



Council name	COTSWOLD DISTRICT COUNCIL
Name and date of Committee	CABINET - 7 DECEMBER 2020
Report Number	AGENDA ITEM 12
Subject	REVIEW OF PARKING CHARGES IN RISSINGTON ROAD CAR PARK, BOURTON-ON-THE-WATER
Wards affected	ALL
Accountable member	Cllr. Mike Every - Deputy Leader and Cabinet Member for Finance Email: mike.every@cotswold.gov.uk
Accountable officer	Jon Dearing - Group Manager for Resident Services Tel: 01993 861221 Email: jon.dearing@publicagroup.uk
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Summary/Purpose	To enable Cabinet to review parking tariffs in Bourton on the Water and provide funding to improve the management of visitors to the village
Annexes	Annex A - Proposed tariff charges
Recommendation/s	That Cabinet approves; <i>a) the proposed charges for parking in Bourton-on-the-Water;</i> <i>b) the removal of 'free after three' in Bourton-on-the-Water;</i> <i>c) the removal of the half hour and one hour parking bands in Bourton-on-the-Water;</i> <i>d) the extension of Sunday charges to 6.00 pm; and,</i> <i>e) that the Group Manager for Resident Services be authorised, in consultation with the Deputy Leader and Cabinet Member for Finance, to review and make a final decision on the Off-Street Parking Order following consultation on the proposed changes to the Order;</i> <i>f) consultation to take place with Bourton-on-the-Water Parish Council, their District Councillor and local residents and businesses on how the proceeds of the proposed 'tourism charge' could be spent.</i>
Corporate priorities	Delivering our services to the highest standards
Key Decision	NO
Exempt	NO
Consultees/ Consultation	Leader of the Council, Deputy Leader and Cabinet Member for Finance, Chief Finance Officer, Interim Chief Executive, Monitoring

	Officer, Group Manager, Publica Senior Management Team, Ward Member and Parish Council.
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1. BACKGROUND

- 1.1. The COVID-19 pandemic has resulted in more people spending their holidays within the UK. Although this is positive for businesses across the district, it has, in some cases resulted in a negative impact on local residents and their neighbourhoods resulting in an increase in complaints from town and parish Councils and residents.
- 1.2. Bourton on the Water has always been a favourite tourist destination; unfortunately this year the village has experienced a large increase in visitors which has had some detrimental effects on residents and the local area. In July 2020, Cabinet approved new parking tariffs for all of its car parks, which came into effect on 1 September 2020. Previous to this, parking charges had remained at the same level since 2010.

2. MAIN POINTS

- 2.1. Rissington Road car park in Bourton on the Water is predominantly used by tourist visitors to the village and not local residents and therefore consideration is being given to a further review of the current parking tariffs and non-chargeable parking.
- 2.2. Options currently available to the Council are as follows:
 - 1) Remove 'free after three' as the Council is currently offering a discount to tourists which is not necessary and which is highly unlikely to influence the timing of their visit.
 - 2) Remove the half hour and one hour charges and implement a minimum stay of two hours. Tourism visits are rarely short stays, whilst local residents will still have the provision for parking in the Co-op parking area or in 'on street' limited waiting spaces.
 - 3) Extend Sunday parking tariffs from 4 pm to 6 pm.
 - 4) Consider the principle of a 'tourism charge' of 50p to be added to parking tariffs of two hours or more.
- 2.3. The additional income from options 1,2 and 3 could be used to fund Council operational activity. The additional income raised through option 4 could be made available to support the Council and its partners to help alleviate the effects that mass tourism can bring, such as:
 - by increasing on street parking enforcement by Gloucestershire County Council
 - by increasing resources for litter picking
- 2.4. Should the option in 2.4 be supported, a consultation could be undertaken with the village's parish council, local residents and businesses to determine how best to utilise the resultant revenue.

3. FINANCIAL IMPLICATIONS

- 3.1. Extending the chargeable parking hours to include 3pm to 6 pm Monday to Saturday and 4pm to 6pm on Sundays will increase the number of chargeable hours by 20 per week from 48 hours to 68 hours. Based upon the 2018/19 income per chargeable hour, this could be expected to generate additional income of up to

£70,000 per annum. This report proposes taking a prudent approach by assuming that the hourly rate of the additional hours will be half of the currently chargeable hours, thereby we assume we could deliver £35,000 of the additional income each year. The change to the minimum stay of 2 hours is estimated to increase income by between £15,000 and £20,000 per annum.

- 3.2. The financial implications of implementing the £0.50 “tourism charge” to the car park charge is estimated to increase income by £25,000. It is proposed that the additional income is invested back into services and facilities in the village to alleviate the impact of mass tourism.

4. LEGAL IMPLICATIONS

- 4.1. Any changes to the existing terms and conditions, and or charges in the car park will require a variation to the Off-Street Parking Order allowing for consultation and representation.

5. RISK ASSESSMENT

- 5.1. The figures used to estimate future income related to parking behaviour before the pandemic, and so projected use of the spaces may differ from what was previously anticipated.

6. EQUALITIES IMPACT

- 6.1. There will be no impact on any of the specific groups. Vehicles displaying a valid blue badge are able to park for free in the Rissington Road car park.

7. CLIMATE CHANGE IMPLICATIONS

- 7.1. None

8. ALTERNATIVE OPTIONS

- 8.1. Members may consider not to approve all, but some of the recommendations.

(END)