



Individual Executive Decision Notice

Report title	Christmas Parking Offer 2020	
Decision designation	GREEN	
Cabinet member with lead responsibility	Councillor Steve Evans, Cabinet Member for City Environment	
Wards affected	(All Wards);	
Accountable Director	Ross Cook, Director of City Environment	
Originating service	Parking Services	
Accountable employee	Deborah Binder	Service Lead, Parking Services & Enforcement
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Report to be/has been considered by	Councillor Steve Evans	26 November 2020

Summary

This report seeks approval to offer free parking, after 3pm, on four council owned City Centre car parks for a limited period prior to Christmas. This will support the city economy following a four week national lockdown period due to the Covid - 19 pandemic.

Recommendation(s) for action or decision:

That the Cabinet Member for City Environment, in consultation with the director City Environment.

1. Approve the Christmas Parking offer, option1, providing free parking after 3 pm from Monday to Friday on School Street, Peel Street, Market Car Park and Fold Street car parks

Signature

Date:

Signature

Date:

1.0 Background

- 1.1 To support the city centre retail economy and businesses and to encourage customers back onto the high street, following four weeks Covid19 lockdown, we want to provide a Christmas Parking offer that spreads the footfall in the city centre. The Mander and Wulfrun shopping centres are offering free parking on Sundays therefore we wanted our offer to also compliment that too.

2.0 Evaluation of alternative options

2.1 Option 1.

Offers free parking after 3 pm for Monday to Friday on School Street, Peel Street, Market Car Park and Fold Street car parks. The potential loss of income, based on the average pre 'Tier 2' lockdown income is £996 and £800 based on the average lockdown income

2.2 Option 2

Offers free parking after 3 pm from Monday to Saturday plus free parking all day Sunday on School Street, Peel Street, Market Car Park and Fold Street car parks. The potential loss of income, based on pre 'Tier 2' lockdown income is £1602 and £1445 based on lockdown income

2.3 Option 3

Offers free parking after 3 pm from Monday to Saturday plus free parking all day Sunday on School Street, Peel Street and Market Car Park. Fold Street car park has been removed from this offer.

The potential loss of income, based on pre 'Tier 2' lockdown income is £193 and £154 based on lockdown income

- 2.4 It should be noted that in addition to the above offers, free evening parking is also available, after 5:30pm, on Bell Street, Temple Street, Snow Hill and Tempest Street car parks.

- 2.5 Appendix 1, illustrates the location for each of the car parks included in the offers

- 2.6 Signage, advertising the applicable free offer, will be erected on the appropriate Car Parks and Pay & Display machines. The RingGo pay by phone application will require reprogramming to reflect the necessary changes, costing in the region of £250. Regardless of which option is implemented the above costs will be applicable.

3.0 Reasons for decision

- 3.1 All of the above options support the potential increase in late night shopping. Both the Mander and Wulfrun Shopping Centre's are offering free parking on their City Centre car parks on the last three Sunday's prior to Christmas. Should the Council offered option 1, which includes the popular Fold Street car park, and does not offer any concessions at the weekends the combined free parking offers will attract custom/ footfall throughout the week and weekend which will help reduce the potential for crowds and congestion.

4.0 Financial implications

- 4.1 As a result of implementing option 1, there will be loss of car park income amounting to approximately £1,000. Appendix 2 provides a breakdown and summary of the potential loss of income.
- 4.2 The additional £250 expenditure will be funded from the Operational car park budget G10539.

[SB/27112020/F]

5.0 Legal implications

- 5.1 These proposals do not require a temporary or permanent amendment to the current applicable Traffic Regulation Order.

[TS/27112020/S]]

6.0 Equalities implications

- 6.1 Council owned car parks offer appropriate parking provision for visitors to the City, including mobility impaired and those with hidden disabilities, as such supporting access to retail businesses and services in general. The disabled parking provision will not be affected by these proposals.

7.0 Climate change and environmental implications

- 7.1 The proposals are aimed at both supporting the City Centre economy yet also discourage excessive congestion caused by many motorists trying to access to the City Centre if the offer was limited to fewer opportunities.

8.0 Human resources implications

None

9.0 Corporate Landlord implications

None

10.0 Health and Wellbeing Implications

- 10.1 This offer provides greater opportunities for the public to visit the City Centre therefore avoids crowding and lengthy queues whilst waiting to gain access to retail outlets and businesses.

11.0 Covid Implications

- 11.1 The proposals will assist in spreading demand and even out visitor numbers helping to reduce the potential to spread of infection and maintain social distancing in our City Centre.

12.0 Schedule of background papers

13.0 Appendices

- 13.1 Appendix 1: Car Park Map - Xmas Free after 3PM (2020)
- 13.2 Appendix 2: Christmas Parking Offer 2020 (Loss of Income)