

**REPORT TO THE MEETING OF THE EXECUTIVE 14 MARCH 2012**

**PORTFOLIOS: PLANNING AND TRANSPORTATION,  
ENVIRONMENT AND LEISURE, TOURISM, HERITAGE, THE ARTS,  
CULTURE AND BUSINESS**

**REPORT FROM HEAD OF PLANNING AND TRANSPORTATION**

**SUBJECT: FREIGHT HOUSE, ROCHFORD – PROPOSED CAR  
PARKING TARIFF**

**1 DECISION BEING RECOMMENDED**

- 1.1 That the car parking tariff appended to this report for the Freight House car park is agreed and that, subject to the completion of installation works and publication of a revised parking order, the new charges come into operation from 2 July 2012.

**2 REASON FOR RECOMMENDATION**

- 2.1 In considering the medium term financial strategy 2012/13-2016/17, Members concluded that parking charges should be introduced for the Freight House car park (Minute 18/2012).

**3 SALIENT INFORMATION**

- 3.1 The proposed parking tariff for the Freight House is appended to this report.
- 3.2 In considering options for the Freight House tariff it was concluded that, given its location near to Rochford town centre, it would be appropriate to replicate the charges, timescale (7am to 7pm) and free times applied in the majority of the Council's car parks.
- 3.3 As one of the aims of introducing charging is to discourage regular parking by non-users of the Freight house, season tickets will not be accepted and the revised off-street parking order would provide for this restriction.
- 3.4 At present, users of the Freight House are able to park free of charge; the introduction of the new tariff would bring Freight House into line with arrangements at the Mill Arts and Events Centre. It should also be noted that parking will continue to be free for events taking place in the evening and on Saturday afternoons and Sundays.
- 3.5 The market stall holders are currently able to park for free on Tuesdays. When the new tariff is introduced stall holders will be required to pay the daily rate for using the car park. This arrangement already operates in Rayleigh for the Wednesday market where stall holders pay to park at the Market car park.

- 3.6 Three free spaces are allocated for Virgin Active staff at the Mill Arts and Events Centre in Rayleigh and it is proposed to apply the same arrangement to the Freight House. It is also proposed that other Virgin Active staff be offered a parking ticket on the same terms as available for Rochford District Council staff.
- 3.7 New pay and display machines will be installed, offering the full range of payment options available in the Council's car parks.
- 3.8 It will be necessary to advertise revisions to the off-street parking order and, with the lead time required for ordering and installing the pay and display machines and new signage etc, it is anticipated that the new charges can be operational from 2 July 2012.

#### **4 ALTERNATIVE OPTIONS CONSIDERED**

- 4.1 Consideration was given to a bespoke tariff for the Freight House, but it was concluded there were no particularly unique characteristics to justify such an approach.

#### **5 RESOURCE IMPLICATIONS**

- 5.1 It is estimated the cost of purchasing and installing two new pay and display machines, providing new signage and advertising revisions to the off-street parking order is £12,000, to be funded from the Capital Programme. This assumes the new pay and display machines are installed next to existing power supplies, necessitating the loss of two parking bays. If a location avoiding the loss of parking bays was preferred, there would be an additional cost of £9,000 to install a power supply.
- 5.2 As an alternative, it would be possible to install solar powered pay and display machines to avoid the loss of any parking bays. However, the supplier does not generally recommend the use of solar powered machines unless there is really no alternative option since they tend to be less reliable and ticket rolls can suffer from dampness, thereby causing blockages.

#### **6 LEGAL IMPLICATIONS**

- 6.1 Changes to the off-street parking order must be formally advertised before introduction.

#### **7 EQUALITY AND DIVERSITY IMPLICATIONS**

- 7.1 There are not considered to be any equality and diversity issues arising from the introduction of a parking tariff to Freight House. Disabled parking spaces would continue to be provided although, unless blue badge holders are exempt from paying car tax, they would be required to pay and display as elsewhere in the District.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

SMT Lead Officer Signature: \_\_\_\_\_

**Head of Planning and Transportation**

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**Background Papers:-**

None.

For further information please contact Shaun Scrutton (Head of Planning and Transportation) on:-

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If you would like this report in large print, Braille or another language please contact 01702 318111.

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**FREIGHT HOUSE, ROCHFORD – PROPOSED PARKING  
TARIFF**

- Parking charges to operate 7am to 7pm, Monday to Friday and 7am to 1pm on Saturday.
- Parking to be free on Saturday afternoons, on Sundays and Bank Holidays.
- Season tickets not to be used in Freight House car park.
- Market operators will be required to pay the daily rate for parking on Tuesdays.
- Three spaces to be made available for Virgin Active staff, otherwise Virgin Active staff to be offered a parking ticket at the same rate as Rochford Council staff.

<b>TIME</b>	<b>AMOUNT</b>
30 minutes	£0.40
1 hour	£0.80
2 hours	£1.40
3 hours	£2.00
4 hours	£2.40
5 hours	£3.00
All day	£5.00