

East Herts Council Non-Key Decision Report

Date: 8 December 2022

Report by: Councillor Graham McAndrew, Executive Member for Environmental Sustainability

Report title: Overnight parking tariff for proposed Travelodge Hotel (Bishop's Stortford) customers.

Ward(s) affected: Bishop's Stortford Meads

Summary

- The Council has been liaising with Solum and Travelodge Hotels Limited as part of the Goods Yard development in Bishop's Stortford to secure overnight car parking for customers of the proposed hotel (subject to planning permission). This report sets out a new tariff proposal in order to facilitate parking for the hotel.

RECOMMENDATIONS FOR DECISION:

- (A) Approval of an overnight car parking tariff for the proposed Travelodge (Bishop's Stortford) hotel customers for Jackson Square and Crown Terrace car parks as described in para 1.0**
- (B) Approval of a 30-year agreement between East Herts District Council and Travelodge Hotels Ltd.**

1.0 Proposal(s)

- 1.1 Following the construction of a hotel (subject to planning) in

early 2024, it is proposed that EHDC will provide overnight car parking at Jackson Square car park for up to 60 Travelodge (Bishop's Stortford) customers per night and 10 spaces at Crown Terrace car park.

- 1.2 The charge is proposed to be £4 from 3pm to 10am. The rate will increase in line with the Council's fees and charges, currently 2.5% or CPI depending on the higher value.
- 1.3 The charge will be made at the hotel reception via pay by app.
- 1.4 Enforcement will take place overnight in line with contractual amendments and deployment levels.
- 1.5 Further details will be provided in the Heads of Terms agreed.

2.0 Background

2.1 The Goods Yard development in Bishop's Stortford is a significant site for regeneration and development. It plans to deliver:

- up to 740 new homes
- commercial, retail and community space
- New station parking
- Improvements to the transport interchange
- A sustainable route through the site
- Public open space

2.2 In addition, it plans to provide a hotel. The Goods Yard development aspires to promote economic growth, vibrancy and vitality to Bishop's Stortford. Ongoing discussions in relation to the viability of a hotel which is dependent on overnight parking have taking place between Solum, Travelodge, Legal and General (landlord of Jackson Square car

park) and the Council's parking and property team since late 2021.

2.3 Following a series of deliberations, all interested parties are now in agreement with the proposals as described in para 1.0.

2.4 Jackson Square Car Park is a 708 space multi storey car park located under the Jackson Square Shopping Centre. It is freehold owned by EHDC but leased to Legal and General. The car park element is leased back to the Council to manage, with a share of the income going to Legal and General. The car park is open at 7.30am and locked at midnight.

2.5 Crown Terrace car park is made up of 64 spaces.

2.6 As part of the negotiation, consideration was given to the occupation of spaces in the context of check-in times using data from neighbouring Travelodge hotels.

| <u>Check in time</u> | | | | |
|--------------------------------------|-------------------|-------------------|-------------------|------------------|
| Site name | Before 3pm | 3pm to 4pm | 4pm to 5pm | After 5pm |
| Travelodge Letchworth Garden city | 16% | 11% | 13% | 60% |
| Travelodge Welwyn Garden City | 15% | 13% | 11% | 61% |

2.7 For the Bishop's Stortford hotel, Travelodge would expect the number of average daily car numbers generated by customers to be as follows:

| | |
|--|----------|
| Number of rooms | 89 rooms |
| Expected Average Occupancy | 80% |
| Average number of Rooms Occupied daily | 71 rooms |
| Expected Average No. of Vehicles for daily occupants | 42 to 50 |

2.8 Whilst there may be some occasions when the hotel has more occupants, even if the hotel were 100% full, they would not expect the number of cars generated to be more than around 65 vehicles. It should also be noted that some guests will park in Crown Terrace due to the height restrictions and overnight closure of Jackson Square.

