

**Chief Executive's Budget Proposal****OPTION: Car Parking – Fort Perch Rock**

<b>2015/16</b>	<b>2016/17</b>	<b>TOTAL</b>
<b>£000s</b>	<b>£000s</b>	<b>£000s</b>
25	10	35

**SUMMARY OF OPTION**

This option would introduce pay and display parking charges into the Fort Perch Rock car park at New Brighton, where there are presently no charges. The option will generate income from a well utilised car park and requires some investment in providing cash payment ticket machines. There are currently traffic problems developing around the successful New Brighton redevelopment, which it is thought would be eased through this approach. Prior to implementing this option the Council would work closely with local businesses and traders.

Charging would allow the council to continue to offer public car parks into the future in a fair and sustainable manner, particularly given the financial strains on other areas.

**IMPACT ON RESIDENTS**

May lead to displaced parking into adjacent areas, and may have an adverse impact on visitor numbers and the local economy.

Disabled badge holders do not need to pay for parking as long as they display a valid disabled badge.

**IMPACT ON PARTNERS**

Prior to implementing this option the Council would work closely with local businesses and traders. Policy already exists for permits to be provided to traders for their employees, and these remove the inconvenience of using pay and display machines each day, and are provided at a small discount. Lead officers for regeneration programmes can brief business partners to this effect prior to the public consultation on budget options.

**IMPACT ON COMMUNITY, VOLUNTARY AND FAITH SECTOR**

No direct implications.