

Committee:	Cabinet	Date:
Title:	Car Parking Ticket Machine Procurement and Christmas Parking Proposals	Tuesday, 16 October 2018
Portfolio Holder:	Councillor Howard Ryles, Portfolio Holder for Economic Development	
Report Author:	Roger Harborough, Director of Public Services rharborough@uttlesford.gov.uk	Key decision: No

Summary

1. This report sets out our proposals for the procurement of new ticket machines and proposals for this year's Christmas parking promotions in Saffron Walden and Great Dunmow.

Recommendations

2. That procurement of upgraded or replacement ticket machines is initiated;
3. That the Christmas parking promotion proposal for 2018 set out in the report are approved

Financial Implications

4. The cost of both upgrading or replacing ticket machines and discount arrangements for Christmas parking are both already reflected in the approved budget.

Background Papers

5. No background papers.

Impact

- 6.

Communication/Consultation	The Christmas parking promotion will be communicated through press releases. A banner will be installed in every participating car park, and a sticker placed on every ticket machine. This will be supported by social media messages and Uttlesford Life
Community Safety	N/a

Equalities	N/a
Health and Safety	N/a
Human Rights/Legal Implications	N/a
Sustainability	N/a
Ward-specific impacts	All
Workforce/Workplace	N/a

Situation

Procurement of Replacement Car park Ticket Machines

7. The ticket dispensing machines in all of the council's car parks need to be upgraded or replaced. The machines only accept cash as a means of paying for a parking ticket, are regularly breaking down and are not providing robust data for analysis to support decision making regarding for example usage patterns of the car parks. Members have previously approved a capital budget of £92,000 for the upgrading or replacement of the ticket machines.
8. There are a number of potential replacement options available from machines with card payment capability through to automatic number-plate recognition. In order to achieve best value and procure a solution that matches our existing and future requirements.
9. A procurement process will be undertaken commencing in October 2018 and with a target date of May 2019 seeking tenders for proposals to address the above deficiencies.

Christmas 2018 Car Parking Promotion

10. For several years there has been a Christmas car parking promotion in all of Uttlesford's pay and display car parks, except for Fairycroft Road car park in Saffron Walden. The length of the promotion and time of day it applies to have changed from year to year.
11. Due to the difficulties of reprogramming the current ticket machines it has not been possible to monitor usage of the car parks during the promotional period to identify the amount of lost revenue to the Council.
12. Anecdotal evidence from the Town Teams in Saffron Walden and Great Dunmow, and from many of the individual businesses, is that the promotional campaigns have not increased footfall in the town centres.

13. Saffron Walden Town Council have previously reported that they have anecdotal evidence that there is an increase in footfall in the Saffron Walden town centre.

Proposal for Christmas 2018

14. The proposal for Christmas 2018 replicates that undertaken in Christmas 2017 that:

- Parking is free after 3pm in all car parks (except Fairycroft Road), from 1st – 24th December inclusive.
- Parking is free in all car parks (except Fairycroft Road) from 25th Dec – 1st January 2018.

15. And in addition;

- Parking is free in Swan Meadow car park, Saffron Walden from 12 noon on Saturday **1st December** to support the Christmas Lights Switch-on event.
- Parking is free in all Great Dunmow car parks from 12 noon on **Saturday 1st December** to support the Christmas Lights Switch-on event.

16. Discussions are being held with Stansted Mountfitchet Parish Council and Stansted Business Forum. There are no large community scheduled events in December and they have agreed that they have no requirement for an additional incentive on a specific date.

Estimated Cost of the Christmas Car Parking Promotion in 2018

17. The estimated cost of the car parking promotion is:

Lost revenue for free after 3pm from 1 to 24 December and free all day from 25 December to 1 January	Up to £21,000
Free from 12 – 3pm Swan Meadow on 1 December	£150
Free from 12 – 3pm Great Dunmow car parks on 2 December	£200
Advertising & Promotional activities*	£375
TOTAL	Up to £21,725

Risk Analysis

18.

Risk	Likelihood	Impact	Mitigating actions
Procurement on time and on budget	2	2	Progress as a priority
Car parking promotion revenue loss	4	2	Budget for the loss

- 1 = Little or no risk or impact
- 2 = Some risk or impact – action may be necessary.
- 3 = Significant risk or impact – action required
- 4 = Near certainty of risk occurring, catastrophic effect or failure of project.