

ABERDEEN CITY COUNCIL

COMMITTEE	Operational Delivery City Growth and Resources
DATE	Operational Delivery: 6 September 2018 City Growth and Resources: 18 September 2018
REPORT TITLE	Alive @ 5
REPORT NUMBER	OPE/18/097
DIRECTOR	Rob Polkinghorne
CHIEF OFFICER	Mark Reilly
REPORT AUTHOR	Ross Stevenson
TERMS OF REFERENCE	Operational Delivery: Remit 3 City Growth and Resources: Remit 1.2,1.3, 2.2

1. PURPOSE OF REPORT

- 1.1 Operational Delivery Committee: to seek approval from committee to vary the operational hours of four off-street car parks in line with the "Alive @ 5" scheme, as outlined in the report.
- 1.2 City Growth and Resources Committee: to seek approval from committee to vary the off-street parking payment structure of four off-street car parks in line with the "Alive @5" scheme, resulting in an estimated reduction in parking income.

2. RECOMMENDATION(S)

That the Operational Delivery Committee:-

- 2.1 Approve the alteration of the charging hours of four multi storey off-street car parks, (Denburn, Chapel Street, Frederick Street, West North Street) to 8am – 5pm, Monday – Sat, unchanged on Sundays, with effect from 1 October 2018 for a 6 month trial period and instruct Chief Officer of Operations and Protective Services to implement the approved charging hours,

- 2.2 Approve the alteration of the charging hours of Marischal College off-street car park to 8am-5pm, Saturdays only, with effect from 1 October 2018 for a 6 month trial period and instruct Chief Officer of Operations and Protective Services to implement the approved charging hours,
- 2.3 Instruct the Chief Officer for Operations and Protective Services to review the progress of the trial and report back to Operational Delivery Committee on 14 March 2019.

That the City Growth and Resources Committee:-

- 2.4 Instruct the Chief Officer for Operations and Protective Services to submit the full year financial implications of continuing the Alive@5 scheme for consideration in the 2019/20 budget process.

3. BACKGROUND

- 3.1 On 6 March 2018, Council approved the budget for 2018/19. Included within this budget was an allocation of £80k for an “Alive @ 5” scheme. A Trial of Alive after Five in existing underutilised off-street car parks during evenings’ is also identified as a short-term recommendation in the Strategic Car Parking Review which is also being reported to CG&R Committee.
- 3.2 The purpose of this scheme was to provide discounted parking within the off-street car parks after 5pm, with the objective of encouraging people to stay in the city centre for longer into the evenings, improving the economic vibrancy of the area.
- 3.3 Aberdeen City Council operates 5 multi storey off-street car parks, Denburn, Chapel Street, Frederick Street, West North Street and Marischal College. Each of these car parks operates 8am-8pm Monday – Saturday, 1pm-5pm Sundays, except Marischal College car park which is currently open to the public on a part time basis Thursday, after 6pm, and at weekends, 8am – 8pm Saturdays.
- 3.4 It is proposed that the “Alive @5” proposals would alter the existing parking payment structure to vary the cost of parking after 5pm to £0. This scheme would operate for a period of 6 months allowing the officers the opportunity to monitor the impact of the scheme reporting the outcome of this back to Council for potential provision in future year budgets.

4. FINANCIAL IMPLICATIONS

- 4.1 A budget allocation of £80k has been included to offset the reduction in income over the 6 month trial period, however if this scheme is introduced on a permanent basis then this reduction in income will increase proportionately.

5. LEGAL IMPLICATIONS

5.1 There are no direct legal implications arising from the recommendations of this report.

6. MANAGEMENT OF RISK

	Risk	Low (L), Medium (M), High (H)	Mitigation
Financial	Reduced income from off-street parking operations resulting in less funds being available for the management, maintenance and enforcement of parking controls and traffic schemes within the city.	L	Proposals will be reviewed following implementation.
Legal	None		
Employee	None		
Customer	There is a risk that the provision of free parking after 5pm could result in capacity issues within these car parks at certain times during the year, limiting availability for parking to customers.	L	Proposals will be reviewed following implementation. The overall provision of parking within the city centre remains unchanged as a result of the proposals.
Environment	There is a risk that the provision of free parking could generate additional car trips into the City Centre.	L	Proposals will be reviewed following implementation.
Technology	None		
Reputational	There is a reputational risk to the Council should these proposals not be approved by Committee	L	Proposals will be reviewed following implementation.

7. OUTCOMES

Local Outcome Improvement Plan Themes	
	Impact of Report
Prosperous Economy	The recommendations of this report may have a positive impact on the economy.
Prosperous Place	The recommendations of this report are expected to have a positive impact on the city centre by reducing a potential barrier for leisure and retail activities of an evening. This will be expected to extend daytime and increase evening visits, with the additional potential to reduce peak hour congestion.

8. IMPACT ASSESSMENTS

Assessment	Outcome
Equality & Human Rights Impact Assessment	Not required
Privacy Impact Assessment	Not required
Duty of Due Regard / Fairer Scotland Duty	Not required

9. BACKGROUND PAPERS

Council Decision 6 March 2018

10. APPENDICES (if applicable)

None

11. REPORT AUTHOR CONTACT DETAILS

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