

REPORT TO CABINET

Title: **CAR PARKING CHARGES 2010/11 & 2011/12**

Date: 24 September 2009

Members Reporting: Councillor Rayner

Contact Officers: David Perkins, Head of Operations
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Wards Affected: All

1. SUMMARY

- 1.1 The report considers revised parking charges for the next two years in line with the Council's standard procedures. The report highlights issues for residents and businesses in the current economic climate and seeks to protect them where possible with adjustments to charges to suit the economic climate affecting the Borough.

2. RECOMMENDATION: That the Car Parking Charges contained in Appendix A be approved.

What will be different for residents as a result of this decision?
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The proposed charges protect Residents and Local Businesses from inflation based increases.

3. SUPPORTING INFORMATION

- 3.1.1 In setting the charges for 2010/11 & 2011/12 the Council has sought to ensure that any changes do not adversely impact residents and businesses and encourage more shopping within the local town centres. As such there are no increases for residents tariffs. The details are set out in Appendix A.
- 3.1.2 The charges set out in Appendix A aim to benefit local residents through their use of the Advantage Card.
- 3.1.3 A new half hourly rate will be introduced in Nicholson's Multi Story Car Park and Grove Road and West Street Car Parks increasing the provision of short term parking in Maidenhead.

4. OPTIONS AVAILABLE AND RISK ASSESSMENT

4.1 Options

	Option	Comments	Financial Implications
1.	Approve the charges as set out in Appendix A.	This is in accordance with the Medium Term Financial Plan.	Revenue: Increase revenue projection around £100K. Capital: None

	Option	Comments	Financial Implications
2.	Modify the charges proposals.	May reduce the Councils ability to restrict Council Tax levels.	Revenue: Unknown Capital: None

4.2 Risk assessment

- 4.2.1 The current economic climate has had a direct impact on the income from car parks. The recommendations in this report recognise this and seek to mitigate any future impact both on residents and businesses and the Council's revenue income.

5. CONSULTATIONS CARRIED OUT

- 5.1 The Lead Member and Cabinet and Lead Members for Windsor and Maidenhead have been consulted.

The Maidenhead and District Chamber of Commerce have been consulted and have submitted initial comments as shown in Appendix B. Views from the Windsor and District Chamber of Commerce are being sought.

6. COMMENTS FROM OVERVIEW AND SCRUTINY PANEL

Resolved: that the report be submitted to Cabinet for approval subject to the amendment of 3.1.3 to reflect that all bays would be dedicated for the new half hourly rate.

7. IMPLICATIONS

- 7.1.1 The following implications have been addressed where indicated below.

Financial	Legal	Human Rights Act	Planning	Sustainable Development	Diversity & Equality
✓	✓	N/A	N/A	N/A	N/A

Background Papers:

None