

CYNGOR SIR CEREDIGION COUNTY COUNCIL

Report to: Cabinet

Date of meeting: 3 September 2024

Title: On-street Charged for Parking Proposals – Aberystwyth Promenade

Purpose of the report: To set out proposals to introduce on-street charged for parking proposals along sections of Aberystwyth promenade as requested by members of the Thriving Communities Overview and Scrutiny Committee

For: Decision

Cabinet Portfolio and Cabinet Member:

Cllr. Keith Henson, Cabinet Member for Highways and Environmental Services and Carbon Management

Background

On-street parking along the sections of Aberystwyth seafront designated as part of this proposed scheme is currently regulated by the County Council with parking generally limited to specified hours, with designated bays for disabled parking, deliveries and certain vehicle classes (coaches and taxis) at various locations.

The origins of the proposed scheme lie in various studies and reports undertaken over a considerable number of years including the Aberystwyth Masterplan: Transportation Statement (October 2006) and the Capita Report (April 2016) (Appendix 1), preceded by stakeholder engagement.

The current review and development of a proposal was instigated following a request made by the Thriving Communities Overview and Scrutiny Committee at its meeting on 31 July 2023, where:

It was AGREED therefore to recommend to Cabinet to:-

(i) consider undertaking a review of charging for parking along the Promenade in Aberystwyth.

Cabinet at its meeting on 5 September 2023 noted the content of the recommendation (C62):

Cabinet noted the report and requested that further consideration be given by the Thriving Communities Overview and Scrutiny Committee to the recommendations proposed (including consideration of the free parking pilots in Tregaron and Llandysul) prior to the 2024-2025 budget setting process.

A further paper was then presented to the Thriving Communities Overview and Scrutiny Committee on 23 October 2023, which outlined the consideration, benefits

and process involved, and this is included as **Appendix A**, and which outlined how the proposal suggested during the Scrutiny meeting on 31 July 2023 to introduce parking charges along the Promenade in Aberystwyth, could be progressed in terms of legalities and practicalities, to include full public consultation and the introduction of the changes via a separate Traffic Order.

On 29 February 2024 Council approved the budget for 2024/25. This budget included an expectation that potential surplus could be generated from the Council's Off Street Pay and Display Car Parks to assist with achieving a balanced budget.

On 11 July 2024, officers presented a report to the Thriving Communities Overview and Scrutiny Committee which set out detailed proposals which aimed to achieve the proposed benefits and suggested a fee structure which recognised the fact that the promenade was considered to be a premium, high demand location due to its proximity to both the town centre and being situated along the seafront. This report is included as **Appendix B** and is summarised below.

Any scheme along the seafront in Aberystwyth to introduce fees for on-street parking where none currently exist, should attempt to strike a balance between the needs of local residents accessing local services and where they live/their homes; local businesses; University students; and visitors to the town.

The review considered the wider parking context within the town and did not treat the seafront in isolation, considering the wider context of parking supply and demand.

Parking (both on-street and off-street) must be available in the right places and for the right purposes. The section of Aberystwyth seafront which is the subject of this proposed scheme is considered to be a 'premium', high demand location due to its proximity to both the town centre (day-to-day services, retail, and hospitality trade) and being situated along the seafront (supporting the hospitality trade and visitor attractions).

The enabling legislation for the proposed scheme is the Road Traffic Regulation Act 1984 (RTRA 1984). The Local Authorities' Traffic Orders (Exemptions for Disabled Persons) (Wales) Regulations 2000 requires that Blue Badge holders displaying their badge in the prescribed manner are exempt from the requirement to pay for on-street charging and are exempt from any limit on maximum period of stay.

The County Council, under Section 55 of the RTRA 1984 is required to keep account of income and expenditure related to any on street charging scheme it may introduce. The use of any surplus in the account from the proposed scheme would, in the same way as any surplus from Civil Parking Enforcement activities, be governed by Section 55(4) of the RTRA 1984 (55(4) RTRA 1984). This provides that any surplus may be used for:

- (a) Making good any deficits in the parking account
- (b) meeting the cost of provision and maintenance of off-street parking
- (c) if it is deemed that further off-street parking provision is unnecessary or undesirable, for the following purposes:
 - costs incurred in the provision or operation of public bus services
 - highway improvement projects

- the purposes of environmental improvements

Support for a proposed scheme is founded on its potential contribution to supporting the County Council's Corporate Strategy 2022-2027 and its Corporate Well-being Objectives <https://www.ceredigion.gov.uk/your-council/strategies-plans-policies/corporate-strategy>

The proposal seeks to provide greater availability of vehicle parking on the seafront by increasing parking turn-over without having a negative impact on the economy of the town and well-being of its residents.

Based on examples of similar coastal towns elsewhere in Wales and across the UK, charged-for on-street parking schemes have been in place for many years, accepted by residents and visitors alike and have not in themselves been proven to be detrimental to the continued viability or prosperity of these towns as places to live, work or visit.

Examples include Llandudno (£5.50/4hrs), Rhyl (£4.00/4hrs), Colwyn Bay (£5.50/4hrs), Cromer, Norfolk (£5.10 to £7.20/4hrs), Great Yarmouth (£6.90/4hrs), Weston-Super-Mare (£7.00/4hrs) which are of similar size to Aberystwyth and are seaside towns that continue to function with on-street parking charges on the seafront.

It is recognised that the principle for charging for a service such as parking is not necessarily popular or accepted by all, but it is generally accepted that an appropriate charging structure – as proposed for this scheme - is required to cover the cost of administering the scheme, manage demand and achieve the outcomes desired outlined below.

The Case for Change – Proposed Scheme Benefits

The scheme is designed to better manage parking demand within Aberystwyth and encourage use of the Council's off-street car parks for parking demand that would be more appropriately met through off-street car park provision. This will be achieved by a balance of adjusting existing parking policy in respect of the location, availability and relative cost of parking between on street and off-street provision.

The introduction of on-street parking charges will sustain the costs of operation of the proposed scheme. Should any surplus income be achieved, as outlined above, it would be used to support funding of other essential public services provided by Ceredigion County Council which fall within the scope of what is permitted under Section 55 of the RTRA 1984.

It is considered that sufficient spare parking capacity exists within County Council and private off-street car parks (including those to be developed) and other regulated on-street locations and the displacement of parking is therefore not anticipated as a potential negative outcome of this scheme.

- Increased on-street parking turnover:
- Anticipated increased trade
- Greater use of public transport and interchange between travel modes

- Reduction in traffic congestion and improved traffic flow around traffic sensitive areas of the town
- Promote greater levels of active travel

Under the proposed scheme, Blue Badge holders would be exempt from charges and any time restrictions when parking in a charged for space subject to them displaying their Blue Badge in the prescribed manner. This exemption already applies in respect of limited waiting bays and therefore there would be no effective change or detrimental impact from the scheme in relation to on-street parking for blue badge holders.

Charging Structure:

It is recommended that the Promenade charging model should be:

2hrs	£3.50
4hrs	£5.00

and it is proposed that charging is introduced between Castle Point and Constitution Hill, meaning that charging will occur in all parking bays (excluding the dedicated Blue Badge holder only bays) along New Promenade (outside the Old College, King Street, Marine Terrace, and Victoria Terrace).

Maps showing the proposed locations are provided in **Appendix C**.

This would result in 985m of available charged for parking to be created, amounting to some 179 spaces based on an average length of 5.5m (a breakdown is provided in **Appendix D**)

The following assumptions have been made in relation to the proposal:

- charging will be introduced from Castle Point to Constitution Hill
- charging period 8am – 8pm Mon - Sun
- charging options will be 2hr and 4hr
- assumed 70% occupancy Mar-Oct
- assumed 50% occupancy Nov-Feb
- payment will be by app/phone or by cashless Pay & Display machines

Charging at these proposed rates will mean that the ‘premium’ parking spaces along the Promenade would be slightly more expensive than the proposed charging structure within the Council’s Off-street Pay & Display Car Parks, thereby enabling the Council to better manage its on-street parking provision along the Promenade by increasing turnover and availability of space; discourage unnecessary vehicle journeys looking for free parking spaces; support critical Council services through any surplus income being redirected to support those services as allowed by legislation.

Another outcome/benefit of charging will be to reduce the amount of commuter parking on the promenade making it more available for visitors to use and reducing pollution through reduced vehicle movements.

Scrutiny Recommendation

At its meeting on 11 July 2024, members of the Thriving Communities Overview and Scrutiny Committee received the report, and following questions from the floor and clarification on the proposals, the Chair requested any other amendments/proposals from the Committee to recommend to Cabinet, however, none were forthcoming. It was resolved that a recorded vote be taken.

Following the recorded vote it was agreed not to support the proposals put forward in relation to the introduction of charging for parking along the Promenade in Aberystwyth.

Officer's Recommendation

Officers have developed proposals for the provision of On-street Charged for Parking along Aberystwyth Promenade as requested by the Thriving Communities Overview and Scrutiny Committee, which meet the requirements of increasing turnover and availability of space; discouraging unnecessary vehicle journeys looking for free parking spaces; and which potentially support critical Council services through any surplus income being redirected to support those services as allowed by legislation.

Despite being requested by the Chair of the Thriving Communities Overview and Scrutiny Committee to propose any amendments and/or alternative proposals which would meet the scheme/proposal objectives, none were forthcoming.

Officers are therefore seeking Cabinet approval to undertake a formal consultation on the proposals presented at the Thriving Communities Overview and Scrutiny Committee at its meeting on 11 July 2024.

Wellbeing of Future Generations:

Has an Integrated Impact Assessment been completed? If, not, please state why.

Yes- appendix E.

Summary of Integrated Impact Assessment:

Long term: The proposal is seen as a means of ensuring the availability of parking, including turnover of spaces, in close proximity to many of the assets and attractions available within the retail and tourist areas of Aberystwyth.

Collaboration: The proposal will be the subject of consultation with other stakeholders in order to shape the final proposals put forward for public consultation.

Involvement: The proposal has been through relevant Budget Scrutiny Committees, as well as the Cabinet process, and will be the subject of public consultation and a further Cabinet resolution before any implementation is considered.

Prevention: On-street parking is not a preventative service.

Integration: It is not considered possible to include the integration of the service with activities undertaken by other stakeholders and/or partners.

Recommendation(s):

It is recommended that Cabinet supports the undertaking of a formal consultation process under the *Traffic Orders (Procedure)(England and Wales) Regulations 1996 (amended)* in relation to the proposals put forward pursuant to the introduction of charged for parking along the Promenade in Aberystwyth, and that the outcome of the consultation is reported to Cabinet prior to any decision in relation to implementation of the proposal.

Reasons for decision:

To allow the Council to better manage the parking provision along the Promenade in Aberystwyth with a view to increasing parking availability and turnover.

