

Individual Decision

Title of Report:	Introduction of Season Ticket Parking in Station Road Car Park, Pangbourne		
Report to be considered by:	Councillor Sally Hannon	on:	16 December 2004
Forward Plan Ref:	ID0895		

Purpose of Report:

To inform the Executive Member for Highways and Transportation of a proposal to introduce a limited number of season tickets in Station Road Car Park, Pangbourne.

Recommended Action:

That the Portfolio Member for Highways and Transportation resolves to approve the recommendations as set out in Section 3 of this report.

Reason for decision to be taken:

To assist business activity in Pangbourne and to alleviate potential road safety problems in Pangbourne associated with on-street parking.

List of other options considered:

Not applicable.

Key background documentation:

Letters and e-mails to and replies from:
(i) Pangbourne Parish Council
(ii) Ward Member
(iii) Pangbourne Business Forum.

Portfolio Member:	Councillor Sally Hannon
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Supporting Information

1. Background

- 1.1 Pangbourne is served by three public car parks, two of which are pay and display car parks operated by the Council. River Meadow has 26 spaces and Station Road has 71 spaces. The Pangbourne Working Men's Club also operates a pay and display car park that may be used by the public and this has some 35 spaces. This total of 132 spaces must cater for the daily needs of businesses, shoppers and visitors.
- 1.2 On 24 May 2004 new parking charges in the car parks outside Newbury came into effect. Prior to these charges being introduced, motorists using the Station Road Car park were allowed to park for four hours before the all day parking charge was applied. The new charges changed the charging structure and reduced the parking time by one hour, to a maximum stay of three hours, before the all day parking charge became effective.
- 1.3 When the paid parking time has expired, vehicles must leave the car park and not return for a minimum period of one hour. This control was introduced to prevent motorists buying the cheapest combination of parking tickets to obtain all day parking and to ensure that spaces were available for shoppers and visitors to the village and not solely occupied by local business staff. It has been reported to the Council that the vehicles waiting for the "no return" hour to expire park in the roads around Pangbourne, some of them in locations that prejudice road safety.
- 1.4 If this parking control is removed then it is very likely that the Station Road car park will revert to being full of unmoved vehicles throughout the day, forcing shoppers and visitors to park in the much smaller River Meadow or Working Men's Club car parks, if they can find a space. However, it is acknowledged that the changes have had some adverse effect on businesses in Pangbourne. In May this year the Pangbourne Business Forum asked the Council to consider introducing a limited number of season tickets in the Station Road car park. The request was supported by the Ward Member, Susie Kemp, and by Pangbourne Parish Council.
- 1.5 A survey of usage of the Station Road car park has shown that a limited number of season ticket sales would not adversely affect shoppers and visitors.

2. Conclusions

- 2.1 The Pangbourne Business Forum has informed the Council that introducing a limited number of season tickets into the Station Road car park would help business activity in Pangbourne.
- 2.2 Surveys have shown that the introduction of some thirty season tickets at this car park would not adversely affect other users. It is therefore proposed that thirty season tickets be offered for sale at Station Road car park. The season tickets will be available at a cost of £60 per quarter; £110 per half-annum; £200 per annum.
- 2.3 It is proposed that the Conditions of Sale of such season tickets would be as follows:
 - There are no reserved spaces and that if on any occasion the car park is full then the season ticket holder would have to park elsewhere. There are no guaranteed spaces.
 - Season tickets would be available to employers and employees of Pangbourne based businesses, who must apply on their headed stationery and the Company Secretary must endorse applications from employees. The Council reserves the right to make independent checks on all applications where deemed appropriate.
 - A maximum of four season tickets, which shall include sales to both employers and its' employees, will be permitted to any one business.

- The availability of season tickets will be advertised and applications invited by a stipulated date. It is considered that the advertisement to invite season ticket applications should run concurrently with the advertisement of the revised Parking Order. If the demand for season tickets exceeds supply then the allocation will be decided by drawing lots. Season tickets will be held until surrendered. Unsuccessful applicants will be kept on a waiting list and the initial waiting list order will again be determined by drawing lots. Applications made after the closing date will be added to the waiting list as they arrive.
- When an employee of a Pangbourne based business applies for a season ticket and is successful, but subsequently leaves the employer, the season ticket must be surrendered and cannot be transferred. This will ensure a fair circulation of season tickets.
- When a Pangbourne based employer applies for a season ticket and is successful, but the employee to whom it is allocated subsequently leaves that employer, the season ticket need not be surrendered and can be transferred to another employee only .
- If a Pangbourne based business holding season tickets should either cease trading or move out of Pangbourne then the season tickets must be surrendered.
- Refunds on surrendered season tickets will be given only for unexpired whole months.
- No season ticket holder can sell the season ticket to a third party.
- Season ticket holders who persistently park in contravention of the Car Park Regulations may have their season ticket withdrawn.
- The Council may at any time vary the number of season tickets available for sale.
- The Council may at any time cease to offer season tickets in the car park.

2.4 The Parking Order for Station Road car park must now be advertised to propose an amendment to authorise the use of the season tickets.

3. Recommendations

3.1 The Parking Order for Station Road car park, Pangbourne shall be revised to incorporate the issue of season tickets and advertised.

3.2 The season tickets will be available at a cost of £60 per quarter; £110 per half-annum; £200 per annum and the conditions proposed in paragraph 2.3 should apply.

3.3 The Parking Order shall be signed and sealed, if there are no objections.

3.4 If there are objections, these will be considered by the Portfolio Member for Highways and Transportation.

Appendices

None.

Implications

Policy: None arising from this report.

Financial: The cost of advertising the amendment to the Parking Order is estimated to be £1,000 and will be met from the Eastern Area Forum budget.

If fully sold the season tickets will provide some £6,000 of income in a full financial year. It is considered that there will not be any loss of pay and display income as a result of the season tickets being introduced.

Personnel:	None arising from this report.
Legal:	The amendments to and the sealing of the Parking Order will be undertaken by Legal Services.
Environmental:	The proposals within this report aim to remove an impediment to efficient business activity and promote road safety in Pangbourne by reducing the likelihood of on-street parking.
Partnering:	None arising from this report.
Property:	None arising from this report.
Risk Management:	None arising from this report.
Community Safety:	None arising from this report.

Consultation Responses

Members:

Leader of Council: Councillor Owen Jeffery is happy with the recommended action provided that the Ward Member supports the proposals and the Portfolio Member for Highways and Transportation approves them.

Select Committee Chairmen: Councillor Brian Bedwell, Chairman of the Environment and Public Protection Select Committee, is happy with the recommended action provided that the Ward Member supports the proposals and the Portfolio Member for Highways and Transportation approves them.

P&L Committee Chairman Not applicable.

Ward Members: Susie Kemp, the Ward Member, supports the proposal.

Opposition Spokesperson: Councillor Brian Bedwell is happy with the recommended action provided that the Ward Members support the proposals and the Portfolio Member for Highways and Transportation approves them.

Advisory Members: Not applicable.

Local Stakeholders: Pangbourne Parish Council supports the proposal.
Pangbourne Business Forum has requested the introduction of season tickets in this car park.
All stakeholders will be further consulted as part of the statutory advertisement and consultation process for the revision of the Parking Order.

Officers Consulted: John Ashworth, Mark Edwards, Mark Cole.

Trade Union: Not applicable.