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NOTICE OF MEETING

CABINET

will meet on

FRIDAY, 12TH JUNE, 2020

At 1.00 pm

in a

VIRTUAL MEETING - ONLINE ACCESS, RBWM [YOUTUBE](#)

TO: MEMBERS OF CABINET

Councillor Johnson, Leader of the Council and Chairman of Cabinet, Business, Economic Development and Property

Councillor Rayner, Deputy Leader of the Council, Resident & Leisure Services, HR, IT, Legal, Performance Management & Windsor

Councillor Carroll, Deputy Chairman of Cabinet, Adult Social Care, Children's Services, Health and Mental Health

Councillor Cannon, Public Protection and Parking

Councillor Clark, Transport and Infrastructure

Councillor Coppinger, Planning and Maidenhead

Councillor Hilton, Finance and Ascot

Councillor McWilliams, Housing, Communications and Youth Engagement

Councillor Stimson, Environmental Services, Climate Change, Sustainability, Parks and Countryside

Karen Shepherd – Head of Governance - Issued: Thursday, 11 June 2020

Members of the Press and Public are welcome to attend Part I of this meeting. The agenda is available on the Council's web site at www.rbwm.gov.uk or contact the Panel Administrator **David Cook** 01628 796560

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AGENDA

PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
1.	<u>APOLOGIES FOR ABSENCE</u> To receive any apologies for absence	-
2.	<u>DECLARATIONS OF INTEREST</u> To receive any declarations of interest	-
3.	<u>APPOINTMENTS</u>	-
4.	<u>CABINET MEMBERS' REPORTS</u> Public Protection and Parking i. Covid-19 Recovery: Parking Concession to Support Retail and Town Centre Reopening	- 5 - 10

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Report Title:	Covid-19 Recovery: Parking Concession to Support Retail and Town Centre Reopening
Contains Confidential or Exempt Information?	No - Part I
Member reporting:	Councillor Cannon – Lead Member Public Protection and Parking
Meeting and Date:	Cabinet, 12 June 2020
Responsible Officer(s):	Hilary Hall – Director of Adults, Health and Commissioning
Wards affected:	All

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REPORT SUMMARY

As part of the Covid-19 recovery planning, ‘step up’ plans have been developed to reintroduce services in line with government guidance and support the economic recovery.

Town Centre reopening ‘step up’ plans have been developed which support the easing of restrictions for the opening of non-essential retail which will become effective from 15th June 2020.

In order to support our town centres, it is recommended that ‘Advantage Card’ holders are able to park ‘free of charge’ for up to 3-hours in Royal Borough car parks from Monday 15th June to Sunday 12th July 2020 (inclusive).

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That Cabinet notes the report and approves the implementation of free parking of up to 3-hours for Advantage Card holders in all Royal Borough operated car parks from 15th June 2020 to 13th July 2020 (inclusive)

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 The Royal Borough operates 24 income generating car parks across the parking estate in Datchet, Eton, Maidenhead and Windsor.
- 2.2 As part of our response to the Covid-19 pandemic, a number of car parks have been free to residents. This approach was introduced as an emergency, short-term response and has been managed by withdrawing enforcement activity.
- 2.3 In line with the easing of ‘Lockdown’, car park usage and daily activities are increasing which, in turn, generates increased levels of movement and parking. One element of ‘Lockdown’ Phase 3 is enabling non-essential retail to reopen on Monday 15th June 2020.
- 2.4 The Royal Borough has developed a series of ‘Step Up’ plans to support the Covid-19 recovery, one of which is focussed on the reopening of town centres. As the need for parking enforcement to manage the environment increases, regular service standards for enforcement will be reinstated. This will affect all

car parks and parking restrictions (including yellow lines, resident parking schemes and disabled parking bays).

- 2.5 In line with the commitment to support town centres and contribute to the economic recovery, it is proposed to introduce free parking (up to 3-hours) for 'Advantage Card' holders in all Royal Borough operated car parks in parallel with the return to regular enforcement standards..
- 2.6 This concession is part of our ongoing commitment to residents and will commence on Monday 15th June 2020 to coincide with the reopening of non-essential retail and will be in place until Sunday 13th July 2020. Access to free parking will be achieved by 'Advantage Card' holders displaying their Advantage Card in their vehicle and enforcement officers allowing the vehicle to park free of charge for up to 3-hours. Whilst this is not a perfect solution it is deliverable quickly and easily as a positive response to the easing of 'lockdown' restrictions.
- 2.7 The recommended approach is supported by Town Managers; directly supports local business and residents and is, therefore, recommended.

