

Name of decision maker:	Councillor Herbert Chapman
Portfolio:	Environment and Regeneration
Date of Portfolio Holder Decision:	25 January 2010

Title of Decision: To advertise the 2010 off-street Traffic Regulation Order
Decision made and reasons: To advertise revised off-street parking tariffs effective from 28 th March 2010
Reports considered: (here reference can be made to specific documents) “Parking in Dacorum 2010/2011” report to Cabinet Formal consultation report to Portfolio Holder, 15 th December 2009 “The Proposed Borough of Dacorum (Dacorum Borough) (Off-Street Parking Places) Order 2010”
Officers/Councillors/Ward Councillors/Stakeholders Consulted: Cabinet Tring Town Council Berkhamsted Town Council
Monitoring Officer Comments: No further comments to add to this report. Deputy S151 Officer Comments: The revised tariffs are reflected in the 2010/11 budget. Budgetary provision appears to have included the proposed tariffs from this report together with prudent levels of occupancy/duration of parking spaces.
Implications: Risk: Not introducing the Order to make increases in parking charges would not be in accordance the objective of encouraging greater thought on travel choice in line with the Council's longer-term aim of encouraging a change to more sustainable transport modes. Value for Money: The Parking Management Service was market tested by a competitive tendering process in 2007/2008. This is in line with recognised best practice in the parking industry and should help the Council demonstrate value for money in the service. The present contract commenced in February 2008.
Options Considered and reasons for rejection: Not to advertise tariff changes – DBC could not change tariff within the set timescale

Portfolio Holders Signature:

Date: 25 January 2010

Details of any interests declared and any dispensations given by the Standards Committee:
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Date Decision Record Sheet received from portfolio holder: 25 January 2010
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Date Decision Published: 25 January 2010 Decision No: PH/007/10
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Date of Expiry of Call-In Period: 1 February 2010

Date any Call-In received or decision implemented:
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BACKGROUND

At its meeting on 28th October 2008, Cabinet reviewed car park charges and resolved that Officers report back to Cabinet in Autumn 2009 on the review of charges for 2010/11

Car park prices in Dacorum have been compared with those charged elsewhere in Hertfordshire and other adjacent Boroughs.

The Council's policy on charging for its services requires that its fees and charges fall within the top quartile compared to other Hertfordshire Districts. Tables and charts 3.01 through 3.14 below show that currently the pricing structure for parking falls significantly short of this in all the major towns in the Borough, with car parking charges in Council controlled car parks being at or close to the bottom end of charges in comparison with the other identified centres.

Moving charges to accord with the charging policy would see very significant increases in charging. Members may consider that moving to such charging levels would be unrealistic and potentially damaging to the local economy in the short term. A staged move to such levels could be considered however, particularly in relation to long stay charges in the main Water Gardens car parks in Hemel Hempstead. In these car parks all day charges would need to rise from the current level £3.30 per day to a level of £8.00 per day to comply with the charging strategy.

The Council still faces significant challenges in producing a balanced budget over the next few years. Clearly income from parking charges offers an opportunity for increased income particularly in view of the modest rates currently charged in comparison to other towns. Failure to optimise income would require Members to identify other opportunities for savings or income growth in order that the budget position can be addressed.

In policy terms the Council seeks to encourage greater thought regarding travel choice in line with the longer-term aim of seeing a shift to more sustainable forms of transport. Increased parking charges can certainly influence travel choices; however, the provision of viable alternatives, particularly for commuters, is a significant and costly challenge which will be difficult to address in the current financial climate.

At the 20th October 2009 Cabinet Members agreed parking tariffs for the year April 2009 to March 2010. It is these tariffs that are to be advertised.

Residents controlled parking zones permits and visitor vouchers No change
 On-street tariffs No change
 Car park tariffs (see table below)

Car park tariff commencing 28th March 2010

Hours	to 1	to 2	to 3	to 4	Long stay
Hicks Road	Free				
Duxons Turn					£1.00
The Gables	£0.40	£0.50	£0.60	£0.70	£2.00
High Street	£0.30	£0.40	£0.50	£0.60	£1.10
Gadebridge Lane	Free				
Queensway	£0.50	£0.80	£1.10	£1.30	£2.50
Alexandra Road	£0.50	£0.80	£1.10	£1.30	£2.50
Civic Centre	£0.50	£0.80	£1.10	£1.30	£2.50
Water Gardens (North) lower deck	£0.70	£1.20	£1.70	£2.20	N/A
Water Gardens (North) upper deck					£3.50
Water Gardens (South)	£0.70	£1.20	£1.70	£2.20	N/A
Moor End Road					£3.50
Park Road	£0.40	£0.50	£0.60	£0.70	£2.00
Cowper Road	Free	£0.30	£0.40	£0.50	N/A
Durrants Hill	£0.40	£0.50	£0.60	£0.70	£2.00
The Nap	Free				
Langley Hill	Free				
Water Lane	£0.40	£0.80	£1.50	£2.00	N/A
Lower Kings Road	£0.50	£0.90	£1.20	£1.60	N/A
Canal Fields	Free				N/A
St Johns Well Lane	£0.50	£0.90	£1.20	£1.60	£3.00
The Forge	Free	£0.60	£0.80	£1.10	£1.50
Frogmore Street (East)	Free	£0.60	£0.80	£1.10	£1.50
Frogmore Street (West)					£1.50
Old School Yard*	Free	£0.60	£0.80	£1.10	N/A
Victoria Hall	Free	£0.60	£0.80	£1.10	N/A

*Car park tariffs apply Monday to Sunday 8:00am to 6:00pm
 except Old School Yard Monday to Saturday (excluding public holidays) 8:00am to 6:00pm