

17 December, 2015

Report to the Director of City and Environmental Services

Director decision request to change the policy of the selling and use of Hotel parking permit scratch cards

Recommendation

1. To seek approval for the regularisation of a Hotel parking permit scratch card scheme with an interim scheme prior to consideration by the Executive Member for Transport of a commercial offer.

Background

2. It has come to light that parking scratch cards have been discounted for hoteliers without reference to a formal policy framework, as to the administration of any such scheme. Therefore the discounting regime has been suspended with immediate effect and the Council Auditors have been asked to review the practice.
3. However this scheme is highly valued by businesses some of which have no parking provision for guests therefore it is proposed that as an interim measure to minimise the impact on businesses that scratch Cards continue to be sold to businesses but at a value that reflects council adopted 24 hour charging rates appropriate to the Car Park used.
4. To ensure capacity is protected in our premium car parks it is recommended that the interim arrangements exclude the following car parks to ensure a high-turn over rate and help protect the capacity of daily users:-
 - Castle,
 - Piccadilly,

- Bootham Row,
- Esplanade

5. As the standard non-premium car park rate for a 24 hour period is £12 this will effectively become the chargeable rate for Parking Scratch Cards sold under these interim measures. This rate is higher than contract rate arrangements available for car parking in the City and therefore a report will be brought to the Executive Member for Transport to consider a permanent scheme to ensure the Council remains able to offer commercially competitive rates.

Implications

6. The following implications have been considered:
- (a) **Financial** – The new interim pricing structure will help maintain the revenue stream from Parking in the short term with a subsequent review by the Executive Member for Transport considering how best to maintain the commercial attractiveness of the informal discount practices that have now ceased.
 - (b) **Human Resources (HR)** – There are no human resource implications at this stage.
 - (c) **Equalities** – There are no equality issues to consider at this stage.
 - (d) **Legal** – Risk of these being sold without the backing of a direct policy behind them.
 - (e) **Crime and Disorder** – There are no Crime & Disorder implications.
 - (f) **Information Technology (IT)** – There are no IT implications at this stage.
 - (g) **Property** – There are no Property implications.
 - (h) **Other** – Possible reputational damage due to the increase in price of these but deemed likely to be outweighed by the support to have an interim solution in place by the accommodation sector

Contact Details

Author:	Chief Officer Responsible for the report:		
Graham Titchener Parking Services Communities And Safer Neighbourhoods	Neil Ferris Interim Director, CES		
	Report Approved	✓	Date 17.12.15
Specialist Implications Officer(s)			
Wards Affected:			All ✓
For further information please contact the author of the report			