

CHRISTMAS PARKING 2017

Direct and Trading Advisory Committee - 2 November 2017

Report of Chief Officer Environmental and Operational Services

Status: For Consideration

Also considered by: Council - 21 November 2017

Key Decision: No

Executive Summary: This report requests that the Committee considers free concessionary parking on select dates at Christmas 2017.

This report supports the key aims of:

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

Portfolio Holder Cllr. 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 for two weekends leading up to Christmas, on Saturdays and Sundays, 9 & 10 and 16 & 17 December 2017; and
- b) Subject to recommendation (a) above, it be recommended to Council that the cost in terms of lost of 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 2017.

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 on the run up to Christmas.
- 2 This year the Council is proposing to extend the arrangement in Sevenoaks town to include the Sunday of each weekend, encouraging shoppers in to the town and giving further support to the local economy in the busy lead up to Christmas.
- 3 This is regarded as being of particular importance in light of similar initiatives operated in other towns in neighbouring Districts.
- 4 Relaxing parking charges on weekends has no impact on Swanley or at Knockholt Station, where charges only apply Monday to Friday.
- 5 Vehicles parking for free are still required to observe maximum periods of stay in car parks and on street.
- 6 Regular monitoring will endeavour to 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.
- 7 Weekend free parking will be promoted for shop workers in the Council Offices staff car park accessed from Gordon Road.
- 8 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

- 9 The estimated shortfall in income over the two days is estimated at £18,000.

Other Information

- 10 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 24 November 2017 and in Westerham on Friday 1 December 2017.

Key Implications

Financial

Shortfall in parking income of £18,500 to be met from Supplementary Estimates.

Legal Implications and Risk Assessment Statement.

Management of "overstay" parking is difficult when there is no requirement for a ticket to be purchased and displayed.

