

CHRISTMAS PARKING 2020

Council - 17 November 2020

Report of: Deputy Chief Executive and Chief Officer, Finance & Trading

Status: For Consideration

Also considered by:

- Cleaner and Greener Advisory Committee - 13 October 2020
- Cabinet - 15 October 2020

Key Decision: No

Executive Summary: This report requests that the Committee considers free concessionary parking on select dates at Christmas 2020.

This reports support the Key Aim of: The effective management of Council resources and supporting and developing the local economy.

Portfolio Holder: Cllr. Margot McArthur

Contact Officer: John Strachan, Ext. 7310

Recommendation to Cleaner and Greener 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, as detailed in paragraph 2 of the report; and
- (b) Subject to recommendation (a) above, it be recommended to Council that the cost in terms of loss of income for free parking be met from the Supplementary Estimates

Recommendation to Council: That the Council considers the views of the Committee, and the cost in terms of lost income for any free 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 2020.

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 Free parking is proposed in all Sevenoaks town car parks on the two Saturdays leading up to Christmas in December 2019 and free parking in Blighs car park which is the only charged car park on the two Sundays before Christmas.

Location	Date
Sevenoaks	Saturday and Sunday 12 and 13 December 2020
	Saturday and Sunday 19 and 20 December 2020
Westerham	Saturday 12 December 2020 (Sundays free)
	Saturday 19 December 2020 (Sundays free)

- 3 To help maintain parking turnover in Blighs over the two weekends, the maximum stay in Blighs will be reduced from 4 to 3 hours.
- 4 Relaxing parking charges on weekends has no impact on Swanley, or at Knockholt Station as charges only apply Monday to Friday.
- 5 This is regarded as being of particular importance in light of similar initiatives operated in other towns in neighbouring Districts.
- 6 Vehicles parking for free are still required to observe maximum periods of stay in car parks and on street.
- 7 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.
- 8 Weekend free parking will be promoted for shop workers in the Council Offices staff car park accessed from Gordon Road.
- 9 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

- 10 The estimated shortfall in income over the two days is estimated at £16,500 based on budgeted income levels.

Other Information

- 11 Members are advised that, as in previous years, the Cleaner and Greener Portfolio Holder has allowed free evening parking for Christmas Light and late night shopping events.

- 12 We understand that this year Sevenoaks Town Council and Westerham Town Council are not planning to hold a Christmas Light events this year, Sevenoaks District Council is exploring direct with local businesses in Sevenoaks and Westerham, whether an evening event with associated free parking would be desirable.

Key Implications

Financial

Shortfall in parking income of £16,500 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.

Equality Impacts

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

Community Impact and Outcomes

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

Appendices

None

Background Papers

None

Adrian Rowbotham

Deputy Chief Executive and Chief Officer - Finance & Trading