

NORTH LINCOLNSHIRE COUNCIL

**HIGHWAYS AND NEIGHBOURHOODS
CABINET MEMBER**

**PROPOSED RELAXATION OF CAR PARKING CHARGES FOR LATE NIGHT
CHRISTMAS SHOPPING EVENTS**

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To consider the relaxation of car parking charges as in previous years to coincide with the Late Night Christmas Shopping Events in Scunthorpe and Brigg (five in Scunthorpe and one in Brigg).

2. BACKGROUND INFORMATION

- 2.1 In previous years, the council has relaxed our charges for car parking from 4.00 pm on the evenings when the Late Night Shopping Events are taking place (seven in total last year) in the lead up to Christmas. The intent is to encourage shoppers into the town centres in this key shopping period.
- 2.2 We have donated any monies taken through the ticket machines after 4.00 pm to Charity (The Mayor's Appeal Fund/Brigg Mayor's Appeal Fund). The public have been advised of this fact if they wish to make a contribution.
- 2.3 The Late Night Christmas Shopping Events this year are taking place following the switch on of the lights on Thursday 22 November in Scunthorpe.
- 2.4 This item is urgent in order to meet accompanying publicity and marketing documentation notification deadlines.

3. OPTIONS FOR CONSIDERATION

- 3.1 As in previous years, officers suggest relaxing car parking charges after 4.00 pm on the following dates in Scunthorpe and Ashby:-

Thursday 22 November
Thursday 29 November
Thursday 6 December
Thursday 13 December

Thursday 20 December

and on Friday 7 December in Brigg.

4. ANALYSIS OF OPTIONS

4.1 Approving the relaxation of charges after 4.00 pm may encourage shoppers into the town centres for these late night events. It should also boost donations to the Mayors Appeal Funds.

4.2 Not approving the relaxation of charges after 4.00 pm may have a detrimental impact on trade in the town centres for these late night events.

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

5.1 Finance

5.1.1. The amount donated to the Mayors' charities last year for seven events was £1,298.65. It is anticipated this year for six events it would be in the order of £1,113.00.

5.2 There are no other resource implications.

6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)

6.1 Statutory

6.1.1 There are no statutory implications to this report.

6.2 Environmental

6.2.1 Relaxing the charges after 4.00 pm may encourage drivers to use the off street car parks, rather than drive around looking for available on street parking.

6.3 Diversity

6.3.1 A stage one diversity impact assessment has been carried out and is available for inspection in the Parking Services Team, Church Square House.

6.4 Section 17 – Crime and Disorder

6.4.1 None.

7. OUTCOMES OF CONSULTATION

7.1 Contacts with town centre traders highlight the importance of the pre Christmas period to their businesses in what are currently challenging

trading conditions for retailers. Adopting the proposal provides a positive response to this feedback.

8. **RECOMMENDATIONS**

- 8.1 To approve a temporary suspension of car park charges after 4.00 pm on 22 November, 29 November, 6 December, 13 December and 20 December in Scunthorpe and Ashby and on 7 December in Brigg, and donate any revenue that is received to the relevant Mayors Appeal Funds.

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report

Ticket Machine Data for 2011