Overview and Scrutiny:

Thriving Communities Overview and Scrutiny Committee

Policy Framework:

Producing Better and Safer Roads

Corporate Well-being Objectives:

Boosting the Economy, Supporting Businesses and Enabling Employment
Creating Sustainable, Green and Well-Connected Communities

Finance and Procurement implications:

Budget Savings 24/25

Legal Implications:

Road Traffic Regulation Act 1984

Staffing implications:

N/A

Property / asset implications:

N/A

Risk(s):

N/A

Statutory Powers:

Road Traffic Regulation Act 1984

Background Papers:

N/A

Appendices:

Appendix A – Report to Scrutiny 23 October 2023
Appendix B – Report to Scrutiny 11 July 2024
Appendix C – Maps of Proposed Amended TRO's
Appendix D – Location and Lengths of Parking
Appendix E – Integrated Impact Assessment

Corporate Lead Officer:

Rhodri Llwyd, Corporate Lead Officer: Highways and Environmental Services

Reporting Officer:

Phil Jones, Corporate Manager: Highways Services

Katy Spain, Service Manager: Transport Services

Date:

29 July 2024

CYNGOR SIR CEREDIGION COUNTY COUNCIL

Report to: Thriving Communities Scrutiny and Overview Committee

Date of meeting: 23 October 2023

Title: Parking Proposals and Opportunities

Purpose of the report: Provide information relating to the following recommendations made to Cabinet on the 05 September 2023

- i. That Cabinet consider undertaking a review of charging for parking along the Promenade in Aberystwyth; and
- ii. That Cabinet consider offering 2 hours of free parking between 8am and 10am on Monday to Friday in one car park in Lampeter, Aberaeron and Cardigan.

Reason Scrutiny have requested the information:

To provide detail to inform deliberations on the above proposals so these can potentially be presented to Cabinet for consideration.

Background

i. That Cabinet consider undertaking a review of charging for parking along the Promenade in Aberystwyth

Proposals to consider charging for parking on the highway element of Aberystwyth Promenade have been mooted for some time. In order to consider this more fully it is necessary to understand the process that would underpin this and the associated timelines involved with facilitating this.

ii. That Cabinet consider offering 2 hours of free parking between 8am and 10am on Monday to Friday in one car park in Lampeter, Aberaeron and Cardigan.

A report, provided as **Appendix 2**, was presented to the Committee on the 31 July 2023 with detail regarding the proposal for 2 hours free parking before 11am at Council Operated Pay and Display Car Parks. Further to discussions at the Committee meeting the following recommendation was made:

- ii. That Cabinet consider offering 2 hours of free parking between 8am and 10am on Monday to Friday in one car park in Lampeter, Aberaeron and Cardigan.

Current Situation

i. That Cabinet consider undertaking a review of charging for parking along the Promenade in Aberystwyth.

The process and timeline associated with introducing on street parking on the highway sections of Aberystwyth Promenade is provided in **Appendix 1**.

More detailed information relating to the practical, financial, political and public acceptance, implications on wider parking issues/pressure in Aberystwyth of potentially implementing of the proposal would be the subject of a further report if there is support in principle for this.

ii. That Cabinet consider offering 2 hours of free parking between 8am and 10am on Monday to Friday in one car park in Lampeter, Aberaeron and Cardigan.

The detail relating to ticket sales for 1 and 2 hour tickets before 10:00 at the car parks in Lampeter, Aberaeron and Cardigan for the period 01 April 2022 and 31 March 2023 is provided as **Appendix 3**. **Appendix 4** provides the same data for Monday-Friday only.

While it is by no means an exact science due to potential changes in behaviours as a result of a number of variables, the data provides a flavour of the income that the County Council would forego if parking at the three towns was provided for free at its Pay and Display Car Parks before 10:00.

This amounts to in the region of £45,000 for a 7-day arrangement or £38,000 for a Monday-Friday arrangement.

While the proposal relates to the free parking being afforded in one car park at each town, if free parking is deemed to be a determining and influencing factor, then it would be logical to assume that there would be migration from the car parks where charges would continue to apply to those which were free.

On this basis, for modelling purposes, it is assumed that all of the £45,000/£38,000 income would be lost.

Therefore, in practice and to avoid confusion, it would probably be easier to communicate and more operationally practicable to consider affording the free parking at all of the car parks in the respective towns before 10:00. Charging hours would start at 10:00.

The £45,000/£38,000 would be in addition to the currently forecast £40,000 per annum which is lost due to the free parking being afforded at the Pay and Display Car Parks at Tregaron and Llandysul, amounting to a total loss in income of between £78,000 and £85,000.

We are unaware of any tangible evidence to suggest free parking at Llandysul and Tregaron has had any impact on the local economy.

To retain the free parking arrangements at Llandysul and Tregaron while introducing a two-hour free parking arrangement in three of Ceredigion's towns would, as well as have a negative financial impact for the Authority, further move us away from the rationalisation of the off street parking offer in Ceredigion.

Less consistency leads to confusion, and the cleaner, simpler, clearer and more consistent the offering is, the easier this is to understand, communicate and promote. This is the direction to the Service has been eager to move towards in recent years.

However, It is clear from feedback received that there remains a lack of understanding in respect of charging structures and the charges themselves and proposals such as this would only serve to compound matters.

Wellbeing of Future Generations:

Has an Integrated Impact Assessment been completed? If not, please state why.

This report is provided for consideration following the request by the Committee to consider a general proposal.

Summary of Integrated Impact Assessment:

Long term: NA
Collaboration: NA
Involvement: NA
Prevention: NA
Integration: NA

Recommendation(s):

That the Committee notes the content of the report and on the basis of:

- **the stark wider financial challenges that the Authority is facing; and**
- **a lack of any tangible evidence to suggest free parking at Llandysul and Tregaron has had any impact on the local economy**

Does not support or recommend the progression of the proposal to afford two hours free parking at pay and display car parks in Lampeter, Aberaeron and Cardigan before 10:00.

Reasons for decision:

INSERT TEXT

Contact Name: Gerwyn Jones
Katy Spain

Designation: Corporate Manager Environmental Services
Service Manager Transport Services

Date of Report: 09 October 2023

Acronyms:

Appendix 1

The process, considerations and timelines associated with introducing on street parking on the highway sections of Aberystwyth Promenade

The proposal suggested during the Scrutiny meeting on 31 July 2023 to introduce parking charges along the Promenade in Aberystwyth, can be progressed in terms of legalities and practicalities.

Full public consultation would be required as part of the usual process for any Traffic Order, and if charges were to be introduced via a separate Traffic Order rather than as part of a larger piece of work, the legal cost of advertising would be in the region of £5,000.

Generally, there are two types of Traffic Regulation Orders (TRO) that Ceredigion County Council, as the Highway Authority, can consider introducing to prevent or restrict parking on the public highway. These are:

- a) A permanent TRO involving full formal and public consultation normally taking between 6 – 12 months to introduce. This type of Order cannot be amended/ changed without undertaking the full formal process.
- b) An Experimental TRO is an Order that can be used to try out a new highway measure and requires consultation with the emergency services. An Experimental TRO normally takes about 3-6 months to introduce and can last up to 18 months. During the first 6-month period the measures are monitored and assessed including the consideration of any objections or amendments.

Previous investigative work undertaken in 2016, identified the following locations for potential charged for parking bays (in brackets) along the Promenade:

- Northern end of Victoria Terrace to junction with Albert Place (39)
- Junction with Albert Place to the pedestrian crossing by the toilets (19)
- Pedestrian crossing by the toilets to the pedestrian crossing by Terrace Road (15)
- Terrace Road to the Royal Pier (seaward side) (27)
- Outside the Belle Vue Hotel (landward side) (8)
- Limited waiting bays near the junction with Pier Street (landward side) (20)
- South of the Pier to Castle Point (43)
- Bay outside the Cambrian Hotel/University (12)
- Castle Point to South Marine Terrace (23)
- South Marine Terrace (seaward side) (20)
- South Marine Terrace (landward side) (20)

This is not to suggest that introduction of charges might be advisable at all of these locations, as considerable opposition can be expected at a number of locations, given the proximity to hotels, bed & breakfasts, other businesses, student residences etc.

A vehicle spacing of 6 metres in length has been assumed in calculations, this falls between the usual 4.8m to 6.6m length for individual marked parking bays parallel to

kerbs and takes into account larger vehicles such as 4x4s. On street pay and display parking is usually installed in the form of zones, indicated as such by signage at entry points.

Depending on where charges are to be introduced, the cost of zone signage would have to be added to start-up costs (approximately £500 per sign and post, including installation), however, additional prohibitions of parking (e.g. double yellow lines), may also have to be installed.

A spacing of one ticket machine approximately every vehicle 11 spaces was assumed in 2016, and a cost of £5,000 per ticket machine, meaning that 26 machines at a cost of £130,000 would be required if all locations were included.

The impact on Parking Services of introducing charges on Aberystwyth sea front could be considerable, and full consideration should be given to increasing staff resources accordingly.

An alternative solution would be that parking charges would be paid through an app/phone-based system, which would remove the need for costly infrastructure, but may be of concern to those not familiar with app-based purchasing/payment mechanisms.

It was suggested that the charging structure be not too dissimilar from other Ceredigion County Council charging structures, so as to avoid confusion amongst users, and therefore a charging rate of £2.30 (1hr), £3.40 (2hrs), £4.60 (3hrs), £6.00 (per day) has been assumed for parking, which is commensurate with current charges in existing short stay car parks in Aberystwyth.

As well as the locations of any on street pay and display zones, consideration should be given to what would be a desirable maximum length of stay, bearing in mind the various reasons why motorists would seek to park here.

Positives and Negatives of Charging

Discussion during considerations in 2016, stakeholders identified the main positives and negatives to introducing parking charges along the Aberystwyth Promenade.

Stakeholders listed the positives as follows:

- Parking charges would provide much needed additional revenue to help fund other services provided by Ceredigion County Council
- Parking charges could help to create a higher turnover of spaces helping to create more spaces to park on the promenade during peak times
- A higher turnover of spaces may encourage more people to visit Aberystwyth knowing that they would have somewhere official to park on the seafront
- The number of visitors able to park on the seafront during the day may increase with a higher turnover of parking spaces.
- If this is the case it was suggested that this may help increase the customer base for local businesses along the Promenade

- Parking charges along the Promenade may help to encourage active travel in Aberystwyth

Stakeholders listed the negatives as follows:

- There would be a cost to implementing and managing the new paid parking system
- Paid parking might discourage visitors/ people parking along the Promenade
- If paid parking discourages visitors from parking along the Promenade this may be a disadvantage to local businesses
- A new paid parking zone may create negative opinions and perception from residents towards Ceredigion County Council

Should displacement parking or capacity for parking become an issue after charges are introduced then there are mitigating measures that could be introduced. This could include the consideration of a residents parking permit scheme or resident parking zones.

However, this would need careful consideration by CCC before being implemented as these schemes can be costly to operate in terms of officer time for set up and administration and also issuing of permits and may not meet stakeholder expectation in being able to secure a parking space when needed.

Appendix 2

Cyngor Sir CEREDIGION County Council

REPORT TO: Thriving Communities Overview and Scrutiny Committee

DATE: 31 July 2023

LOCATION: Council Chamber, Penmorfa

TITLE: Proposal for 2 hours free parking before 11am at Council Operated Pay and Display Car Parks.

PURPOSE OF REPORT: For consideration

REASON SCRUTINY HAVE REQUESTED THE INFORMATION:

At the Thriving Communities Overview and Scrutiny Committee meeting held on 10 February 2023 to consider the Fees and Charges for 2023/24, a proposal was put forward to give consideration to the option of allowing 2 hours free parking before 11am in all Ceredigion County Council Managed Pay and Display Car Parks.

BACKGROUND:

1.1 General Car Park information

The Council operates 21 Pay and Display Car Parks across Ceredigion at its main centres of Aberaeron, Aberystwyth, Cardigan, Lampeter, Llandysul and Tregaron. These are a mix of dedicated short stay only, short and long stay and long stay only car parks, as well as a mix of all year-round car parks which charge from 8am – 6pm and seasonal car parks which charge 8am – 10pm from 1 March to 31 October annually.

The details of these are summarised in **Appendix 1**.

The use of the Council's Pay and Display Car Parks is discretionary, with members of the public being able to choose whether to use these or alternatives which includes free on street parking or free and paid for off street parking provided by others.

