

EXECUTIVE DECISION NOTICE

Date of Decision	18 June 2024
Decision Taker(s) Portfolio holder	Cllr Jon Andrews
Designation	Place commissioned services
Subject Matter	Decrease in parking charges in tier 3 (highest cost) car parks.
Decision	<p>To trial the reduction of charges in three car parks, one in each of the main coastal towns that have tier three charges. The charges will reduce from peak rates to off peak rates, from the 1st of July through to the 31st of October.</p> <p>1st April to 31st October (peak) Up to 30 minutes £1.50 Up to 1 hour £3 Up to 2 hours £4.50 Up to 3 hours £6 Up to 4 hours £7.50 Up to 10 hours £15</p> <p>1st November to 31st March (off peak) Up to 30 minutes £0.80 Up to 1 hour £1.50 Up to 2 hours £2.30 Up to 3 hours £3.30 Up to 4 hours £5.30 Up to 10 hours £9</p> <p>The car park affected are.</p> <p>Swannery – Weymouth West Bay Road – West Bay Charmouth Road – Lyme Regis</p> <p>To extend the short stay permit in Dorset Council car parks from 2 to 3 hrs. Existing terms and conditions apply.</p>
Reason for the Decision	The Council is trialling a reduction in charges following the concerns raised by local communities and businesses. It will help us to understand the impact that the increase in charges in 2023 has made to occupancy and length of stay in the car parks. This increase was introduced during

	<p>the 2023 budget setting process and implemented on the 28th of April 2023 as part of the fees and charges increases. It will also help make a case for using charging to drive behaviour, moving users from the town centre car parks to ones further out.</p> <p>This decision is taken in accordance with the delegated authority for Cabinet Members set out in Article 6 (and its Annex) within Dorset Council’s constitution.</p> <p>The reason for this not being a key decision is that the financial impact is less than £500k for this financial year and it does not have a significant effect on multiple wards.</p>										
<p>Alternative Options considered and rejected</p>	<p>Reducing all tier three car parks to off peak prices – the financial implications of this would be beyond what could be covered in the financial year.</p> <p>Reducing all or some tier three car parks to tier two prices – this would mean a larger change to signs, orders and systems and would not be possible in a timely manner to make an impact on this summer.</p> <p>Reducing tier three car parks to 2022 prices - this would mean a larger change to signs, orders and systems and would not be possible in a timely manner to make an impact on this summer.</p> <p>The rationale for the trial is to understand the impact through evidence of occupancy, impact on the highway network in addition to the financial impact set out in the budget implications.</p>										
<p>Consultees</p>	<p>Matthew Piles Corporate Director Economic Growth and Infrastructure, Michael Westwood Service Manager for Parking Services Local ward members for Melcombe Regis, Bridport, and Lyme and Charmouth.</p>										
<p>Budget Implications</p>	<p>Decrease in budget estimated to be £276,259.</p> <table border="1" data-bbox="549 1697 963 2002"> <thead> <tr> <th></th> <th>From 1st July Change</th> </tr> </thead> <tbody> <tr> <td>Swannery</td> <td>144,133</td> </tr> <tr> <td>West Bay Road</td> <td>61,007</td> </tr> <tr> <td>Charmouth Road</td> <td>71,118</td> </tr> <tr> <td></td> <td>276,259</td> </tr> </tbody> </table> <p>The budgetary impact will be mitigated by savings identified elsewhere (£100k lead member allowances) and</p>		From 1st July Change	Swannery	144,133	West Bay Road	61,007	Charmouth Road	71,118		276,259
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	<p>with the balance made up from income and operational efficiencies across the Place Directorate.</p> <p>This is an operational decision and is not a fundamental change to budget framework. The overall council budget will not be impacted. The decision is for a 'pilot' rather than a permanent change.</p>
Legal Implications	N/A
Any Conflict of Interest?	N/A
Reference Documents	N/A

Signed: 

Date: 18 June 2024