



The purpose of this paper is to ask Members to consider and amend where appropriate the recommendations of the Public Buildings Working Group in respect of the management of the Dudley Road, Market Street, Pound Lane and Shore Road Car Parks.

No. DETAIL

1) CONTEXT

- a) At its Meeting of 23 February the Town Council agreed the Heads of Terms for a lease from the Isle of Wight Council (IoWC) for the four car parks of Dudley Road, Market Street, Pound Lane and Shore Road and authorised the Town Clerk, advised by the Public Buildings Working Group (PBWG), to progress the arrangements.
- b) In preparation for the task listed for the Agenda of its Meeting of 3 March the Group gave careful consideration to the report of the Town Council's Consultant – Parkspace Consulting – in March 2013 and to sections 3.2-3.8 (Tariffs and Permits) and section 3.11 in particular.
- c) The full Report is available on our web site via [this link](#).

2) TARIFFS & PERMITS

- a) In discussions the Mayor and Clerk have had with the IoWC's Officers, it has been recognised that substantial variations in Tariff would require the issuing of a new Car Park Order within an expensive and time consuming process.
- b) It was acknowledged also that to revert to the Tariffs in operation prior to the recent increase would not trigger that process.
- c) Consequently the PBWG's recommendation in this regard is that it is these pre-increase Tariffs that are implemented in three of the four Car Parks the Town Council will be responsible for managing: Dudley Road, Market Street and Pound Lane.
- d) The recommendation in respect of Shore Road is that it be marketed as a *Walkers' Car Park* with charges of £1 for the first hour and an 8-hour all-day charge of £3.
- e) Discussions included the feasibility of *Residents' Permits*, *Tourist Permits* and *Hotel Guest Permits*.
- f) However, in view of the relative complications involved in all of these, the PBWG's recommendation is that more detailed discussions, including with interested parties, be initiated with a view to the introduction of permits from 1 October.
- g) In respect of the Tenants of Salisbury Gardens, it is recommended that the current permit arrangement be continued of a £120 annual charge.

3) SIGNAGE

- a) The importance of attractive and distinctive signage emerged as a priority from the PBWG's discussions.
 - b) It also linked with its discussions about the importance of implementing a clear Town Council identity for signage across the range of services and assets for which the Town Council is responsible.
 - c) Consequently it is recommended that the Car Park signage be part of the wider consideration of an elegant, distinctive and clear identity for application to the Town Council's public responsibilities.
 - d) An initial schedule for the new signage is attached with this Report and discussions have commenced with the designer of the Ventnor Enterprise branding to develop proposals for presentation to the PBWG.
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4) MANAGEMENT AGREEMENT

- a) In the context of the proposed uses and development of the four car parks there are two elements in particular of the draft Management Agreement – attached to this Report - that the PBWG clearly need amendment.
 - b) These are set out in the VTC Obligations section:
 - o maintain the current tariff bands and chargeable hours; and
 - o adhere to the IWC car park hire agreement.
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5) IMPLEMENTATION

- a) Although the Heads of Terms indicated that the transfer of management responsibility for the four car parks would be an Agenda item on the Property Disposals Sub Committee Meeting of 24 March with a start date of 1 April, it now appears there is likely to be a further delay.
 - b) This is because the item has not been included in the IoWC's Forward Plan.
 - c) I have referred this issue to John Metcalfe and it appears it is possible that the decision cannot now be made until May with a start date of 1 June.
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6) RECOMMENDATIONS

The Town Council is recommended to discuss and, if content, agree the recommendations of the Public Buildings Working Group as identified in sections 2 – 4 of this Report.
