

# Individual Decisions

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The attached reports will be taken as an Individual Portfolio Member Decisions on:

28 January 2008

| <b>Ref:</b> | <b>Title</b>  | <b>Portfolio Member</b>   | <b>Page No.</b> |
|-------------|---|---------------------------|-----------------|
| ID1469      | Review of Season Tickets for the Newbury Car Parks. | Councillor Keith Chopping | 3               |



## Individual Decision

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|                                    |   |            |                 |
|------------------------------------|---|------------|-----------------|
| <b>Title of Report:</b>            | Review of Season Tickets for the Newbury Car Parks. |            |                 |
| <b>Report to be considered by:</b> | Councillor Keith Chopping                           | <b>on:</b> | 28 January 2008 |
| <b>Forward Plan Ref:</b>           | ID1469  |            |                 |

### Purpose of Report:

To inform the Executive Member for Planning and Highways of a proposal to review the existing season ticket arrangements for the Newbury car parks; and to create separate tickets for each of the multi-storey car parks and a specific ticket for use only in the surface car parks.

### Recommended Action:

That the Executive Member for Planning and Highways resolves to approve the recommendations as set out in Section 4 of the report.

### Reason for decision to be taken:

To optimise the use of season tickets in the Newbury car parks; and to ensure ample parking for shoppers.

### List of other options considered:

To take no action.

### Key background documentation:

None

|                          |                            |
|--------------------------|----------------------------|
| <b>Portfolio Member:</b> | Councillor Keith Chopping  |
| <b>Tel. No.:</b>         | 01189 832057               |
| <b>E-mail Address:</b>   | kchopping@westberks.gov.uk |

### Contact Officer Details

|                        |                          |
|------------------------|--------------------------|
| <b>Name:</b>           | Martyn Baker             |
| <b>Job Title:</b>      | Car Parks & CCTV Manager |
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## Supporting Information

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### 1. Background

- 1.1 To recommend changes in respect of the existing scope of the parking facilities offered by season tickets sold for the Newbury car parks.

### 2. Factors for Consideration

- 2.1 Three Season Tickets are currently available for parking in the Newbury car parks. Two of these tickets offer dedicated parking in either of the two multi-storey car parks. The third season ticket is a Newbury "General" season ticket that offers parking in the Northbrook multi-storey car park and at the surface car parks at Eight Bells; Pelican Lane; Park Way; Central; Market Street; West Street; Northcroft Lane West; and the Football Club.
- 2.2 Holders of the Newbury "General" season ticket will lose the use of Park Way when the development works at these locations begin.
- 2.3 The Council's Transitional Parking Strategy has recognised the importance of putting shoppers first during the impending period of Town Centre development. Additionally, the Council should ensure that season ticket holders receive equal treatment as they pay in advance for their parking and many of the existing season ticket holders are Town Centre traders. It is also important that the season tickets offered are fair value and with the impending Town Centre developments some car parks will close, which will limit the choice offered by the Newbury "General" season ticket.
- 2.4 While existing season tickets will be honoured until they expire, it is considered appropriate at this time to review and to revise the existing season ticket arrangements. With the strategic role the multi-storey car parks will play in the Council's Transitional Parking Strategy, there is reason to limit the number of season tickets sold for each. In the Kennet Centre multi-storey car park, this limit is set within the lease at 65 spaces, which equates to about 15% of the available parking spaces in the car park. In the Northbrook multi-storey car park, it is suggested that a maximum level of 60 season tickets (comprising both annual and quarterly season tickets) should be made available for sale and this equates to about 22% of the available parking spaces. This new maximum level of 60 season tickets compares with the 37 existing Northbrook season ticket holders and the 106 existing Newbury "General" season ticket holders who currently qualify to park there. However, in order to maintain the correct balance between providing parking for shoppers and generating income for the Council, this maximum figure of 208 season tickets (65 in the Kennet Centre; 37 in Northbrook; and 106 in the surface car parks) needs to be carefully managed and this is discussed in 2.5 and 2.6 below.
- 2.5 To enable the Northbrook multi-storey car park to fulfil its vital, strategic role in the Council's Transitional Car Parking Strategy and to give priority to shopper parking it is essential that the number of available spaces for shoppers within the car park is maximised on a daily basis. With the vital role that both of the multi-storey car parks will play in the Council's Transitional Parking Strategy and to ensure that the Council is making optimum use of the available Town Centre parking stock it is considered that season ticket parking in the Northbrook multi-storey car park should be restricted solely to those holding dedicated season tickets for this car park. Hence, it is considered that the use of Northbrook multi-storey car park should be removed from holders of the Newbury "General" season ticket when their current annual or quarterly ticket expires.
- 2.6 It is proposed that the Newbury "General" season ticket should be now be sold as the *"Newbury Surface Car Park Season Ticket"* with the holders of the new ticket being able to park in the car parks at Market Street, Eight Bells, Pelican Lane, Central, West Street, Newbury Football Club, Northcroft Lane West and Park Way, until this car park closes. It is further proposed that the initial allocation for

