

## PORTFOLIO HOLDER – ENVIRONMENT & TRANSPORT

<b>DATE</b>	18 December 2023
<b>REPORT OF</b>	Councillor Stewart Swinburn, Portfolio Holder for Environment and Transport
<b>RESPONSIBLE OFFICER</b>	Carolina Borgstrom, Director for Environment, Economy and Infrastructure
<b>SUBJECT</b>	Increase to parking tariffs in Cleethorpes
<b>STATUS</b>	Open
<b>FORWARD PLAN REF NO.</b>	PHET 12/23/02

### CONTRIBUTION TO OUR AIMS

The Council has clear ambitions for the economic growth of North East Lincolnshire as set out in its Economic Strategy and Local Plan.

The report and the appended documents detail the approach to the proposed increase in tariffs in the resort of Cleethorpes.

### EXECUTIVE SUMMARY

The purpose of this report is to seek approval to proceed with “a Notice of Variation” and exercise its powers under section 35C of the 1984 Act to increase the parking tariffs in Cleethorpes.

Full details of the changes to be included in the Notice of Variation No.2 to the current ‘The Borough of North East Lincolnshire Council (Off-Street Parking Places) Order 2022 (as amended)’ are scheduled in Appendix 1.

Delegated authority was given to the Executive Director for Environment, Economy and Resources in consultation with the Portfolio Holder for Environment and Transport to conduct an annual financial review of all car park revenue and to review all tariffs and permit prices ensuring that such review supports the Carbon Road Map, the Bus Service Improvement Plan and Economic Regeneration.

The Council is not required to consult on straightforward changes to prices included within a tariff, but a legal notice will be published in the local newspaper giving at least 21 days’ notice of the changes being implemented. Copies of the legal notice will also be posted in the car parks covered by the new tariffs.

**Appendix 1** – Details the proposed increases to existing car parking charges in the resort of Cleethorpes.

**Appendix 2** – Benchmark exercise of coastal car park tariffs.

## **RECOMMENDATIONS**

It is recommended that the Portfolio Holder.

1. Approves the publication of a Notice of Variation pursuant to Section 35C of the Road Traffic Regulation Act 1984 and Regulation 25 of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 of a proposal to vary parking charges identified in The Borough of North East Lincolnshire Council (Off-Street Parking Places) Order 2022' (as amended).

## **REASONS FOR DECISION**

An up-to-date Parking Strategy is an integral part of the Council's wider strategic framework supporting the ambitions detailed in its adopted Local Plan and Economic Strategy.

The increase in fees is expected to generate approximately £282,000 of additional revenue, depending on demand. This income will be used to meet the cost of making the necessary changes to tariffs, with any remaining surplus income to be utilised in accordance with Section 55 of the Road Traffic Regulation Act 1984.

There is a great demand for parking spaces within the resort during the high season. It is therefore proposed that parking tariffs are increased to influence driver behaviour and encourage them to use alternative sustainable forms of transport.

### **1. BACKGROUND AND ISSUES**

- 1.1 The parking tariffs were increased in the resort in 2022 for the first time since 2012. No increase took place in 2023.
- 1.2 The decision to increase car parking charges is intended to secure the long-term funding required to cover the cost of maintaining the parking assets, which in turn will impact upon the visitor economy for the borough.

### **2. RISKS AND OPPORTUNITIES**

- 2.1 A Notice of Variation allows for changes to tariffs without consultation. The increased charges are part of the medium term financial plan for 2024/25.
- 2.2 Effectively priced charges for parking contribute towards managing traffic congestion by encouraging the turnover and availability of spaces, which reduces the number of vehicles circulating for spaces, improves air quality and the desirability of local areas. Importantly, it also helps in discouraging an over-reliance on car based trips and encourages drivers to consider more sustainable modes of travel, such as walking, cycling and public transport, for at least some of their trips.
- 2.3 Any further increase in tariffs could lead to increased displacement of vehicles into neighbouring streets. It is suggested that the variation of the tariff proposed within the report is achieving harmonisation with other similar locations by setting a fair price in respect of parking demand and supply. It is not anticipated that the variation proposed will have a significant impact on displacement

because the price is considered to still be fair and reasonable, and the same volume of parking bays remain available.

