

**OFFICER DECISION RECORD**

**Record of a decision of Phillip Spurr, Service Director Culture Housing and Regulation.**

---

**Trial Period tiered car parking charges – Cannon Hall**

Car parking income is Barnsley Museums single biggest income stream and accounts for over a quarter of all earned income for the whole service; however, this income stream is not consistent with charges at neighbouring attractions and is confusing for the customer. It is essential that we are able to adjust our charges to allow Barnsley Museums to meet commercial income targets.

We are losing car parking revenue from a large proportion of our short stay visitors (1-2 hours). We have tested approaches to encourage these visitors to use our car parks, including new signage and more staff visible in the car park but this has made little impact to income levels. Therefore, we intend to reduce our parking charges in line with neighbouring attractions for a trial period over July – Sept 2017 and monitor the effect on overall income.

**Our current car parking charges are:**

Cars (all day) - £3.00

Coaches (all day) - £5.00

**We propose to trial charge of:**

Cars (up to 2 hours) - £1.00

Cars (all day) - £3.00

Coaches (all day) - £5.00

It is anticipated that the simplified charges, that mirror those of both Cannon Hall Farm and Cannon Hall Garden Centre, alongside a strong marketing campaign will increase earned income for the museums service. We will be monitoring the car parking income closely throughout this period and can use this data as rationalisation for a permanent change to fees and charges if warranted

**Authority**

**Decision Taken**

**Proposal agreed as outlined above**

**Date of Decision: 20.06.17**



---

Signature:

Service Director  
Culture Housing and Regulation

Phillip Spurr

---

N/A

---

Cllr Roy Miller  
Cabinet Spokesperson Place

Signature:  
Cabinet Spokesperson  
(if required)