

Management Committee

31st October 2017

Weymouth Town Centre Christmas Parking

For Decision

Briefholder

Cllr Colin Huckle

Senior Leadership Team Contact:

M Hamilton, Strategic Director

Report Author:

N Keyworth-Wright, Parking and Transport Manager

Statutory Authority

The council sets parking charges for off-street parking places by virtue of powers granted by the Road Traffic Regulation Act 1984

Purpose of Report

- 1 The parking policy for the borough states that businesses are supported by free or discounted parking for specific periods in the lead up to Christmas, determined each year in consultation with Weymouth BID. This report is to request approval for the proposed concessions for 2017

Recommendations

- 2 To repeat the 2016 Christmas parking concessions offered for Weymouth Town Centre in 2017:
 - (a) To offer free parking from 3pm daily from Friday 1st December until Sunday 31st December in the following car parks:- Harbourside, Swannery, Melcombe Regis, Cosens Quay, Royal Yard, Governors Lane, Park Street, Pavillion and Council Offices.
 - (b) To offer a combined promotional Ice Rink / Santa Grotto / parking ticket for the Swannery car park only giving a 50% discount of the daily charge for parking- BID will sell the package and reimburse the council for the parking element.
 - (c) To allow Weymouth to use one of their five parking days to support Small Business Saturday by giving free parking all day on Saturday 2nd December 2017

Reason for Decision

- 3 The offer of parking concessions which were offered in 2016 provided a simplified charging mechanism for both users and the enforcement team. This concession did not start until the first Saturday of December last year however to support the Lighting up Ceremony for the town and Small business Saturday it is proposed that the concession runs for the whole month of December 2017.

Background and Reason Decision Needed

- 4 The council has agreed to support the efforts of the BID to attract additional visitors to Weymouth Town Centre in the lead up to and throughout the Christmas period.
- 5 The council's parking policy states that free or discounted parking will be offered for specific periods in the lead up to Christmas in consultation with BID.
- 6 Consultation with BID was undertaken by the briefholder and a response detailing their requests was received at the end of September.
- 7 A request was made, by BID, to extend the concessions to include free parking all day on three Sundays in December however, based on last year's income, this would potentially cost the council an additional £24,000 in lost revenue and was considered to be too costly for the council to support.

Implications

Financial

- 8 The parking income in December 2016 with these concessions in place showed an increase over that which was achieved in December 2015. It would therefore suggest that the concessions offered last year did not materially impact detrimentally on the income. In fact it could be argued that it increased footfall and may have resulted in increased revenue.

Economic Development

- 9 It is anticipated that this will have a beneficial impact on the commercial viability of the town centre by attracting more visitors.

Consultation and Engagement

- 10 Weymouth BID have been consulted prior to this report.

- 11 The concessions will be advertised clearly on all of the machines and on promotional material in conjunction with BID to ensure that the public are aware

Footnote

Issues relating to financial, environmental, economic and equalities implications have been considered and any information relevant to the decision is included within the report.

Report Author: Nicola Keyworth-Wright

Telephone: 01305 838349

Email: nkeyworth-wright@dorset.gov.uk

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