

<b>Notice of:</b>	Cabinet Member for Business, Enterprise and Job Creation
<b>Decision Number:</b>	PH21/2020
<b>Relevant Officer:</b>	Alan Cavill, Director of Communication and Regeneration
<b>Relevant Cabinet Member</b>	Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation
<b>Date of Decision:</b>	3 March 2020

## **PARKING FEES AND CHARGES 2020/21**

### **1.0 Purpose of the report:**

1.1 The proposed Parking Services fees and charges for 2020/21.

### **2.0 Recommendation(s)**

2.1 To agree the schedule of on and off street parking tariffs for each parking area as set out within the attached schedule at Appendix A, subject to consultation, with effect from the 1 April 2020 to the 31 March 2021 a nil increase.

2.2 To agree the schedule of the business and residential permit rates as set out within the attached schedule at Appendix A, subject to consultation, with effect from the 1 April 2020 to the 31 March 2021 a nil increase

2.3 To agree that the fees charged can be reduced from these rates, for specific events or fixed periods of time, on the published officer decision of the Director for Communications and Regeneration, following consultation with the relevant Cabinet Member.

### **3.0 Reasons for recommendation(s):**

3.1 The proposed tariff, which remains unchanged from the 2019/20 one balances the need to ensure the service keeps within the Council's proposed Revenue Budget 2020/2021 and the market conditions.

Granting the power to vary fees to the Director allows the flexibility to adapt to changes in market conditions, to negotiate discounts to retain customers or launch promotions to attract new customers.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

To increase tariffs on some or all of the Council-owned car parks and/or increase the annual cost of staff, residential and trade permits.

**4.0 Council Priority:**

4.1 The relevant Council Priority is: "The economy: Maximising growth and opportunity across Blackpool".

**5.0 Background Information**

5.1 Each year the fees and charges are reviewed as they apply to car parking provision within Blackpool.

5.2 General Car parking tariffs:-

Appendix A contains the proposed tariffs on each and every car park and on-street parking area, and it is recommended they be adopted. In summary, it is proposed that all of the parking tariffs remain the same in 2020/21 as they were in 2019/20. Car parking is very price sensitive and any increase in tariffs can be quickly outweighed by a fall in patronage or by people choosing to stay for shorter periods which has an associate impact on the viability of the town centre and especially visitor attractions.

Does the information submitted include any exempt information? No

5.3 **List of Appendices:**  
None

**6.0 Legal considerations:**

6.1 None.

**7.0 Human Resources considerations:**

7.1 None.

**8.0 Equalities considerations:**

8.1 The proposals are in line with the Council Budget 2020/21.

**9.0 Financial considerations:**

9.1 None.

**10.0 Risk management considerations:**

10.1 None

**11.0 Ethical considerations:**

11.1 None.

**12.0 Internal/ External Consultation undertaken:**

12.1 None.

**13.0 Background papers:**

13.1 None.

**14.0 Key decision information:**

14.1 Is this a key decision? No

14.2 If so, Forward Plan reference number:

14.3 If a key decision, is the decision required in less than five days? N/A

14.4 If **yes**, please describe the reason for urgency:

**15.0 Call-in information:**

15.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process? No

15.2 If **yes**, please give reason:

**TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE**

**16.0 Scrutiny Committee Chairman (where appropriate):**

Date informed:

Date approved:

**17.0 Declarations of interest (if applicable):**

17.1 None.

**18.0 Executive decision:**

The Cabinet Member agreed the recommendations as outlined above namely:

1. To agree the schedule of on and off street parking tariffs for each parking area as set out within the attached schedule at Appendix A, subject to consultation, with effect from the 1 April 2020 to the 31 March 2021 a nil increase.
2. To agree the schedule of the business and residential permit rates as set out within the attached schedule at Appendix A, subject to consultation, with effect from the 1 April 2020 to the 31 March 2021 a nil increase
3. To agree that the fees charged can be reduced from these rates, for specific events or fixed periods of time, on the published officer decision of the Director for Communications and Regeneration, following consultation with the relevant Cabinet Member.

**18.2 Date of Decision:**

3 March 2020

**19.0 Reason(s) for decision:**

The proposed tariff, which remains unchanged from the 2019/20 one balances the need to ensure the service keeps within the Council's proposed Revenue Budget 2020/2021 and the market conditions.

Granting the power to vary fees to the Director allows the flexibility to adapt to changes in market conditions, to negotiate discounts to retain customers or launch promotions to attract new customers.

**19.1 Date Decision published:**

3 March 2020

**20.0 Executive Members in attendance:**

20.1

**21.0 Call-in:**

21.1

**22.0 Notes:**

22.1