

BECK THEATRE, HAYES - CAR PARK CHARGES AND ARRANGEMENTS

Cabinet Member & Portfolio	Cllr Eddie Lavery, Cabinet Member for Community and Environment
Responsible Officer	Karrie Whelan, Corporate Director of Place
Report Author & Directorate	Richard Webb; Director of Community Safety and Enforcement.
Papers with report	None

HEADLINES

Summary	This report proposes introducing new car park charging for the Beck Theatre Car Park for statutory consultation. The report also sets out the supporting arrangements for the management of this car park should parking charges be introduced.
Putting our Residents First Delivering on the Council Strategy 2022-2026	This report supports our ambition for residents / the Council of: An efficient, well-run, digital-enabled council working with partners to deliver services to improve the lives of all our residents This report supports our commitments to residents of: A Digital-Enabled, Modern, Well-Run Council
Financial Cost	The introduction of the proposed charges for parking in the Beck Theatre car park is estimated to result in additional income for the Council of approximately £45k per annum.
Select Committee	Residents' Services Select Committee
Ward(s)	Wood End

RECOMMENDATIONS

That:

- 1) statutory consultation on the introduction of proposed charges for parking at the Beck Theatre, Hayes, as set out in the report, be approved.
- 2) authority be delegated to the Cabinet Member for Community and Environment, in consultation with the Corporate Director of Place, to consider the outcome of the statutory consultation and agree the charges and all further necessary decisions in regard to their implementation.
- 3) Subsequent charges be reviewed annually as part of the wider corporate review of fees and charges presented to Cabinet.

Reasons for recommendation(s)

In the partnership with the new operators of the Beck Theatre in Hayes, Parkwood Theatres, it was arranged that charges for parking in the theatre car park should be introduced. Following discussions with Parkwood Theatres and in consideration of the activity at this theatre, proposals have been developed for a new parking regime, including charging and operational arrangements to be introduced at this location. The recommendations seek Cabinet agreement on the aspects of this scheme that need to be determined before the statutory consultation can commence.

Alternative options considered / risk management

Alternative options considered include:

- 1) Not introducing charges for parking in this car park. Pursing this option was discounted since it does not reflect the agreement reached with Parkwood Theatres.
- 2) Introducing an alternative tariff to that proposed. The proposal reflects the terms of agreement reached with Parkwood Theatres and the most practical arrangements that could be implemented, and therefore alternative tariff options were rejected.

Democratic compliance / previous authority

Delegated authority is required to consider the outcome of the statutory consultation and determine the final charges and charging regime for the car park. Charging thereafter can be reviewed annually by Cabinet as part of the wider schedule of fees and charges.

Select Committee comments

None at this stage.

SUPPORTING INFORMATION

1. The car park at the Beck Theatre in Hayes currently consists of 171 spaces and 12 spaces designated for blue badge holders. It is currently free to use this car park at any time.
2. The agreement for the operation of the Beck Theatre between the Council and Parkwood Theatres, allows that the Council may introduce charging for use of the car park, but specifies that in any charging regime theatre patrons will receive a special rate of no more than £2.00 for four hours. This figure will be reviewed annually by mutual agreement, using CPI as a guide. The agreement also specifies that staff parking will be provided at no charge to Parkwood Theatres.
3. The Parking Services team has assessed options for the parking tariff to apply at this location. Given that events take place at the theatre during the day and in the evening **it is recommended that a charge of £2 for every 4 hours of parking applies at all times in this car park (except Christmas Day and bank holidays when parking will be free as it is in most Council car parks)**. This tariff will be reviewed annually and increased in accordance with the agreement with Parkwood Theatres.
4. In common with other parking tariffs applying across the borough, Cabinet may wish to apply a discount for residents parking through use of the Hillingdon First Card. **It is recommended that this discount apply at all times and be set at a 10% reduction against the non-resident fee.**
5. Parkwood have requested **free parking is provided for theatre staff and staff from visiting production companies**. Up to 20 spaces may be required for this purpose at any given time and operational arrangements will be established between the Council and Parkwood Theatres to allow this.
6. Staff and contractors for the Council operated Grassy Meadows Day Centre adjacent to the Beck Theatre currently park in the Beck Theatre car park during the day. Usage is estimated at 10 to 15 vehicles per day. Adult Social Care have requested that **provision is made for free Grassy Meadow Day Centre staff parking in the Beck Theatre car park during the day (only)** to avoid potential staffing impacts for the day centre. Operational arrangements will be established between the Council's Parking Services team and the Day Centre to allow this.
7. Further operating arrangements for this car park are provisionally proposed as follows (subject to formal consultation):
 - a. The car park will remain open at all times.
 - b. Charges will apply each day, including bank and public holidays.
 - c. No maximum stay time will be specified to allow for visitors to park for longer than 4 hours if necessary.
 - d. Parking will be limited to vehicles under 3.5 tons to prevent use of the car park to park large vans and goods vehicles, limiting access for theatre users.
 - e. Blue badge holders will be able to park for free, similar to other Council operated car parks.