In general, fees and charges at the Council's Car Parks are comparable to other local authorities offerings. To provide a flavour, the costs of some 2 hour and 24-hour tickets at what can be considered to be comparable car parks are noted below:

2 hour tickets

- Cardigan / Aberaeron / Lampeter: £2.60
- Machynlleth: £2.50
- Aberystwyth and Ceredigion Seasonal (at New Quay and Aberaeron): £3.40
- Barmouth and Aberdyfi: £1.10 - £4.00

- Tenby: £2.00
- Llandudno: £1.70 - £2.70

24 hour tickets

- Cardigan / Aberaeron / Lampeter: £4.60
- Machynlleth: £4.00
- Aberystwyth and Ceredigion Seasonal (at New Quay and Aberaeron): £6.00
- Barmouth and Aberdyfi: £6.60 (winter) - £11.00 (summer)
- Tenby: £6.00
- Llandudno: £6.00 - £12.00

Whilst the cost of parking can often be cited by individuals or groups as a significant factor affecting footfall, with calls for free parking being made, the 2015 report commissioned by Welsh Government “Assessing the Impact of Car Parking Charges on Town Centre Footfall” (<https://www.gov.wales/sites/default/files/statistics-and-research/2018-12/150610-assessing-impact-car-parking-charges-town-centre-footfall-en.pdf>), concluded that:

- *“The literature review and primary research indicated that car parking charges are only one of a number of factors at play in influencing footfall and town centre vitality.*
(5.1.2, p.32)
- *Overall, this research has indicated that the following parking related factors are important determinants of people’s behaviour in relation to town centres.*
 - *Availability of spaces*
 - *Restrictions on parking (i.e. how long people can park for)*
 - *Proximity of parking to intended destination*
 - *Traffic flow*
 - *Signage*
 - *Overall retail offering*
 - *Out of town retail offering*
 - *Out of town parking charges*
 - *Price of car parking*
 - *Security of car park*
 - *Incentives for parking*
(5.1.2, p.32)
- *These factors are subject to ongoing changes, making it difficult to determine the extent to which they are responsible for changes in behaviour. Our survey also indicated that, while people did agree that car parking charges affect their behaviour, convenience is also a critical factor. In addition, the accessibility of spaces, the number of spaces, and the proximity of parking to the town centre were all shown to be as important as cost.”*
(5.1.3, p.32)

1.2 Representative ticket sales related to vehicles under 3.5t (cars, vans and motorcycles) at CCC Operated Pay and Display Car Parks

A representative split of ticket sales across the car parks for a 12-month period is summarised in **Table 1** below. The table shows that the majority (61.39%) of all tickets sold are for periods of stay up to 2 hours with, a monetary value (net) at 2023/24 prices of £538,545 equating to 41.73% of the total income.

Ticket type	Number of Tickets sold	Percentage of all ticket sold	Monetary value (net) at 23/24 prices
1 hour	124,206	29.24%	£219,259
2 hour	136,607	32.15%	£319,287
3 hour	55,491	13.06%	£175,128
24 hour	104,398	24.57%	£517,133
Weekly	4,146	0.98%	£59,617
Total	424,848	100%	£1,290,423

Table 1. Ticket Sale breakdown (Data Period – 01/11/2021 – 31/10/22 - excluding Llandysul and Tregaron where no charges were levied during this period)

1.3 2023/24 Budget expectations

The budget expectation from Pay and Display car parks for 2023/24 is £1,581,000 (net). However, based on the historic representative ticket sales, it is very unlikely that the income expectation will be achieved, with a predicted income deficit in the region of almost £300,000. In 2022/23 the shortfall was £148,909 (net) based on a target income of £1,221,000 (net).

1.4 Current free parking offering in Pay and Display Car Parks

The Council already provides periods of free parking at its Pay and Display car parks and, whilst it could choose to do so, the Council does not currently charge:

- At all year-round car parks between 6pm and 8am
- At seasonal car parks:
 - Between 10pm and 8am
 - Between 1 November – 28/29 February each year
- For the 3 Saturdays preceding Christmas each year

As well as periods of free parking, various season tickets are available for use at the Pay and Display Car Parks.

These offer excellent value for those who wish to make regular use of these Car Parks.

The following provides an indication of the per rate cost when buying a 12 month season ticket to reflect usage on a 7 and 5 day a week basis.

Aberaeron / Cardigan / Lampeter
£402 / 365 = £1.10
£402 / 260 = £1.55

Aberystwyth
£436 / 365 = £1.19
£436 / 260 = £1.68

1.5 On Street Parking Provision

The Council currently provides free time limited as well as unrestricted parking opportunities on street at all locations where it operates Pay and Display Car Parks.

This provides free parking opportunities ranging from 30 minutes, 1 hour, 2 hours, 3 hours and 4 hour limited waiting (operating generally from 8am – 6pm and which are unrestricted outside these time) to unlimited time during the day.

This is in addition to dedicated Blue Badge holder time limited bays.

1.6 Financial impact of providing 2 hours free parking before 11am

Table 2 below summarises the number of 1 hour and 2 hours tickets which were purchased before 11am across the Council's Pay and Display Car Parks during the representative period 1 April 2022 - 31 March 2023.

Should the proposal be implemented it could potentially result in an income loss of up to £130,000 (net) based on historic ticket sales.

However, this does not consider potential unintended impacts including:

- Those who currently make use of the car parks and pay for parking after 11am but who would alter their visiting habits so that they benefit from the free provision. This would result in additional loss of income outside of the proposed free parking periods.
- Loss of income from visitors who currently stay over 2 hours but under 4 hours who would alter their visiting habits so that they benefit from the free provision, and chose not to pay to extend their visiting times.
- Loss of income from visitors who currently stay over 2 hours but under 4 hours e.g. someone parking at 9am wanting to stay at Maesyrafon for 4 hours would currently pay for a 24 hour ticket at £6 however, under the revised proposal they would only have to purchase a 2 hour ticket (from 11am), resulting in a loss of £2.60 which would not be accounted for in the calculations
- Loss of income from visitors who currently stay over 4 hours who would alter their visiting habits so that they benefit from the free provision, and chose not to pay to extend their visiting times beyond the times noted above, resulting

in a loss of £2.60 which would not be accounted for a loss of income in the calculations in **Table 2**.

Therefore, the financial impact is expected to be even more significant.

Time	1 hour	Value (net)	2 hours	Value (net)	Total (net)
8am	3,396	£5,972.33	2,162	£4,929.00	£10,901.33
9am	11,140	£19,597.66	10,170	£23,091.67	£42,689.33
10am	18,037	£31,735.58	19,529	£45,005.50	£76,741.08
					£130,331.75

Table 2. Number of Tickets sold 1 April 2022 - 31 March 2023 at 23/24 prices (excluding Llandysul and Tregaron where no charges were levied during this period)

Should the proposal be recommended then it would be expected that the Committee identify how the proposal will be fully financed (It should be noted that if the current arrangements at Llandysul and Tregaron were to continue then a total of up to £170,000 (net) would potentially need to be identified).

This would either need to be through:

- identified reductions in expenditure budgets for functions provided by Highways and Environmental Services, which will result in a reduction in service levels provided and/or reduction in staffing levels
- identified reductions in expenditure budgets for functions provided by other Council Services areas together with a budget realignment, which will result in a reduction in service levels provided and/or reduction in staffing levels
- an additional uplift on Council Tax of 0.325% beyond the uplift which is proposed for 24/25 to achieve up to £130,000 (net) (for the 2 hour free proposal) and 0.425% to achieve up to £170,000 (net) should the Committee also recommend retaining the free provision at Llandysul and Tregaron beyond 23/24

More generally, in the current financial climate, with acute pressures on the delivery of a wide range of statutory and front-line services, coupled with the cost-of-living crisis which has seen a dramatic increase in numbers of families reliant on food banks in all areas of the county, consideration would need to be given to the appropriateness of the use of public money to subsidise a discretionary service where there are alternatives available.

1.7 Practical Considerations

In addition to the financial implications, there are some practical considerations, some of which would have financial impacts, including:

- That software for existing pay and display machines would have to amended to facilitate the provision. There would be a cost related to this in the region of £5,000.

- Impacts on efficiencies related to enforcement of on-street and off-street parking restrictions – current patrols combine enforcement at both locations, if this proposal is implemented, visits to towns / locations before 11am would have to be repeated in the afternoon to monitor compliance of car parks resulting in:
 - Reductions in the number of monitoring instances at car parks with potential reductions in income from lower levels of compliance due to lower levels of enforcement.
 - Reductions in the number of visits to other locations without car parks.
 - Increased travel related costs to return to locations to monitor car parks.
- Depending on the detail of any proposal taken forward, it may require changes to the Off-Street Parking Order. If it is required then the process would include a formal consultation process, including public noticing and associated costs related to this. Changes to orders can take between 6 months – 18 months to introduce and can cost in the region of £5,000.
- Depending on the detail of any proposal taken forward, it may require changes to signage at the entrance to as well as within the car parks. There would be a cost associated with this which could be in the region of £15,000.

1.8 Other considerations

In addition to those noted already there are some other considerations in relation to the proposal which include:

Whether the proposal aligns with the Council's declaration of a Global Climate Emergency (Council declares global climate emergency http://www.ceredigion.gov.uk/cpd/Democratic_Services_Meetings_Public/B_RHYBUDD%20GYNNIG%20-%20NOTICE%20OF%20MOTION%20-%20CYNGOR%20-%20COUNCIL%2005.03.20.pdf) as it could be seen as incentivising the use of private vehicles

- Current arrangements at Market Street Car Park, Lampeter provides that, patrons of Sainsbury's who spend over the qualifying amount, are refunded the cost of their parking by Sainsbury's. Any free provision provided at this car park would result in a financial saving to, and could be seen as subsidising income for a private business.

1.9 Potential alternative options

Other potential options which could be considered include changing the charging hours of Council Pay and Display Car Parks to commence at 9am or 10am which would effectively provide 1 or 2 hours free parking compared to the current charging arrangements. This alternative proposal would require between £11,000 (9am) and £53,500 (10am) to be identified to fund the proposal. This would be a simpler and clearer proposal to implement.

1.10 Conclusion

Parking can be an emotive and high-profile matter which is subject to ongoing comment and debate.

A populist view is that free parking is a positive and has benefits in generating footfall and economic prosperity.

However, it would appear that there is little tangible evidence to support this view in reality and reports (Welsh Government “*Assessing the Impact of Car Parking Charges on Town Centre Footfall*”) have shown that there will be a number of factors which influence where, why and how often people will visit a location.

While providing more free parking may be well received it is less clear what tangible benefits would be derived from doing so.

The income generated from the Pay and Display Car Parks provides a significant budget contribution to the ongoing maintenance and management of the car parks, as well as the delivery of front-line and other associated services.

The financial implications of offering 2 hours free parking before 11am at CCC’s Pay and Display Car Parks would be significant and would likely be in the region of £130,000 (net)per annum.

The Service is developing opportunities and options that could further optimise the Council’s portfolio of Pay and Display Car Parks and will look to bring and update on these to this Committee later in 2023/24.

Has an Integrated Impact Assessment been completed? If, not, please state why

This report is provided for consideration following the request by the Committee to consider a general proposal.

