

Committee: Cabinet

Date: Thursday, 2
November 2023

Title: Christmas Car Parking Incentives 2023

Portfolio Holder: Portfolio Holder for Finance and Economy
Cllr Neil Hargreaves

Report Author: Sarah Lewin, Acting Economic Development
Manager
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Key decision:
No

Summary

1. The Council has operated a Christmas car parking promotion for a number of years in all Council managed pay and display car parks, except for Fairycroft Road car park in Saffron Walden (at the request of Waitrose who already fund a promotional incentive).
2. The purpose of the car park promotion is to:
 - a. Support the vitality and viability of the town and village centres.
 - b. Increase footfall into the town and village centres and promote local shopping and access to services.
3. It is proposed to implement a number of free car parking dates and times to incentivise shoppers into our three main towns, Saffron Walden, Great Dunmow and Stansted. The 2023 proposals reflect local feedback and provide an incentive to shop locally and support local businesses.

Recommendations

4. It is requested that the Cabinet approve
 - a. Free parking from midday in Saffron Walden (excluding Fairycroft Road car park) on 17th November 2023 to coincide with the lantern parade and Christmas light switch on event.
 - b. Free parking all day on Friday 24th November 2023 in Saffron Walden (excluding Fairycroft Road), Great Dunmow and Stansted Mountfitchet to encourage shoppers into the town centres on Black Friday.
 - c. Free parking all day on Saturday 23rd December 2023 in Saffron Walden (excluding Fairycroft Road), Great Dunmow and Stansted to encourage last minute local shopping.

Financial Implications

5. The total estimated loss of income if the proposals are approved is £6,416 for the three proposed dates.
6. Approved car parking incentives would be promoted through the use of stickers on ticket machines, local and social media advertising.

Impact

7.

Communication/Consultation	None
Community Safety	None
Equalities	None
Health and Safety	None
Human Rights/Legal Implications	None
Sustainability	None
Ward-specific impacts	Car parks are located in Saffron Walden and Great Dunmow town centres, and Stansted Mountfitchet village centre
Workforce/Workplace	None

Risk Analysis

8.

Risk	Likelihood	Impact	Mitigating actions
Incentives do not bring in more shoppers	1 – it is likely that some additional shoppers will be attracted	1 – Little direct financial impact as income loss is minimal.	Ensure clear and widespread advertising of the individual incentives

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.