



OPEN REPORT
GOVERNANCE AND RESOURCES COMMITTEE

Governance and Resources Committee - 20 July 2023

MATLOCK BATH ILLUMINATIONS – CAR PARK EVENT CHARGE

Report of Director of Community and Environmental Services

Report Author and Contact Details

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Wards Affected

Matlock Bath and Cromford

Report Summary

To consider introducing a car park event charge of £5.00 to operate 4pm – 10pm on the evenings when the Illuminations are on in the following car parks:

- Matlock Bath Station
- Temple Walk
- Pavilion
- Artist Corner

Recommendations

1. That a £5.00 car park event charge to operate 4.00pm – 10.00pm on Saturdays and Sundays be approved for introduction in the car parks specified in this report for the duration of the Illuminations each year.
2. If the Car Park Event charge is approved, to amend the Off-Street Parking Order to reflect the new charge for those car parks affected.

List of Appendices

Appendix A

Background Papers

None

Consideration of report by Council or other committee

No

Council Approval Required

No

Exempt from Press or Public

No

Matlock Bath Illuminations – Car Park Event Charge

1. Background

- 1.1 The current charges in the District Council's car parks operate differently during Peak Hours (8.00am-6.00pm) and Off-Peak Hours (6.00pm-8.00am). Peak Hours have an hourly charging tariff and in Off-Peak Hours there is a fixed fee of £1.00.
- 1.2 The District Council also provides a Park and Ride service from Cromford Meadows which is used but has spare capacity. This service is £2.00 per adult and £1.00 per child, so a family with two adults and two children would pay £6.00.
- 1.3 Gulliver's Kingdom also provides overflow parking when all the District Council car parks are at capacity and charged £4.00 per vehicle during last year's event.
- 1.4 The Illuminations Event opens at 6.00pm and the traffic through Matlock Bath is extremely busy with people trying to find parking to attend the event. It is felt that the change in car park charge from Peak to Off Peak Hours contributes to the traffic significantly.

2. Key Issues

- 2.1 It is proposed that a car park event charge of £5.00 be introduced from 4pm to 10pm on the evenings when the Illuminations are on in the following car parks:
 - Matlock Bath Station
 - Temple Walk
 - Pavilion
 - Artist Corner.
- 2.2 It is hoped that the introduction of this Car Park Event Charge would help to reduce the traffic through Matlock Bath at a time when there is a high number of pedestrians walking to the event. Also, by introducing this from 4.00pm, it is hoped that the businesses in Matlock Bath would benefit from people parking earlier and spending more time in the area.
- 2.3 Looking at the number of transactions in the four car parks on Saturdays and Sundays during the Illuminations in 2022 and taking into consideration that there would be more choice for customers, officers feel it would be realistic to expect to achieve an additional £15,000 in revenue during this period. This income would go into the revenue account and would go towards supporting council services.
- 2.4 By only changing the car parking charge for the car parks in Matlock Bath, this could encourage people to use public transport from Matlock or other locations by parking further afield or using public transport to get to the event.

2.5 Residents with a resident concession permit would still be able to use this and park for free after 4pm and before 11am the following day.

3. Options Considered and Recommended Proposal

3.1 One option would be to do nothing, but traffic will continue to be concentrated between 5.30pm-6.30pm on the evenings that the Illuminations runs. This would mean the Council would lose the opportunity to generate additional income which would go towards supporting council services.

3.2 It is considered that introducing the £5.00 car park tariff from 4.00pm-10.00pm would help with staggering the traffic before the illuminations event opens. This is the recommended proposal.

4. Consultation

4.1 This proposal was discussed with Members of the Car Park Review Working Group on 28 February 2023 and with new Members of the group on 28 June 2023. Members of the working group were happy for this recommendation to be made to the committee.

4.2 Subject to the committee's approval of the proposed charge, the Council would have to advertise the changes to the parking charges through local publications, the council website and in the car parks affected.

4.3 Letters would be sent to all the businesses in Matlock Bath, notifying them of the changes to the car parking charge before the 2023 Illuminations event.

5. Timetable for Implementation

5.1 Subject to the approval of this report's recommendations, the outcome of the consultation and the change to the car parking order, the change to the charges would be advertised in August using local publications and at each of the payment machines in the following car parks:

- Matlock Bath Station
- Temple Walk
- Pavilion
- Artist Corner.

5.2 Signage will be produced and installed in time for the start of the Illuminations from 9 September until 29 October 2023.

6. Policy Implications

- 6.1 Place 'Keeping Derbyshire Dales Clean, Green and Safe'
- 6.2 Prosperity 'Promoting investment in our market towns to increase footfall and spending'

7. Financial and Resource Implications

- 7.1 It is estimated that the introduction of this £5 charge will generate additional revenue income of around £15,000 over the period of the Matlock Bath Illuminations in 2023. This income would be credited to the revenue account and used to support the provision of Council services. The financial risk is assessed as low.

8. Legal Advice and Implications

- 8.1 As stated, this report is to consider introducing a car park event charge, as such the Derbyshire Dales District Council (Off-Street Parking Places) Order 2013 will need to be amended.
- 8.2 There is one recommended decision as part of this report and the legal risk associate with the recommendation has been assessed as low.

9. Equalities Implications

- 9.1 An Equality Impact Assessment has been carried out and the potential positive and/or negative implications on the Protected Characteristics of Age and Disability with any mitigation is set out in the full EIA which is include as Appendix A.

10. Climate Change Implications

- 10.1 It is possible that introducing a specific charge for the Matlock Bath car parks could encourage those attending the Illuminations to use a different form of transport that has a lower climate change impact that driving private cars into the village. It is not possible to quantify this at this stage as this relies on behaviour change. If the charge is introduced, it is recommended that a review of its impact on the travel behaviour of attendees is undertaken as part of the general review of the Illuminations event.

11. Risk Management

- 11.1 The District Council has a Protect obligation and a new nationally policy on this specifically aimed at small and large scale events called Martyn's Law. The Council are aware a high number of pedestrians walk along the pavement between 5.30-6.30pm and it is felt that by introducing this car park event charge it could reduce the traffic congestion in areas were the walkways are narrow.

Report Authorisation

Approvals obtained from:-

	Named Officer	Date
Chief Executive	Paul Wilson	12/07/2023
Director of Resources/ S.151 Officer (or Financial Services Manager)	Karen Henriksen	10/07/2023
Monitoring Officer (or Legal Services Manager)	Kerry France	10/07/2023