WELLBEING OF FUTURE GENERATIONS:

Summary: NA

Long term: NA

Integration: NA

Collaboration: NA

Involvement: NA

Prevention: NA

RECOMMENDATION (S): That Scrutiny Committee note the contents of the report

REASON FOR RECOMMENDATION (S): NA

Contact Name: Gerwyn Jones

Katy Spain

Designation: Corporate Manager Environmental Services

Service Manager Transport Services

Appendix 3

1 and 2 hour tickets sales Aberaeron, Lampeter and Cardigan 01.04.2022 – 31.03.2023 (7 days a week)

	08:00:00 – 08:59:59				09:00:00 – 09:59:59			
Location	1 hour	Value (£)	2 hours	Value (£)	1 hour	Value (£)	2 hours	Value (£)
Aberaeron								
North Beach	-	0	39	81.20	-	0	248	523.30
Lower Regent Street	39	65.40	42	78.90	334	563.10	529	999.40
South Beach	-	0	18	37.60	-	0	102	220.20
Total	39	65.40	99	197.70	334	563.10	879	1,742.90
Lampeter								
Cwmins	159	268.90	107	223.80	697	1,178.00	540	1,127.10
Market Street	2,118	3,579.40	750	1,569.40	5,548	9,376.80	2,924	6,110.30
Rookery	67	113.50	46	96.40	269	456.20	223	467.60
Total	2,344	3,961.80	903	1,889.60	6,514	11,011	3,687	7,705.00
Cardigan								
Fairfield	298	502.80	242	505.70	1,049	1,772	1,116	2,330.10
Greenfield Square	287	485.00	380	794.00	2,123	3,586.40	2,209	4,615.40
Quay Street	45	75.80	111	231.70	504	851.00	796	1,663.50
Total	630	1,063.60	733	1,531.40	3,676	6,209.40	4,121	8,609.00
Grand total	3,013	£5,090.80	1,735	£3,618.70	10,524	17,783.50	8,687	18,056.90

Appendix 4

1 and 2 hour tickets sales Aberaeron, Lampeter and Cardigan 01.04.2022 – 31.03.2023 (Monday-Friday)

	08:00:00 – 08:59:59				09:00:00 – 09:59:59			
Location	1 hour	Value (£)	2 hours	Value (£)	1 hour	Value (£)	2 hours	Value (£)
Aberaeron								
North Beach	-	0	27	56.00	-	0	135	288.00
Lower Regent Street	22	37.00	31	58.30	199	335.70	267	504.00
South Beach	-	0	9	18.80	-	0	72	155.20
Total	22	37.00	67	133.10	199	335.70	474	947.20
Lampeter								
Cwmins	144	243.60	87	181.80	584	987.00	455	950.00
Market Street	1,700	2,874.90	649	1,358.70	4,543	7,680.40	2,579	5,390.00
Rookery	56	95.00	37	77.50	216	366.50	170	356.40
Total	1,900	3,213.50	773	1,618.00	5,343	9,033.90	3,204	6,696.40
Cardigan								
Fairfield	259	437.20	215	449.30	911	1,539.40	988	2,062.70
Greenfield Square	233	394.30	314	656.10	1,760	2,974.30	1,849	3,863.90
Quay Street	36	60.60	86	179.60	404	682.00	650	1,358.80
Total	528	892.10	615	1,285.00	3,075	5,195.70	3,487	7,285.40
Grand total	2,450	4,142.60	1,455	3,036.10	8,617	14,565.30	7,165	14,929.00

CYNGOR SIR CEREDIGION COUNTY COUNCIL

Report to: **Thriving Communities Overview and Scrutiny Committee**

Date of meeting: **11 July 2024**

Title: On-street Charged for Parking Proposals – Aberystwyth Promenade

Purpose of the report: To set out proposals to introduce on-street charged for parking proposals along sections of Aberystwyth promenade as requested by members of the Thriving Communities Overview and Scrutiny Committee

Reason Scrutiny have requested the information:

To establish proposals to introduce on-street charged for parking proposals along sections of Aberystwyth promenade.

Cabinet Portfolio and Cabinet Member:

Cllr Keith Henson - Cabinet Member for Highways and Environmental Services and Carbon Management

Background

On-street parking along the sections of Aberystwyth seafront designated as part of this proposed scheme is currently regulated by the County Council with parking generally limited to specified hours, with designated bays for disabled parking, deliveries and certain vehicle classes (coaches and taxis) at various locations.

The origins of the proposed scheme lie in various studies and reports undertaken over a considerable number of years including the Aberystwyth Masterplan: Transportation Statement (October 2006) and the Capita Report (April 2016) (Appendix 1), preceded by stakeholder engagement.

As identified in previous reports, any scheme along the seafront in Aberystwyth to introduce fees for on-street parking where none currently exist, should attempt to strike a balance between the needs of local residents accessing local services and where they live/their homes; local businesses (particularly the year-round hospitality industry, seasonal visitor economy); University students (accessing seafront halls of residence); and visitors to the town (accessing day-to-day services, retail offer or for leisure and recreation purposes).

The review of existing arrangements considers the wider parking context within the town and does not treat the seafront in isolation, considering the wider context of parking supply and demand.

Parking (both on-street and off-street) must be available in the right places and for the right purposes. The section of Aberystwyth seafront which is the subject of this proposed scheme is considered to be a 'premium', high demand location due to its proximity to both the town centre (day-to-day services, retail, and hospitality trade) and being situated along the seafront (supporting the hospitality trade and visitor attractions).

The enabling legislation for the proposed scheme is the Road Traffic Regulation Act 1984 (RTRA 1984). Sections 45 and 46 of the RTRA 1984 enable a local authority to designate parking places on highways and charge for the use of them. The changes will require the making of a Traffic Regulation Order (TRO) including provision for a full public consultation as prescribed by the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.

It is anticipated that the public consultation will take place in the weeks immediately following consideration of the report and proposals by the Thriving Communities Overview and Scrutiny Committee.

The Local Authorities' Traffic Orders (Exemptions for Disabled Persons) (Wales) Regulations 2000 requires that Blue Badge holders displaying their badge in the prescribed manner are exempt from the requirement to pay for on-street charging and are exempt from any limit on maximum period of stay.

The County Council, under Section 55 of the RTRA 1984 is required to keep account of income and expenditure related to any on street charging scheme it may introduce. This would form part of the parking account that is already operated in relation to Civil Parking Enforcement activity which, is governed in the same way. The use of any surplus in the account from the proposed scheme would, in the same way as any surplus from Civil Parking Enforcement activities, be governed by Section 55(4) of the RTRA 1984. This provides that any *surplus may be used for*:

- (a) Making good any deficits in the parking account i.e., where expenditure related to on-street parking activities and Civil Parking Enforcement activities in a year have exceeded income – this is limited to the making good of any deficits that have occurred in the 4 years immediately preceding the financial year in question.
- (b) meeting all or any part of the cost of provision and maintenance of off-street parking.
- (c) if it is deemed that further off-street parking provision is unnecessary or undesirable, for the following purposes:
 - meeting costs incurred in the provision or operation of, or of facilities for, public bus services.
 - the purposes of a highway improvement project.
 - A highway improvement project is one within the meaning of the Highways Act 1980.
 - the purposes of environmental improvement which has the meaning of:
 - the reduction of environmental pollution (as defined in the Pollution Prevention and Control Act 1999 (c. 24); see section 1(2) and (3) of that Act);
 - improving or maintaining the appearance or amenity of:
 - (i) a road or land in the vicinity of a road, or
 - (ii) open land or water to which the general public has access.
 - the provision of outdoor recreational facilities available to the general public without charge.

Support for a proposed scheme is founded on its potential contribution to supporting the County Council's Corporate Strategy 2022-2027 and its Corporate Well-being Objectives <https://www.ceredigion.gov.uk/your-council/strategies-plans-policies/corporate-strategy/> , particularly with regard to:

- Boosting the Economy, Supporting Businesses and Enabling Employment

and

- Creating Sustainable, Green and Well-connected Communities

The proposal will seek to provide greater availability of vehicle parking on the seafront by increasing parking turn-over without having a negative impact on the economy of the town and well-being of its residents.

Based on examples of similar coastal towns elsewhere in Wales and across the UK, charged-for on-street parking schemes have been in place for many years, accepted by residents and visitors alike and have not in themselves been proven to be detrimental to the continued viability or prosperity of these towns as places to live, work or visit. Examples include Llandudno, Rhyl, Cromer (Norfolk), Great Yarmouth, Rhos-on-Sea, Weston-Super-Mare which are of similar size to Aberystwyth and are seaside towns that continue to function with on-street parking charges on the seafront.

It is recognised that the principle for charging for a service such as parking is not necessarily popular or accepted by all, but it is generally accepted that an appropriate charging structure – as proposed for this scheme - is required to cover the cost of administering the scheme, manage demand and achieve the outcomes desired outlined below.

The Case for Change – Proposed Scheme Benefits

Whilst changes to existing parking arrangements will always be regarded with caution, based on previous stakeholder engagement as part of studies undertaken to date and experience from elsewhere in Wales and the UK, there are a number of potential positive outcomes of the proposed scheme and there is little or no evidence that the proposed scheme in itself will have a detrimental impact on the town or its range of businesses, local residents or visitors. These studies include the *WG/MRUK - Assessing the Impact of Car Parking Charges on Town Centre Footfall*, *RAC Foundation - Spaced Out - Perspectives on Parking Policy* and the Capita report already referenced plus experience from Officers of the impact of both on street and off-street charges for parking on tourism/business. For instance, the free parking in off-street car parks during Safe Zones which did not lead to a significant increase in either footfall or turnover.

The introduction of on-street parking charges will sustain the costs of operation of the proposed scheme. Should any surplus income be achieved, as outlined above, it would be used to support funding of other essential public services provided by Ceredigion County Council which fall within the scope of what is permitted under Section 55 of the RTRA 1984.

The scheme is designed to better manage parking demand within Aberystwyth and encourage use of the Council's off-street car parks for parking demand that would be more appropriately met through off-street car park provision. This will be achieved by a balance of adjusting existing parking policy in respect of the location, availability and relative cost of parking between on street and off-street provision.

The full list of available County Council car parks and schedule of fees is available to view at: <https://www.ceredigion.gov.uk/resident/travel-roads-parking/parking-civil-parking-enforcement/>. Also see paper of today - **Off Street Pay and Display Car Park Review proposals June 2024**

As confirmed by the Capita Study (2016) sufficient spare parking capacity exists within County Council and private off-street car parks and other regulated on-street locations and the displacement of parking is therefore not anticipated as a potential negative outcome of this scheme.

Increased on-street parking turnover:

Alongside time-based waiting restrictions the introduction of parking charges is intended to create a higher turnover of on-street parking spaces along the seafront during peak times to support footfall and facilitate access to businesses, facilities, and services.

Current parking behaviors do not actively support turnover of spaces or footfall within the town centre with available spaces often occupied by commuters and vehicles parked for extended periods of time. Parking needs for these vehicles would be most appropriate met by off street parking provision whether Council or private sector operated.

It is anticipated that charges will act as a deterrent to commuter and long-term parking related traffic from circulating the seafront in search of available free spaces and, encourage them to seek more appropriate off street parking provision to meet their parking needs. More generally, the relative cost of parking on the seafront being higher compared to off-street parking provision will also incentivise use of off-street parking provision and further reduce unnecessary traffic movements circulating the seafront / town opportunistically in the hope of finding a space.

Anticipated increased trade:

Evidence from across Wales and the UK where charges have been successfully introduced suggests that a higher turnover of spaces may encourage more people to visit Aberystwyth knowing that they would have somewhere convenient and available to park on the Seafront for shorter term visits.

