

NORTH LINCOLNSHIRE COUNCIL

**HIGHWAYS AND NEIGHBOURHOODS
CABINET MEMBER**

**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 charges for car parking from 4.00 pm on the evenings when the Late Night Shopping Events are taking place (six in total last year).
- 2.2 Any monies taken through the ticket machines after 4.00 pm are donated to Charity (The Mayor's Appeal Fund/Brigg Mayor's Appeal Fund). The council has advised the public 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 Christmas lights on Thursday, 20 November in Scunthorpe.

3. OPTIONS FOR CONSIDERATION

- 3.1 The Cabinet Member is asked to approve the relaxation of car parking charges after 4.00 pm on the following dates in Scunthorpe and Ashby:-

Thursday, 20 November
Thursday, 27 November
Thursday, 4 December
Thursday, 11 December
Thursday, 18 December

and on Friday, 28 November 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, and boost donations to the Mayor's 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 The amount donated to the Mayors' charities last year for six events was £657.40. With the recent introduction of further free parking, it is anticipated this year for six events it would be in the order of £500.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

- 6.1 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.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

- 7.1 No consultation has taken place other than internally.

8. RECOMMENDATIONS

- 8.1 To waive charging after 4.00 pm on 20 November, 27 November, 4 December, 11 December and 18 December in Scunthorpe and Ashby and on 28 November in Brigg, and donate any revenue received to the relevant Mayors Appeal Funds.

DIRECTOR OF PLACES

Church Square House
PO Box 42
SCUNTHORPE
North Lincolnshire
DN15 6XQ
Author: Sally Walker
Date: 5 September 2014

Background Papers used in the preparation of this report:
Ticket Machine Data for 2013