems caused by high numbers of people driving into the city (as a result of train disruption due to weather). Free parking would attract additional car journeys leading to more congestion and air pollution.

4.4 **Reputational impact** – if unsuccessful, the city risks reputational damage due to congestion and poor visitor experience. There is a high risk that people with car park season tickets and hotel guests may find that parking is not available for them.

## **Option 2**

4.5 The table below summarises Option 2:

<b>Car park</b>	<b>Proposed tariff changes</b>
Regency Square	<i>Reduced rate</i> parking on Saturdays and Sundays 7 <sup>th</sup> , 8 <sup>th</sup> , 14 <sup>th</sup> , 15 <sup>th</sup> , 21 <sup>st</sup> , 22 <sup>nd</sup> December
London Road	<i>Reduced rate</i> parking on Saturday 7 <sup>th</sup> and all Sundays from 8 <sup>th</sup> , December onwards
Norton Road	<i>Free parking</i> on Saturday 7 <sup>th</sup> and Sundays 8 <sup>th</sup> , 15 <sup>th</sup> and 22 <sup>nd</sup> December

4.6 Details of the reduced rates can be found in Appendix 2.

4.7 Trafalgar Street and High Street car parks are omitted on the basis that there is insufficient spare capacity to accommodate the added demand generated by a promotional rate. To avoid creating queues and congestion rates would remain unchanged.

4.8 Option 2 focuses upon off-street car parks where there is sufficient spare capacity to absorb an average increase in demand of approximately 100 spaces or more. The proposed tariff changes are pitched at a level to allow some additional demand whilst reducing the risk of queuing.

## **5. COMMUNITY ENGAGEMENT & CONSULTATION**

5.1 In order to meet the deadline of delivering changes by 7<sup>th</sup> December, the lead-in period has been contracted and therefore it has not been possible to carry out a full consultation with businesses and members of public.

5.2 Brighton & Hove Bus Company has stated that the free parking proposals of Option 1 are likely, in their opinion, to have a very serious impact upon people trying to move around the city during this busy time of year and would increase the likelihood of service delays.

5.3 As part of the implementation the views of the community will be sought and the effect of the changes monitored to inform future proposals of this type.

## **6. CONCLUSION**

6.1 The reason why a decision to implement Option 2 is sought is to support local businesses by encouraging trade and keeping the transport network moving.

6.2 Option 2 will better encourage higher turnover of parking space and as a result, higher footfall.

6.3 Option 2 will help to mitigate the risk of attracting excessive traffic and congestion at a time of year when there is already very high volumes of visitors to the city. It will help to mitigate the risk of damaging business, the environment and the city's reputation.

## 7. FINANCIAL & OTHER IMPLICATIONS:

### Financial Implications:

#### Option 1

- 7.1 The total cost of Option 1 is estimated at £112,000 as shown in the table below and detailed in Appendix 3. This shows that there is an estimated loss of income of £47,000 from the five car parks offering free parking and also an estimated loss of £65,000 at nearby car parks and on-street pay and display (P&D) areas. These figures have been calculated based on current budgets, levels of usage and the estimated loss resulting from parkers moving into one of the free car parks.

<b>Car Park</b>	<b>£'000</b>
Regency Square	20
Trafalgar Street	14
London Road	8
High Street	2
Norton Road	3
<b>Free Car Park Total</b>	<b>47</b>

The Lanes	14
Carlton Hill	1
On-street P&D catchment (Regency)	27
On-street P&D catchment (Trafalgar)	14
On-street P&D catchment (London Road)	5
On-street P&D catchment (High Street)	2
On-street P&D catchment (Norton Road)	2
<b>Associated Impact Total</b>	<b>65</b>

<b>Grand Total</b>	<b>112</b>
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- 7.2 It is possible that there could be a small drop in revenue resulting from fewer penalty charge notices (PCN's) being issued but due to the relatively small number of spaces affected this is likely to be insignificant and has not been included in the costings.

#### Option 2

- 7.3 The total cost of Option 2 for the period up until Sunday 22<sup>nd</sup> December is estimated at £39,000 as shown in the table below and detailed in Appendix 3. This shows an estimated loss of income of £14,000 from the three car parks offering reduced tariffs and a further £25,000 at nearby car parks and on-street P&D areas.

<b>Car Park</b>	<b>£'000</b>
Regency Square	9
London Road	2
Norton Road	3
<b>Reduced Tariff Car Park Total</b>	<b>14</b>



The Lanes	7
On-street P&D catchment (Regency)	14
On-street P&D catchment (London Road)	2
On-street P&D catchment (Norton Road)	2
<b>Associated Impact Total</b>	<b>25</b>

<b>Grand Total</b>	<b>39</b>
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- 7.4 For Option 2 there would be an additional cost in 2013/14 of £4,000 for offering reduced rate parking at London Road Car Park on Sundays from Sunday 29<sup>th</sup> December onwards. For a full year this would equate to £16,000.
- 7.5 The cost of both options has been estimated on the best information available and has taken account of known seasonal variations and likely responses to price changes. Parking activity is difficult to forecast with any accuracy due to a range of factors that can impact on usage and therefore it is possible that the impact of either option could be different to the estimates presented above
- 7.6 The costings for both options above do not include any allowance for advertising or making Traffic Regulation Orders (TRO's) (if necessary) as these are not expected to be significant and would be met from within existing revenue budgets.
- 7.7 Similarly they do not make any allowance for the cost of any potential challenge to, or losses arising from, these options by other parties who may see them as detrimental to their business.
- 7.8 The cost of either option approved could increase the council's year-end overspend and potentially impact upon the level of reserves available to support the 2014/15 budget setting process. The pressures on the council's budget in 2013/14 have been documented in Targeted Budget Management reports to Policy and may be difficult to mitigate in full by the year-end. For information, the total forecast overspend at Month 5, reported to committee on 17 October 2013, stands at £2.413m. There is currently £0.700m risk provision available to mitigate the final year-end position.

