

REPORT TO: Cabinet Member Technical Services

DATE: 18th November 2009

SUBJECT: A Request for Variation to Crosby Car Parking Promotions - Christmas 2009

WARDS AFFECTED: Victoria
Blundellsands
Manor

REPORT OF: Andy Wallis Planning & Economic Regeneration Director

CONTACT OFFICER: Mo Kundi x 3447
Stuart Waldron x 4006

EXEMPT/CONFIDENTIAL: No

PURPOSE/SUMMARY:

To inform Cabinet Member Technical Services of the request from Cabinet Member Regeneration to reconsider the proposed parking promotion scheme in Crosby.

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:

Consider the request for free on Saturdays only in Crosby as part of the parking promotion activity to support retail centres during December 2009.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: After the call in period

ALTERNATIVE OPTIONS:

The alternative option is to continue with the original proposal to provide free parking after 3 00pm on Thursdays and Fridays in December 2009. However the view of the Cabinet Member (Regen) and Crosby BVP is that this proposal would not lead to any significant increase in footfall in the village.

IMPLICATIONS:**Budget/Policy Framework:**

Cabinet on the 1st October 2009 considered a report on the financial implications of the parking service supporting Christmas promotions. It indicated that the reduction in income as a result of the alteration to parking services would not exceed £10,000.

The recommendation now contained, is for the Cabinet Member to consider changing the proposal for Crosby only, to free parking on Saturdays in December.

To contain this change within the Cabinet limit of £10,000, it is considered that free parking could only be allowed for one Saturday in December, and that for each subsequent Saturday, a further loss of income would result of around £2,500. Such additional loss would require additional Cabinet approval, unless other resources could be found to supplement the loss.

Financial: Cabinet agreed a maximum loss of car park income during the December Christmas promotions of £10,000. Any amount above this would require further Cabinet approval, unless other resources could be found to mitigate the additional loss.

<u>CAPITAL EXPENDITURE</u>	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	10,000			

Funded by:				
Sefton funded Resources	10,000			
Funded from External Resources				
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

FD214 – The Finance and IS Director has been consulted and his comments have been incorporated in this report.

Legal

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

Report to Cabinet Member (Technical Services) 7th October 2009, and Cabinet

Member (Regeneration) 30th October 2009, entitle 'Car Parking Promotions - Christmas 2009'

1.0 Background

- 1.1 Cabinet Member for Regeneration at his meeting on 30th October 2009 considered a report entitled 'Car Parking Promotions - Christmas 2009'. The report, which is attached as Annex A, set out the details for parking proposals to support retail centres as part of the Christmas promotion campaign during December 2009.
- 1.2 One of the proposals for Southport and Crosby included the provision to provide free parking after 3.00pm on Thursdays and Fridays during the month of December 2009. Whilst Members accepted this as a practical solution that should lead to greater footfall in Southport because of the late night openings during those two days, however it was felt that it would not have the same beneficial impact in Crosby as shops do not operate late night openings.
- 1.3 Cabinet Member for Regeneration therefore requested that the Cabinet Member for Technical Services reconsider this proposal, and instead, provide free parking on Saturdays only in Crosby. This particular scheme was introduced earlier this year for a period of 12 weeks and was judged to be very successful by both the shoppers and local businesses.

2.0 Financial Implication

- 2.1 Cabinet on the 1st October 2009 considered a report on the financial implications of the parking service supporting Christmas promotions. It indicated that the reduction in income as a result of the alteration to parking services would not exceed £10,000.
- 2.2 The recommendation contained, is for the Cabinet Member to consider changing the proposal for Crosby only, to free parking on Saturdays in December. To contain this change within the Cabinet limit of £10,000, it is considered that free parking could only be allowed for one Saturday in December, and that for each subsequent Saturday agreed, a further loss of income would result of around £2,500. Such additional loss would require further Cabinet approval, unless other resources could be found to supplement the loss.

3.0 Recommendations

Cabinet Member Technical Services is recommended to:

Consider the request for free parking on Saturdays only in Crosby, as part of the parking promotion activity to support retail centres during December 2009.

ANNEX A

REPORT TO: Cabinet Member Technical Services
Cabinet Member Regeneration

DATE: 7th October 2009
30th September 2009

SUBJECT: Car Parking Promotions - Christmas 2009

**WARDS
AFFECTED:** All

REPORT OF: Andy Wallis Planning & Economic Regeneration Director

**CONTACT
OFFICER:** Stuart Waldron Assistant Director Transportation &
Development
0151 934 4006

**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 2009.

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 operations to support Retail Christmas promotions throughout the Borough as set out in the report.

Cabinet Member Regeneration is recommended to:

Note the report

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: After call in to Cabinet Member Technical services on the 7th October 2009.

