

STATEMENT OF REASONS

The Council has undertaken a strategic initiative to revise car parking charges and tariffs across its six car parks, aimed at increasing revenue and enhancing operational efficiency for the 2025/26 financial year and beyond.

This project reflects the Council's commitment to maintaining financial sustainability while addressing local parking needs and ensuring the effective use of resources.

The car parks included in this initiative are:

- Billericay High Street
- Billericay Radford Crescent
- Billericay Lake Meadows
- Wickford Main
- Wickford Pool
- Wickford Ladygate

The proposal is expected to generate £168,000 in additional annual income by implementing the following measures:

- Evening charges 6pm-10pm (all sites excluding Wickford Pool)
- Consistent application of charges on all days of the week, including weekends, year-round
- No charges to apply on Christmas Day, Boxing Day and New Year's Day

Alongside these changes, operational upgrades which have previously been agreed will be implemented, such as upgrading outdated and unreliable pay-and-display machines with modern cashless and ticketless payment terminals. This transition will enhance the reliability of the parking infrastructure, reduce risks associated with vandalism and theft, and lower ongoing maintenance costs, removing the need to purchase pay and display tickets for the payment terminals. Additional measures include removing obsolete signage, updating terms and conditions boards, and streamlining permit management processes. The proposals also aim to align parking tariffs with current usage patterns. This includes adjusting operating hours, introducing new evening and weekend tariffs, and tailoring permits to accommodate both short-term users and regular permit holders.