In addition to the increased turnover and footfall that is anticipated in the direct area of the scheme, it is anticipated that increased use of off-street parking provision will have a positive impact on footfall on a wider area than just the Promenade and immediate town centre, as occupants of vehicles parked in off-street car parks will pass along more secondary retail locations / streets to reach the town centre locations / promenade. Introducing charges will allow the Council to invest more in enforcement which should increase the turnover as people are more likely to comply with the road traffic restriction in force across the whole of Aberystwyth. This increase in turnover increases availability and therefore footfall and trade.

Parking will be free after 20:00 hours and before 08:00 hours the following morning, supporting trading during the evening and the night-time economy. Free overnight parking is also available in County Council-managed off-street car parks, at other regulated town centre on-street locations and in some private car parks subject to individual car park terms and conditions of use.

Greater use of public transport and interchange between travel modes

Aberystwyth is served by local and longer distance (TrawsCymru) public bus services from across the County and further afield as well as regular rail passenger services, taxis and community transport services. Where services are available, public transport offers a viable low cost, low carbon and convenient alternative to accessing the town centre and seafront. Charging for parking forms part of wider measures to incentivise the use of more sustainable transport which might

include public transport (for all or part of a journey) and car sharing and it can contribute positively to managing demand for limited numbers of spaces.

Reduction in traffic congestion and improved traffic flow around traffic sensitive areas of the town centre

Unnecessary vehicle movements will be removed from the town centre and seafront area as drivers choose to utilise convenient nearby longer stay off-street car parks that are priced at a lower rate than premium / high demand on-street parking.

Promote greater levels of active travel:

For those that can walk or cycle to/ from the town centre and seafront from home, work or from either private or Council-managed off-street car parks, the scheme proposal will encourage a reduction in town centre and seafront traffic (as mentioned above) and encourage the take-up of low carbon travel alternatives such as use of local bus services and active travel (walking and cycling).

Improvements along the southern section of the seafront and public safety improvements to footway width and traffic flow made permanent following the Covid-19 Pandemic have helped to create a safer and more pedestrian-friendly environment and for those able to walk or cycle into Aberystwyth over longer distances from neighbouring communities, there is an expanding network of active travel infrastructure to support this.

Arrangements for blue badge holders:

Under the proposed scheme, Blue Badge holders would be exempt from charges and any time restrictions when parking in a charged for space subject to them displaying their Blue Badge in the prescribed manner. This exemption already applies in respect of limited waiting bays and therefore there would be no effective change or detrimental impact from the scheme in relation to on-street parking for blue badge holders.

Charging Structure:

It is recommended that the Prom charging model should be:

2hrs	£3.50
4hrs	£5.00

and it is proposed that charging is introduced between Castle Point and Constitution Hill, meaning that charging will occur in all parking bays (excluding the dedicated Blue Badge holder only bays) along New Promenade (outside the Old College, King Street, Marine Terrace, and Victoria Terrace).

Maps showing the proposed locations are provided in **Appendix 2**.

This would result in 985m of available charged for parking to be created, amounting to some 179 spaces based on an average length of 5.5m (a breakdown is provided in **Appendix 3**)

The following assumptions have been made in relation to the proposal:

- charging will be introduced from Castle Point to Constitution Hill
- charging period 8am – 8pm Mon - Sun
- charging options will be 2hr and 4hr
- payment will be by app/phone or by cashless Pay & Display machines

Charging at these proposed rates will mean that the ‘premium’ parking spaces along the Promenade would be slightly more expensive than the proposed charging structure within the Council’s Off-street Pay & Display Car Parks, thereby enabling the Council to better manage its on-street parking provision along the Promenade by increasing turnover and availability of space; discourage unnecessary vehicle journeys looking for free parking spaces; support critical Council services through any surplus income being redirected to support those services as allowed by legislation.

Another outcome/benefit of charging will be to reduce the amount of commuter parking on the promenade making it more available for visitors to use and reducing pollution through reduced vehicle movements.

Wellbeing of Future Generations:

Has an Integrated Impact Assessment been completed? If not, please state why.

Yes

Summary of Integrated Impact Assessment:

- Long term:** The proposal is seen as a means of ensuring the availability of parking, including turnover of spaces, in close proximity to many of the assets and attractions available within the retail and tourist areas of Aberystwyth.
- Collaboration:** The proposal will be the subject of consultation with other stakeholders in order to shape the final proposals put forward for public consultation.
- Involvement:** The proposal has been through relevant Budget Scrutiny Committees, as well as the Cabinet process, and will be the subject of public consultation and a further Cabinet resolution before any implementation is considered.
- Prevention:** On-street parking is not a preventative service.
- Integration:** It is not considered possible to include the integration of the service with activities undertaken by other stakeholders and/or partners.

Recommendation(s):

That the Committee supports the proposals put forward in relation to the introduction of charged for parking along the Promenade in Aberystwyth.

Reasons for decision:

To allow the Council to better manage the parking provision along the Promenade in Aberystwyth with a view to increasing parking availability and turnover.

Contact Name: Rhodri Llwyd

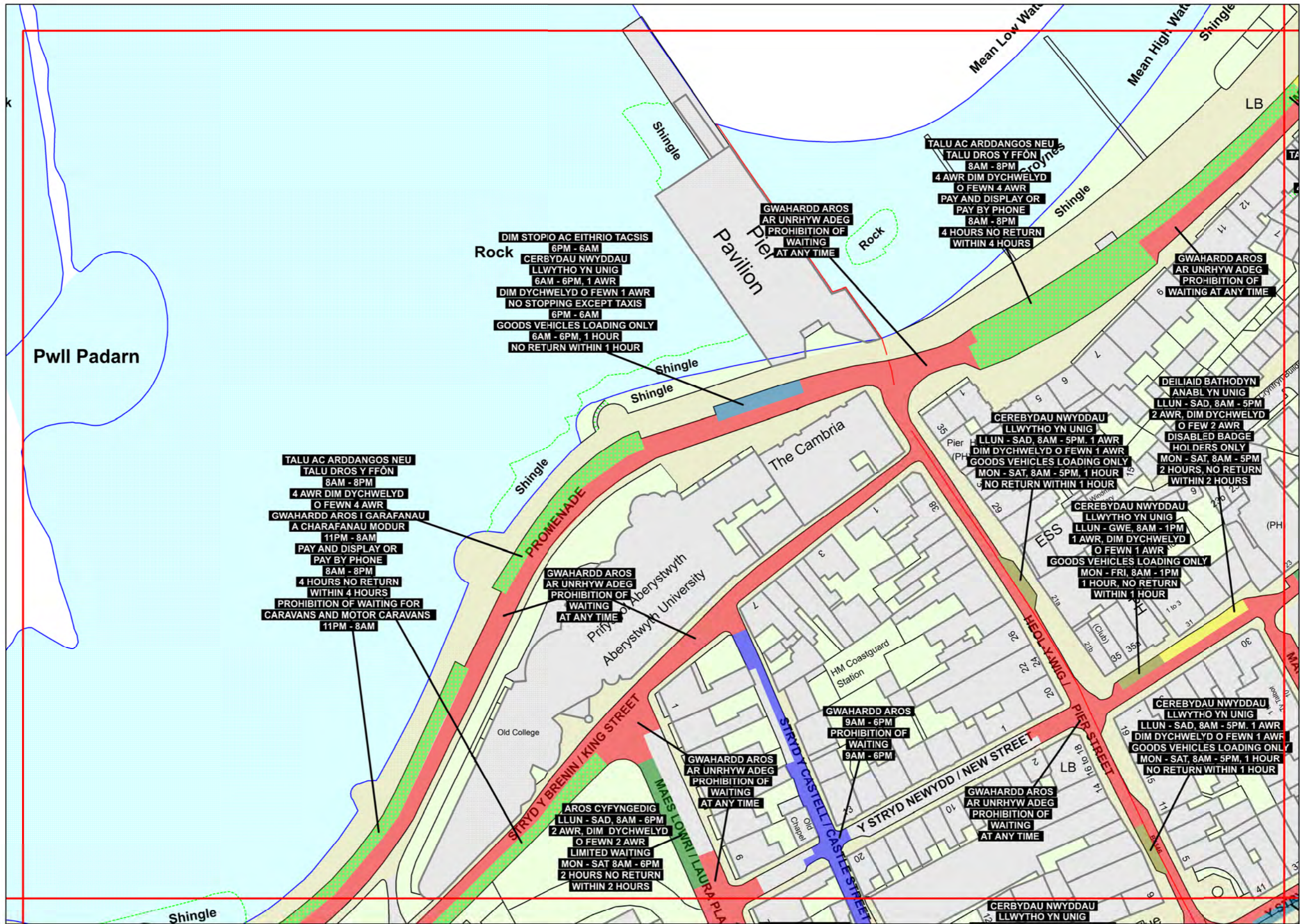
Designation: Corporate Lead Officer

Date of Report: 18 June 2024

Acronyms:

TRO – Traffic Regulation Order

RTRA – Road Traffic Regulation Act 1984

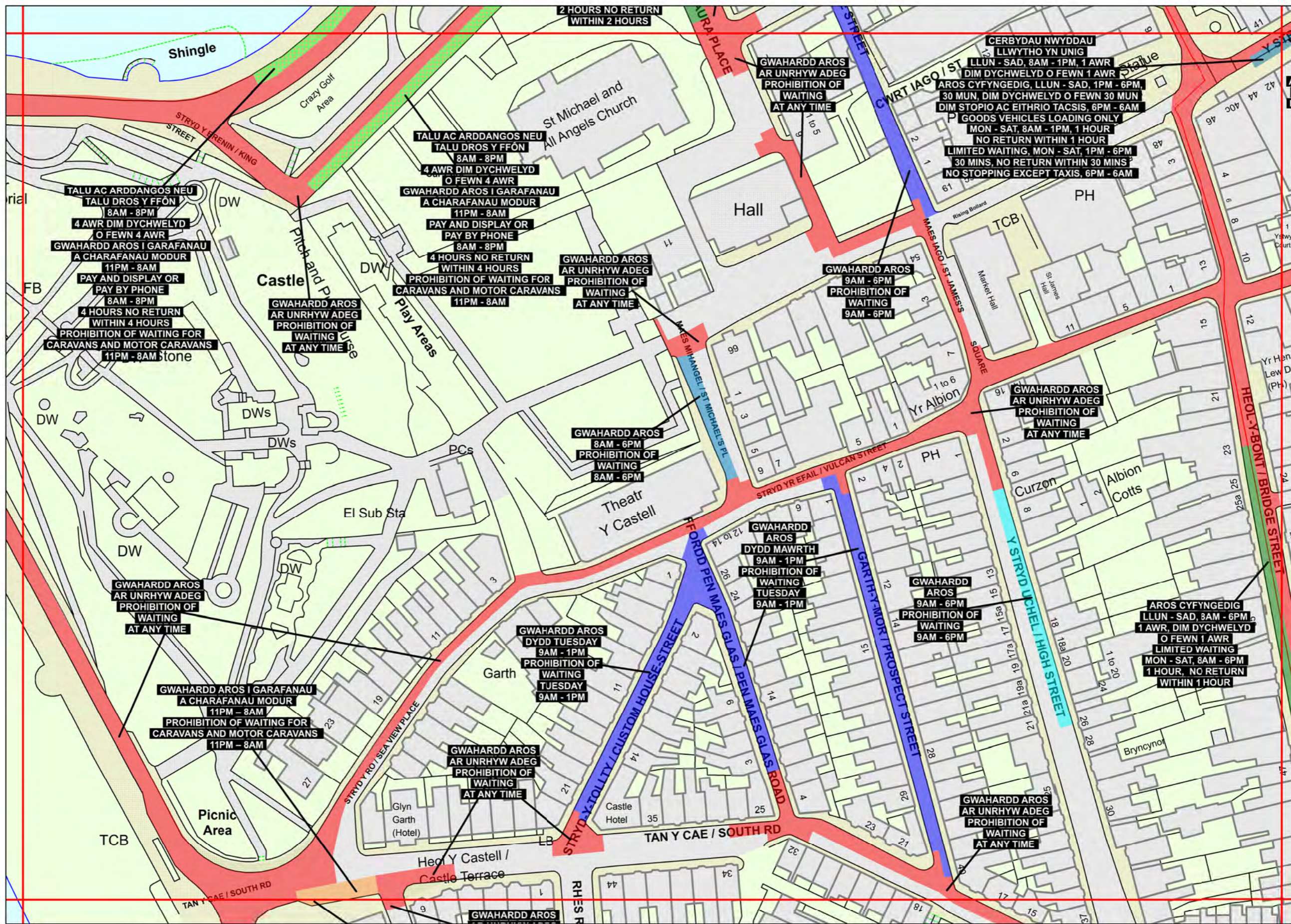


GORCHYMYN CYNGOR SIR CEREDIGION (GWAHARDD A CHYFYNGU AR AROS A LLWYTHO A DADLWYTHO) 2019
CEREDIGION COUNTY COUNCIL (PROHIBITION AND RESTRICTION OF WAITING AND LOADING AND UNLOADING) ORDER 2019

