

Nottingham City Council Delegated Decision



Nottingham
City Council

Reference Number:

2153

Author:

Matthew Ralfe

Department:

Communities

Contact:

Jason Alan Gooding

(Job Title: Parking manager, Email: jason.gooding@nottinghamcity.gov.uk, Phone: 01158764092)

Subject:

Off-street parking review

Total Value:

Exempt (Type: Revenue)

Decision Being Taken:

To approve proposed package of tariff changes and authorise the Strategic Director of Commercial and Neighbourhood Services to implement the proposals.

Reasons for the Decision(s)

Effective car park management is a key factor in a city's economic success. Nottingham City Council's car park pricing aims to ensure that the car parks are enablers of economic activity by promoting footfall within the city centre and ensuring retail and leisure visitors are able to park in a location convenient to them.

2014-15 saw 80,000 more parking sessions in Nottingham City Council operated car parks compared to the previous year and it is Parking Services' intention to maintain this progress in 2015-16. The package of changes proposed in this document aims to continue to grow patronage of the parking assets while also integrating with the Council's plans and policies for public transport in Nottingham; giving people the choice for how they travel to and from the City Centre whilst at the same time helping Nottingham to meet key economic and environmental objectives.

The package of tariff changes specifically targets boosting the number of medium-stay leisure and retail customers in the car parks to increase footfall in Nottingham's retail and leisure outlets. Parking Services' are proposing reductions in the price of parking on Sundays, late afternoons and evenings as well as a third year of price freezes for the majority of medium-stay tariffs.

A result of the strategic management of Nottingham City Council's car parks has been consistently high occupancy levels achieved throughout the week. Parking Services has developed a product and pricing portfolio to ensure high occupancy within the car parks is maintained. Over the last two years, Nottingham City Council has enjoyed 5% growth in patronage across its parking assets.

Nottingham City Council will shortly be making a substantial investment in new parking equipment across its multi-storey car parks. This investment highlights the Council's intention to provide high-quality parking facilities that encourage economic growth within Nottingham and it is appropriate at this time to also ensure parking prices are up to date and reflective of market conditions. The new equipment will allow Parking Services to build on the current relationship with Nottingham BID and create additional, targeted offers and discounts which further promote and enable economic activity within Nottingham.

Due to the ever-changing nature of Nottingham's parking market, it is essential that Nottingham City Council maintains competitive, demand-based rates for parking which encourage retail and leisure visitors and ensure the parking assets' contribution to the economy of Nottingham is maximised.

It is therefore appropriate that Nottingham City Council review its parking tariffs after the two-year price freeze (general tariffs last increased in June 2013) to ensure the prices are still competitive in the local and national parking markets and that the car parks are generating as much benefit to Nottingham as possible.

Other Options Considered:

Do nothing:

General parking tariffs in Nottingham have been frozen for two years but it is important that these prices are monitored regularly and adjusted to reflect market conditions and ensure optimal management of traffic flow throughout the City.

The current tariff structure within Nottingham City Council car parks does not sufficiently promote medium stay (4-6 hour) parking which is most used by retail and leisure customers and provides the greatest economic boost for Nottingham.

The City Council's multi storey and surface car parks are regularly reaching maximum occupancy during peak periods with demand exceeding supply. The last few years has seen a growing trend towards longer stay parking which results in a lower turnover per space in Nottingham City Council car parks and queueing in the early afternoon.

Long stay usage does not maximise the value of the car park assets to Nottingham City Council or to Nottingham as a whole and these users should be encouraged to use more sustainable modes of transport.

Continuing to operate with the current tariff structure would restrict the flow of retail and leisure customers in Nottingham.

Background Papers:

See attached

Unpublished background papers:

150514-v0.1-Background to the decision-MJR-C7.docx, 150514-v0.1-Nottingham Car Parks Map-MJR-C7.pdf, 150520-v0.1-Survey Analysis-MJR-C7.docx

Published Works:

None

Affected Wards:

Arboretum, Bridge, Radford and Park, St Ann's

Colleague / Councillor Interests:

None

Exempt Information:

Description of what is exempt:

Appendices A, B & C attached to this decision are exempt from publication under paragraph 3 schedule 12A of the Local Government Act 1972 because they contain information relating to commercially sensitive information and, having regard to all the circumstances, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

It is not in the public interest to disclose this information, because it contains commercially sensitive information relating to the financial or business affairs of the Council. Disclosure of this information may offer a competitive advantage to other private car park operators in the city.

An appendix (or appendices) to this decision is exempt from publication under the following paragraph(s) of Schedule 12A of the Local Government Act 1972

3 - Information relating to the financial or business affairs of any particular person (including the authority holding that information).

The public interest in maintaining the exemption outweighs the public interest in disclosing the information because it contains commercially sensitive information relating to the financial or business affairs of the Council, Disclosure of this information may offer a competitive advantage to other private car park operators in the city.

Documents exempt from publication:

1500828-v0.1-Finance Advice--C7.pdf, 150821-v1.1-Exempt Info Off Street Parking Review App A,B,C-MJR-C7.pdf

Consultations:

Date: 21/08/2015

Other: Nottingham BID

Parking Services have developed a close working relationship with the BID where regular meetings take place to establish appropriate offers and discounts which can provide the greatest economic benefit to Nottingham. Nottingham BID support our efforts to boost footfall in the city and we have discussed a number of longer-term parking products, discounts and offers where Nottingham City Council and Nottingham BID work in partnership to encourage visitors to the city.

Those not consulted are not directly affected by the decision.

Crime and Disorder Implications:

None

Equality:

Please login to the system to view the EIA document: 150515-v0.2-Equality Impact Assessment-MJR-C7.docx

Decision Type:

Portfolio Holder

Subject to Call In:

Yes

Call In Expiry date: 08/09/2015

Advice Sought: Legal, Finance, Equality and Diversity

Legal Advice: Pursuant to s.32 and s.35 Road Traffic Regulations Act 1984 the local authority may provide off street parking and make charges for the use of such facilities. In order to implement the proposed new charging structure it will be necessary to comply with the notification procedures set out in the Local Authorities' Traffic Orders (Procedure)(England and Wales) Regulations 1996. This process has been considered with regard to implementation timescales by the report author.

Advice provided by Naomi Vass (Senior Solicitor) on 21/05/2015.

Finance Advice: This advice is exempt from publication and is contained within an exempt appendix.

Advice provided by Michelle Pullen (Senior Accounts Assistant) on 15/05/2015.

Equality and Diversity Advice: The proposal might have financial impacts on some of our most vulnerable citizens. As a result it will be important that equality monitoring information is captured to not only ensure that the diversity of user groups is understood but also that costs don't become a prohibitive factor.

Advice provided by Adisa Djan (Equalities and Diversity Consultant) on 20/05/2015.

Signatures

Nick McDonald (Portfolio Holder for Jobs, Growth and Transport)
SIGNED and Dated: 01/09/2015
Andrew Vaughan (SD for Commercial and Neighbourhood Services)
SIGNED and Dated: 24/08/2015