

CHRISTMAS PARKING 2016

Direct and Trading Advisory Committee - 1 November 2016

Report of Chief Officer Environmental and Operational Services

Status: For Consideration

Also considered by: Cabinet - 10 November 2016

Council - 22 November 2016

Key Decision: No

Executive Summary: This report requests that the Committee considers free concessionary parking on select dates at Christmas 2016.

This report supports the key aims of:

The effective management of Council resources and supporting and developing the local economy.

Portfolio Holder Councillor Matthew Dickins

Contact Officer John Strachan Ext.7310

Recommendation to Direct & Trading Advisory Committee: That the recommendation to Cabinet below be considered.

Recommendation to Cabinet: That

- a) subject to consideration of any views of the Advisory Committee, free parking be provided in car parks and on street parking bays for two Saturdays, 10 and 17 December 2016 preceding Christmas; and
- b) subject to recommendation (a) above, it be recommended to Council that the cost in terms of lost income for free Christmas parking be funded from Supplementary Estimates.

Recommendation to Council: That the cost in terms of lost income for any free Christmas parking agreed above, be funded from Supplementary Estimates.

Reason for recommendation: To help encourage shoppers and other visitors to Sevenoaks and Westerham, in the busy shopping period leading up to Christmas 2016.

Introduction and Background

- 1 In previous years the Council has helped encourage shoppers and visitors to Sevenoaks and Westerham by giving free parking in car parks and on street parking bays on two Saturdays in the run up to Christmas.
- 2 Unlike in previous years, this year, in light of concerns from traders over parking by shop staff, Sevenoaks Town Partnership is asking for free parking for the first two hours on each of the two Saturdays.
- 3 Because of the operational difficulty in facilitating this, and the potential confusion for the public, Sevenoaks District Council proposes providing “free” all day parking, in line with the arrangements in previous years.
- 4 Regular monitoring will ensure compliance with the maximum stay periods in car parks and on-street, to ensure that space is not monopolised by all-day parking by shop workers. On each Saturday free parking will be promoted for shop workers in the Council Offices staff car park accessed from Gordon Road.
- 5 Relaxing parking charges on Saturday has no impact on Swanley or at Knockholt Station as charges only apply Monday to Friday.
- 6 This is regarded as being of particular importance in light of similar initiatives operated in other towns in neighbouring Districts.
- 7 As in previous years Senico Community Leisure whose parking areas form a part of the Suffolk Way car park have participated in these events, they will be invited to participate again.

Background Information

- 8 The estimated shortfall in income over the two days is estimated at £16,000.

Other Information

- 9 Members are advised that, as in previous years, the Council’s Portfolio Holder for Direct and Trading has allowed free evening parking for Christmas Lights and shopping events in Sevenoaks on Friday 25 November 2016 and in Westerham on Thursday 24 November 2016.

Key Implications

Financial

- 10 Shortfall in parking income of £16,000 to be met from Supplementary Estimates.

Legal Implications and Risk Assessment Statement.

- 11 Management of “overstay” parking is difficult when there is no requirement for a ticket to be purchased and displayed.

Equality Impacts

- 12 There is a low risk that the proposals in this report would have any implications under the Equality Act.

Community Impact and Outcomes

- 13 Free Christmas parking is a local initiative popular with residents, visitors to the district, businesses and traders, and supportive of local economic vibrancy.

Human Rights

- 14 There are no human rights issues or implications.

Appendices None

Background Papers None

Richard Wilson
Chief Officer Environmental and Operational Services