*Finance Officer Consulted: Jeff Coates*

*Date: 31/10/2013*

Legal Implications:

- 7.9 The Council has power under section 35C of the Road Traffic Regulation Act 1984 to vary the charges payable at off-street car parks by way of a notice. Procedure regulations set out the process that must be followed. A notice must be published in a newspaper circulating in the area and displayed in the affected car parks at least 21 days before the changes take effect.

*Lawyer Consulted:*

*Elizabeth Culbert*

*Date: 31/10/13*

Equalities Implications:

7.10 None

Sustainability Implications:

7.11 These have been discussed in Section 4

Any Other Significant Implications:

7.12 None

## **SUPPORTING DOCUMENTATION**

### **Appendices:**

Appendix 1 Other implications

Appendix 2 Option 2 ~ Proposed tariff changes

Appendix 3 Financial impact of Options 1 & 2

### **Background Documents**

1. COST Action 342 - "Parking Policies and the Effects on Economy and Mobility",  
<http://www.europeanparking.eu/cms/Media/COST%20Action%20342%20final%20report%5B1%5D.pdf>

### **Documents in Members Rooms**

None

**Other Implications:**

Crime & Disorder Implications:

- 1.1 None

Risk and Opportunity Management Implications:

- 1.2 These have been discussed in Section 4.

Public Health Implications:

- 1.3 **The majority of locally derived pollution comes from either diesel engines or older petrol vehicles. Parking controls are a positive contribution to reducing air pollution.** It is estimated that poor air quality reduces life expectancy in the UK by 6 months. Brighton has an Air Quality Management Area in force because over 21 km of the city's busiest road consistently exceed English and EU legal limits for Nitrogen Dioxide. The city has promoted the use of sustainable transport as an alternative to private car use with the aim of improving air quality. Any increase in the volume of traffic entering the city centre and queuing for car park space could have a negative impact on health and progress being made on improving air quality.

Corporate / Citywide Implications:

- 1.4 These have been discussed in Section 4.

## Option 2 ~ Proposed tariff changes

<b>Car Park</b>	<b>Current Tariff</b>	<b>Reduced Tariff</b>
<b>Regency Square</b>		
Weekend - 1 hour	£3.00	£1.00
Weekend - 2 hours	£7.00	£3.00
Weekend - 4 hours	£14.00	£6.00
Weekend - 9 hours	£18.00	£10.00
Weekend - 24 hours / Lost ticket	£22.00	£12.00
Evenings 1800 - 2400	£4.50	£4.50
Overnight 16.00 – 11.00	£10.00	£8.00
<b>London Road</b>		
Weekend - 1 hour	£2.00	£1.00
Weekend - 2 hours	£4.00	£2.00
Weekend - 4 hours	£6.00	£4.00
Weekend - 9 hours	£8.00	£8.00
Weekend - 24 hours / Lost ticket	£17.50	£10.00
Evenings 1800 - 2400	£4.50	£4.50
Overnight 16.00 – 11.00	£8.00	£8.00
<b>Norton Road</b>		
1 hour	£1.00	£0.00
2 hours	£2.00	£0.00
4 hours	£3.00	£0.00
5 hours	£4.00	£0.00
9 hours	£4.50	£0.00
12 hours	£5.00	£0.00

## Financial impact of Options 1 &amp; 2

## OPTION 1

Car Park	Capacity	Estimated December Weekend Daily Income (£)	Volume Impact	Tariff Impact	Days	Loss of income £'000
Regency Square	507	5,098		-100%	4	20
Trafalgar Street	275	3,603		-100%	4	14
London Road	528	2,003		-100%	4	8
High Street	81	440		-100%	4	2
Norton Road	290	654		-100%	4	3
<b>Free Car Park Total</b>						<b>47</b>

The Lanes	280	5,733	-60%		4	14
Carlton Hill	52	453	-60%		4	1
On-street P&D catchment (Regency)	300	11,435	-60%		4	27
On-street P&D catchment (Trafalgar)	150	5,717	-60%		4	14
On-street P&D catchment (London Road)	100	1,936	-60%		4	5
On-street P&D catchment (High Street)	100	847	-60%		4	2
On-street P&D catchment (Norton Road)	100	847	-60%		4	2
<b>Associated Impact Total</b>						<b>65</b>
<b>Grand Total</b>						<b>112</b>

## OPTION 2

Car Park	Capacity	Estimated December Weekend Daily Income (£)	Volume Impact	Tariff Impact	Days	Loss of income £'000
Regency Square	507	5,098	16%	-44%	6	9
London Road	528	2,003	15%	-34%	4	2
Norton Road	290	654		-100%	4	3
<b>Reduced Tariff Car Park Total</b>						<b>14</b>

The Lanes	280	5,733	-20%		6	7
On-street P&D catchment (Regency)	300	11,435	-20%		6	14
On-street P&D catchment (London Road)	100	1,936	-20%		4	2
On-street P&D catchment (Norton Road)	100	847	-60%		4	2
<b>Associated Impact Total</b>						<b>25</b>
<b>Grand Total</b>						<b>39</b>