- f. Payment will be by Pay by Phone only.
- g. No other discounts or concessions will be applied.

Financial Implications

Based on estimated number of events to be held at the Theatre, provided by Parkwood Theatres, if the car park was full for each of these events, a charge of £2 for 4 hours parking could result in additional income for the Council of approximately £45k per annum. Paid for parking in the car park at times when no event is taking place would increase this income, but there is no data currently available to estimate this amount. Because Beck Theatre Car Park usage has not been recorded, it is not possible to reliably estimate the resulting level of income achieved. Income will be dependent on demand and will fluctuate with the number of events held at Beck Theatre.

The upfront costs associated with implementation are estimated to be £10k which will be funded from the wider Parking Services revenue budget. To introduce a charging regime at the car park it will be necessary to introduce a new Traffic Management Order at a cost of approximately £3,000. In addition, the car park will need to be relined to ensure all markings are clear to users, at an estimated cost of around £7,000. New Pay and display machines cost around £4,400 each and therefore it is recommended that car park users are required to use Pay by Phone, reducing the implementation costs for the Council. Estimated fees charged to the Council for Pay by Phone transactions have been included as part of the annual income projection.

An income target of £50k in 2025/26 was agreed as part of the budget build for delivery of MTFS savings in Parking Services. At this stage it is unclear whether Beck Theatre car park charges will deliver this level of savings. Income will be closely tracked via monthly budget monitoring, and should any permanent budget realignment be required, it will be addressed as part of the MTFS planning process.

RESIDENT BENEFIT & CONSULTATION

The benefit or impact upon Hillingdon residents, service users and communities?

Introducing a charge for parking in the Beck Theatre Car Park will align this car park with many others operated by the Council which require users to pay for the amenity. Charging users of the car park will ensure that the Council's operating costs are offset by income, reducing the need to divert resources from other services to the benefit of theatre users only. The charges will increase the cost of visiting this theatre, if travelling by car and expecting to park at the theatre, but a charge of £2 for 4 hours is considered likely to have limited overall impact on use of the theatre.

Hillingdon residents are proposed to receive a discount on the cost of parking by using the Hillingdon First Card.

The proposal is not expected to have any equalities impacts. The proposed charging regime will allow Blue Badge holders to park for free, ensuring no negative impacts for people with disabilities. No other impacts on people with protected characteristics are anticipated.

Consultation & Engagement carried out (or required)

Statutory consultation under the Road Traffic Regulation Act 1984 will be required on the Traffic Management Order necessary to introduce charges for parking at this car park. This consultation will follow the agreement of the operating arrangements to be consulted on, as proposed in this paper.

CORPORATE CONSIDERATIONS

Corporate Finance

Corporate Finance have reviewed this report and concur with the Financial Implications set out above, noting the recommendations to approve formal consultation on the introduction of charges for parking at the Beck Theatre, Hayes, agree the tariff that would be applied for the parking in this location, subject to the outcome of the consultation proposed, along with agreeing the scope of any parking charges that would apply in this location as set out in the report.

Furthermore, it is noted, a £2 charge for 4 hours of parking could generate an estimated £45k income stream per annum for the Council, based on an estimated number of events at the Beck Theatre, this estimate assumes full occupancy during the events. There is potential for additional income from non-event parking, however this is currently uncertain due to the availability of data. The implementation costs are estimated to £10k, with the recommendation to use Pay by Phone options to minimise further implementation costs, the implementation costs will be proposed to be funded by capital receipts under the Transformation Capitalisation directive, in the event that capital receipts are insufficient, these costs will be met from the 2025/26 approved Parking Services revenue budget.

The 2025/26 approved budget includes a savings target of £50k in relation to introducing the Beck Theatre Parking Charges, with this paper presenting an unfunded pressure at this time, however, it is noted that the demand for the car park and income achieved will be monitored as part of the monthly monitoring cycle and as part of the wider MTFS.

Legal

Legal Services confirm that where a local authority seeks to make a Traffic Management Order to introduce charges for parking under s.45 Traffic Regulation Act 1984, they are statutorily obliged to carry out consultation pursuant to Paragraph 7 The Local Authorities' Traffic Orders (Procedure) (England) Regulations 2012. In carrying out functions under the 1984 Act, regard must be had to statutory guidance for local authorities on civil enforcement of parking contraventions made under s.87 of the Traffic Management Act 2004 along with s.122 and s.55 of the 1984 Act. Further, more detailed legal advice will be given as necessary once the outcome of the consultation is known.

BACKGROUND PAPERS

NIL.