this new season ticket should be limited to 106 to match the current number of "Newbury General" season tickets sold (including both the annual and quarterly season tickets). Some holders of the current Newbury "General" season ticket may wish to change to the Northbrook multi-storey season ticket. If this is the case, then the number of those changes will be limited such that the total number of Northbrook season tickets (including both annual and quarterly tickets) does not exceed 60. There are currently 37 Northbrook season ticket holders. If the switch from the Newbury "General" to season ticket to the Northbrook season ticket does occur, then the maximum number of the proposed Newbury surface car parks season tickets will be reduced accordingly from 106. This will ensure that the maximum number of 208 season tickets available is maintained. Setting these maximum allocations will ensure that no existing season ticket holders are refused a renewal of their ticket upon expiry. It is proposed that the price of this new "*Newbury Surface Car Park Season Ticket*" should be the same as the current price of the Newbury "General" season ticket.

- 2.7 In order to reflect trends and demand for parking spaces; to make optimum use of the available Town Centre parking stock; and to ensure that the Council fulfils its role in delivering the Transitional Parking Strategy it is considered that the Head of Highways and Transport should have delegated authority to vary the number of Northbrook multi-storey car park season tickets and the number of Newbury Surface season tickets car park sold in the future.
- 2.8 This prioritisation of the Town Centre's prestige parking facilities for shoppers and the provision of adequate parking facilities for season ticket holders accords with the Transitional Car Parking Strategy.

### 3. Conclusions

- 3.1 Both of the Town Centre multi-storey car parks are designated to play an integral role in the Council's Transitional Car Parking Strategy and their use by shoppers must be encouraged and optimised. Placing a limit on the number of season tickets available for each of these car parks will assist in making adequate parking spaces available for shoppers.
- 3.2 The changes proposed to the season tickets will offer the customers a choice of parking in either one of the two multi-storey car parks or using the surface car parks. It is not proposed to alter the existing season ticket prices.
- 3.3 The total allocation of season tickets will not exceed 208. This equates to the total number allowed in the Kennet Centre lease, plus the existing number of Northbrook and Newbury General season ticket holders.

### 4. Recommendations

- 4.1 That the existing Newbury "General" Season Ticket is discontinued when the existing season tickets expire.
- 4.2 That the Newbury Surface Car Park Season Ticket be introduced which will offer the holders a choice of parking in the car parks at Market Street; Eight Bells; Pelican Lane; Park Way (until it closes); Central; West Street; Newbury Football Club; and Northcroft Lane West.
- 4.3 That the Head of Highways and Transport be given delegated authority to vary the number of season tickets sold in the future as necessary.

### Appendices

## Appendix A: Summary of the Ward Members Responses

**Implications**

|                          |  |
|--------------------------|--|
| <b>Policy:</b>           | The proposal to introduce a separate season ticket for each of the multi-storey car parks and a separate season ticket for the surface car parks is consistent with the Council's Transitional Parking Strategy. |
| <b>Financial:</b>        | There are no significant financial implications arising from this report.  |
| <b>Personnel:</b>        | None arising from this report.   |
| <b>Legal:</b>            | None arising from this report.   |
| <b>Environmental:</b>    | None arising from this report.   |
| <b>Equalities:</b>       | None arising from this report. Blue Badge holders will still be able to park free of charge.   |
| <b>Partnering:</b>       | None arising from this report.   |
| <b>Property:</b>         | None arising from this report.   |
| <b>Risk Management:</b>  | None arising from this report.   |
| <b>Community Safety:</b> | None arising from this report.   |

