

Nottingham City Council Delegated Decision



Nottingham
City Council

Reference Number:

3660

Author:

Clare Pinnegar

Department:

Commercial and Operations

Contact:

Clare Pinnegar

(Job Title: Customer Advisor and Auditor, Email: clare.pinnegar@nottinghamcity.gov.uk, Phone: 64774)

Subject:

Parking Tariff Change - Zone 4

Total Value:

£45,000. Estimate of additional income of £15,000 pa over 3 years. (Type: Revenue)

Decision Being Taken:

To increase the price of an all day parking session in the Zone 4 cashless parking area (Iremonger Road, Meadow Lane, County Road, Cattlemarket Road, Incinerator Road and Clarke Road), from 2.00 to £3.00, to be implemented as soon as possible after 1st October 2019.

Reasons for the Decision(s)

1.1. As Highways Authority, Nottingham City Council need to ensure the free flow of traffic through the City, and ensure that short and medium term on street parking is available to those visiting the city centre.

1.2. The RingGo system shows that this zone reaches maximum occupancy on an almost daily basis. The parking spaces are mostly taken by long term parkers (commuters). On street parking is aimed at short to medium term parking, but spaces rarely become available. There are businesses in the vicinity, within walking distance, who would benefit from short term parking being available for visiting customers.

1.3. The low parking charge is creating a supply and demand issue as long stay parking is resulting in a low turnover of space availability. The fact that the low charges are undercutting public transport costs is a contributing factor.

1.4. It is envisaged that this adjustment will allow Parking Services to effectively manage the highway through the revised pricing structure, and will encourage commuter customers to reassess their personal travel plans by considering other options such as using the Park and Ride for their commute.

1.5 Due to the increased price managing demand and creating a higher turnover rate, capacity will be created for short term users. This will result in vehicles not idling whilst waiting for a space to become available.

1.6 Consequently, the City will benefit from reduced emissions and improved air quality, and the free flow of traffic on the highway.

1.7 It is also expected that this will generate approximately £15,000 in additional income, based on the following:-
 In 18/19 the income was £37,000. Assuming the same number of customers and with a 50% increase in the cost, we could achieve £55,500 income a year. We estimate we will lose 5-8% of customers. Therefore $£55,500 \times .95 = £52,725$ giving an annual increase of £15,725.00. The value of the decision is based on a £15,000 p.a. increase over 3 years. Zone charges have not been reviewed since the implantation date in December 2014.

CONCLUSION

Given the current level of parking issues, with demand exceeding supply and the Council's commitment to environmental improvements, it is appropriate that the price of parking in this area is increased.

Other Options Considered:

Leaving the price as it is. This will not reduce the number of commuters parking in this zone. There will be no increase to the availability of spaces for short term parkers and we will not be able to achieve any environmental benefits and so for these reasons this option was rejected.

Background Papers:

None

Published Works:

None

Affected Wards:

Meadows

Colleague / Councillor Interests:

None

Consultations:

Those not consulted are not directly affected by the decision. A standard variation notice will be issued by the Traffic Management Team to give the public 21 days notice of the change.

Crime and Disorder Implications:

It is not envisaged that this will have any impact on Crime and Disorder.

Equality:

Please login to the system to view the EIA document: 190820-v0.5-Cashless Parking Equality Impact Assessment-MJR-N3 final signed.docx

Decision Type:

Officer

Executive Decision?

Yes

Scheme of Delegation Reference Number or Other Source of Delegation:

224

Subject to Call In:

No

The call-in procedure does not apply to the decision because the value of the decision is below the call in threshold.

Advice Sought:

Legal, Finance, Equality and Diversity

Legal Advice:

1. Under section 46A of the Road Traffic Regulation Act 1984 the Council has the power to vary charges in an order which designates on-street parking for which it is the traffic authority. The variation can be done either by order, or (as is proposed here) by notice, under section 25 of the 1984 Act. The notice has to be published in a local newspaper at least 21 days before the variation is to come into force, and the Council may also place copies of the notice to be displayed prominently in the road(s) where the parking places are situated.

2. The power for the Council to set charges for parking in on-street parking places is a matter for the Corporate Director for Development and Growth pursuant to delegation 224 of the Council's current Scheme of Delegation.

Advice provided by Judith Irwin (Senior Solicitor) on 13/09/2019.

Finance Advice:

The proposed changes to on-street parking tariffs in zone 4 have been forecast to generate additional parking income of £15,000 per annum. Any costs incurred in implementing this decision will be absorbed within Parking Services' existing budget.

As stated in this decision, the purpose of this price change is to manage demand for parking in the zone 4 cashless parking area, but this tariff change will assist Parking Services in meeting budgeted income targets. Finance will work with Parking Services to ensure that income is accounted for appropriately in line with relevant regulations and accounting standards; and ensure to that income is spent in accordance with relevant legislation.

Advice provided by Matthew Connell (Commercial Business Partner) on 20/08/2019.

Equality and Diversity Advice:

Proposals and any impact will need to be carefully monitored to assess any adverse impacts. Advice provided by Adisa Djan (Equalities and Diversity Consultant) on 16/09/2019.

Signatures:

Andy Vaughn (Corporate Director for Commercial and Operations)

SIGNED and Dated: 27/09/2019