2.9 Taking the expected, average daily vehicle numbers for Bishop's Stortford and applying these to the check-in time percentages, the number of vehicle arrivals anticipated for this hotel are as follows:

| Check-in time | Expected Average number of vehicles arriving in Bishop's Stortford |
|---------------|--|
| Before 3pm | 6 to 8 |
| 3pm to 4pm | 5 to 7 |
| 4pm to 5pm | 5 to 7 |
| After 5pm | 25 to 30 |

2.10 Space count data was also collected to provide an indication of spaces available in Jackson Square car park. The table below indicates there is sufficient capacity to cope with the additional vehicles during this time.

| Date/Time | Time of Count | % | Time of Count | % | Time of Count | % |
|------------------|---------------|-----------|----------------|-----------|---------------|-----------|
| | 9.00am | | 10.00am | | 4.00pm | |
| Monday | 232 | 35.05 | 475 | 71.75 | 468 | 70.69 |
| Tuesday | 225 | 33.99 | 460 | 69.49 | 293 | 44.26 |
| Wednesday | 192 | 29.00 | 494 | 74.62 | 339 | 51.21 |
| Thursday | 352 | 53.17 | 512 | 77.34 | 310 | 46.83 |
| Friday | 504 | 76.13 | 625 | 94.41 | 305 | 46.07 |
| Saturday | 309 | 46.68 | 562 | 84.89 | 386 | 58.31 |
| Averages: | 302 | 46 | 521 | 79 | 350 | 53 |

3.0 Reason(s)

- 3.1 Travelodge have stated that they will not progress with the hotel development without overnight parking secured.
- 3.2 Legal and General have stated that a charge must be applied to cover basic maintenance costs of the car park.

4.0 Options

- 4.1 Do Nothing – this will result in Travelodge potentially withdrawing from the development at Goods Yard, meaning no hotel present via the Travelodge route. This is not recommended.
- 4.2 Provide an alternative car park – discussions have taken place over several months and Travelodge have stated that other EHDC car parks in the locality are too far for customers to travel from. Jackson Square and Crown Terrace car parks are the primary car parks they are seeking an agreement on. Providing an alternative to is not recommended.

5.0 Risks

- 5.1 Displacement of vehicles on-street or in resident permit zones. The Council will monitor this should the hotel be constructed and work with partners to mitigate this risk.

6.0 Implications/Consultations

- 6.1 The following colleagues have been engaged in discussions:
 - 1.1.1 Jackson Square shopping centre manager
 - 1.1.2 Legal and General and Saville's estate agents

1.1.3 EHDC - Head of Strategic Finance and property

1.1.4 EDHC - Head of Planning

1.1.5 EHDC - Parking team

Community Safety

No – the police are a statutory consultee for Traffic Regulation Order's and will be consulted if the principle of a new tariff is approved.

Data Protection

Data protection and sharing agreements will be place between EHDC, its enforcement contractor and Travelodge should the proposal be approved.

Equalities

It is not anticipated that the proposal will negatively impact any of the protected characteristics.

Environmental Sustainability

The proposal may see an increase in vehicles in the Bishop's Stortford area overnight.

Financial

The cost of the TRO will be claimed against the hotel. Additional motorist will generate further income from car parks. The income projections are shown on the table below, with a projected income of £50,000 based on 80% occupancy.

| Car parking spaces | Spaces | Price | Days | Potential Income | Occupancy | Cost to Landlord (40% income) | EHDC (60%) |
|---------------------------|---------------|--------------|-------------|-------------------------|------------------|--------------------------------------|-------------------|
| Jackson Sq | 60 | 4 | 364 | 87360 | 100 | 34944 | 52416 |
| | | | | 69888 | 80 | 27955.2 | 41932.8 |
| | | | | 43680 | 50 | 17472 | 26208 |
| | | | | | | | |
| Crown Terrace | 10 | 4 | 364 | 14560 | 100 | | |
| | | | | 11648 | 80 | | |
| | | | | 7280 | 50 | | |

100% £ 66,976

Potential total income 80% £ 53,581

50% £ 33,488

Health and Safety

No

Human Resources

No

Human Rights

No

Legal

A Traffic Regulation Order (TRO) will need to be advertised which will include consultation. Additionally, the Head of Terms will be finalised between all parties following approval of the non-key decision.

Specific Wards

Yes

7.0 Background papers, appendices and other relevant material

7.1 N/A

Contact Member

Councillor Graham McAndrew – Executive Member for Environmental Sustainability graham.mcandrew@eastherts.gov.uk

Contact Officer

Jess Khanom-Metaman – Head of Operations, Tel: 01992 531693.
jess.khanom-metaman@eastherts.gov.uk

Report Author

Jess Khanom-Metaman – Head of Operations, Tel: 01992 531693.
jess.khanom-metaman@eastherts.gov.uk