

Committee: Cabinet

Agenda Item

Date: 28 October 2014

16

Title: Christmas car parking

Portfolio Holder: Cllr Barker

Key decision: **No**

Summary

1. It is proposed to instigate a waiving of the parking charges within all District Council managed car parks to aid traders and town centre vitality over the Christmas and New Year periods.
2. This would involve a number of different changes and would also involve advertising and the provision of signage within the car parks.

Recommendations

3. To agree the Christmas car parking proposals:
 - Introduce 'free after 3pm' on all Council managed car parks on Saturdays 6, 13 and 20 December 2014.
 - Introduce free parking on all Council managed car parks EXCEPT Fairycroft/Waitrose from Christmas Eve 2014 to Friday 2 January 2015.
 - Introduce free parking all day on Saturday 6 December 2014 at Crafton Green car park at the request of the owner, Stansted Mountfitchet Parish Council and Lower Street car park due to the Frost Fayre.
 - Introduce 'free after 3pm' on all Council managed car parks from 1 December 2014 to 23 December 2014 (Except Fairycroft/Waitrose).

Financial Implications

4. The expected lost revenue for the 'free after 3pm' on Saturdays would be around £1,900 in total. In addition we will have to compensate the Pig Market Trust for the loss of income to them and may need to do so for other owners (e.g. Rose and Crown). Stansted Parish Council as owners of Crafton Green car park and Waitrose as part owners of Fairycroft car park have agreed to the proposal with no financial compensation.
5. The loss of income to the Pig Market Trust would be in the region of £1100 based on the share set out in the Car Park Management Agreement. The Council would cover for this loss of income to the Trust.
6. The lost income from Christmas Eve to Sunday 5 January would be in the region of £10,000.

7. The lost income from 'free after 3pm' in all December would be in the region of £5,000.

Background Papers

8. None

Impact

- 9.

Communication/Consultation	The changes to parking charges will be advertised widely.
Community Safety	No impact.
Equalities	The requirement will affect all equally.
Health and Safety	No impact.
Human Rights/Legal Implications	No impact.
Sustainability	No impact.
Ward-specific impacts	Affects all wards.
Workforce/Workplace	No impact.

Situation

10. The Council owns and manages a number of car parks across the District. It sets charges and collects income from the car parks. The charges are set for traffic management reasons and to influence driver behaviour e.g. keep traffic flowing, turnover of shoppers etc.
11. As a result Members have requested that Officers consider the car parking charging situation in the run up to Christmas and over the New Year period with the aim of boosting the number of shoppers and the vibrancy of our centres.
12. Consultation with interested parties has been undertaken (e.g. Gt Dunmow Town Team, Saffron Walden Town Team, Waitrose, Stansted Parish Council) to put together a workable and robust proposal.
13. General support has been received from all groups.

Conclusion

14. The Council has the ability to make the suggested changes and it is considered that the changes will have a beneficial impact on the vibrancy of the centres over this key trading period.
15. The resulting loss to expected budget is not significant.

Risk Analysis

16.

Risk	Likelihood	Impact	Mitigating actions
Loss of income has a detrimental impact on Council finances	1 – Careful assessment has been undertaken to identify the likely loss of income and based on experience from last year.	1 – Some reduction in income expected but this is not considered to be significant.	May need to balance loss of income from reserves..

- 1 = Little or no risk or impact
- 2 = Some risk or impact – action may be necessary.
- 3 = Significant risk or impact – action required
- 4 = Near certainty of risk occurring, catastrophic effect or failure of project.