

REPORT TO: Cabinet Member Technical Services

DATE: 17th November 2010

SUBJECT: Car Parking Promotions – Christmas 2010

**WARDS
AFFECTED:** Blundellsands, Manor & Victoria

REPORT OF: Andy Wallis Planning & Economic Regeneration Director

**CONTACT
OFFICER:** Stuart Waldron Assistant Director Transport & Spatial Planning

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To seek Cabinet Member Technical Services approval to the details for Parking Promotions to support Retail Christmas Promotions during December 2010

REASON WHY DECISION REQUIRED:

The Parking Service is managed within the Cabinet Member Technical Services portfolio.

RECOMMENDATION(S):

Cabinet Member Technical Services is recommended to:

Approve the detailed proposals for adjustments to the Parking Service operation to support Retail Christmas promoting in Crosby Town Centre as set out in the report.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: After call in to the Cabinet Member Technical Services on the 17th November 2010.

ALTERNATIVE OPTIONS:

None - the decision is delegated to the Cabinet Member Technical Services

IMPLICATIONS:

Budget/Policy Framework: The financial Implications, ie loss of income from the proposals for free parking on Saturdays in December 2010 in Crosby Town Centre are to be met by Crosby Area Committee and a local business.

Financial: N/A

<u>CAPITAL EXPENDITURE</u>	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £	2013/ 2014 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	2000			
Funded by:				
Sefton funded Resources	1000			
Funded from External Resources	1000			
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

FD 552 - The Head of Corporate Finance & ICT Strategy has been consulted and has no comments on this report

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		√	
2	Creating Safe Communities		√	
3	Jobs and Prosperity	√		
4	Improving Health and Well-Being		√	
5	Environmental Sustainability		√	
6	Creating Inclusive Communities		√	
7	Improving the Quality of Council Services and Strengthening local Democracy		√	
8	Children and Young People		√	

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

1.0 Background

- 1.1 Over recent years the Council has sought to support the local economy by providing adjustments to the parking operations that permits the promotion of free parking at certain times in the lead up to Christmas.
- 1.2 It is recognised that parking initiatives during the festive season have:
 - High promotional benefit for Local Retail Promotions
 - Encourage local loyalty.
- 1.3 However, as in 2009, there are ongoing major issues in 2010 with regard to a short fall in income to the parking account as a result of the national economic situation and poor weather again during the summer.
- 1.4 Discussion having been ongoing with Town Centre Partnerships and Business Village Partnership regarding promotions for Christmas 2010. Due to the overall Council budget situation and the continued reduced income to the parking account, Cabinet Member has offered to consider a scheme used in Southport in 2009 that provided free parking after three o'clock in the afternoon with the display of a permit on certain days (ie Thursdays in December). The permits were made available to Sefton Residents and administered by the Business Partnerships. This proposal supports the key principles of parking initiatives but minimises the financial impact.
- 1.5 To date only Crosby Business Village Partnership have come forward seeking approval to progress a parking promotion this year.

2.0 Crosby Town Centre – Proposed Parking Promotion Christmas 2010

- 2.1 Crosby Business Village Partnership and Ward Councillors have reviewed the 'free after three' offer but consider a higher level of promotion is required.
- 2.2 As a consequence the Crosby Area Committee on the 3rd November 2010 approved the allocation of a total of £1,000 to a Christmas Parking Promotion. A Ward Councillor has subsequently secured a further £1,000 from a local business.

- 2.3 The available funding to support the Christmas Parking Promotion in Crosby will permit free parking on the three Saturday's in December in the lead up to Christmas.

There will be no implications on the Parking Service Budget.

3.0 Recommendation

- 3.1 As the proposed promotion will not impact on the parking account Cabinet Member Technical Services is recommended to approve the detailed proposals for adjustments to the Parking Service Operation to support Retail Christmas promoting in Crosby Town Centre as set out in the report.