

 <p>COTSWOLD DISTRICT COUNCIL</p>	<p>COTSWOLD DISTRICT COUNCIL</p>
<p>Name and date of Committee</p>	<p>CABINET - 12 APRIL 2021</p>
<p>Report Number</p>	<p>AGENDA ITEM 12</p>
<p>Subject</p>	<p>BOURTON-ON-THE-WATER TOURISM CHARGE CONSULTATION RESPONSE</p>
<p>Wards affected</p>	<p>Bourton-on-the-Water</p>
<p>Accountable member</p>	<p>Cllr Mike Evemy – Deputy Leader and Cabinet Member for Finance Mike.evemy@cotswold.gov.uk</p>
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<p>Summary/Purpose</p>	<p>To present the results of the Bourton-on-the-Water tourism charge consultation and to seek approval on how the proceeds of the tourism charge can be utilised</p>
<p>Annexes</p>	<p>Annex A – Full consultation response Annex B – Parish Council suggestions</p>
<p>Recommendation/s</p>	<p>It is recommended that Cabinet approves:</p> <ul style="list-style-type: none"> a) <i>An increase in litter bins as set out in 3.2;</i> b) <i>An increase in officer presence through the Civic Pride project during peak visitor season;</i> c) <i>The installation of bollards opposite Rissington Road car park;</i> d) <i>An annual consultation with local residents and the Parish Council to inform decisions on other improvements for consideration</i> e) <i>That delegation be given to the Deputy Chief Executive, in consultation with the Deputy Leader and Cabinet Member for Finance, and Bourton-on-the-Water Parish Council to approve the spending of any balance of the £25,000 budget to help support Bourton-on-the-Water Parish Council initiatives.</i>
<p>Corporate priorities</p>	<p>Delivering our services to the highest standards Helping residents and communities access the support they need for good health and wellbeing Responding to the challenges presented by the climate crisis</p>

Key Decision	NO
Exempt	NO
Consultees/ Consultation	The Leader of the Council, The Deputy Leader of the Council, Chief Executive, Deputy Chief Executive, Monitoring Officer, Group Manager for Resident Services

I. BACKGROUND

- I.1. On 7 December 2020 Cabinet approved changes to parking within the village of Bourton-on-the-Water. These changes came into effect on 8th March and were the:
- i. Removal of 'free after three' parking;
 - ii. Removal of the half hour and one hour changes and to implement a minimum stay period of two hours;
 - iii. Extend Sunday parking tariffs from 4pm to 6pm; and,
 - iv. Add an additional 50p to all parking tariffs of two hours or more. The additional income generated from the 50p increase to be invested back into services and facilities within the village to help alleviate the impact of mass tourism.
- I.2. Cabinet proposed that a consultation with Bourton-on-the-Water Parish Council, their District Councillor, local residents and businesses be undertaken to obtain views on how the expected increase in income as a result of the 50p increase be utilised.
- I.3. This consultation took place over a period of 4 weeks from 15 February to 14 March 2021 and produced 261 responses.

2. MAIN POINTS

Within the questionnaire the Council included its initial ideas on what it considered might help manage tourist visits to Bourton-on-the-Water. The following items were listed and respondents were asked to rate their response (items have been listed in order of residents' preference with 'Rated 5' being the action definitely needed):

Item	Rated 1 (not needed) No. of Respondents	Rated 2	Rated 3	Rated 4	Rated 5 (definitely needed)	Total Respondents
Additional rounds by parking wardens to reduce illegal parking	24	15	30	31	159	259
More frequent litter collections	15	16	46	37	139	253
Real time information on A429 to inform visitors when car parts are full	24	16	42	41	136	259
Increased number of litter bins or bins with a larger capacity	22	14	38	56	125	255

Bollards opposite Rissington Rd car park to stop illegal verge parking	53	21	36	40	103	253
Communications to visitors to encourage good behaviour	42	34	57	38	77	248
Increase the capacity of public toilets	51	28	76	35	61	251

