

# FAREHAM

## BOROUGH COUNCIL

### Report to the Executive for Decision 01 September 2014

<b>Portfolio:</b>	Planning and Development
<b>Subject:</b>	<b>Parking Charges – Fareham Town Centre Thursday Late Night Shopping</b>
<b>Report of:</b>	Director of Planning and Development
<b>Strategy/Policy:</b>	Fareham Town Centre Parking Strategy 2012-2017 Local Plan: Adopted Core Strategy (August 2011) & Submission Development Sites and Policies Plan (June 2014)
<b>Corporate Objective:</b>	Protect and Enhance the Environment Maintain and Extend Prosperity

**Purpose:**

To consider and approve a request from Fareham Shopping Centre to reduce parking charges for Thursday evening shoppers between 5pm and 6pm.

**Executive summary:**

Following a request from Fareham Shopping Centre to reduce car park charges for Thursday evening shoppers, this report considers the potential benefits to the Town Centre and expected losses of income from parking revenues that would occur as a result of implementing a change in existing charging times.

The report considers both the option of introducing the proposed change in parking charges in Osborn Road and Shopping Centre multi storey car parks and an extension of the initiative to include the Market Quay surface car park.

**Recommendation:**

That the Executive:

- (a) notes the contents of this report describing the potential benefits and costs associated with the removal of parking charges after 5.00pm on Thursdays in Osborn Road and Fareham Shopping Centre multi storey car parks and Market Quay car park.
- (b) supports this proposal and the recommendation to reduce parking charges for Thursday evening shoppers between 5pm and 6pm at Market Quay Car Park, Osborn Road and Fareham Shopping Centre Multi Storey Car Parks.
- (c) delegates authority to the Director of Planning and Development, in consultation with the Executive Member for Planning and Development, to finalise the response to Fareham Shopping Centre in respect of this proposal and proceed with implementation.

**Reason:**

To enhance the vitality and viability of the Town Centre.

**Cost of proposals:**

The cost of implementing the proposals would be met from existing budgets and by a contribution from Fareham Shopping Centre.

**Appendices:** None

**Background papers:** None

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### Executive Briefing Paper

**Date:** 01 September 2014

**Subject:** Parking Charges – Fareham Town Centre Thursday Late Night Shopping

**Briefing by:** Director of Planning and Development

**Portfolio:** Planning and Development

#### INTRODUCTION

1. A written request was received by the Chief Executive Officer from Fareham Shopping Centre (FSC) Manager dated 20 January 2014 proposing that Fareham Borough Council consider a reduction in parking charges one day a week to coincide with the Centre's Thursday Late Night Shopping until 7pm. The principal reasons given by FSC to justify the proposal were the need to remain competitive with similar schemes across the south of England, and to take account of the expansion of 'click and collect' services by anchor stores which is expected to increase awareness of later trading and higher levels of footfall at peak trading times including the Christmas period.

#### REDUCTION IN PARKING CHARGES FOR THURSDAY EVENING SHOPPERS

##### Background

2. Further clarifications were sought on the request through correspondence between Kevin Wright, Head of Parking and Enforcement, and the FSC Manager Mike Taylor to establish the resource implications for Fareham Borough Council and the process required to implement the necessary changes.
3. FSC has confirmed that they would wish to propose free parking after 5pm every Thursday in the Osborn Road and Shopping Centre Multi-Storey Car Parks (MSCPs). FSC would cover the estimated cost to the Council of approximately £2,000 associated with the changes required in the two car parks (including staff time for implementation of the proposal, formal advertising and new signage).
4. FSC has also indicated that they would be willing to monitor the effect of changes in charging arrangements in these car parks and to carry out data analysis to gauge its success. This would be in addition to the data available to Fareham Borough Council from the car park payment system.

## **Potential Benefits to the Town Centre**

5. It is considered that this initiative should contribute towards enhancing the vitality of the Town Centre, in conformity with Fareham's Adopted Core Strategy Policy CS3: 'Vitality and Viability of Centres' and the Vision and Objectives for the Town Centre as set out in the Submission Development Sites and Policies Plan, and that these MSCPs should not be looked at in isolation. It was therefore considered that the Market Quay surface Car Park should also be included in this initiative, enriching the customer experience for both shopping and leisure visits, and it is intended that the effectiveness of the proposal would be reviewed in due course.
6. The rationale for introducing the changes in the MSCPs alone in the first instance is that these would be the closest car parks to the Shopping Centre and therefore provide optimal accessibility for shopping visits.
7. It is also considered that to maximise effectiveness the changes should be implemented prior to the Christmas period. Officers have established that the changes will need to be formally advertised for 21 days, which would take place during September in the event that this proposal is approved by the Executive. This would enable the changes to be made in time for the run up to Christmas.
8. In addition to benefiting FSC the proposed changes would be expected to benefit businesses elsewhere in the Town Centre. Of the 50 businesses between Hartlands Road and Quay Street with entrance doors into West Street – including those businesses in Cremer Mall and Vannes/Pulheim Parade – 17 (one third of the total) are open until 7pm or later on Thursdays, with a further 4 businesses open until 6.30pm.
9. Fareham Library - located opposite FSC - also stays open until 7pm on Thursdays. It is noted that the existing Shopmobility facilities in the Town Centre are not available after 5pm on weekdays, and it is proposed to undertake a dialogue with Shopmobility to consider possible changes in this arrangement should the changes in parking charges be taken forward .

## **Parking Charges and Times**

10. The current car park tariffs are £1.00 per hour during charging hours of 8am – 6pm for the two multi storey car parks and £1.50 per hour 8am – 6pm for the Market Quay Car Park. These charges have been in effect since 1<sup>st</sup> April 2013.
11. It is proposed to keep the same charges as above, except to amend the charging times in the two multi storey car parks and Market Quay car park to 8am – 5pm on Thursdays. Charges on other days of the week would remain unaltered under this proposal.

## **Anticipated Loss of Income**

12. The potential loss of income to Fareham Borough Council that would result from the proposed amendments to parking charges has been calculated using occupancy data derived directly from the car park payment system supplied by the Council's contractor Designa.
13. Taking into account the average daily parking patterns of use in the affected car parks and the effect of higher demand during the run up to Christmas, the total annual loss of parking revenues for the MSCPs (at current charging levels) is estimated to be £2,250.

14. If the reduction in charging period were to be extended to Market Quay Car Park then the estimated total combined annual loss of income from the three car parks to the Borough Council is £11,530.

### **CONCLUSIONS**

15. The proposed reduction in parking charges for Thursday evening shoppers and other visitors in the two multi-storey car parks and Market Quay Car Park would be expected to contribute towards enhancing the vitality of Fareham Town Centre, in conformity with local planning policies.
16. The annual loss of parking revenues from implementation of the proposal is estimated to be £2,250 for the two multi-storey car parks. If the reduction in charging period on Thursdays is extended to Market Quay Car Park then the total annual loss of parking revenue is estimated to be £11,530. Fareham Shopping Centre put forward the original proposal and has agreed to reimburse Fareham Borough Council for the capital costs of implementing the changes in the two multi-storey car parks.

### **Reference Papers:**

None