**Consultation Responses**

|   |  |
|---|--|
| <b>Members:</b>                                     |  |
| <b>Leader of Council:</b>                           | No response received from Councillor Graham Jones by the end of the consultation period (consultation e-mail was sent on 19 July 2007). Any comments will be verbally reported when the decision is made.                      |
| <b>Overview &amp; Scrutiny Commission Chairman:</b> | Councillor Brian Bedwell was consulted by e-mail sent on 19 July 2007 and has replied to state that he has no comment to make on this report.  |
| <b>Policy Development Commission Chairman:</b>      | Not Applicable.  |
| <b>Ward Members:</b>                                | Ward Members for the Falkland; Victoria; Northcroft; Clay Hill; and St Johns wards have been consulted by an e-mail sent on 19 July 2007. The responses received from the Ward Members are shown in Appendix A to this report. |
| <b>Opposition Spokesperson:</b>                     | Councillor Keith Woodhams was consulted by e-mail sent on 6 September 2007 and has replied to state that he will concur with the comments of the ward Members and trusts that the consultations will support the new move.     |
| <b>Local Stakeholders:</b>                          | Will be consulted as part of the statutory advertisement and consultation process.   |
| <b>Officers Consulted:</b>                          | John Ashworth; Mark Edwards; Mark Cole;  |
| <b>Trade Union:</b>                                 | Not applicable.  |

| Is this item subject to call-in.   | Yes: X | No                       |
|--|--------|--------------------------|
| If not subject to call-in please put a cross in the appropriate box:               |        |                          |
| The item is due to be referred to Council for final approval                       |        | <input type="checkbox"/> |
| Delays in implementation could have serious financial implications for the Council |        | <input type="checkbox"/> |
| Delays in implementation could compromise the Council's position                   |        | <input type="checkbox"/> |
| Considered or reviewed by OSC or associated Task Groups within preceding 6 months  |        | <input type="checkbox"/> |
| Item is Urgent Key Decision  |        | <input type="checkbox"/> |

## Appendix A: Summary of the Ward Members Responses and Officer Comments

The Ward Members for Falkland; Victoria; Northcroft; Clay Hill; and St Johns wards were consulted in the preparation of this report. All ward members were originally consulted by e-mail sent on 22 May 2007 when the report was scheduled for the Executive. The report was subsequently withdrawn from the Executive and progressed as a report for Individual Decision and a further consultation was issued by e-mail on 19 July 2007. The Ward Members were asked to reply by 24 August 2007.

The result of the consultation with Ward Members is:

### Clay Hill Ward

- Councillor Jeff Beck had not replied by the end of consultation period. Any subsequent comments will be verbally reported when the decision is made.
- Councillor Dave Goff had not replied by the end of consultation period. Any subsequent comments will be verbally reported when the decision is made.

### Falkland Ward

- Councillor Howard Bairstow had not replied by the end of consultation period. Any subsequent comments will be verbally reported when the decision is made.
- Councillor Adrian Edwards replied on 23 May 2007 giving comments on report ID 1468. He made no reply relating to this report.

### Northcroft Ward

- Councillor Gwen Mason had not replied by the end of consultation period. Any subsequent comments will be verbally reported when the decision is made.
- Councillor Tony Vickers replied On 21 Jul 2007 and stated:-

#### Re ID 1469.

*I'm afraid I find the report hard to digest!*

*What I need to know, as Northcroft Ward member, is how many commuter parking spaces (both season ticket holders and private workplace parking spaces) are going to be lost temporarily when work starts in Parkway. And what does the Council expect the drivers of those cars - who include many key workers in the public sector as well as employees of local companies - to do with their cars for the two years it will take to re-provision the lost spaces?*

*My concern is that these cars will end up in residential streets in my Ward. That will turn a large number of local residents against the whole Newbury Vision - unless I can demonstrate that the Council has thought through the consequences.*

*In my opinion, we should be actively engaging with owners of workplace parking in the town centre. Now that we have taken a lead as a major employer by initiating a Green Travel Plan, we can be quite bold. There is actually legislation that allows us to charge owners of workplace parking a fee, which would encourage them to carry out their own Green Travel Plan!*

*But in respect of this report, I'd like to see how many commuter spaces (=season tickets) we have now in our car parks - and how many we're proposing to have after the ID comes into effect. The fees are a secondary matter.*

*I know people who are perfectly fit who drive to work every day the one mile from the end of Craven Road to a multi-storey in town, where their car then stays all day. They do it because their employer provides a free space for them and believe they have the right. It would do the whole town a lot of good (and such people personally) if the **real cost** of that behaviour was felt by them. I'm **not** saying ban people from driving short journeys - just make them pay the true cost. People who **really** need precious car spaces would get them!*

The following e-mail reply was sent to Councillor Tony Vickers on 26 July 2007.