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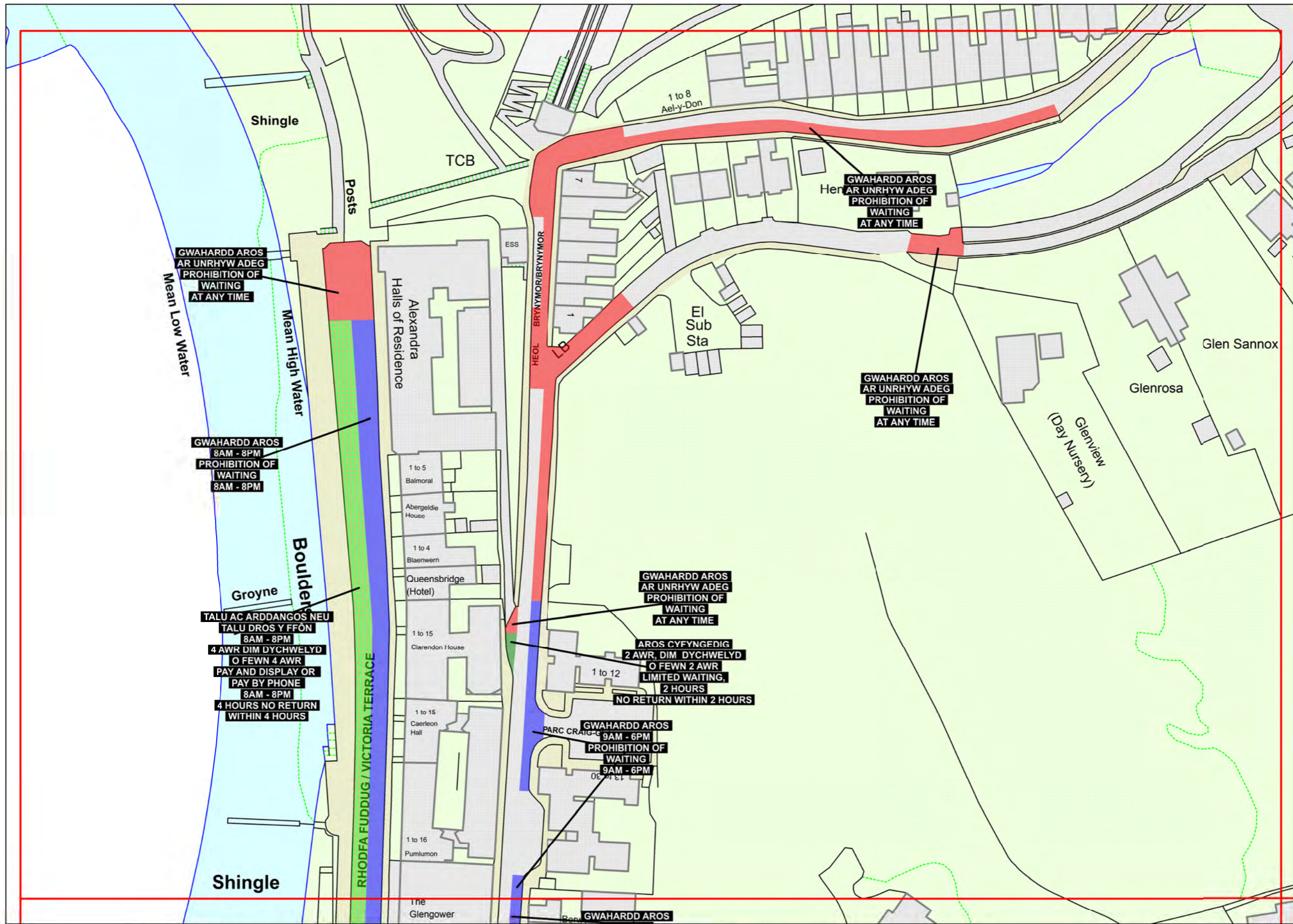
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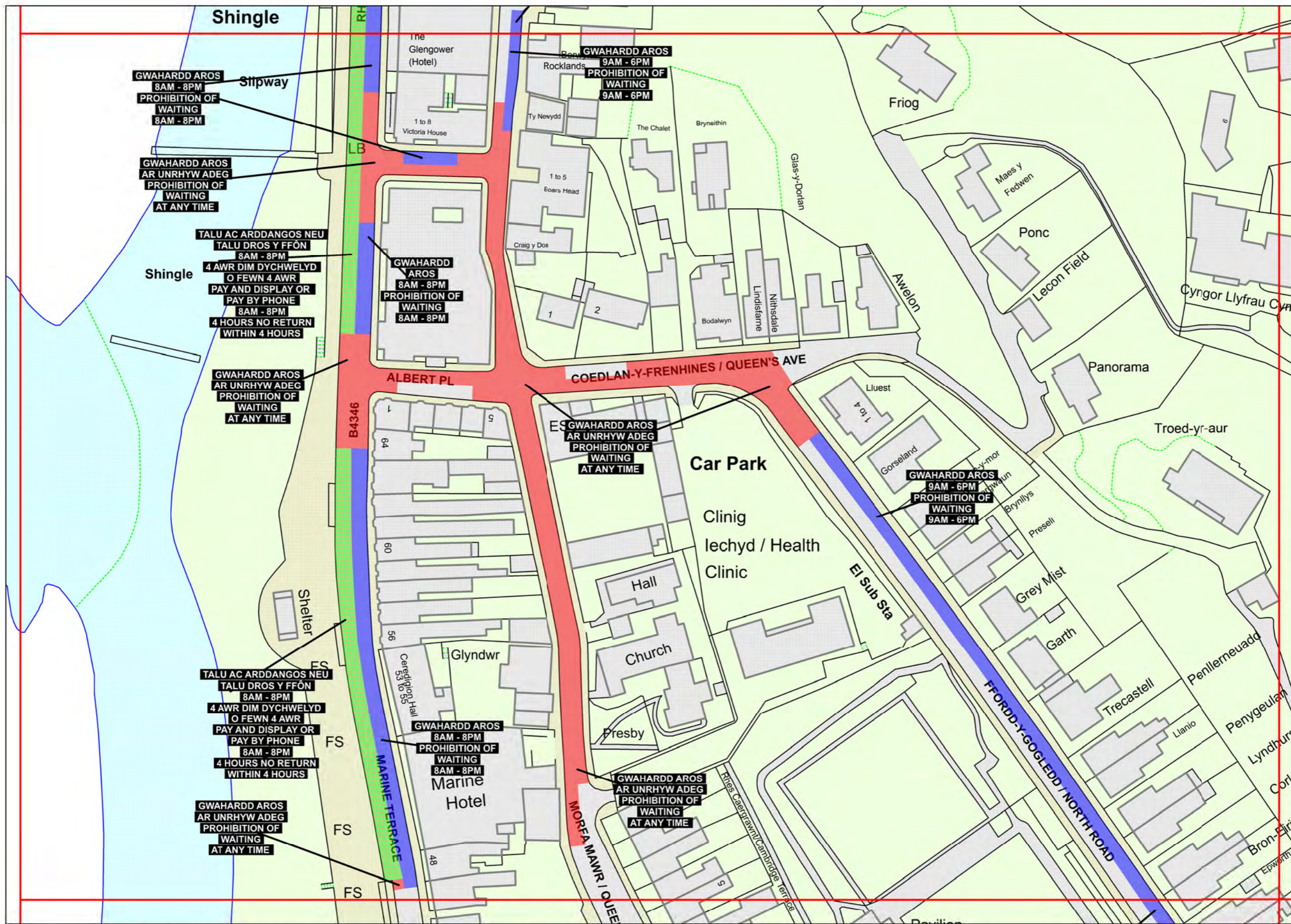
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CE36 K12



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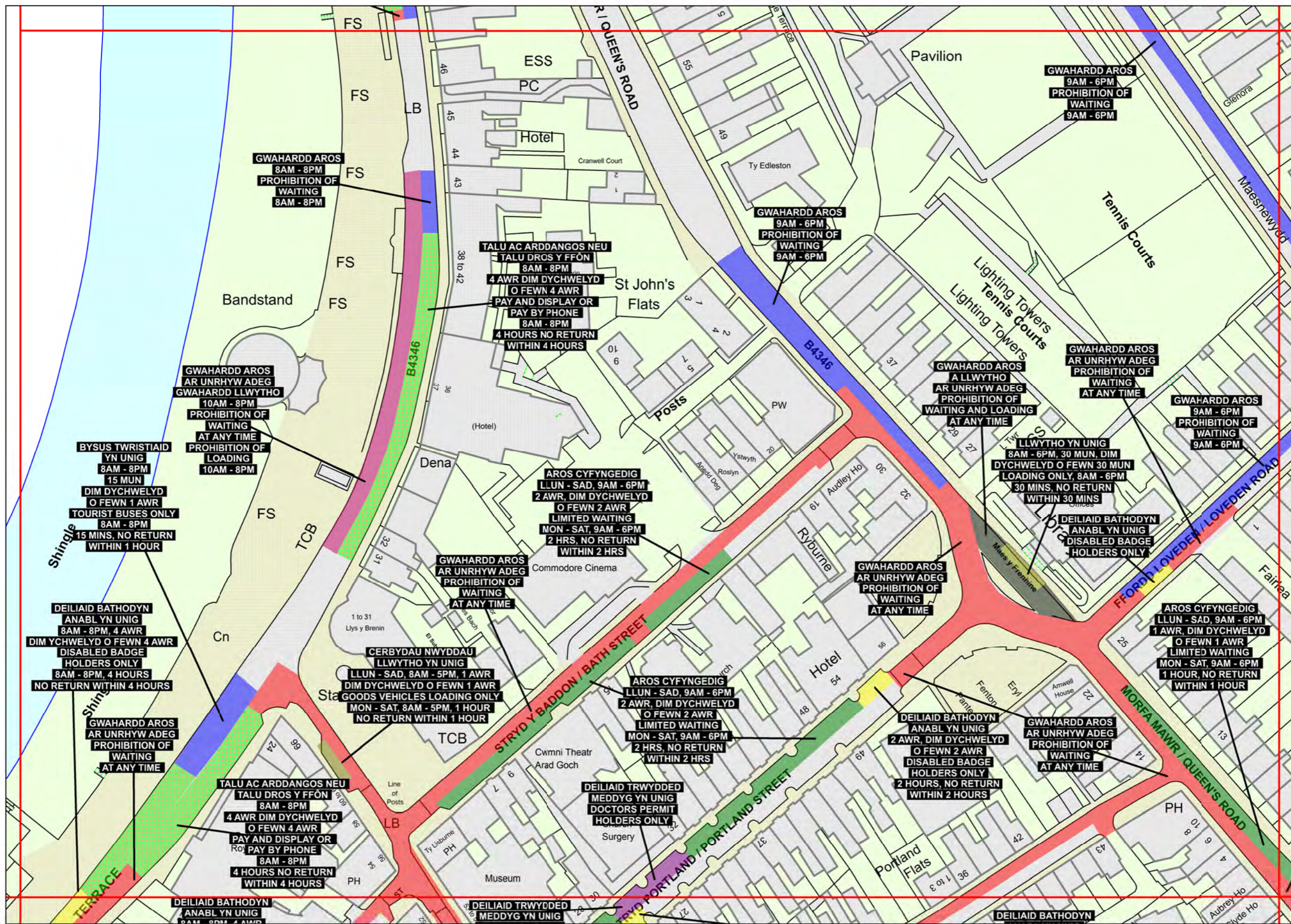
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GORCHYMYN CYNGOR SIR CEREDIGION (GWAHARDD A CHYFYNGU AR AROS A LLWYTHO A DADLWYTHO) 2019

