

Elmwood Avenue (on-street) and Joss Bay (off-street) parking fees and charge change

Supporting Report to the Cabinet Member Decision

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| Date | 12 July 2019 |
| Report Author | Trevor Kennett, Head of Operational Services |
| Portfolio Holder | Cllr Ashbee, Deputy Leader and Cabinet Member for Operational Services |
| Status | Portfolio Holder Decision |
| Classification: | Unrestricted |
| Key Decision | No |
| Ward: | Kingsgate Ward |

Executive Summary:

This report outlines the current issues relating to fees and charges for the remote locations for parking at Elmwood Avenue (on-street) and Joss Bay car park (off-street) in Broadstairs.

Recommendation(s):

To amend the published fees and charges approved by the Council on 27 April 2017 for Elmwood Avenue, Broadstairs on-street scheme and the current fee and charge for Joss Bay off-street car park approved on 7 February 2019 to the following:

Elmwood Avenue (On-street)

Seasonal Parking restrictions from 1 April to 31 October from 0900 to 1800 hours at a fee of £1 per hour, with a maximum daily £5 per day.

Joss Bay (Off Street)

Seasonal only 1 April to 31 October from 0700 hours to 2200 hours with a fee of £1 per hour with a maximum daily charge of £5.

CORPORATE IMPLICATIONS

Financial and Value for Money

The Elmwood Avenue on-street parking scheme has not been implemented fully at this time so no income has been received. It is estimated that following implementation of the scheme with a new lower rate around £30,000 income will be generated in 2019/20 from July to October 2019.

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| | Joss Bay car park generated £47,000 income in 2018/19 within the seasonal period of 7 months from April to October. From 1 April 2019 until the end of June 2019 £16,000 has been generated in income. This will give a projected income for 2019/20 of £37,000 a short fall on last year of around £10,000. | | | | | | | | |
| Legal | There are no legal implications directly arising from this report. | | | | | | | | |
| Corporate | <p>Priority 2: Supporting neighbourhoods - Continuing to work with partners to improve community safety. Proactively enabling a collaborative partnership to reduce health inequalities.</p> <p>Priority 3: Promoting inward investment and job creation - Working with partners to make the most of the buildings and land we own.</p> | | | | | | | | |
| Equalities Act 2010 & Public Sector Equality Duty | <p>Members are reminded of the requirement, under the Public Sector Equality Duty (section 149 of the Equality Act 2010) to have due regard to the aims of Duty at the time the decision is taken. The aims of the Duty are: (i) eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, (ii) advance equality of opportunity between people who share a protected characteristic and people who do not share it, and (iii) foster good relations between people who share a protected characteristic and people who do not share it.</p> <p>Protected characteristics: age, gender, disability, race, sexual orientation, gender reassignment, religion or belief and pregnancy & maternity. Only aim (i) of the Duty applies to Marriage & civil partnership.</p> <table border="1"> <tr> <td colspan="2">Please indicate which aim is relevant to the report.</td></tr> <tr> <td>Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act,</td><td></td></tr> <tr> <td>Advance equality of opportunity between people who share a protected characteristic and people who do not share it</td><td></td></tr> <tr> <td>Foster good relations between people who share a protected characteristic and people who do not share it.</td><td></td></tr> </table> <p>It is the author's opinion that the Public Sector Equality Duty (PSED) is not engaged by the subject matter as it relates to all characteristics. Users with registered disabilities are able to park free using the Blue Badge scheme. In accordance with the continuing nature of the duty the council will keep the matter under review.</p> | Please indicate which aim is relevant to the report. | | Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, | | Advance equality of opportunity between people who share a protected characteristic and people who do not share it | | Foster good relations between people who share a protected characteristic and people who do not share it. | |
| Please indicate which aim is relevant to the report. | | | | | | | | | |
| Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, | | | | | | | | | |
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| CORPORATE PRIORITIES (tick those relevant) | |
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| A clean and welcoming Environment | |
| Promoting inward investment and job creation | ✓ |
| Supporting neighbourhoods | ✓ |

| CORPORATE VALUES (tick those relevant) | |
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| Delivering value for money | ✓ |
| Supporting the Workforce | |
| Promoting open communications | |

1.0 Introduction and Background

- 1.1 At a Cabinet meeting on the 27 April 2017 the following was approved to be implemented as a phase 1 scheme ‘ all new areas for on and off street parking go out to public consultation and are implemented in accordance with the phased approach’.

Cabinet also agreed that for the Elmwood Avenue on-street parking fees and charges the following would be implemented:

Seasonal parking restrictions between 1 April to 31 October from 0900 hours to 1800 hours at a fixed fee of £2 per hour with a maximum fee of £18 per day.

- 1.2 On 7 February 2019 as part of the corporate fees and charges report within the Council’s budget approval process the following fees and charges were agreed for Joss Bay off-street car park:

Seasonal only 1 April to 31 October from 0700 hours to 2200 hours with a maximum daily charge of £12.

- 1.3 We have received feedback from residents, visitors and businesses stating that both charges are too high and resulting in visitors using unauthorised parking in fields, which is unregulated and could be unsafe. The requests are to reduce both charges to a more affordable, business friendly level to encourage safe parking in regulated and safe purpose built parking bays and car parks. This will bring this remote car park in line with charges applied in Minnis Bay and St Mildred’s.

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| Contact Officer: | Richard Taylor, Operational Services Enforcement Manager |
| Reporting to: | Trevor Kennett, Head of Operational Services |

Corporate Consultation

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| Finance | Sharon Westbrook, Finance Manager |
| Legal | Tim Howes, Director of Corporate Governance & Monitoring Officer |