- 2.1. There was an option for respondents to put forward other ideas of how the tourism charge could be spent. There were 160 responses to this. There was an array of different ideas and the full list is available in Annex A. To ensure that local needs are listened to, and that best value is obtained from the funding available, it is proposed that an annual consultation takes place. The consultation will seek feedback on the impact of the investment and identify others investment ideas for consideration. It is clear from the outcome of the consultation that additional conversations are required with third party organisations, such as Gloucestershire County Council to address some of the issues arising from mass tourism in Bourton-on-the-Water.
- 2.2. Bourton-on-the-Water Parish Council have put forward suggestions for the use of the charge, which are detailed in Annex B. The Parish Council already funds some of these suggestions through its Parish Precept.
- 2.3. It is proposed that the financial support through the Tourism Charge aims to support the infrastructure of the village and the impact experienced by mass tourism.
- 2.4. Referring back to the outcomes of the consultation, it is proposed that during the first year the following areas be considered for additional spend:
- a) An increase in litter bins – exploration work has already commenced in partnership with Ubico to consider the installation of additional large capacity bins plus additional recycling units.
 - b) Installation of bollards on the verge side opposite Rissington Road car park – this will stop illegal parking of vehicles whilst protecting the green area and therefore helping to enhance the local area.
 - c) Increasing Officer presence to promote good behaviour and signpost tourists and visitors to car parks and facilities – this could be a ‘Village Warden’ type role whose presence would be predominantly during peak visitor season. It is envisaged that the resource would provide community support, rather than community enforcement. Partnership working with local businesses and the Parish Council will be critical, whilst ensuring visitors respect the local surroundings. These officers would also be able to regularly feed back to both the District and Parish Council on how the additional measures are being received and working.
3. **FINANCIAL IMPLICATIONS**
- 3.1. It has been estimated that £25,000 of additional income will be raised each year by increasing the parking tariffs by 50p on parking for two hours or more. On this basis, it is proposed that £25,000 of funding be allocated upfront to ensure the above measures are implemented where practicable, and as quickly as possible.

3.2. The costs for the works for consideration in 2.4 above are estimated to be:

Item	Unit cost £	No. Required	Total Cost £
Large Capacity Litter Bins	700.00 (including installation)	3	2,100
Recycling Bins	250.00 (including installation)	4	1,000
Bollards (dependant on type used)	500.00 (Concrete)	10	5,000
	600.00 (Manchester)		6,000
	Installation Contingency		1,500

3.3. A contingency fund of approximately £1,500 is also being suggested to cover any unknown costs such as additional hiring of specialised equipment in respect of the bollard installation.

3.4. The funding for the Village Warden is yet to be established, but will not exceed £14,400. The Council may wish to enhance the role of the already established Covid Support Officers, or consider the role as part of the emerging Civic Pride project, which will focus on supporting Town and Parish Councils in developing ways to care for and enhance their local areas with support from the District council and key partners.

3.5. In the event that there is a balance remaining from the £25,000 funding, it is proposed delegated authority is given to the Deputy Chief Executive to decide the allocation of the remaining funding in consultation with the Deputy Leader and Cabinet Member for Finance and Bourton-on-the Water Parish Council.

4. LEGAL IMPLICATIONS

4.1. There are no legal implications associated with this report. The increase in tariffs has been subject to a variation in the Off-Street Parking Order.

5. RISK ASSESSMENT

5.1. There is a risk that demand for car parking does not generate the estimated £25,000 additional income. The Council's General Fund Reserve is sufficient to fund the shortfall. Income from the additional 50p car parking charge will inform funding available from 2022/23. It is also possible, but unlikely, that pre commencement groundworks highlight unforeseen issues or services that could delay the installation of the bollards.

6. EQUALITIES IMPACT

6.1. There are no unacceptable adverse effects on the protected characteristics covered by the Equalities Act that have been identified.

7. CLIMATE CHANGE IMPLICATIONS

- 7.1. By increasing the capacity of recycling units within the village this will help to reduce the amount of litter put into residual waste streams.

8. ALTERNATIVE OPTIONS

- 8.1. Members may consider agreeing spend on other elements highlighted as part of the consultation. However with limited funding and the desire to make changes as quickly as possible given the expected volumes of visitors to the village it is proposed that other options be considered later in the 2021/2022 financial year. In addition, the key areas identified for additional spend in 2.4 above, reflect the main outcomes of the consultation exercise.