

Car parking Rugeley

Background:

- Following Covid anything that can be done to make visiting Rugeley more attractive should be encouraged.
- Previous approaches to CCDC by RTC to get them to consider free parking has been firmly rebuffed on the basis of cost.
- The only areas having to pay for car parking are Rugeley & Cannock – parking is free in all other areas.
- CCDC have provided me with the following details for 2022/23 :

Area	Spaces	Revenue
Cannock Town Centre	666	£569,138.32
Rugeley Town Centre	233	£107,205.37
Hednesford Town Centre	278	£0.00
Norton Canes	56	£0.00
Heath Hayes	63	£0.00
Penalty Charge Income	-	£56,084.89
TOTAL	1,296	£732,428.58

Annual operating costs for Cash Collection, Ticket Machine Maintenance, Enforcement & Notice Processing are £124,775.36 Costs are not apportioned by area.

- Penalty Income is an unreliable windfall opportunity and should therefore be discounted and after deducting the operating costs indicates that total District Parking income is £551,568.33 (say £551,570)
- Those costs if split across all parking spaces indicate an annual income per parking space of circa £426 per space.
- The CCDC car parking income for 233 spaces in Rugeley therefore equates to £99,258 in total. If parking income is apportioned across just Rugeley & Cannock then the CCDC annual car parking income from Rugeley leaps to £143,000 (£614 per space).

Issues:

- The figures quoted above for Rugeley are likely to be significantly inflated as they are based on equal usage of all charged parking spaces. Rugeley Car Parks do not appear to be significantly used with shoppers using less convenient (but free) Supermarket car parks etc. Cannock has no similar Supermarket Town Centre parking.
- To date, all attempts at obtaining any free parking concessions from CCDC to help regenerate Rugeley Town centre have been refused or priced beyond what RTC could consider.
- Car park charges in Rugeley is cited as a major discouragement for visitors & residents shopping in Town by the majority of the shop keepers and retailers spoken to.
- Rugeley subsidising free parking in other areas of the district is not deemed to be fair or equitable.
- As far as is known no attempt has been made to analyse any option other free or charged parking yet other districts are able to offer the option of free parking for a set time and then incurring charges.

Proposal(s):

- 1) That Rugeley Town Council appoint a small working party of (say) three of the newly elected councillors to discuss with the CCDC officers responsible for car parks to research and research options to allow a limited free parking period in Rugeley Town Car Parks.