

**NORTH LINCOLNSHIRE COUNCIL**

**REGENERATION  
AND  
HIGHWAYS & NEIGHBOURHOODS  
CABINET MEMBERS**

**SMALL BUSINESS SATURDAY**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To approve a suspension of normal car parking charges in support of 'Small Business Saturday' on 7 December 2013

**2. BACKGROUND INFORMATION**

- 2.1 The UK is celebrating its first 'Small Business Saturday' on 7 December 2013. 'Small Business Saturday' provides an opportunity for small businesses to promote themselves and generate additional trade. In the US, where it's an established commercial holiday, it generated \$5.5 billion in sales in 2012.
- 2.2 In the UK, 'Small Business Saturday' is a grassroots campaign. It is intended to encourage people to shop locally and support small businesses in their communities. Small businesses of all kinds are taking part. They are planning special deals for customers, showcase events, joint marketing with local media and much more. 'Small Business Saturday' works best when small businesses take action.
- 2.3 The government and all the major political parties are supporting the day. Local Authorities are being encouraged to offer support locally. There are 4.8 million small businesses in the UK and over 14 million people work in them. 'Small Business Saturday' aims to raise the profile of small businesses.

**3. OPTIONS FOR CONSIDERATION**

- 3.1 The proposal for consideration is to suspend normal car parking charges on 7 December 2013 and provide free parking in all council operated pay and display car parks on that day in support of 'Small Business Saturday'.
- 3.2 The option is either to not support 'Small Business Saturday' at all or to consider alternative ways of supporting the campaign.

#### 4. ANALYSIS OF OPTIONS

- 4.1 Adopting the proposal will demonstrate the council's support for 'Small Business Saturday' and for small businesses generally as key contributors to our strategic priority to **regenerate our area and increase prosperity**. Many small businesses are located in our town centres within the retail, food and leisure sectors. Suspending car parking charges should provide a boost to these businesses, particularly on one of the busiest shopping days of the year in the key trading period leading up to Christmas.
- 4.2 The Cabinet Members are asked to consider taking an urgent decision on this matter. This will allow for necessary publicity of the free parking offer in advance of 7 December.

#### 5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 5.1 Officers estimate that adopting the proposal will result in a modest reduction in car parking income.
- 5.2 There are no further resource implications.

#### 6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

- 6.1 Not applicable.

#### 7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

- 7.1 Small business owners have regularly urged the council to reduce car parking charges in support of our town centres. The council has already done much in response via a range of extended free parking initiatives.
- 7.2 The proposal is a further positive step on the part of the council towards continued support of small businesses.
- 7.3 There are no known conflicts of interest.

#### 8. RECOMMENDATIONS

- 8.1 That the Cabinet Members approve the suspension of normal car parking charges in support of 'Small Business Saturday' on 7 December 2013.
- 8.2 That the Cabinet Members approve that all council operated pay and display car parks provide free parking on that day.

#### **DIRECTOR OF PLACES**

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**Background Papers used in the preparation of this report: None**