



Council name	COTSWOLD DISTRICT COUNCIL
Name and date of Committee	CABINET MEMBER FOR ECONOMY AND COUNCIL TRANSFORMATION DECISION MAKING MEETING
Subject	WHITEWAY CAR PARK PERMITS
Wards affected	Abbey
Accountable member	Cllr Tony Dale – Cabinet Member for the Economy and Council Transformation Email: Tony.Dale@Cotswold.gov.uk
Accountable officer	Jon Dearing – Assistant Director for Resident Services Email: Jon.Dearing@Cotswold.gov.uk
Report author	Susan Hughes – Business Manager Support and Advice Email: Democratic@cotswold.gov.uk
Summary/Purpose	To introduce a monthly season ticket permit option to allow further options to the current season ticket permits at the Whiteway car park.
Annexes	Annex A – Equality Impact Assessment
Recommendation(s)	That the Cabinet Member for Economy and Council Transformation: I. Agrees to introduce a monthly season ticket permit at the Whiteway car park.
Corporate priorities	<ul style="list-style-type: none">• Delivering Good Services• Supporting Communities• Supporting the Economy
Key Decision	NO
Exempt	NO
Consultees/ Consultation	The option to pay for parking permits monthly was discussed during a consultation meeting with Cirencester Chamber of Commerce, where it was felt this would greatly assist low paid workers. Consultation with Councillor Tony Dale - Cabinet Member for the Economy and Council Transformation, Councillor Mike Every - Deputy



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	<p>Leader of the Council and Cabinet Member for Finance, Robert Weaver – Chief Executive Officer, Angela Claridge - Director of Governance & Development (Monitoring Officer), David Stanley - Deputy Chief Executive Officer, Frank Wilson - Interim Managing Director, Jon Dearing - Assistant Director for Resident Services</p>
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There is no requirement to carry out statutory public consultation as this change can be classed as a variation due to its nature and that it will benefit the customers.



1. EXECUTIVE SUMMARY

- 1.1 This report sets out the proposal to implement a flexible monthly season ticket holder option for customers of the Whiteway Car park.
- 1.2 This report recommends the Council provide a *monthly* season ticket permit to the currently available annual season ticket permits to provide greater flexible purchasing options to support the local economy, residents and employees of local businesses.

2. BACKGROUND

- 2.1 The Council owns and manages 20 car parks. It currently offers season ticket permits in 8 of its car parks across the district.
- 2.2 The Council leases the Whiteway car park which is owned by the Cirencester Rugby Club.
- 2.3 The car park has 158 parking spaces available for season ticket holders only, including 3 disabled bays, 5 motorcycle bays and 4 electric vehicle bays with fast charging points permitting parking between Monday-Friday, 7:30am - 7:30pm.
- 2.4 The lease permits the Council to allow 158 season ticket permits, with no other payment options available.
- 2.5 The lease has been in place since April 2019, with 12 current season ticket permit holders at the car park.
- 2.6 The price for an annual season ticket at this car park is £500 per annum, £250 for 6 months £125 for 3 months. The Council currently provides permits on a 12 month, 6 month and 3 month basis.
- 2.7 As part of the on-going car park strategy consultation, the Council has received feedback from local businesses, in conjunction with the chambers of commerce that employees would like to purchase a season ticket, however despite the level of discounted rate at this car park they are unable to commit to the upfront annual cost of a season ticket due to being lower wage earners.
- 2.8 The Council proposes to give further consideration to flexible payment options for customers who commit to annual season tickets, to allow manageable payment arrangements.

3. MAIN POINTS

- 3.1 The creation of a monthly season ticket permit in this car park would support the best use of Council assets, increase the uptake and usage of the Whiteway car park, support residents and local businesses by providing more manageable purchasing options.
- 3.2 The proposed cost of a monthly season ticket is £42 per month, which can be purchased online via the Council website or over the telephone.



- 3.3** If approval is given for a monthly season ticket, it would permit Parking at the Whiteway car park Monday to Friday between the hours of 7:30am – 7:30pm

4. ALTERNATIVE OPTIONS

- 4.1** The Council could choose to not adopt a monthly permit scheme and remain with the annual, 6 month and 3 month season ticket permits, this would result in less flexible purchasing options for customers and residents and limit access for customers who are lower wage earners and cannot afford to outlay on an annual season ticket.

5. CONCLUSIONS

- 5.1** The feedback we have received in the initial phase of the car parking strategy consultation is that customers and employees would like a flexible option to pay monthly for their season ticket at this car park.

6. FINANCIAL IMPLICATIONS

- 6.1** Implementing a monthly season ticket would not bare any financial burden to the Council as the systems and resources are in place to deliver this.
- 6.2** The average percentage banking charge per season ticket transaction is 1.44%. An annual season ticket of £500 attracts £7.20 fee and a 1-month season ticket at £42 for Whiteway attracts £0.60 per transaction. Therefore, if a person with an annual permit changed to pay for a monthly permit for the year, the costs remain same. All permits are self-serve and therefore no additional resources from the Parking Team are required.

Method of payment	fee per transaction	Fee for one year
Annual Season Ticket	£7.20	£7.20
Monthly Season Ticket	£0.60	£7.20

7. LEGAL IMPLICATIONS

- 7.1** Any changes to the existing terms and conditions and or charges in the car parks will require a variation to the relevant Off-Street Parking Order.

8. RISK ASSESSMENT

- 8.1** There are no adverse risks identified with this proposal.



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9. EQUALITIES IMPACT

- 9.1 There are no unacceptable adverse effects on the protected characteristics covered by the Equalities Act 2010. There are no changes proposed to the provision of disabled parking bays in the car parks. (See Annex A Equalities impact Assessment)

10. CLIMATE AND ECOLOGICAL EMERGENCIES IMPLICATIONS

- 10.1 Through increasing the number of customers at the Whiteway carpark, this would increase the number of customers who park and stride as their mode of transport to the town.

11. BACKGROUND PAPERS

- 11.1 None

(END)