ALTERNATIVE OPTIONS:

None the decision is delegated to the Cabinet Member Technical Services

IMPLICATIONS:

Budget/Policy Framework: Cabinet on the 1st October 2009 considered a report on the financial implications of the parking service supporting Christmas promotions. It indicated that the reduction in income as a result of the alteration to parking services would not exceed £10,000. The resolution of Cabinet will be advised at the Cabinet Member meetings.

Financial:

<u>CAPITAL EXPENDITURE</u>	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	10,000			
Funded by:				
Sefton funded Resources	10,000			
Funded from External Resources				
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 ???

The Leisure Services department have been consulted with regard to the Bootle Leisure Centre Car Park.

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

Cabinet Report 1st October 2009 – Christmas Retail Promotions – Car Parking Offers

1.0 Background

- 1.1 Members will be aware that during the Spring 2009 retailers in the main shopping centres in the Borough mounted promotions to mitigate the adverse impacts of the recession.
- 1.2 To support these initiatives, adjustments to the Council's Car Parking operations were undertaken in Southport and Crosby Town Centres to encourage visitors, particularly residents, to shop local and support the local economy. Proposals for Bootle Town Centre were reviewed but no measures were implemented.
- 1.3 At the time, it was agreed consideration would be given to further initiatives to support similar Christmas promotions.
- 1.4 Cabinet Member Technical Services and officers from the Planning & Economic Regeneration Department (Transportation and Development) have been in discussion with agencies and partnership representing Bootle, Crosby and Southport Town Centre i.e. Chamber of Commerce, Crosby Business Village, Southport Partnership, Southport Business Enterprise etc.
- 1.5 From these discussions the following key principles for parking initiatives have emerged:
 - i) Reducing the cost of parking has a high promotional benefit.
 - ii) At all centres it is important to target local residents and encourage ongoing local loyalty.
 - iii) In Southport the importance of visits from the wider region must be recognised.

2.0 Cabinet – 1st October 2009

- 2.1 Due to the potential impact on the Parking Service budget of making adjustment to operations to support Christmas promotions, Cabinet considered a report on the principle of such measures at the meeting on the 1st October 2009.
- 2.2 At the time of submitting this report the Cabinet meeting had yet to take place, however the resolutions were:

Cabinet is recommended to:

- i) Approve in principle adjustments to the Parking Operation to support Christmas Retail operations in the Borough.
- ii) Authorise the Cabinet Member Technical Services to agree the details of the Christmas car parking operations as part of the wider retailers promotions, with the financial impact upon the Council not exceeding £10,000.

2.3 The final resolution will be advised at the Cabinet Member meetings.

3.0 Details of Christmas Parking Promotions 2009

3.1 The details of the proposals have been developed to meet the core objectives indicated previously, with the understanding that the schemes must be promoted and administered by the local business partnership.

3.2 Current Details are as follows:

Southport On and Off Street Pay and Display Parking **Crosby Off-Street Pay and Display Parking** **Sefton Resident Southport/ Crosby Permit Scheme**

Permits to be made available, from specific outlets (local newspaper offices/retailers etc) that permits free parking after 3 00pm on Thursdays and Fridays in December 2009.

The permit will produced by the promoters, with guidance on the necessary wording to be displayed and instructions for use from Parking Services. They will be issued free of charge with proof of Sefton residency.

Separate permits will cover Southport or Crosby, and may for part of wider promotional material.

The cost implications will be loss of income from the Pay and Display scheme.

Southport Visitor Voucher **Southport Park and Ride Service**

A voucher will be distributed as part of the Southport Christmas promotion campaign to towns and villages in the wider Southport catchment areas. The voucher will permit parking after 3 00pm on the Southport Park and Ride Scheme on Thursdays and Fridays in December 2009.

Again the voucher will be produced in consultation with Parking Services.

The cost implication is loss of income from Park and Ride charges.

Bootle Town Centre – Free Evening Parking – 26th November 2009

The switch on for the Bootle Town Centre Christmas lights and a Santa Dash have been organised for the evening of Thursday 26th November 2009.

To support the management of the event and to provide some free parking it is proposed that the Bootle Town centre Multi-storey car park and the Bootle Leisure Centre car park will offer free parking after 3 00pm on that day.

The cost implications are loss of parking fees and additional costs for extended opening hours for the multi-storey car park.

4.0 Conclusion

- 4.1 The Christmas trading period is an important time for retailers, particularly during the current difficult economic times. The measures proposed in this report will assist with promoting events and promotions planned by the Business Village/ Business Enterprise/ Chamber of Commerce/ Sefton Council partnerships.

5.0 Recommendations

Cabinet Member Technical Services is recommended to:

Approve the detailed proposals for adjustments to the Parking Service operations to support Retail Christmas promotions throughout the Borough as set out in the report.

Cabinet Member Regeneration is recommended to:

Note the report