

Report to: Lead Member for Transport and Environment

Date of meeting: 20 October 2025

By: Director of Communities, Economy and Transport

Title: Proposed introduction of parking charges, Broomhill Sands Car Park, Camber

Purpose: To seek approval to consult on the proposed introduction of off-street parking charges.

RECOMMENDATIONS: The Lead Member is recommended to:

- (1) Note the proposal to introduce off-street parking charges at Broomhill Sands Car Park, Camber; and**
 - (2) Approve that a 21-day public consultation is taken on the proposal outlined in this report.**
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1 Background Information

1.1. East Sussex County Council's (ESCC) statutory power to impose off-road parking charges derives from Sections 32, 35, 39(6) and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984, which provides for the variation or revocation of certain orders. Charges may be introduced following public consultation and the subsequent making of an Order under the Road Traffic Regulation Act.

1.2. Broomhill Sands Car Park (see Appendix 1 for location) is in the freehold ownership of East Sussex County Council and has no parking charges in place. To make the best use of resources now and for the future, it is proposed to introduce off-street parking charges.

1.3. The car park serves Broomhill and Camber Sands, and the King Charles III England Coast Path National Trail. Two County Council tenants, 'The Kitesurf Centre' and 'Frankie's at the Beach,' are leased to operate from the car park. The useable area of the car park is approximately 1,000 square metres.

1.4. The car park is surfaced with unsealed stone and is vulnerable to wear-and-tear, requiring regular maintenance. The surface is currently in a poor condition. Other site assets, such as bollards and height barriers, also need regular repair and replacement. (See Appendix 1 for example photographs.)

1.5. Income generated by the proposed charges would provide budget for the ongoing maintenance and management of the car park, for which there is currently no dedicated funding. Any surplus income would be used to support management of the nearby County Council-owned Camber Sands Site of Special Scientific Interest (SSSI).

2 Supporting Information

2.1. From telephony surveys in 2023 and 2024, there were over 13,000 annual vehicle visits to Broomhill Sands Car Park. Visitor numbers to the site are influenced by weather and season, with sunny weekends during July and August being most popular. The car park has an estimated maximum capacity of around 300 cars. As part of this proposal, parking for blue badge holders, cycles and motorcycles would remain free.

2.2. Proposed charges, between 8am and 6pm are:

Duration of stay	1 April to 30 September	1 October to 31 March
1 hour	£2	£2
1 to 2 hours	£4	£4
2 to 4 hours	£6	£6
Over 4 hours to end of day (6pm)	£8	£6

2.3. Income generated annually would cover annual maintenance and management of the site. Enforcement of the car park would be carried out as part of the existing NSL contract operated by ESCC's parking team. Charges will be reviewed annually in line with ESCC's fees and charges.

2.4. For comparison, the nearest local car parks operated by Rother District Council (Camber Central, Old Lydd Road and Western Road) operate seasonal charging. During the high season (1 April to 30 September) the charge is £6 for a stay of up to 1 hour, with a stay of 3 to 6 hours costing £24. During the low season those charges reduce to £1.50 for a stay of up to 1 hour, with 3 to 6 hours costing £6.75.

2.5. The proposed informal consultation will engage with local County Council, District and Parish Councillors, Rother District and Camber Parish Council, relevant council officers, local interest associations and Broomhill Sands tenants.

2.6. The informal consultation is proposed to last for 21 days and will be advertised on site, in the local press and on the ESCC website. Responses will then be analysed and, following this, a formal consultation on a proposed Traffic Regulation Order (TRO) would commence. Any unresolved objections will be considered by the Planning Committee. It is anticipated that charges could be implemented from 1 April 2026 subject to the final decision on the TRO.

3 Conclusion and Reasons for Recommendations

3.1. The proposed introduction of parking charges at Broomhill Sands Car Park would generate revenue to contribute towards the maintenance of the car park and nearby Camber Sands SSSI. Prior to the introduction of charges, informal and formal public consultations must be carried out.

3.2. The Lead Member for Transport and Environment is therefore recommended to approve that a 21-day public consultation is undertaken on the proposal to introduce off-street parking charges at Broomhill Sands Car Park, Camber.

RUPERT CLUBB

Director of Communities, Economy and Transport

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LOCAL MEMBERS

Councillor Keith Glazier

BACKGROUND DOCUMENTS

None