

DECISION NOTICE

Notice is given that the following decision has been taken under the Provisions set out in the Council's Constitution

Decision maker: Portfolio Holder for Highways and Waste

Decision in the matter of: Continuation of Informal Parking Incentive Schemes

Decision: That the temporary incentive schemes below be authorised to continue, cease or be amended or reviewed as described with the management and administration of the schemes remaining with the parking services team.

To continue at least up to 31 March 2020

1 Free Parking days in a rolling 12 month period.

1.1 There will be 4 free days allowed per Town Council in towns where charges apply. The primary purpose of this incentive is to support our towns and provide a flexible incentive which can be used in the run up to Christmas or spread throughout the year to aid key town events. This originally commenced in Nov 2016.

1.2 In order to avoid all the spaces being taken up by Workers/Commuters, free parking will only commence after 10am. The Town Councils take responsibility for advertising and promoting these free days on the designated sites on the days chosen and that any such advertising material is removed in a timely fashion thereafter so as to avoid any confusion for service users.

1.3 The car parks authorised for this incentive are as follows:-

- MACCLESFIELD: Duke Street; Exchange Street; Churchill Way; Park Green; Sunderland Street; Waters Green; Town Hall
- CREWE: Civic Library; Gatefield; Holly Bank; Delamere Street; Lyceum; Wrexham Terrace
- NANTWICH: Snow Hill; Civic Hall; Bowling Green
- CONGLETON: Fairground; Back Park Street; Princess Street
- ALDERLEY EDGE: South Street

- KNUTSFORD: Princess Street; Silk Mill Street; King Street
 - WILMSLOW: South Drive; Hoopers; Spring Street; Rex.
- 2 To work with and support Crewe Market Traders and continue the process of them purchasing a pay and display ticket to be displayed alongside a traders parking permit – the car parks closest are short stay and this arrangement lawfully allows them to stay longer than the permitted time on the car park with protected revenue of £2.20 for a pay and display ticket per trader per parking space per day.
 - 3 Egerton School in Knutsford – parents/carers are issued with a permit at a cost of £20 per year which allows them to park on Booths Supermarket Car Park for a set time at school drop off and pick up time. A Highways survey/attendance supported the off-road parking. The LTP and SMOTS will encourage the school to have a travel policy but as many of the permit holders come from a distance; it isn't viable or safe for the children to be expected to walk to school. Approximately 50 permits are in circulation. This important scheme to continue.

To be ceased/altered

- 4 To temporarily continue with the Free after 3pm parking incentive on the following car parks only up to 31/3/2020. Whilst a previous study confirmed that the use of this scheme was not supporting its original intention and was in fact in the main supporting free parking for parents at school pick up times, a further assessment will be carried out to see if it is actually increasing footfall to our town centres in the afternoons:-
 - Whalley Hayes – Macclesfield
 - Snow Hill – Nantwich
 - Thomas Street in Crewe – from Oak Street car park*
 - South Street – Alderley Edge
 - Back park Street – Congleton
 - Princess Street – Knutsford

** Given the public response to the re-introduction of parking charges at Thomas Street car park in Crewe, a review of the parking charges in Crewe is under way at the request of the Portfolio Holder.*
- 5 To mirror the same arrangements as the Crewe market traders, the Crewe Lyceum car park 'car booters' will be charged the same £2.20 parking charge with the with effect from 1/10/2019. The car booters will pay £2.20 for a pay and display parking ticket which is displayed in their vehicle on the Lyceum car park in Crewe.
- 6 Macclesfield, Knutsford & Wilmslow outdoor/market traders to

follow the same £2.20 charge on Market days. This will mirror the arrangements with the market traders in Crewe. This will continue to support our important Market Traders who will be advised that a pay and display ticket must be obtained for the value of £2.20 which is then displayed on the dashboard or fascia of the vehicle. This revised scheme to start on 1 October 2019 and continue until 31 March 2020.

- 7 At the next review of the off-street consolidated parking order, to propose that Roe Street car park in Congleton to become a short stay car park with a maximum stay of 3 hours. Currently, the legal order states that there is no maximum stay.

Background: As part of the emerging Local Transport Plan, it is important that informal/temporary parking schemes or incentives are formalised and put on an even keel so that when work begins on the recommendations from the strategy, including looking at some guiding principles for pricing, a level playing field is the starting point on which to build open, honest and transparent working relationships and a decision making process. A level playing field facilitates the application of parking arrangements and incentivised schemes in a fair, legal and consistent manner.

Historically, Cheshire East Council appears to have inherited several informal parking arrangement schemes from the former legacy Councils, along with some that were agreed by previous management which at the time may have supported individual requests from local businesses and land owners. Some of these arrangements are not supported by the evidence base and could create a demand for similar requests that parking officers have refused to avoid setting any precedent.

Going forwards, it is important from a 'transparency' and financial point of view that some of the schemes are withdrawn (notice will be given to those affected), some are altered so as to ensure they are financially fair and others may be retained where it is appropriate to do so.

Background Documents: Report to Portfolio Holder entitled 'Continuation of Informal Parking Incentive Schemes'

Approved: Councillor Brian Roberts
Portfolio Holder for Highways and Waste

Date: 8 July 2019

Executive Director: Frank Jordan
Executive Director of Place