- 2.4 The tariffs in Grant Street car park have not increased since 2012, as they were not increased in 2022. There is also an opportunity to introduce an increased tariff for coaches and HGVs parking in Grant Street. Currently they pay £3.00.
- 2.5 A benchmarking exercise was carried out to compare the parking tariffs of coastal resorts. The findings can be found in Appendix 2.

### **3. OTHER OPTIONS CONSIDERED**

- 3.1. Do nothing. The Council could maintain its current tariffs.
- 3.2. The Parking Strategy is currently under review and needs to realign to the current economic regeneration of the borough and this would be a lost opportunity.
- 3.3. The Council could make higher and more widespread increases in tariffs, but, with the information available, these are not thought to be appropriate or proportionate.

### **4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS**

- 4.1. Communication regarding the progress and delivery of the Notice of Variation will be through:
  - Publication of the relevant public notices in the local press and in all relevant parking places
  - Portfolio Holder updates
  - Media communication
- 4.2. It is expected that there may be a potential risk of negative reputational implications for the Council, resulting from the decision to increase tariffs again in Cleethorpes, after the increase in 2022.
- 4.3. The change in tariffs requires a three week notice of variation to be published and displayed in the car parks. The middle section of the tariff boards would require an overlay with new prices. The ticket machine software would require updating which will require a minimum of a six week lead in time. Any change to tariffs on Pay by Phone are free and take up to two weeks.
- 4.4. The potential increase in car park revenue is based on sales from July 2022 to August 2023 and would rely on ticket sales remaining stable.
- 4.5. A positive position statement would need to be prepared in advance of any negative media coverage.

## **5. FINANCIAL CONSIDERATIONS**

- 5.1. The recommendation will require a financial contribution to cover the costs of revising the middle section of the notice boards and two new boards at Grant Street car park. The cost is expected to be in the region of £2,300, which is proposed to be funded from the additional revenue which will be generated.
- 5.2. Software updates are expected to cost £5,000.
- 5.3. The cost of advertising the Notice of Variation will be covered through the Council's Regeneration Partnership arrangement with Equans.
- 5.4. Based on a financial projection for current ticket sales, car park revenue for a whole year could increase by £282,000, dependant on parking trends.
- 5.5. The increases proposed are estimated to generate additional income in support of the Council's Medium Term Financial Plan.

## **6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS**

- 6.1. The proposals have no implications for children and young people.

## **7. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS**

- 7.1. The proposals are not expected to significantly impact on climate change.

## **8. CONSULTATION WITH SCRUTINY**

- 8.1. No consultation with Scrutiny has taken place.

## **9. FINANCIAL IMPLICATIONS**

- 9.1. As outlined in section 5, the changes proposed are estimated to generate additional income in support of the Council's Medium Term Financial Plan.

## **10. LEGAL IMPLICATIONS**

- 10.1 Under Section 35C Road Traffic Regulation Act 1984 traffic authorities are empowered to vary those charges to be paid in connection with the use of off-street parking spaces by notice.

The procedure for varying a TRO under section 35C of the 1984 Act is at regulation 25 of Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 and provides for advertisement of the notice of variation.

## **11. HUMAN RESOURCES IMPLICATIONS**

- 11.1. There are no direct HR implications

## **12. WARD IMPLICATIONS**

- 12.1. The proposals affect all Wards within the Borough.

### **13. BACKGROUND PAPERS**

- Cabinet decision notice for delegated powers - 9 March 2022  
<https://democracy.nelincs.gov.uk/wp-content/uploads/2021/05/Decision-Notice-9th-March-2022.pdf>
- Regulation 25 of The Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.  
<https://www.legislation.gov.uk/ukSI/1996/2489/regulation/25/made>
- The North East Lincolnshire Borough Council (Off Street Parking Places) Order 2022  
<https://www.nelincs.gov.uk/assets/uploads/2022/12/Off-Street-Parking-Places-Order-2022-Sealed.pdf>
- North East Lincolnshire Council (Off-Street Parking Places) Notice of Variation (No.1) 2022  
<https://www.nelincs.gov.uk/streets-travel-and-parking/traffic-and-road-safety/traffic-regulation-orders/>

### **14. CONTACT OFFICER(S)**

14.1. Carolina Borgstrom, Director for Economy, Environment and Infrastructure  
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14.2. Paul Thorpe, Operations Director, Equans  
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**COUNCILLOR STEWART SWINBURN**

