

Name of meeting: Cabinet

Date: 15th November 2016

Title of report: Christmas Parking Concessions 2016

Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?	YES - impacts on more than one ward
Is it in the Council's Forward Plan ?	YES
Is it eligible for "call in" by Scrutiny ?	YES
Date signed off by <u>Director</u> & name	Jacqui Gedman – 03.11.16
Is it signed off by the Assistant Director - Financial Management, Risk, IT and Performance?	Debbie Hogg - 02.11.16
Is it signed off by the Assistant Director - Legal, Governance & Monitoring?	Julie Muscroft - 02.11.16
Cabinet member portfolio	Cllr Peter McBride - Economy, Skills, Transportation and Planning

Electoral wards affected: Dewsbury East, Holme Valley South, Newsome.**Ward councillors consulted:** Yes**Public or private:** Public**1. Purpose of report**

- 1.1 Cabinet are requested to consider Christmas parking concessions in respect of Huddersfield, Holmfirth and Dewsbury for 2016.

2. Key points

- 2.1 The current Cabinet approved parking concession for the Christmas period is 12 hours for Huddersfield and 20 hours for Holmfirth and Dewsbury. These concessions have been in place for over 10 years. The use of the hours has been agreed by officers under delegation after consultation with local ward councillors for the relevant town centres. The practice in recent years can be summarised as follows:

- **Huddersfield:** Initially the 12 hours were used to provide free parking after 4pm on the last 6 Thursdays leading to Christmas. In 2015, this changed to free parking after 2pm on the last three Thursdays leading to Christmas.
- **Holmfirth:** Traditionally the 20 hours are used to provide free parking from 12:00 on the last three Friday's and last two Saturday's leading to Christmas
- **Dewsbury:** Traditionally the 20 hours are used to provide free parking on market days from 2pm on the last three Wednesday's and last two Saturday's leading to Christmas.

2.2 Adopting the same principles for 2016 would suggest the following with an indication of the estimated "lost" income for offering the concessions.

Parking Concessions 2016	Potential Financial Impact to Council		
	Huddersfield (12hrs)	Holmfirth (20hrs)	Dewsbury (20hrs)
Free on Thursday from 2pm 8 th , 15 th & 22 nd December.	£15,000		
Free on Friday from 12 noon (charges only apply until 4pm) on 9 th , 16 th and 23 rd December. Free on Saturday from 12 noon (charges only apply until 4pm) on 10 th & 17 th December. Christmas Eve excluded as many shops close early on that day.		£3,000	
Free on Wednesdays from 2pm on 7 th , 14 th and 21 st December Free on Saturdays from 2pm on the 10 th and 17 th December. Christmas Eve excluded as many shops close early on that day.			£5,000
Total	£15,000	£3,000	£5,000

2.3 Cabinet is asked to consider the possibility of offering additional parking concessions across the two primary towns of Huddersfield and Dewsbury in the run up to Christmas 2016. The table below shows the proposed concessions along with the potential financial impact to the Council.

Proposed Additional Parking Concessions 2016	Potential Financial Impact to Council	
	Huddersfield	Dewsbury
Free on Saturdays from 1pm, 3 rd , 10 th and 17 th , 24 th and 31 st December.		
Free on Thursday from 2pm 1 st and 29 th December	£26,500	
Free on Sunday 11 th and 18 th December		
Free from 2pm on Wednesday 30 th November.		£2,500
Free on Saturday on the 3 rd and 24 th December		
Total	£27,500	£2,500

- 2.4 The aim of this initiative is to encourage greater visitor numbers, whilst promoting local shopping and to make the most of the variety of both established and independent shops within the three towns and in so doing, increase trade. More and more people see the benefit of shopping locally and the Council considers that Christmas is the perfect time to support local businesses, small shops and businesses and provide a boost to the Kirklees economy.
- 2.5 It is not uncommon for Councils to offer parking concessions in the run up to Christmas, across West Yorkshire our neighbours, (with the exception of Leeds CC who ceased concessions in 2010) have provided a variety of incentives.

Calderdale	Bradford	Wakefield	Leeds
<p>Free Saturdays in December - four commuter car parks in Halifax centre</p> <p>Free; Thursdays from 15:00 On Street Halifax centre from Christmas lights switch on (last Saturday in November)</p> <p>Other areas – as and when requested – normally mirrors the On Street parking (still to be confirmed for 2016).</p>	<p>In 2015 Bradford provided a mix of free parking after 4.30pm on all Thursdays during December.</p> <p>Ilkley, Bingley, Keighley and Shipley provide free parking in some car parks over a mix of days (Wed, Fri and Sun)</p>	<p>In 2015 provided free parking after 3pm on Thursdays from last week in November to end of December</p>	<p>No parking concessions over Christmas since 2010.</p>

3. Implications for the Council

- 3.1 Parking tariffs aim to maximise the availability of convenient town centre parking spaces for the benefit of the shopper and short-stay service users in support of the retail and social vitality of each of the town centres.
- 3.2 There is always a risk when providing free parking for any period of time that space will be taken up early by town centre workers and commuters thereby undermining the aim and purpose of the concession by making it more inconvenient and difficult for shoppers and blue badge users to find available and convenient on and off street parking.
- 3.3 Suspending parking tariffs before Christmas should assist in increasing footfall figures within the town centres; however, it would also come at a cost to the Council in terms of the opportunity cost of lost parking revenue.

Financial: The proposal of free parking before Christmas 2016 is estimated to cost the Council lost revenue of £53,000 (£23,000 existing approved, plus £30,000 additional concessions for 2016).

Legal: The Parking Places Orders (On Street & Off Street) enables the Council to charge parking fees in relation to specified car parking areas falling within the District. The application of the Order applies to the specified car parking areas and dates in respect of which suspension of the car parking charges is sought.

However, there is no restriction upon the Council suspending the application of the Parking Order should it resolve to do so, however that would be subject to any issues identified in the Financial Implications.

The legal effect and validity of the Order would not be undermined in the event that this proposal is approved.

Human Resource: There are no human resource implications arising from this report.

Operational: Advertise the concessions, via local press, radio and encouraging shops to inform customers.

4. Consultees and their responses

4.1 Report forwarded through to Ward Councillors.

5. Next steps

5.1 Work with colleagues in the Communications team to advertise and promote the additional parking concessions as well as support and engagement with local town centre representatives and business groups.

6. Officer recommendations and reasons

6.1 That Cabinet approve the parking concessions proposed at 2.2 and 2.3 above for 2016.

7. Cabinet portfolio holder's recommendations

7.1 Councillor Peter McBride, supports the officer recommendations and welcomes this initiative, to provide Christmas parking concessions for 2016 and would ask that Cabinet do the same.

8. Contact officer and relevant papers

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9. Assistant Director Responsible

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