

EXECUTIVE DECISION RECORD SHEET

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| Name of decision maker: | Councillor Herbert Chapman |
| Portfolio: | Environment and Sustainability |
| Date of Portfolio Holder Decision: | 31 December 2008 |

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| Title of Decision: To advertise 2009 car parking tariff changes |
| Decision made and reasons: To advertise revised off-street parking tariffs effective from 5 th April 2009 |
| Reports considered: (here reference can be made to specific documents) “Parking in Dacorum 2009/2010” report to Cabinet Formal consultation report to Portfolio Holder, 4 th December 2008 “The Proposed Borough of Dacorum (Dacorum Borough) (Off-Street Parking Places) Order 2009” |
| Officers/Councillors/Ward Councillors/Stakeholders Consulted: Cabinet Tring Town Council Tring Chamber of Commerce |
| Monitoring Officer Comments: No comments |
| Chief Financial Officer Comments: Advertising costs will be met from existing budgets |
| 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. Not introducing the clarifying elements of the Order will make upholding penalty charge notices at appeal to Traffic Penalty Tribunal problematical. Value for Money: Increased income over year 1 will more than cover costs of implementation and could result in an increased contribution to the general fund. |
| Options Considered and reasons for rejection: Not to advertise tariff changes – DBC could not change tariff within the set timescale |

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| Portfolio Holders Signature: |
| Date: |

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| Details of any interests declared and any dispensations given by the Standards Committee: |
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| For Member Support Officer use only | |
| Date Decision Record Sheet received from portfolio holder: 22 December 2008 | |
| Date Decision Published: 31 December 2008 | Decision No: PH/066/08 |
| Date of Expiry of Call-In Period: 8 January 2009 | |
| Date any Call-In received or decision implemented: | |

BACKGROUND

At its meeting on 5th October 2004, Cabinet reviewed car park charges and resolved the following:-

”That car park charges, permit costs and other fees and charges relating to the parking strategy be reviewed on an annual basis in October, with any agreed revised charges being introduced in the following April.”

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 fall within the top quartile compared to other Hertfordshire Districts. 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 considered 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 would, particularly in relation to long stay charges in the main Water Gardens car parks in Hemel Hempstead result in a rise from the current level £3.00 per day to a level of £8.00 per day to comply with the charging strategy.

In relation to the Council’s Improving Dacorum Programme initiative “Balancing the Books”, there is a need to identify budget savings or increased income to reduce overall spends by approximately £3.5 million by the end of 2010/2011 compared to the base year of 2005/2006. Clearly income from parking charges offers a significant 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 by the given timescale.

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 28th October 2008 Cabinet Members agreed parking tariffs for the year April 2009 to March 2010. It is these tariffs that are to be advertised.

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Residents controlled parking zones permits and visitor vouchers No change

On-street tariffs No change

Car park tariffs (see table below, tariff changes are shaded))

| Car park tariff April 2009 to March 2010 | | | | | | |
|--|---|----------------------|-----------------|-----------------|-----------------|--------------|
| Town/Village | Car park | Up to 1 hour | 1 to 2 hours | 2 to 3 hours | 3 to 4 hours | Long stay |
| Markyate Hemel Hempstead | Hicks Road | Free | Free | Free | Free | Free |
| | Duxons Turn | | | | | £1.00 |
| | The Gables | £0.30 | £0.40 | £0.50 | £0.60 | £2.00 |
| | High Street | £0.20 | £0.30 | £0.40 | £0.55 | £1.10 |
| | Gadebridge Lane | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 |
| | Queensway | £0.40 | £0.70 | £1.00 | £1.20 | £2.30 |
| | Alexandra Road | £0.40 | £0.70 | £1.00 | £1.20 | £2.30 |
| | Civic Centre | £0.30 | £0.60 | £0.90 | £1.20 | £2.40 |
| | Water Gardens (North) Lower deck | £0.70 | £1.10 | £1.50 | £1.90 | |
| | Water Gardens (North) Upper deck | | | | | £3.30 |
| | Water Gardens (South) | £0.70 | £1.10 | £1.50 | £1.90 | |
| | | Moor End Road | | | | |
| Boxmoor | Park Road | £0.30 | £0.40 | £0.50 | £0.60 | £2.00 |
| | Cowper Road | Free | £0.30 | £0.40 | £0.50 | |
| Apsley | London Road | £0.30 | £0.40 | £0.50 | £0.60 | £2.00 |
| | Durrants Hill | £0.30 | £0.40 | £0.50 | £0.60 | £2.00 |
| Kings Langley | The Nap | Free | Free | Free | Free | Free |
| | Langley Hill | Free | Free | Free | Free | Free |
| Berkhamsted | Water Lane | £0.40 | £0.80 | £1.20 | £1.60 | |
| | Lower Kings Road | £0.50 | £0.80 | £1.10 | £1.40 | |
| | Canal Fields | Free | Free | Free | Free | |
| | St Johns Well Lane | £0.50 | £0.80 | £1.10 | £1.40 | £2.65 |
| Tring | The Forge | Free | £0.50 | £0.70 | £1.00 | £1.50 |
| | Frogmore Street (East) | Free | £0.50 | £0.70 | £1.00 | £1.50 |
| | Frogmore Street (West) | | | | | £1.50 |
| | Old School Yard | Free | £0.50 | £0.70 | £1.00 | |
| | Victoria Hall | Free | £0.50 | £0.70 | £1.00 | |