CEREDIGION COUNTY COUNCIL (PROHIBITION AND RESTRICTION OF WAITING AND LOADING AND UNLOADING) ORDER 2019

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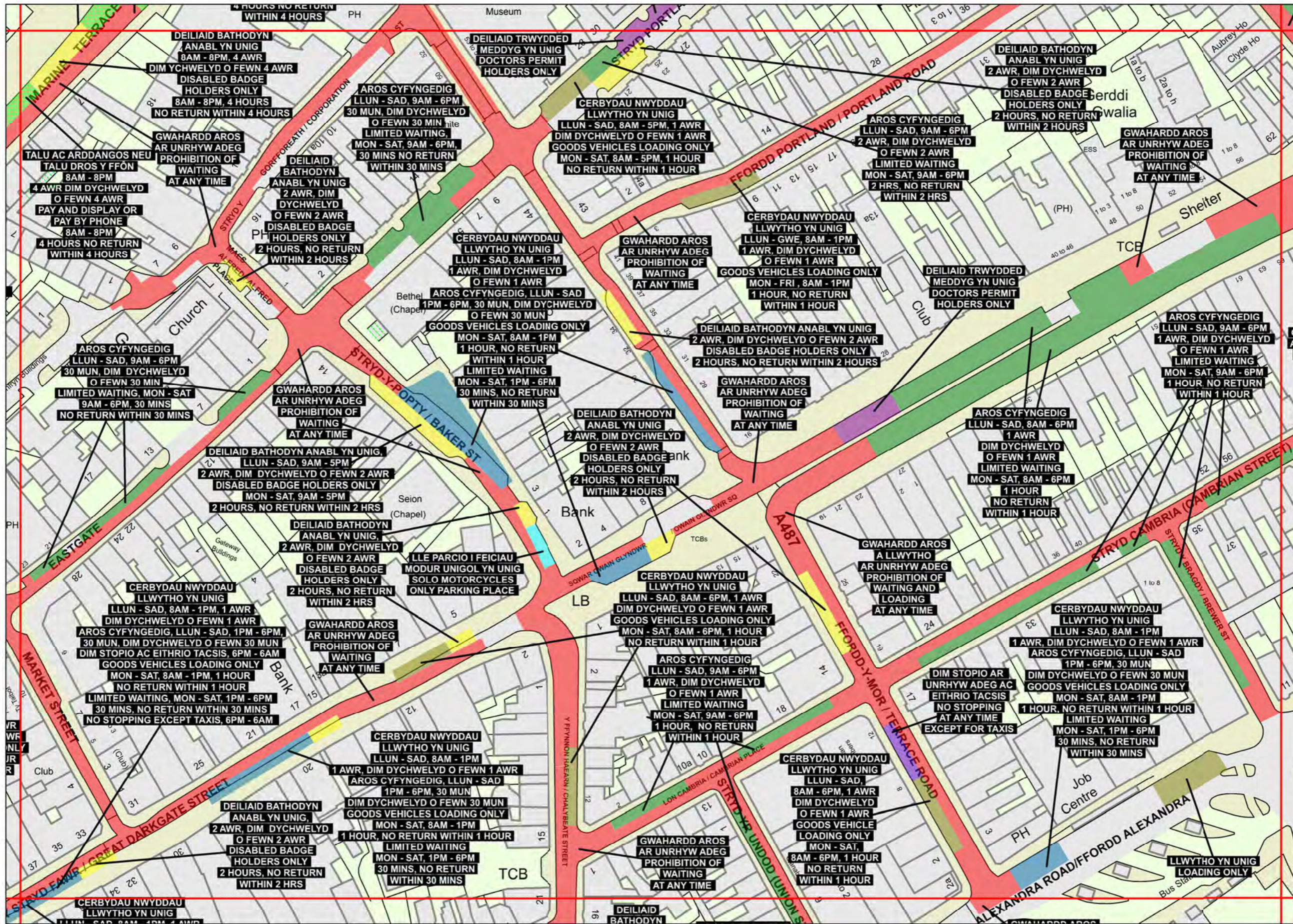
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Sub-map:



CE36 K14



GORCHYMYN CYNGOR SIR CEREDIGION (GWAHARDD A CHYFYNGU AR AROS A LLWYTHO A DADLWYTHO) 2019

CEREDIGION COUNTY COUNCIL (PROHIBITION AND RESTRICTION OF WAITING AND LOADING AND UNLOADING) ORDER 2019

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Graddfa ar A3 / Scale at A3:

1:1,000

Dyddiad / Date: 30/05/2024

Cyfeirnod CE:
CE ref:

Is-fap:
Sub-map:



CE36 K15

Section	Length	Spaces (5.5m)
<i>King St (Laura Place to Castle)</i>	<i>110m</i>	<i>20</i>
<i>New Prom (Crazy Golf to Pier St)</i>	<i>147m</i>	<i>27</i>
<i>Marine Terrace (Pier St to Terrace Rd) - Seaside</i>	<i>161m</i>	<i>30</i>
<i>Marine Terrace (Outside Chinese) - Townside</i>	<i>56m</i>	<i>11</i>
<i>Marine Terrace (Outside Belle Vue) - Townside</i>	<i>53m</i>	<i>10</i>
<i>Marine Terrace (Pier St to Richmond) - Townside</i>	<i>90m</i>	<i>17</i>
<i>Marine Terrace (Marine to Albert pl) - Seaside</i>	<i>116m</i>	<i>21</i>
<i>Victoria Terrace (Albert Pl to Alexandra Halls)</i>	<i>232m</i>	<i>43</i>
Totals	985m	179



Cyngor Sir
CEREDIGION
County Council

INTEGRATED IMPACT ASSESSMENT (IIA) TOOL

Proposal Details

Title of Policy / Proposal / Initiative	
Introduction of charged for parking along areas of the Promenade in Aberystwyth	
Service Area	Officer completing IIA
Highways and Environmental Services	Corporate Lead Officer
Corporate Lead Officer	Strategic Director
Rhodri Llwyd	Barry Rees
Please give a brief description of the purpose of the proposal	
It is proposed to introduce areas of charged for parking along sections of the Promenade in Aberystwyth in order to increase the availability and turnover of parking spaces in one of the most sought after and convenient parking locations in Aberystwyth.	
Who will be directly affected by this proposal? <u>HINT</u>	
Whilst the proposal is likely to affect the general public as a whole to some extent, it is more likely to affect commuters and visitors to Aberystwyth.	
Have those who will be affected by the proposal had the opportunity to comment on it?	
No. Proposals have however been through the relevant Budget Scrutiny Committee, the Cabinet process, and will be subject to public consultation during their development.	

Version Control

The IIA should be used at the earliest stages of decision making, and then honed and refined throughout the decision-making process. It is important to keep a record of this process so that we can demonstrate how we have considered and included sustainable development, Welsh language and equality considerations wherever possible.

Version Number	Author	Decision making stage <u>HINT</u>	Date Considered	Description of any amendments made <u>HINT</u>

1.0	Rhodri Llwyd	Council	29/02/2024	N/A

Council Corporate Well-being Objectives

Which of the Council's Corporate Well-being Objectives does this proposal address and how? Click here to read a summary of our [Corporate Strategy 2022-27](#)

Boosting the economy, supporting business, and enabling employment.	The proposal will seek to increase the availability and turnover of parking spaces in one of the most sought after and convenient parking locations in Aberystwyth. National studies have shown that the availability of parking is a major influencer in determining locations that the public want to visit.
Creating caring and healthy communities	N/A
Providing the best start in life and enabling learning at all ages	N/A
Creating sustainable, greener, and well-connected communities	The proposal will seek to encourage more sustainable modes of transport (walking, cycling and public transport) for those shorter journeys within the town and its immediate environs.

National Well-being Goal: A Prosperous Wales

An innovative, productive, and low carbon society where everyone has decent work and there is no poverty.

Click [here](#) for information about a prosperous Wales.

Does the proposal contribute to this goal? Describe the positive or negative impacts. (Click [here](#) for information)

Positive

The introduction of on-street charging may also encourage more use of alternative transport modes including public transport which could contribute to the reduction of carbon emissions in the county. National studies have shown that general availability of spaces and the extent to which the car park is likely to be busy are often felt to be more important factors than cost in their overall decision about visiting.

What evidence do you have to support this view?

National studies have shown that general availability of spaces and the extent to which the car park is likely to be busy are often felt to be more important factors than cost in their overall decision about visiting.

What action(s) can you take to mitigate any negative impacts or better contribute to this National Well-being Goal?

Public consultation will be undertaken as part of the development and implementation of the proposal.

National Well-being Goal: A Resilient Wales

A society where biodiversity is maintained and enhanced and where ecosystems are healthy and functioning.

Click [here](#) for information about a resilient Wales.

Does the proposal contribute to this goal? Describe the positive or negative impacts. (Click [here](#) for information)

The proposal is unlikely to have any direct impact on biodiversity.

What evidence do you have to support this view?

N/A

What action(s) can you take to mitigate any negative impacts or better contribute to this National Well-being Goal?

Public consultation will be undertaken as part of the development and implementation of the proposal.

National Well-being Goal: A Healthier Wales

A society where people make healthy choices and enjoy good physical and mental health.

Click [here](#) for information about a healthier Wales.

Does the proposal contribute to this goal? Describe the positive or negative impacts. (Click [here](#) for information)

Positive

The proposal will seek to increase the availability of on-street parking in close proximity to the promenade, improving access to recreational areas, whilst also looking to encourage more sustainable modes of transport such as walking and cycling.

What evidence do you have to support this view?

The proposal will seek to improve access to recreational areas such as the Promenade, whilst also looking to encourage more sustainable modes of transport such as walking and cycling.

What action(s) can you take to mitigate any negative impacts or better contribute to this National Well-being Goal?

Public consultation will be undertaken as part of the development and implementation of the proposal.

National Well-being Goal: A More Equal Wales

A society where everyone has an equal chance whatever their background or circumstances.

