

# Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism and  
the Environment

to

**Traffic and Parking Working Party**

on

**21<sup>st</sup> September 2009**

Report prepared by: Cheryl Hindle-Terry, Team Leader  
(Demand Management)

Agenda  
Item No.

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**Cliffs Pavilion Car Park – Charging**  
**Portfolio Holder – Councillor Anna Waite**  
***A Part 1 Public Agenda Item***

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## **1. Purpose of Report**

For the Traffic and Parking Working Party to consider a proposal to introduce parking charges at the Cliffs Pavilion Car Park.

## **2. Recommendation**

2.1 That the Traffic and Parking Working Party note the proposals.

2.2 That the Cabinet Committee approves that the necessary Traffic Regulation Order and further agree that in the event of there being no objections to the proposals, the Traffic Regulation Order be confirmed. Any objections will be referred to this Committee for consideration.

## **3. Background**

3.1. The Cliffs Pavilion including the car parking facility is currently managed by an external management company. It has been suggested by the management company that there is a need to manage parking in their car park and introduce parking charges. To introduce parking charges requires the implementation of a Traffic Regulation Order utilising the same statutory processes as on street parking Orders.

## **4. Other Options**

4.1. No action. The ongoing maintenance and control of usage requires financial contribution, introducing charges will offset these costs.

## **5. Reasons for Recommendations**

5.1. To offset ongoing maintenance costs and ensure parking on the site is managed.

## **6. Corporate Implications**

### **6.1 Contribution to Council's Vision & Corporate Priorities**

The parking will be better controlled within the site by introducing an appropriate layout and control mechanism for contraventions.

### **6.2 Financial Implications**

Traffic Regulation Orders require formal advertisement which will be funded through capital budgets. However, an agreement is to be finalised with the managing company on offsetting the cost as part of the overall partnership package for managing parking on this site.

### **6.3 Legal Implications**

The formal statutory consultative process will be completed in accordance with the requirements of the legislation.

### **6.4 People Implications**

Staff time as required to organise and monitor the progress of the proposals.

### **6.5 Property Implications**

None

### **6.6 Consultation**

Formal consultation will be undertaken including advertisement of the proposal in the local press and on the street.