

Bank Holiday Parking Subsidy – Exploration of costs of subsidy

1. Purpose of the report

- 1.1 To seek the Committee's view on whether to explore with Wiltshire Council our providing a subsidy for Bank Holiday parking at the Station Road car park.

2. Background

- 2.1 Wiltshire Council has implemented Bank Holiday parking charges at its car parks in the Town: Cross Hayes and Station Road.
- 2.2 The Town Council, through this Committee, currently pays a subsidy of £5,590 annually (each June to cover the period August to July) to Wiltshire Council Parking Services to enable free 1&2-hour parking on its chargeable days Monday to Saturday at the Station Road Car Park. This subsidy does not cover Bank Holidays, as these have not previously been charged for.
- 2.3 The possible cost of providing additional free 1&2-hour parking on Bank Holidays at Station Road is as follows. Note this calculation has not been seen by or commented on by WC Parking Services.
- a) Last year MTC paid WC £5,590 for subsidising 1&2-hour free parking on 300 chargeable days a year. So the daily subsidy is £18.63.
 - b) So 1&2-hour free parking subsidy for 8 x Bank Holidays would be of the order of £150.
- 2.4 The possible cost of providing additional free all-day parking on Bank Holidays at Station Road is as follows. Note this calculation has not been seen by or commented on by WC Parking Services.
- a) The latest data available is that Wiltshire Council received a total income (less season tickets) of £27,374 for Station Road parking August 2017 to July 2018. Add to this the £5,590 subsidy received for free 1&2-hour parking makes the total income ~£33,000.
 - b) This income is for 300 chargeable days a year therefore the daily income is ~£110.
 - c) Therefore all-day subsidy for 8 x Bank Holidays would be of the order of £880.
- 2.5 Committee may be interested to be reminded of a similar informal calculation for free all-day Bank Holiday parking at the Cross Hayes Car Park which was presented in the Appendix of a Report for this Committee's meeting referred below, which calculated a subsidy in the order of £4,000 per annum.
- 2.6 The above figures for parking subsidy were presented in a Report to this Committee's meeting for 11th December 2018. That Report, in the context of this Committee's 2019-20 budget, proposed that the budget item 4097 "Car Parking Subsidy" should remain as it had been set at £8,000. That budget would provide for the existing weekday 1&2-hour free parking subsidy at the Station Road car park (£5,590) and for additionally subsidising either (a) only 1&2-hour parking (estimate £150) or (b) all-day parking (estimate £880) on a Bank Holiday.

3. Proposal

- 3.1 Committee is requested to consider the benefit to Malmesbury residents and visitors and businesses and in that light whether to investigate subsidising free parking on Bank Holidays at the Station Road car park for the following periods:
- a) 1&2-hours;
 - b) all-day;
 - c) or not to investigate extending the current free parking subsidy to Bank Holidays.
- 3.2 If Committee decides (a) or (b) above, it is proposed that the Deputy Town Clerk contacts Wiltshire Council Parking Services to obtain its view on the annual subsidy required. And further, how that could be implemented part-way through the August to July period if necessary. It should be noted that Bank Holiday parking charges are new to Wiltshire Council, so Parking Services may be interested in the calculations above as guidance or a starting point for negotiation.
- 3.3 Once a proposed subsidy sum, if any is requested, is received from Parking Services, this Committee can decide whether to agree and then implement that subsidy.

4. Financial implications and risks

- 4.1 Financial implications as set out above. The estimated expenditure if a subsidy is agreed is within this Committee's budget for Car Parking Subsidy.

5. Recommendation

- 5.1 Committee is requested to consider the proposal at 3 above.

Cllr John Gundry,
Chair P&E Committee,
15th March 2019