This section is longer because you are asked to assess the impact of your proposal on each group that is protected by the **Equality Act 2010**.

Click [here](#) for information about equality in Wales.

Do you think this proposal will have a positive or a negative impact on people because of their age? (Click [here](#) for information)

Children and Young People up to 18	None / Negligible
People 18-50	None / Negligible
Older people 50+	None / Negligible
Describe the positive or negative impacts.	

The introduction of charged for parking along the Promenade would not disproportionately affect one age group over another.

What evidence do you have to support this?

N/A

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

N/A

Do you think this proposal will have a positive or a negative impact on people because of their disability? (Click [here](#) for information)

Hearing Impairment	None / Negligible
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Physical Impairment	Positive
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Visual Impairment	Positive
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Learning Disability	None / Negligible
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Long Standing Illness	Positive
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Mental Health	None / Negligible
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Other	None / Negligible
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Describe the positive or negative impacts.

Under the regulations for introducing charged for parking, Blue Badge will be afforded free parking, and due to the increased availability of space, they will be afforded more opportunity to park along the Promenade which will result in a positive impact.

What evidence do you have to support this?

Free parking is available to those entitled to and displaying Blue Badges.

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

N/A

Do you think this proposal will have a positive or a negative impact on people who are transgender? (Click [here](#) for information)

Trans Women	None / Negligible
Trans Men	None / Negligible
Non-binary people	None / Negligible

Describe the positive or negative impacts

N/A

What evidence do you have to support this?

N/A

What action(s) can you take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

N/A

Do you think this proposal will have a positive or a negative impact on people with different sexual orientation? (Click [here](#) for information)

Bisexual	None / Negligible
Gay Men	None / Negligible
Gay Women/Lesbian	None / Negligible
Heterosexual/Straight	None / Negligible

Describe the positive or negative impacts

N/A

What evidence do you have to support this?

N/A

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

N/A

Do you think this proposal will have a positive or a negative impact on people who are married or in a civil partnership? (Click [here](#) for information)

People who are married

None / Negligible

People in a civil partnership

None / Negligible

Describe the positive or negative impacts

N/A

What evidence do you have to support this?

N/A

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

N/A

Do you think this proposal will have a positive or a negative impact on people who are pregnant or on maternity leave? (Click [here](#) for information)

Pregnancy

Positive

Maternity

Positive

Describe the positive or negative impacts

The increased availability of parking in close proximity to the Promenade and the retail centre of Aberystwyth will result in a positive impact.

What evidence do you have to support this?

The increased availability of parking in close proximity to the Promenade and the retail centre of Aberystwyth.

What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?

N/A

Do you think this proposal will have a positive or a negative impact on people because of their ethnic origin? (Click [here](#) for information)

Asian / Asian British	None / Negligible
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Black / African / Caribbean / Black British	None / Negligible
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Mixed / Multiple Ethnic Groups	None / Negligible
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White	None / Negligible
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Other Ethnic Groups	None / Negligible
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Describe the positive or negative impacts

N/A

What evidence do you have to support this?

N/A

What action(s) can you to take to mitigate any negative impacts?

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

N/A

Do you think this proposal will have a positive or a negative impact on people with different religions, beliefs, or non-beliefs? (Click [here](#) for information)

Buddhist	None / Negligible
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Christian	None / Negligible
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Hindu	None / Negligible
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Humanist	None / Negligible
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Jewish	None / Negligible
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Muslim	None / Negligible
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Sikh	None / Negligible
Non-belief	None / Negligible
Other	None / Negligible
Describe the positive or negative impacts	
N/A	
What evidence do you have to support this?	
N/A	
What action(s) can you to take to mitigate any negative impacts?	
Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?	
N/A	

Do you think this proposal will have a positive or a negative impact on men or women? (Click here for information)	
Men	None / Negligible
Women	None / Negligible
Describe the positive or negative impacts	
N/A	
What evidence do you have to support this?	
N/A	
What action(s) can you to take to mitigate any negative impacts?	
Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between men and women?	
N/A	

Do you think this proposal will have a positive or a negative impact on people from the Armed Forces Community? (Click here for information)	
Members of the Armed Forces	None / Negligible

Veterans	None / Negligible
Spouses	None / Negligible
Children	None / Negligible
Describe the positive or negative impacts	
N/A	
What evidence do you have to support this?	
N/A	
What action(s) can you take to mitigate any negative impacts?	
N/A	

Socio-economic Duty

Socio-economic disadvantage means living on a low income compared to others in Wales, with little or no accumulated wealth, making it more difficult to access basic goods and services.

Family background or where a person is born still affects their life. For example, a child from a wealthy family often does better at school than a child from a poor family, even if the poorer child is more naturally academic. This is sometimes called socio-economic inequality.

Do you think this proposal will have a positive or a negative impact on people experiencing socio-economic disadvantage?	None / Negligible
Describe the positive or negative impacts	
Whilst a proportion of on-street parking will become charged for parking it represents a very small proportion of the overall parking available within Aberystwyth with significant amounts of free parking, both on and off street available within the town. The impacts are therefore considered to be negligible.	
What evidence do you have to support this?	
There is a significant amount of free parking, both on and off street available within the town.	
What action(s) can you take to mitigate any negative impacts?	
Public consultation will be undertaken as part of the development and implementation of the proposal.	

Is there an opportunity to use this proposal to eliminate unlawful discrimination, advance equality of opportunity or encourage good relations between people in this group and the rest of the population?

Free on-street parking is available within close proximity to the promenade.

National Well-being Goal: A Wales of Cohesive Communities

A society with attractive, viable, safe, and well-connected communities.

Click [here](#) for information about cohesive communities.

Does the proposal contribute to this goal? Describe the positive or negative impacts. [HINT](#)

The introduction of charged parking on the Promenade shouldn't have a particular impact on cohesive communities

What evidence do you have to support this view?

N/A

What action(s) can you take to mitigate any negative impacts or better contribute to the goal?

N/A

National Well-being Goal: A Wales of Vibrant Culture and Thriving Welsh Language

A society that that promotes and protects culture, heritage, and the Welsh language and which encourages people to take part in the arts, sports, and recreation.

Click [here](#) for information about culture and the Welsh language

Does the proposal contribute to this goal? Describe the positive or negative impacts.

The increased availability of parking in close proximity to cultural venues, as well as the promenade will have a positive impact on people wishing to access culture, heritage and sports/recreational assets.

What evidence do you have to support this view?

The increased availability of parking in close proximity to cultural venues, as well as the promenade will encourage people to access culture, heritage and sports/recreational assets.

What action(s) can you take to mitigate any negative impacts or better contribute to the goal?

N/A

With reference to the following, do you think this proposal will have a positive or negative effect on the Welsh language?

Click [here](#) for information

Opportunities for people to use the Welsh language

Positive

Treating the Welsh language, no less favourably than the English language

Positive

What evidence do you have to support this view?

There is no distinction between the languages within this proposal and nor does it have an impact on the use of the Welsh language. All signage and associated documentation will be fully bilingual.

What action(s) can you take to increase the positive impact or mitigate any negative impact on the Welsh language?

All signage and associated documentation will be fully bilingual.

National Well-being Goal: A Globally Responsible Wales

A society that considers how our actions might impact on other countries and people around the world.

Click [here](#) for information about global responsibility.

Does the proposal contribute to this goal? Describe the positive or negative impacts. HINT

The proposed change will have a positive impact on a Globally Responsible Wales by encouraging the public to utilise more sustainable modes of transport, and through providing increased availability of parking in close proximity to town centre amenities, reducing the number of people who drive around looking for spaces within the town centre.

What evidence do you have to support this view?

N/A

What action(s) can you take to mitigate any negative impacts or better contribute to the goal?

N/A

Strengthening the Proposal

If you have identified any negative impacts in the above sections, please provide details of any practical changes and actions that could help remove or reduce the negative impacts.

What will you do?	When?	Who is responsible?	Progress
Public consultation will be held as part of the development and implementation of the proposal	March to June 24	HES	
<p>If no action is to be taken to remove or mitigate negative impacts, please justify why. (If you have identified any unlawful discrimination then the proposal must be changed or revised.)</p>			
See above.			
<p>How will you monitor the impact and effectiveness of the proposal?</p>			
Should the proposal be implemented, then the utilisation of the available spaces will be monitored and managed on an ongoing basis.			

Sustainable Development Principle: 5 Ways of Working

Describe below how you have implemented the five ways of working in accordance with the sustainable development principle of the Well-being of Future Generations (Wales) Act 2015



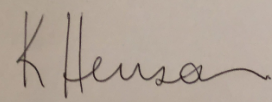
<p>Long term Balancing short-term needs with long-term need and planning for the future.</p> <p><u>HINT</u></p>	<p>The proposal is seen as a means of ensuring the availability of parking, including turnover of spaces, in close proximity to many of the assets and attractions available within the retail and tourist areas of Aberystwyth.</p>
<p>Collaboration Working together with other partners to deliver.</p> <p><u>HINT</u></p>	<p>The proposal will be the subject of consultation with other stakeholders in order to shape the final proposals put forward for public consultation.</p>
<p>Involvement Involving those with an interest and seeking their views.</p> <p><u>HINT</u></p>	<p>The proposal has been through relevant Budget Scrutiny Committees, as well as the Cabinet process, and will be the subject of public consultation and a further Cabinet resolution before any implementation is considered.</p>
<p>Prevention Putting resources into preventing problems occurring or getting worse.</p> <p><u>HINT</u></p>	<p>On-street parking is not a preventative service.</p>
<p>Integration Considering the impact of your proposal on the four pillars of well-being (social, economic, cultural and environment) the objectives of other public bodies and across service areas in the Council.</p> <p><u>HINT</u></p>	<p>It is not considered possible to include the integration of the service with activities undertaken by other stakeholders and/or partners.</p>

Risk

Summarise the risk associated with the proposal.

	1	2	3	4	5
Impact Criteria	Very Low	Low	Medium	High	Very High
Likelihood Criteria	Unlikely to occur	Lower than average chance of occurring	Even chance of occurring	Higher than average chance of occurring	Expected to occur
Risk Description	Impact	Probability	Score (Impact x Likelihood)		
Proposal not being supported following public consultation	3	3	9		

Sign Off

Position	Name	Signature	Date
Corporate Manager		X _____	Click or tap to enter a date.
Corporate Lead Officer	Rhodri Llwyd		19/02/2024
Corporate Director	Barry Rees		19/02/2024
Portfolio Holder	Keith Henson		19/02/2024

CYNGOR SIR CEREDIGION COUNTY COUNCIL

<u>Report to:</u>	Cabinet
<u>Date of meeting:</u>	3 September 2024
<u>Title:</u>	On-street Charges for Parking Proposals - Aberystwyth Promenade
<u>Purpose of the report:</u>	To provide feedback from the Thriving Communities Overview and Scrutiny Committee held on 11 July 2024

Background:

Councillor Keith Henson, Cabinet Member outlined the report upon the On-street Charges for Parking Proposals - Aberystwyth Promenade and Mr Rhodri Llwyd, Corporate Lead Officer, Highways and Environmental Services subsequently provided Members with a detailed power point presentation on the proposals.

Following questions from the floor and clarification on the proposals, the Chair requested any other amendments/proposals from the Committee to recommend to Cabinet, however, none were forthcoming. It was resolved that a recorded vote be taken.

Recommendation(s):

Following the recorded vote, it was agreed not to support the proposals put forward in relation to the introduction of charging for parking along the Promenade in Aberystwyth.

Councillor Marc Davies
Chairman of the Thriving Communities Overview and Scrutiny Committee