

NOTICE OF MOTION**IMPACT OF PARKING CHARGES ON THE LOCAL ECONOMY**

“This Council notes with grave concern that visitor numbers in Brighton & Hove fell by 10.8% year on year in the first seven months of 2012 and agrees with the many local traders on the seafront and in the main shopping areas of the city who say that one of the predominant reasons for this drop in numbers was the largest increase in parking charges ever implemented. This is borne out by:

- a) figures from other seaside resorts such as Eastbourne, where visitor numbers dropped by only 3%, and Bournemouth, where numbers actually increased by over 13% during the same period.
- b) The fact that visitor numbers to Brighton & Hove decreased significantly more (over 14%) after the new parking charges were introduced in April.
- c) Targeted Budget Management figures that project a large shortfall on the extra £1.3 million income that the Administration sought from parking charge increases

Furthermore, this Council regrets that the remit of the ongoing citywide parking review does not include issues of charging and notes the concerns of local traders and businesses who feel that they have not been properly consulted as part of the review.

This Council recognises the significant environmental benefits of encouraging the use of trains, buses, bicycles and walking but also agrees that using high parking charges as a tool to force people out of their cars damages the local economy and gives the dangerous impression that Brighton & Hove is a ‘rip off’ city that takes both visitors and residents for granted.

Therefore, this Council resolves to call on the Transport Committee to ensure:

- a) As part of the ongoing citywide parking review, to undertake detailed financial modelling to determine the impact on the local economy of different parking charge levels both on-street and off-street (including the decision to delete certain tariffs, thus forcing residents and visitors to pay for parking for longer than they need);
- b) As part of this work, to present options to deliver a real terms decrease in parking charges particularly in the areas of the city where local

businesses are suffering the most from the impact of high charges. These decreases should bring charges back in line with the level they were at in 2011/12;

- c) To carry out a specific targeted consultation with local traders and their representative organisations about the impact of the Administration's parking charge increases together with the substantial increases in Trader and Business Permits and to act on the findings of that consultation;
- d) To examine ways of making better use of the city's under-occupied car parks such as Norton Road for the benefit of both local businesses and residents;
- e) That a report covering the whole parking situation comes back to the Transport Committee meeting on 15th January to enable the findings to be fed into the Council's 2013/14 Budget."