

Decision under Delegated Powers
Free Sunday Parking promotion for the Bike Show on 22 May 2016

Officer Requesting Decision

Car Parks and Civil Enforcement Manager

Officer Making the Decision

Head of Regulatory Services

Recommendation

To approve the provision of free parking at Granby Street Council car park on Sunday 22nd May 2016 for the Loughborough town centre Bike show event.

Reason

The free parking promotions are recommended to encourage visitors and increased trade in Loughborough town centre, thereby adding to the vitality of the Town. The initiative is in partnership with Loughborough Business Improvement District (BID) and such parking initiatives are recommended in the 2012 Portas Report.

Item 6 of the Council's Cabinet on the 18th December 2014 reviewed the recommendations of the Car Parking Scrutiny panel. Cabinet agenda item 66 resolution no.5 recommended that:

(i) working with the Loughborough Business Improvement District and, subject to funding being available, the Council continue to offer selective free parking initiatives within the Town Centre Car Parks.

Authority for Decision

Section 8 of the Constitution contains authority to the Head of Regulatory Services 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 Council and the town (item 9 on page 8-25).

Cabinet on the 18th December 2014 passed the following resolution item 66, no.5(ii):

That the Head of Regulatory Services be given delegated responsibility, in consultation with the Lead Member for Regulatory Services, to determine the extent of any free parking initiatives;

The Head of Regulatory Services has consulted the Cabinet Lead Member and support Lead Member for Regulatory Services, Councillor Eric Vardy and Councillor David Hayes who have agreed to the promotions for 2015 in line with the Cabinet recommendation.

Decision and Date

Background

The Council historically responded to the Town Centre Partnership (TCP) and Chamber of Commerce requests to offer free or discounted parking in differing schemes. The Loughborough Business Improvement District (BID), was set up in 2012 and their objective is to look for initiatives to support and improve town centre trade and commerce.

In 2012 the Council won funding under the 'Portas' review for town centre regeneration. As part of Charnwood Borough Council's Portas Pilot application it stated the Council would continue to support car park promotions in order to improve the vitality of the town centre.

It is recognised that shoppers will not come to a town centre based solely on parking prices, as the quality of the retail experience is paramount, however, there is an opportunity to work in partnership with local partners to add to this experience through parking initiatives and incentives schemes.

It is proposed to offer free parking at Granby Street car park on Sunday 22 May 2016 to support a Bike Show based in Loughborough town centre, thereby encouraging uptake and maximising visitors to the town centre. Town centre trade should increase as a result which meets the requests of local traders for promotional campaigns by the Borough Council and Loughborough BID. Further promotions are planned for the remainder of the year.

The Loughborough BID has worked with the Council to develop the parking promotions and have agreed to part fund the costs for the loss of income anticipated as a result of the free parking. The Council has information regarding typical current usage of the car parks on Sundays, and actual uptake of spaces can be measured in the 'Pay on Foot' car park at Granby Street. 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 from the public and shop keepers.

Financial Implications

The Loughborough BID, has confirmed they will make a financial contribution towards the cost of this initiative, so as to help part cover any potential loss of income, and in promoting the idea with businesses and the general public.

The estimated loss of income for Granby Street car park on a typical Sunday is estimated to be £300. It has been agreed to share the costs 50/50 between the Council and the BID. This will be covered within existing budgets.

Risk Management

| Risk Identified | Likelihood | Impact | Risk Management Actions Planned |
|-----------------------------------|------------|--------|---|
| Failure to obtain partner funding | L | L | Confirmed agreement of Loughborough Business Improvement District (BID), if not received then scheme will be cancelled. |

Key Decision:

No