



AGENDA ITEM: 5(d)

CABINET 13 January 2015

Report of: Assistant Director Community Services

Relevant Head of Service: Managing Director (People and Places)

Relevant Portfolio Holder: Councillor Martin Forshaw

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SUBJECT: ORMSKIRK TOWN CENTRE CAR PARKS

Wards affected: Borough Wide

1.0 PURPOSE OF THE REPORT

- 1.1 To review current car parking arrangements and charging on the Ormskirk town centre pay and display car parks.

2.0 RECOMMENDATIONS

- 2.1 That an amendment be made to the West Lancashire Borough Council (Off Street Parking Places) (Consolidation) and Revocation Order 2011 to:
- a) Change the length of time that vehicles can park on the short stay Ormskirk town centre car parks known as Lunesdale, Bus Station, Market Way and Park Road (rear of Tesco's)
 - b) Permit free parking on the 52 Derby Street car park on Saturdays, for up to 4 hours.
 - c) Revoke that part of the Order referred to in paragraph 4.7 below.
- 2.2 That the matter of pay on exit parking continue to be investigated and the findings be reported back as part of the implementation of the Ormskirk Town Centre Strategy.

3.0 BACKGROUND

- 3.1 The Council currently operates pay and display car parks in Ormskirk town centre, some are designated as short stay car parks with a maximum permitted parking period of 2 hour (with no return within 2 hours).

There are also five long stay car parks with parking permitted as follows:

Park Pool	up to 4 hours
Hutton Way	up to 9 hours
Hants Lane	up to 9 hours
The Stiles	up to 9 hours
52 Derby Street	up to 9 hours

- 3.2 Parking charges are made on all the car parks Monday – Saturday inclusive, 08.30hrs to 17.30hrs, except for bank holidays. However, the first hour is free on the Park Road (rear of Tesco) car park. Additionally parking permits are also issued on the Hants Lane long stay car park.

- 3.3 Current charges on town centre car parks are as follows:

Short Stay

Up to 1 hour	70p
Up to 2 hours	£1.10

Long Stay (Except Hants Lane)

Up to 1 hour	70p
Up to 2 hours	£1.10
Up to 3 hours	£1.60
Up to 4 hours	£2.00
Up to 9 hours	£3.00

Long Stay (Hants Lane)

Up to 1 hour	40p
Up to 2 hours	60p
Up to 3 hours	£1.00
Up to 4 hours	£1.20
Up to 9 hours	£1.70

- 3.4 The short stay car parks are generally used by visitors to town centre retail facilities and local businesses. The stay on the short stay car parks is currently limited to two hours, with no return within two hours. Traditionally this limit was introduced in order that there would be a reasonable turnover of spaces on the car parks such that visitors to the town centre businesses are quickly able to find a parking space.

- 3.5 The long stay car parks (up to nine hours parking) are available for use by visitors and also are used by employees of the local business community for whom the available parking time on the short stay car parks is not sufficient. The Park Pool car park is mainly used by customers of the leisure facility, being immediately adjacent to the facility. The four hour stay at the Park Pool was introduced to allow sufficient time for users to take advantage of the various activities on offer at the sports facility.

- 3.6 Councils are being asked to review car parking arrangements such that they can help to generate and sustain local businesses, given that parking also provides an important linkage in local traffic management arrangements enabling users to quickly and easily find parking close to their needs.

4.0 PROPOSALS

- 4.1 In December 2011 the Government commissioned a review to look at ways to address the retail decline of the High Streets nationally. This review, subsequently known as the Portas Review, made a number of recommendations also noting the importance of town centre parking facilities in the health of town centres. This decline in the national retail economy has adversely impacted on the town centre business community.
- 4.2 The Department for Communities and Local Government (DCLG) has cited that independent experts have warned about parking policies harming high streets and local shops. It is recommended that local people and businesses should be allowed to have a say in reviewing parking proposals in their area.
- 4.3 In light of the above local town centre businesses have made representations to the Council suggesting that the short stay parking of up to two hours is no longer sufficient to meet the needs of their customers. They believe that it does not encourage the use of the increasing number of town centre retail facilities, such as teashops and restaurants, nor does it give sufficient time to shop for more than on a perfunctory basis.
- 4.4 They have asked that the Council consider extending the current short stay period, provide a period of free parking on some car parks and also look at the provision of pay on exit parking at some town centre car parks.
- 4.5 It is proposed to change the existing parking charging regime to encourage visitors and shoppers to make greater use of the town centre retail businesses by extending the designated parking period on the Lunesdale, Bus Station, Market Way and Park Road (rear of Tesco's) car parks and also provide a period of free parking on the 52 Derby Street car park on Saturday. The proposed new charges on the short stay car parks will be as follows:

