

Subject:	Norton Road Car Park Tariff		
Date of Meeting:	4th March 2014		
Report of:	Executive Director of Environment, Development & Housing		
Contact Officer:	Name:	Austen Hunter	Tel: 29-2245
	Email:	austen.hunter@brighton-hove.gov.uk	
Ward(s) affected:	Central Hove		

FOR GENERAL RELEASE**1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 Norton Road Car Park is a multi-storey facility located in the centre of Hove's main business district, opposite Hove Town Hall. It was built in the 1960s and has a capacity of 290 parking spaces. The major operating costs are for maintenance to the concrete structure in a marine environment; lighting, enforcement of the Pay & Display system; maintenance of the payment machines, CCTV and cleaning.
- 1.2 On 5th December 2013 P&R Committee decided "that a report be brought back to the next meeting of the Environment, Transport & Sustainability Committee setting out options for a reduction to half the weekly rate for Sunday parking charges at Hove's Norton Road car park."
- 1.3 The current tariff structure at Norton Road is the same, seven days a week. At other city centre car parks weekend tariffs are higher to reflect higher demand. Norton Road primarily serves Hove Town Hall and it is therefore busiest from Monday to Friday.

2. RECOMMENDATIONS:

- 2.1 That the Committee authorise a 6-month trial of free parking at weekends for hotel guests at Norton Road Car Park (Option 2)

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 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.
- 3.2 Occupancy levels at Norton Road car park are lower at the weekend with the lowest occupancy on Sundays.

- 3.3 The small change required to pay for 2 hours and 9 hours at the 50% reduced rate is likely to cause frustration to customers and so a more practical approach would be to offer rounded rates.

Option 1 – 50% reduction, rounded

	Current tariff	50% reduction	Option 1 - 50% rounded
1 hour	£1.00	£0.50	£0.50
2 hours	£1.50	£0.75	£1.00
4 hours	£3.00	£1.50	£1.50
5 hours	£4.00	£2.00	£2.00
9 hours	£4.50	£2.25	delete
12 hours (all day)	£5.00	£2.50	£2.50

- 3.4 Due to the age of the pay machines at Norton Road Car Park it is not possible to amend costs as easily as it is with more modern machines. The cost of making this change would be £600.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 It is not considered likely that a 50% reduction would have any significant impact on demand because tariffs are already relatively low and there is free parking available near Norton Road Car Park at Tesco. During the free parking days in December 2013 there was no significant change in use. For these reasons, Option 1 is not recommended.

Option 2 – Free weekend parking for hotel guests

- 4.2 Demand for lower cost parking from hotel guests is a common request received by Parking Services. Norton Road Car Park is well served by regular buses and introducing free parking for hotel guests would create an attractive option for guests and could reduce congestion in more central areas.
- 4.3 The likely take-up and impacts of this option are not known, therefore this option is recommended on a trial basis of 6 months initially.

Option 3 – Free weekend parking after 3pm

- 4.4 It is not considered likely that this option would have any significant impact on demand for the same reasons given at 4.1.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 The options considered in this report were discussed with ward councillors.
- 5.2 69 hotels and guest houses across the city were consulted on Option 2. 13 responses were received with 85% (11) in favour.

6. CONCLUSION

- 6.1 Tariffs are already relatively low at Norton Road Car Park, there is free parking available nearby and the impact upon use of reducing tariffs by 50% on Sunday or creating free parking after 3pm at weekends is expected to be negligible.
- 6.2 There is a one-off cost of £600 to change pay machines as well as costs involved with changing the Traffic Regulation Order.
- 6.3 The introduction of free parking for hotel guests (Option 2) is recommended on a trial basis for 6 months to assess possible benefits and impacts.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The annual income generated from Norton Road Car Park is approximately £230,000. Option 1 is estimated to result in a loss of income of approximately £4,000 each year and a one off cost of £600. This does not include any allowance for advertising or making Traffic Regulation Order (TRO's) to implement the proposed amendment.

Finance Officer Consulted: Steven Bedford

Date: 19/12/2013

Legal Implications:

- 7.2 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: Carl Hearsum

Date: 19/12/2013

Equalities Implications:

- 7.3 None

Sustainability Implications:

- 7.4 None

Any Other Significant Implications:

- 7.5 None

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

Policy & Resources Committee 5th December 2013, Agenda Item 79

[http://present.brighton-hove.gov.uk/Published/C00000689/M00004687/\\$\\$\\$Decisions.doc.pdf](http://present.brighton-hove.gov.uk/Published/C00000689/M00004687/$$$Decisions.doc.pdf)