

Subject:	CHARGES FOR PARKING DURING THE CHRISTMAS PERIOD
Date:	9 November 2018
Decision to be taken by:	Councillor Nigel Collor, Portfolio Holder for Access and Licensing
Report of:	Roger Wragg, Head of Operational Services
Portfolio Holder:	Councillor Nigel Collor, Portfolio Holder for Access and Licensing
Decision Type:	Executive Key Decision
Call-in to be suspended:	No
Classification:	UNRESTRICTED
Purpose of the report:	To confirm the decision that to provide support to local businesses Dover District Council is proposing to offer free parking in its car parks for Black Friday on 23 rd November 2018, Small Business Saturday on 1 st December 2018, and to note that parking charges within Council run car parks will not be enforced on Christmas Eve, Christmas Day and Boxing Day 2018. A total of five days.
Recommendation:	To agree to the proposal to offer free parking in the Council's car parks for Black Friday on 23 rd November 2018, Small Business Saturday on 1 st December 2018, and to note that parking charges will not be enforced in Council run car parks on Christmas Eve, Christmas Day and Boxing Day 2018.

1. Summary

The report seeks approval to offer free parking in its car parks for Black Friday on 23rd November 2018, Small Business Saturday on 1st December 2018, and to note that parking charges will not be enforced in the Council run car parks on Christmas Eve, Christmas Day and Boxing Day 2018. This is in order to provide support to local businesses.

2. Introduction & Background

- 2.1 Black Friday on 23rd November 2018 is one of the busiest retail trading days of the year. With many DDC car parks located in the heart of town centres they are convenient for local shops. On-street parking charges will **still apply**. With many retailers now gearing up for the festive season, DDC wants more people to recognise the value, quality and choice that local, independent traders provide. DDC is hoping that other organisations and residents will support Black Friday, and is encouraging businesses to think of creative ways to entice people to shop locally as part of the initiative.
- 2.2 Small Business Saturday is designed to raise the profile of small businesses across the UK. As part of the initiative, DDC will be offering free car parking in its off-street car parks on Saturday, 1st December 2018. With many DDC car parks located in the heart of town centres they are convenient for local shops. On-street parking charges

will **still apply**. With many retailers now gearing up for the festive season, DDC wants more people to recognise the value, quality and choice that local, independent traders provide. DDC is hoping that other organisations and residents will support Small Business Saturday, and is encouraging businesses to think of creative ways to entice people to shop locally as part of the initiative.

- 2.3 It is considered that the proposal within this report will enhance and support the Districts local businesses and promote the local Town Centre. This has had a positive impact in previous years and has been well received by both local businesses and their customers. This has presented many benefits to the local town centre whilst having a minimal impact on the Councils purse.
- 2.4 It should be noted that parking charges will **still apply** in the Co-op (St Ethelburga's and Park Street Car Parks) in Deal. All other parking restrictions, like yellow lines will continue to be enforced throughout the district.
- 2.5 In addition, parking charges will not be enforced in the Council car parks on Christmas Eve, Christmas Day and Boxing Day 2018. Parking charges over the remainder of the Christmas trading period will remain unchanged.

3. **Identification of Options**

- 3.1 Option 1: To confirm the proposal to offer free parking in the Council's car parks only on Black Friday, Small Business Saturday, and also on Christmas Eve, Christmas Day and Boxing Day 2018.

This is the preferred option.

- 3.2 Option 2: To take no further action.

This option is not recommended for the reasons noted within the report.

4. **Resource Implications**

- 4.1 There will be a loss of parking income, which can be contained within existing budget forecasts.

5. **Corporate Implications**

- 5.1 Comment from the Section 151 Officer: Finance has been consulted and has nothing further to add
- 5.2 Comment from the Solicitor to the Council: The Head of Legal Services has been consulted during the preparation of this report and has no further comment to make.
- 5.3 Comment from the Equalities Officer: This report does not specifically highlight any equality implications, however in discharging their duties members are required to comply with the public sector equality duty as set out in section 149 of the Equality Act 2010 <http://www.legislation.gov.uk/ukpga/2010/15>

6. **Appendices**

None.

7. **Background Papers**

None

Contact Officer: Roger Wragg, Head of Operational Services, Ext: 42054