**PORTFOLIO HOLDER FOR ENVIRONMENT AND TRANSPORT**

## Appendix 1

### Proposed Increases to Tariffs • North East Lincolnshire Council (Off-Street Parking Places) Notice of Variation (No.2) 2024

Location	Duration	Current tariff	Proposed increase
Boating Lake	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.00	£2.50
	2 to 4 Hours	£3.50	£4.00
	Over 4 Hours	£5.50	£6.00
Civic Offices	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.00	£2.50
	2 to 4 Hours	£3.50	£4.00
	Over 4 Hours	£5.50	£6.00
Leisure Centre	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.00	£2.50
	2 to 4 Hours	£3.50	£4.00
	Over 4 Hours	N/A	N/A
Grant Street	Up to 1 Hour	£1.00	£2.00
	1 to 2 Hours	£1.50	£3.00
	2 to 4 Hours	£2.50	£4.50
	Over 4 Hours	£3.00	£6.00
	HGV	£3.00	£6.00
High Street	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.50	£3.00
	2 to 4 Hours	£4.00	£4.50
	Over 4 Hours	£5.50	£6.00
Meridian	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.00	£2.50
	2 to 4 Hours	£3.50	£4.00
	Over 4 Hours	£5.50	£6.00
North Promenade	Up to 1 Hour	£2.00	£2.50
	1 to 2 Hours	£3.00	£3.50
	2 to 4 Hours	£5.00	£5.50
	Over 4 Hours	£7.00	£8.00
Central Promenade	Up to 1 Hour	£2.00	£2.50
	1 to 2 Hours	£3.00	£3.50
	2 to 4 Hours	£5.00	£5.50
	Over 4 Hours	£7.00	£8.00
St Peter's Avenue	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.50	£3.00
	2 to 4 Hours	£4.00	£4.50
	Over 4 Hours	£5.50	£6.00
Thrunscoc Land	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.00	£2.50
	2 to 4 Hours	£3.50	£4.00
	Over 4 Hours	£5.50	£6.00
Wardall Street	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.00	£2.50
	2 to 4 Hours	£3.50	£4.00
	Over 4 Hours	£5.50	£6.00
Yarra Road	Up to 1 Hour	£1.50	£2.00
	1 to 2 Hours	£2.00	£2.50
	2 to 4 Hours	£3.50	£4.00
	Over 4 Hours	£5.50	£6.00

## Appendix 2

### **Abbey Headland car park, Whitby**

High season charge (1 March to 31 October)

1 hour	£2.20
2 hours	£3.30
6 hours	£7
24 hours	£9
Coach	£10

### **West Cliff car park, Whitby**

1 March to 31 October only.

1 hour	£2.20
2 hours	£3.30
6 hours	£7
24 hours	£9
Coach	£10

### **Pavilion Top car park, Whitby**

1 hour	£2.20
2 hours	£3.30
6 hours	£7
24 hours	£9

### **Albion Road car park, Scarborough**

2 hours	£2.20
4 hours	£3.30
6 hours	£5
24 hours	£6

### **West Pier car park, Scarborough**

1 hour	£2.20
3 hours	£4.40
6 hours	£7
24 hours	£9

### **Spa Drive car park, Scarborough**

1 hour	£2.20
3 hours	£4.40
6 hours	£7
24 hours	£9

### **Festival - Skegness**

March to October
1 hour - £1.50
3 Hours - £3.00
All Day - £8.00
November to February
1 Hour - £1.00
All Day - £2.00

### **Pierside - Skegness**

March to October
1 Hour - £1.50
3 Hours - £3.00
All Day - £8.00
November to February
1 Hour - £1.00
All Day - £2.00

### **Scarborough Esplanade - Skegness**

March to October
Per Hour - £1.00
November to February
1 Hour - £1.00
All Day - £2.00

### **Quebec Road - Mablethorpe**

March to October
Per Hour - £0.80
November to February
1 Hour - £1.00
All Day - £2.00

### **Seaview - Mablethorpe**

March to October
1 Hours - £1.00
3 Hours - £2.00
All Day - £5.00
November to February
1 Hour - £1.00
All Day - £2.00