

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

27 JUNE 2017

REPORT OF THE CORPORATE DIRECTOR - COMMUNITIES

BRIDGEND PARKING PILOT

1. Purpose of Report

- 1.1 The purpose of this report is to seek approval for a pilot scheme to support town centre parking in Bridgend.

2. Connection to Corporate Improvement Plan / Other Corporate Priority

- 2.1 Parking in our town centres supports traders and businesses and the economic wellbeing of the County Borough and the pilot seeks to make smarter use of resources available.

3. Background

- 3.1 Welsh Government have made available £3 Million to support free parking pilots to local authorities in Wales during the financial year 2017-18 with an allocation to Bridgend County Borough Council of £131,000.

4. Current Situation / Proposal

- 4.1 Parking within town centre car parks within Bridgend and Porthcawl is charged through a user payment system which contributes towards maintenance and provision of the facilities of both long and short stay parking.
- 4.2 The proposal for the limited funding being provided is to allow a concession of the 'first two hours free' at the new Rhiw car park with effect from summer 2017 until March 2018. This promotion is proposed to be targeted at the Rhiw multi storey car park in Bridgend Town Centre, because of its proximity to town centre traders which means that it is the most obvious place to focus a limited parking campaign. The car park has also not been used as much as anticipated since its opening in autumn 2016, in part because building work on the residential development adjacent to the car park is ongoing and has caused some disruption to car park users. This work is however due to be completed during this summer. Additionally the 'pay on foot' parking system at this car park lends itself more readily to making the changes necessary for the pilot period.
- 4.3 It is important to recognise that the reason the Council is able to make this provision is that the funding provided by Welsh Government is over and above our normal financial annual settlement, and for one year only, and therefore the Council are unable to extend this offer beyond March 2018 or extend the offer to other car parks elsewhere in the County Borough.

- 4.4 If therefore Welsh Government determine that their funding is only for a one year period to fund this 'pilot' and do not offer further funding for financial year 2018-19, it will be necessary for the Bridgend Business Improvement District [BID] together perhaps with Bridgend Town Council to consider how or if they may want to extend any offer beyond March 2018, assuming it is proven to add value.
- 4.5 Within the arrangements for the pilot, amendments will have to be made to the payment machines and signage within the Rhiw Car Park, the associated cost of these works being in the order of £700.

5. Effect upon Policy Framework & Procedure Rules

- 5.1 There is no effect upon Policy Framework or Procedure Rules.

6. Equalities Impact Assessment

- 6.1 A high level Equality Impact Assessment has been undertaken and this did not indicate any adverse impact.

7. Financial Implications

- 7.1 The cost to support this pilot is being supported by an in year allocation from Welsh Government of £131,000.

8. Recommendation.

- 8.1 It is recommended that Cabinet approves the use the funding to pilot a concession scheme at the new Rhiw Car park as described in the report.

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Background documents: None