

**Decision under Delegated Powers**  
**To approve “Free after Three” parking for four Fridays leading up to**  
**Christmas 2022**

**Officers Requesting Decision**

Car Parks and Civil Enforcement Manager

**Officer Making the Decision**

Head of Regulatory and Community Safety

**Decision**

To approve the “Free after Three” parking promotion at Beehive Lane car park only on Fridays 2,9,16 and 23 December 2022

**Reasons**

Loughborough BID have requested the “Free after Three” parking on Fridays leading up to Christmas as a promotional offer in the town centre. The promotion is requested in Beehive Lane multi-storey car park only

**Authority for Decision**

The Head of Regulatory and Community Safety under The Council’s Constitution section 8 (published Sep 2022), Scheme of Delegation to Officers Page 27, Street Management, bullet point 24:

*To use car parking promotions as an operational tool to encourage car users to park in Council town centre car parks when it is considered beneficial to the town and the Council.*

**Decision and Date****Background**

Love Loughborough (BID) has been asked by its town centre members to put on free parking initiatives in the town centre to encourage business and trade.

It is recognised by Love Loughborough that the free parking initiatives do not have a significant impact on footfall but is a good marketing and promotional tool. The Love Loughborough BID approached the Council to develop this parking initiative for their members and have agreed to fund the costs for the loss of income anticipated as a result of the scheme. The council has information regarding typical current usage of the car park on Fridays after 3:00pm. The Council and the BID team will measure the success of the scheme by monitoring the uptake of spaces within the car park and any anecdotal comments or complaints from the public and shop keepers.

The scheme is limited to Beehive Lane car park only following consultation with Love Loughborough. Love Loughborough have agreed to cover the potential 'loss of income' as a result of the proposed scheme (as detailed below).

The Chief Exec has consulted with the Leader of the Council on the proposed promotion and both are in agreement to proceed given the financial support from Love Loughborough.

### **Financial Implications**

Loss of income on Fridays for all vehicles exiting Beehive Lane car park is estimated to be less than £250 per week. Note that some people who normally park in other Loughborough car parks including Granby Street might decide to park in Beehive Lane multi-storey instead reducing occupancy in those car parks.

Loughborough BID has agreed to cover the approximate loss during this promotion period. They have agreed to cover an approximate loss of income of £1,000 for the four Fridays leading up to Christmas

### **Risk Management**

There are no significant risks identified. Any financial risk is negligible.

Risk Identified	Likelihood	Impact	Risk Management Actions Planned
Failure to secure partner funding from Love Loughborough (BID)	L	L	Confirmed agreement of Love Loughborough (BID), if not received then scheme will be cancelled.

Key Decision: No

Background Papers: