

REPORT OF BUSINESS & PERFORMANCE MANAGER

SUBJECT: VARIATIONS TO CAR PARK CHARGES

Purpose of Report

To consider a recommendation from Audit and Corporate Services Committee to revise car park charges at Newgale Pebbles, suspend charges at Solva when refurbishment works commence, and consider the impact of winter donations at Oriely Parc car park.

Introduction/Background

Details of the performance of the charging car parks was presented to the January meeting of the Audit and Corporate Services Committee. Members noted that there had been a number of complaints relating to the discrepancy in charges between the Authority's Newgale Pebbles car park and two neighbouring car parks managed by Pembrokeshire County Council (PCC), and in particular the impact this appeared to be having on the café.

Requests from representatives of Solva community to provide longer free parking periods and to reduce the charging season were also noted.

Members approved the introduction of donations during the winter period at Oriely Parc subject to a review at the end of the year. Over the past winter donations of about £400 were received at St Davids, which is significantly lower than the original estimate of about £1,500. Donations have also dropped at the other car parks. However, the free car park has undoubtedly contributed to the increase in visitor numbers to Oriely Parc, which are up by 60% for the period November to January compared to last year, while revenue has tripled over the same period. PCC car parks in St. Davids are also free during the winter.

Comparisons

The Authority charges at Newgale are £1 for up to one hour, £3 for up to 3 hours and £5 for over 3 hours. At the neighbouring PCC car parks the charges are 60p for up to two hours and £2 for over 2 hours.

Options

At Newgale – scrap the £5 charge and charge £1 for up to one hour and £3 for over one hour

At Solva – As the car park will undergo substantial refurbishment, scheduled to commence in mid September, it is suggested that charging should cease once site work commences as there will be reduced parking spaces and considerable disruption.

At Oriel y Parc – Allow free parking during the winter but suggest donations as at present.

Financial considerations

The loss in revenue at Newgale is estimated to be about £1,000. The reduction at Solva is estimated at between £5,000 and £10,000 compared to 2011 season.

Risk considerations

Financial cost explained above.

Compliance

No impact

Human Rights/Equality issues

No impact

Biodiversity implications/Sustainability appraisal

No impact

Welsh Language statement

No impact

Conclusion

The Authority should consider the above proposals.

Recommendation

Members should APPROVE revising charges at Newgale to £1 for one hour and £3 for over one hour and stop charging at Solva while site works are underway.

Background Documents

None

*(For further information, please contact *)*

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Consultees: