

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

Environment and Highways Cabinet Board

7 July 2016

Report of the Head of Engineering & Transport

D. W. Griffiths

Matter for Decision

Wards Affected: Neath North

Business Improvement District (BID)

Purpose of Report

1. To seek Members' approval to introduce free car parking in Neath MSCP after 3pm in the Neath town centre.

Executive Summary

2. This report sets out the Business Improvement District (BID) proposal to the Council to improve footfall in the town centre. Their proposal involves free car parking after 3pm on the roof/top level only of the Neath multi-storey car park.

Background

3. Members will be aware that Neath Port Talbot Council was recently successful in securing Welsh Government funding to set up a Business Improvement District (BID) in Neath town centre.
4. The findings from an initial scoping study indicated a number of issues for a potential BID such as improving gateways into the town, looking at parking options and promoting Neath as a distinctive visitor destination that is safe during the day and night.
5. The BID board have approached the Council with a view to funding free car parking on the top floor of the new Neath multi-storey car park.
6. The initiative will run for a trial 12 month period, with the Authority reviewing the proposal, in terms of any adverse effect on the

Authority's parking income, and the BID providing evidence that footfall to the centre has improved.

7. In return, promotional work will be undertaken by the BID team. It is noted that any advertising undertaken will need to comply with the Council's Policies on banner locations and any planning applications required would be submitted by the BID.

Financial Impact

8. An analysis of income received over the first five months show that on average £500 per annum is taken on the top floor of the car park.
9. As part of the proposal BID will underwrite the income lost from the free car parking.

Equality Impact Assessment

10. Screening Assessment has been undertaken to assist the Council in discharging its Public Sector Equality Duty under the Equality Act 2010. After completing the assessment it has been determined that this function does not require an Equality Impact Assessment.

Workforce Impacts

11. No impact on the workforce.

Legal Impacts

12. The car park is subject to the Authority's off-street car parking order, however, during this period the authority will suspend enforcing the top level of the Neath multi-storey car park.

Risk Management

13. Members need to be aware that there is a risk element to the proposal as motorists will migrate from fee paying car parks and could possibly delay coming in to the centre of Neath until the free car parking comes in to effect. This might lead to a reduction of income in the other car parks, which will be monitored.

Consultation

14. There is no requirement for external consultation.

Recommendations

15. Subject to the formal constitution of the BID, it is recommended:-

- i. That free car parking after 3pm on the top floor of the Neath multi-storey car park in partnership with the BID be agreed for a 12 month period
- ii. The scheme be reviewed in 12 months' time and a report be brought back for scrutiny on its benefits/dis-benefits
- iii. That the enforcement of the top level of the car park during the 12 month period be suspended.

Reason for proposed Decision

16. To support the BID initiative to enhance the vitality of the Town Centre.

Implementation of Decision

17. The decision is proposed for implementation after the three day call-in period.

Appendices

18. None.

List of Background Papers

19. None.

Officer Contact

20. Steve Cook, Parking Manager
Tel. No: 01639 763986
email: s.cook@npt.gov.uk