Table 1: Options

Option	Comments
1. Introduce free parking for Advantage Card holders in all Royal Borough operated car parks up to 3-hours This is the recommended option	This will support local business; aligns with Covid-19 recovery (Step-Up plans) and directly benefits residents
2. Do not introduce any parking concessions for Advantage Card holders	This is not recommended as it does not support Covid-19 activity or positively support business and or broader economic recovery
3. Introduce free parking for all car park users	This is not recommended as it may create unmanageable demand and is not financially sustainable

3 KEY IMPLICATIONS

3.1 The key implications are set out in table 2.

Table 2: Key implications

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by

Free parking introduced for Advantage Card holders	N/A	Free parking implemented	N/A	N/A	15 th June 2020
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4. FINANCIAL DETAILS / VALUE MONEY

4.1 The projected level of lost income is £35,000. Table 3 below refers:

Period of Free Parking	Estimated Income from 3-hours or less*	Income generated from Advantage Card holders**	Potential lost income (lost income from Advantage Cards holders plus 10% due to Covid-19 and behavioural impact)
15 th June to 13 th July 2020	£107,500	£32,000	£35,000

* income projection based on income received from stays of 3-hours or less during the period 25th May to 7th June 2020

** data analysis indicates an average 30% of usage attributable to residents

4.2 The impact of the Covid-19 pandemic is projected to reduce income through parking by £3.6m in 2020/21. The recommended approach would increase this projection by a further £35,000 further worsening the financial position. Options are being explored whether this additional pressure can be contained within funding from MHCLG to support the recovery of high streets.

5. LEGAL IMPLICATIONS

5.1 There are no direct legal implications.

6. RISK MANAGEMENT

Table 4: Risk management

Risks	Uncontrolled Risk	Controls	Controlled Risk
Revenue loss may be greater than projected	Medium	Existing and projected income levels together with trend data have been utilised to assess	Medium

		the revenue impact. However, the pace of recovery and demand is difficult to model	
Residents without an Advantage Card will be unable to access the concession	Medium	Due to the urgency of introducing the free parking concession, a deliverable and workable solution based on existing facilities is required. New Advantage Cards can be obtained but this risk is acknowledged and accepted as it is a short-term responsive measure	Medium

7. POTENTIAL IMPACTS

There are positive economic impacts in supporting the Covid-19 recovery.

8. CONSULTATION

- 8.1 Town Managers have been engaged and are supportive of the recommendation which aligns with the town centre reopening 'Step Up' plans. Due to the urgent nature of this report, consultation and engagement has been limited.

9. TIMETABLE FOR IMPLEMENTATION

Date	Details
15 th June 2020	Introduce free parking for 'Advantage Card' holders for up to 3-hours in Royal Borough car parks

10. APPENDICES: None

11. BACKGROUND INFORMATION: None

12. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received
Cllr Cannon	Lead Member for Public Protection & Parking	09/06/20	09/06/20 – report approved
Duncan Sharkey	Managing Director	09/06/20	

Name of consultee	Post held and Department	Date sent	Date received
Adele Taylor	Director of Resources /Section 151 Officer	09/06/20	09/06/20 – report not supported due to financial implications
Hilary Hall	Director of Adults, Health and Commissioning	09/06/20	09/06/20 – report approved
Elaine Browne	Team Leader, Contracts & Employment Team, Solicitor	09/06/20	10/06/20 – report approved
Louisa Dean	Communications	09/06/20	
Karen Shepherd	Head of Governance	09/06/20	11/6/2020

REPORT HISTORY

Decision type: Non-Key	Urgency item? Yes - The reason for the urgency is to enable free parking for advantage card holders to be considered for introduction from Monday 15th June 2020 which aligns with the easing of lockdown restrictions, specifically the reopening of non-essential retail which will become effective on 15th June 2020. Therefore, to support the Covid-19 recovery ('Step Up' plans) and broader economic recovery it is essential to introduce the parking concession concurrently.	To Follow item? No
Full name of report author	Ben Smith, Head of Commissioning: Infrastructure	01628 796147 or 07802 338170

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