

COMMERCIAL USE OF CAR PARKS CHARGING POLICY

- 1.1 Pursuant to Overview and Scrutiny Procedure Rule 15(C) (1), the Chairman of the Review Committee has requested that the decision made by the Portfolio Holder for Enterprise on 1 May 2015 be called in for scrutiny:-
- ‘That the policy for commercial use of a parking bay and hire of car parks be agreed.’
- 1.2 To assist Members, copies of the original report of the Director and the decision by the Portfolio Holder for Enterprise are appended.



Angela Law

Assistant Director Legal Services

Background Papers:-

None.

For further information please contact Paul Gowers on:-

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

EXECUTIVE DECISION BY PORTFOLIO HOLDER FOR ENTERPRISE

SUBJECT: COMMERCIAL USE OF CAR PARKS CHARGING POLICY

1 DECISION MADE

- 1.1 That the policy for commercial use of a parking bay and hire of car parks is agreed as set out in the report.

2 KEY DECISIONS DOCUMENT REFERENCE No: 01/15.

3 REASON FOR DECISION

- 3.1 The Council occasionally receives requests from commercial organisations for the use of one or more parking spaces within the car parks. This might be for the siting of a skip, promotions and road-shows, vehicular access to adjacent property for building works, etc. The Council also receives regular requests from the NHS for space to provide breast screening services or health checks for residents of the district.
- 3.2 The fixed charges for commercial use of bay are contained within the Council's fees & charges pages of the budget book. However, the facility for the NHS breast screening services has, historically, been offered on a reduced cost basis (as agreed by the previous Head of Service) by calculating a fee based on the pro-rata price of an annual parking permit (£800.00).
- 3.3 The purpose of this report is to ensure a consistent and equitable approach to all applications dependent on the type of organisation. With the pressure of reducing government grant and the emphasis on Local Authorities adopting a commercial, outward approach, maximising revenue from the Council's assets must also be considered.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 The alternative option would be to not introduce a formal charging policy for the commercial use of the Council's car parks.

5 NAME OF PORTFOLIO HOLDER

- 5.1 Cllr MJ Steptoe.

6 DECLARATIONS OF INTEREST

- 6.1 None.

7 LEAD OFFICER

- 7.1 Shaun Scrutton, Director.

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

Portfolio Holder Signature:  _____

Date of Decision: 01/05/2015

REPORT TO PORTFOLIO HOLDER FOR ENTERPRISE

REPORT FROM DIRECTOR

SUBJECT: COMMERCIAL USE OF CAR PARKS CHARGING POLICY

1 DECISION BEING RECOMMENDED

- 1.1 That the policy for commercial use of a parking bay and hire of car parks be agreed as set out in the report.

2 KEY DECISIONS DOCUMENT REFERENCE No: 01/15

3 REASONS FOR RECOMMENDATION

- 3.1 The Council occasionally receives requests from commercial organisations for the use of one or more parking spaces within the car parks. This might be for the siting of a skip, promotions and road-shows, vehicular access to adjacent property for building works, etc. The Council also receives regular requests from the NHS for space to provide breast screening services or health checks for residents of the District.
- 3.2 The fixed charges for commercial use of bays are contained within the Council's fees and charges pages of the budget book. However, the facility for the NHS breast screening services has, historically, been offered on a reduced cost basis (as agreed by the previous Head of Service) by calculating a fee based on the pro-rata price of an annual parking permit (£800.00).
- 3.3 The purpose of this report is to ensure a consistent and equitable approach to all applications dependent on the type of organisation. With the pressure of reducing Government grant and the emphasis on Local Authorities adopting a commercial, outward approach, maximising revenue from the Council's assets must also be considered.

4 SALIENT INFORMATION

- 4.1 The table displayed in Appendix 1 outlines the proposed application of the charges. In the case of the NHS Breast Screening Services Unit, which may be in the car park for up to 10 months, the standard commercial charges would be excessive (10 months using 5 bays would cost over £11,000). It is therefore recommended that requests from organisations that provide medical checks/advice to the community should receive a 75% discount when a period of more than 30 days is required. In most cases their service brings increased patronage of the car park which increases the Council's income. Normal commercial activity should be charged as per the table.
- 4.2 Requests are also received from organisations wishing to close car parks on **non-charging** days for functions/fetes/festivals etc. As unencumbered freeholder, the Council has the discretion to close part or all of any of its car

parks. The merits and operational implications of each application should be considered by the Director in consultation with the Portfolio Holder.

- 4.3 This type of request is normally from Parish and Town Councils, charitable organisations or the Council's own departments. In these cases a charge would not apply. Requests of a commercial nature should be charged at the full rate.
- 4.4 If the request is for use on a **charging** day, i.e. Monday to Saturday, then the charges as described below would apply which also covers the loss of Pay & Display revenue. There would be no concessions offered to any organisation. However, it may be prudent to allow the Portfolio Holder discretion to reduce or waive charges for a request from a charitable organisation if the circumstances are exceptional.
- 4.5 This Policy would apply to all Council-owned car parks (i.e. Council Offices, Open Spaces, Leisure Centres, etc.). In most cases, these car parks offer free parking and therefore there would be no additional charge for loss of income if hiring the whole car park.
- 4.6 The Council reserves the right to refuse any application.

5 ALTERNATIVE OPTIONS CONSIDERED

- 5.1 The alternative option would be to not introduce a formal charging policy for the commercial use of the Council's car parks.

6 RISK IMPLICATIONS

- 6.1 The Council would not wish to discourage applications from an organisation such as the NHS Breast Screening by setting charges too high. This scenario would reduce potential income and could also present a reputational risk to the Council.

7 RESOURCE IMPLICATIONS

- 7.1 Administration costs are anticipated to be modest; administration can be dealt with by the car parking team.

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.



LT Lead Officer Signature: _____

Date: 21.04.2015

Background Papers:

None.

For further information please contact Jonathan Desmond - Assistant Transportation Manager.

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Appendix 1

Commercial use of car parks - charges

| Commercial Use of Bay | Hire of Car Park – Mon - Sat | Hire of Car Park – Sundays & Bank Holidays |
|--|--|--|
| <p>Day 1 - £20.00 for the first bay, £7.50 for any further bays.</p> <p>Day 2 onwards - £7.50 per bay, per day.</p> <p>If the unit/vehicle/skip is situated in an area of a car park where there are no bay markings – divide the length of the unit/vehicle by the width of a bay (2.3m) to calculate how many bays would have been used.</p> | <p>Number of parking bays multiplied by £7.50.</p> <p>plus</p> <p>Number of parking bays multiplied by £5.00 for loss of Pay & Display income.</p> <p>(exc. The Approach Car Park)</p> | <p>Number of parking bays multiplied by £7.50.</p> |
| <u>Concessions</u> | Concessions | Concessions |
| <p>For organisations providing medical checks/advice to the community – 75% discount for a period of more than 30 days.</p> <p>For charitable organisations the fee may be waived at the discretion of the Portfolio Holder.</p> | <p>None</p> | <p>For organisations providing medical checks/advice to the community – 75% discount for a period of more than 30 days.</p> <p>For charitable organisations the fee may be waived at the discretion of the Portfolio Holder.</p> |