*Thank you for your prompt reply to my e-mail.*

*I am very sorry that you found the season ticket report "hard to digest". I do assure you that in all of my reports and communications I try to be as clear and concise as possible as I fully appreciate the time demands that officer communications place on Members. I will bear your comments firmly in mind when writing my next report.*

*The loss of parking spaces when Park Way and the other planned Town Centre developments commence was dealt with through a report from the Chief Executive that was titled "**A Transitional Parking Strategy for Newbury Town Centre 2006-2010**". This report was considered by the Executive on 27 July 2006.*

*I attach a copy of the report: the appendix to the report details the loss of parking spaces and the counter balancing effect of currently spare parking capacity. The report shows that the projected potential loss of some 620 parking spaces is roughly balanced by the existing available spare parking capacity, although customer choice may possibly be limited. When the Park Way scheme is completed, it will include a new 600 space car park, but in the course of the development works parkers will be displaced and while the majority will seek parking in other Town Centre car parks, it is possible that some will seek to park free of charge in roads near the Town Centre. However, the network of Resident Parking Zones (including the imminent C1 Zone in your ward) will make it ever harder for these motorists to find parking.*

*In addition, the Council's recently approved Green Travel Plan will over time reduce the number of free parking permits that are currently issued. This measure will in turn reduce the daily volume of staff car parking and this will tilt the overall balance of parking spaces back in favour of the shoppers.*

*The timescales given in the report have slipped and it may well transpire that the affects of the developments will not be as bad as stated if the three schemes do not run concurrently. At this time, I believe that Park Way will commence in April 2008, but firm start dates for the developments at the Cinema site and the Market Street site have not been concluded.*

*My report is designed to compliment the aims of the Transitional Parking Strategy and the Green Travel Plan by untangling the existing car parks season tickets that are currently sold and to create three new tickets:-*

- (a) A unique season ticket for the Kennet Centre MSCP (this already exists)*
- (b) A unique season ticket for the Northbrook MSCP (this already exists)*
- (c) A season ticket for the surface car parks.*

*Although a modest aim, it will help to simplify the existing arrangements and to make planning of season ticket sales for each group much easier.*

*The existing number of season tickets is shown in the table below.*

*Season Tickets Sold at 26 July 2007*

| <i>Ticket Type</i>   | <i>Annual</i> | <i>Quarter</i> |
|----------------------|---------------|----------------|
| <i>Kennet Centre</i> | <i>N/A</i>    | <i>57</i>      |
| <i>Northbrook</i>    | <i>54</i>     | <i>5</i>       |
| <i>General</i>       | <i>91</i>     | <i>18</i>      |

*This number of current season tickets will remain unchanged if the report is approved. The purpose of the report is not to reduce the number of season tickets, which provide useful income that is in excess of £100,000 per annum.*

There has been no further comment from Councillor Tony Vickers, but any subsequent comments will be reported verbally.

Since this e-mail was sent, some of the uncertainties have become clearer as follows:

1. The revised parking scheme for the C1 zone has now been introduced.
2. It is now anticipated that the cinema works will commence at the end of January 2008 and completed by the end of December 2009.
3. It has been decided that the Market Street project will be delayed until after completion of the Park Way project.
4. The Council's Transitional Parking Strategy has been updated following recent surveys of vacant spaces in the Newbury car parks.
5. The current number of season tickets sold in the Newbury car parks is shown in the table below.

**Season Tickets Sold at 16 January 2008**

| <b>Ticket Type</b>   | <b>Annual Tickets Sold</b> | <b>Quarterly Tickets Sold</b> |
|----------------------|----------------------------|-------------------------------|
| <b>Kennet Centre</b> | <b>N/A</b>                 | <b>55 (65 maximum)</b>        |
| <b>Northbrook</b>    | <b>32</b>                  | <b>5</b>                      |
| <b>General</b>       | <b>87</b>                  | <b>19</b>                     |

**St Johns Ward**

- Councillor Mike Johnston replied on 29 May 2007 giving comments on report ID 1468. He made no reply relating to this report.
- Councillor Ieuan Tuck had not replied by the end of consultation period. Any subsequent comments will be verbally reported when the decision is made.

**Victoria Ward**

- Councillor Gabrielle McGarvey had not replied by the end of consultation period. Any subsequent comments will be verbally reported when the decision is made.
- Councillor Roger Hunneman had not replied by the end of consultation period. Any subsequent comments will be verbally reported when the decision is made.