

HAVANT BOROUGH COUNCIL

CABINET

26 July 2023

Free Parking in WaterlooVille

FOR DECISION

Portfolio Holder: Councillor Alex Rennie

Key Decision: No

Report number: HBC/026/2023

1. Purpose

1.1 This paper is submitted to Cabinet for a decision.

2. Recommendation

2.1 Members are requested to approve:

- (i) The introduction of free parking for a maximum stay of 30 minutes (no return within one hour) in 12 parking bays which will be in force between the hours of 8am-6pm Monday-Saturday at the Wellington Way Car Park in WaterlooVille.

3. Executive Summary

3.1 This paper comes before Cabinet as part of a range of measures the Council is seeking to implement to encourage footfall in WaterlooVille Town Centre. This initiative is designed to encourage people to use some of the smaller independent retailers on the High Street.

4. Additional Budgetary Implications

4.1 The cost of lining and signing in this area will be around £1,000 and will be funded from the existing Off Street Parking Maintenance budget.

4.2 The car park is currently well used and generates more than £100,000 per annum. The Council believe that the introduction of “pop in” parking will attract new shoppers to the area and hence should not significantly affect the income already generated.

5. Background and relationship to Corporate Strategy and supporting strategies and policies

5.1 The decision to implement this incentive to shoppers helps to support the Council's Growth aspirations outlined in the Corporate Strategy and encourages people to use local businesses located in the Town Centre.

6. Options considered

6.1 The Council has considered various options, including the introduction of 30 minutes free parking and making the Car Park entirely free.

6.2 Making the car park entirely free is not a viable option. Free car parks attract a charge for business rates and maintenance and the Council would need to find a funding source elsewhere within it's budget. The car park currently generates more than £100,000 per annum income. Should the car park be entirely free, the Council would need to find an alternative source of funding for the loss of this income and payment of rates.

6.2 The proposed scheme is similar to the scheme that we already operate in Park Parade car parks in Leigh Park which seems to be popular with shoppers.

7. Resource implications

7.1 Financial implications

- i. The Financial Implications are set out at section 4 above and in the S151 Officer comments.

Section 151 Officer comments

Wellington Way car park hold just over 100 spaces. The average charging rate is ~£1 per hour, for 10 hours per day, 6 days per week. Therefore 12 parking spaces have a maximum income potential of ~£39k per annum.

Based on the current parking fees income from the site, 12 spaces are worth ~£12k per annum.

Therefore, the likely maximum budget risk ~£13k (implementation costs plus lost opportunity costs)

Members may want assurance that this move will bring in additional shoppers (rather than simply provide existing shoppers with free parking) and that it will help boost the local economy via increased footfall in Waterlooville before agreeing the proposal.

It is also not clear if this could have any impact on “on-street” parking in the area (which could be taken as a positive).

b. Human resources implications

- i. None

c. Information governance implications

- i. None

d. Climate and environment implications

- i. It is not initially anticipated that this initiative will have a material impact on the number of Cars that are being driven into the Town Centre and as a consequence its felt the impact on the environment.

e. Other resources implications

- i. None

8. Legal implications

- a. The legal implications are set out below in the Monitoring Officers comments.

Monitoring Officer comments

People who park their vehicles in off-street parking places may do so free of charge or may be required to pay. The Council controls off-street parking by means of an off-street parking order under the Road Traffic Regulation Act 1984.

The variation of charges at off-street parking places can be done under Road Traffic Regulation Act 1984, by notice, subject to any regulations of the Secretary of State as to the procedures for giving notice. The procedure for giving notice is set out in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.

Constitutionally, it falls to the Cabinet to approve the resolution to introduce 30 minutes free parking at Wellington Way Car Park.

9. Risks and mitigations

9.1 There is a risk that by offering free parking in Wellington Way Car Park that this could see a significant drop in income. The Council will need to monitor this situation closely and if there is an adverse effect on income the decision will need to be made to continue with this initiative or find another funding source. Officers do not anticipate this to be a very likely scenario.

9.2 Since the Council looked at introducing this initiative the car park operators at Dukes Walk have introduced 3 Hours free parking. It is anticipated that visitors to the Town centre will park at Dukes Walk rather than Wellington Way Car Park.

10. Consultation

- 10.1 The parking order has been advertised publicly and there have been no adverse comments. Officers have spoken with Councillors in Waterlooville and all the feedback has been positive.

11. Communications

- 11.1 Once approved the Communications team promote this through Council channels. The Waterlooville Regeneration Officer will also promote this with local businesses so they can draw their customers towards this initiative.

12. Appendices

- a. None

13. Background papers

- a. None

Agreed and signed off by:

Portfolio Holder: Cllr Alex Rennie

Executive Head: Wayne Layton

Monitoring Officer: Jo McIntosh

Section 151 Officer: Steven Pink

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