

Decision under Delegated Powers
Free Sunday Parking promotion for the WWI commemoration Sunday
11 Nov 2018

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 Loughborough Town centre council car parks (excluding Browns Lane) on Sunday 11 November 2018 for the Loughborough town centre remembrance parade for centenary of the end of World War I.

Reason

To support the centenary event, the vitality of the town centre and assist with the efficient and safe removal of rides following Loughborough fair.

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 7 on page 8-26).

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 Lead Member for Regulatory Services, Councillor Margaret Smidowicz who has agreed to free parking given the significant anniversary and the unique parking situation this year.

Decision and Date**Background**

2018 is the 100 year anniversary of the end of the first world war. The Council is marking the centenary with a number of events throughout the town centre.

This year the town centre remembrance service is on the Sunday immediately after Loughborough Fair. It is anticipated that all the rides except one very large will be removed from the car park by 9am and there will be no caravans on the car park site.

The large fairground ride is scheduled to be on to the Granby Street car park for this year's fair. The ride is a mini rollercoaster which has an approximate footprint of 20m x 40m. The ride is assembled and disassembled using cranes. Due to the complexity and size of the ride it will not be possible to dismantle it before the commencement of the remembrance service.

It is proposed to fence off the ride during the remembrance events. Unfortunately, this means that the car park exits and traffic flow will be blocked. Vehicles will require 'traffic management' to allow them to enter only before the service and then exit only after the service. The car park will remain closed after the service has taken place to allow for the safe dismantling of this large fairground ride.

To help with traffic flow management, the barriers in Granby Street will be left open during the remembrance service. The barriers will need to remain open so that drivers can leave the car park via the normal entrance barriers.

By leaving the barriers open the car park will effectively be free as vehicle can leave without payment.

Parking in Granby Street will be significantly reduced particularly for blue badge holders. The large fairground ride will mean that approximately 25 out of the 34 blue badge spaces will **not** be available.

It is proposed to offer free parking at the other Council car parks to encourage drivers to use these facilities thereby reducing the pressure on Granby Street.

The Markets and Fairs team will work with the communications team to advertise the parking situation and the preferred public car parks.

Following the main remembrance service there will be a number of stalls in the market for visitors. The free parking will be used as a promotion to encourage visitors to stay in the town centre thereby adding to the local economy and vitality of the town centre businesses.

This year is seen as a unique situation where the free parking will support a one-off centenary anniversary and to help operate the car parks for the public. No precedent is being set for future remembrance services.

Financial Implications

The estimated loss of income for all car parks on a typical Sunday is estimated to be between £500 and £750. This will be covered within existing budgets.

Risk Management

Risk Identified	Likelihood	Impact	Risk Management Actions Planned
There is an overlap between visitors to the parade and heavy machinery for the fairground ride	L	L	The car park is opened for a short period only before being handed back to the fairground operators. Devonshire Lane exit can be opened as an alternative exit.

Key Decision: No