Up to 1 hour	70p
Up to 2 hours	£1.10
Up to 3 hours	£1.60
Up to 4 hours	£2.00

- 4.6 A one hour period of free parking is currently available on the Park Road (rear of Tesco's) car park and there are no proposals to change this at this stage. The Council again made available the annual Christmas parking offer of an additional two hours free parking and also extended the period from 1 December 2014 up to 24 December 2014, to help support the local business community during this important trading period.
- 4.7 Revoke that part of the Order relevant to the Two Saints car park (shown as hatched) on Appendix A, due to the termination of the Agreement by the landowners of the Two Saints Retail Park, and also change the name of the car park in the Order from "Two Saints" to "Park Road".

- 4.8 The provision of pay on exit parking is a rather more involved matter, with a number of critical factors coming in to play notably car park management agreements, access and egress arrangements, cost of provision of equipment / barriers, hours of operation, manning of the facilities in the event of breakdowns / equipment failure, etc. Car parking will be looked at as part of the Ormskirk Town Centre Strategy and I believe that this matter is best considered as part of that strategy.
- 4.9 Public consultation will be carried out as part of the legal process to make an amendment to the Traffic Regulation order. The consent of Lancashire County Council, as highway authority for the West Lancashire Borough, to the making of the amendments will also be obtained as appropriate.

5.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY

- 5.1 Efficient off-street parking enforcement enables the Council to maintain direct control of parking on its pay and display car parks, thereby ensuring that car parking is well managed for all users of the car parks as well as for the benefit of both the community and businesses alike.
- 5.2 Extending the time to park on the short stay car parks and providing free parking for a period on Saturday on the 52 Derby Street car park will assist in supporting the current needs of the local business community.
- 5.3 In the longer term the extending parking periods from two hours to four hours will encourage the public to remain in the town centre for longer periods and help to increase retail trade and also the use of the available business and leisure facilities.

6.0 FINANCIAL AND RESOURCE IMPLICATIONS

- 6.1 The financial impact of the recommendations in this report will not be known until they are implemented. By giving a period of free parking on a Saturday of up to 4 hours then this will reduce overall parking income. If other town centre car park users also migrate to the 52 Derby Street car park to take up the Saturday free parking offer then overall car park income could reduce further.
- 6.2 By increasing the short stay duration up to four hours then overall car park income may increase slightly. The level of increase would be entirely dependent on usage and at this stage it is difficult to put any figure to this. Income and usage on car parks will therefore be closely monitored in order that any significant adverse variance on income can be reported back as part of the Council's financial monitoring process.
- 6.3 In amending existing parking arrangements, the costs to make and advertise the amended Traffic Regulation Order will be circa £1,000.
- 6.4 The cost of the installation of the barriers and payment equipment for the provision of pay on exit parking facilities would be in the region of £55,000. Additional to this would be the cost of any engineering works to the car parks for any new or altered entrance/exit arrangements plus maintenance/management costs. These costs remain unknown at this stage and will be considered further as part of the Ormskirk Town Centre Strategy.

7.0 RISK ASSESSMENT

- 7.1 There is a risk by not extending the short stay parking hours that visitors may look to shop elsewhere where parking durations more suit their needs. This then could adversely affect the viability of the town centre.

Background Documents

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Report.

Equality Impact Assessment

A formal equality impact assessment is attached as an Appendix to this report, the results of which have been taken into account in the Recommendations contained within this report

Appendices

Appendix A Plan showing section of the Two Saints car park Order to be revoked.