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| Subject: | PARKING CHARGES DURING THE CHRISTMAS PERIOD |
| Meeting and Date: | Cabinet – 1 November 2021 |
| Report of: | Roger Wragg, Head of Commercial Services |
| Portfolio Holder: | Councillor Martin Bates, Portfolio Holder for Transport, Licensing and Regulatory Services |
| Decision Type: | Executive Key Decision |
| Classification: | Unrestricted |

Purpose of the report: To confirm the decision that, to provide support to local businesses, Dover District Council will be offering free parking in its car parks for Small Business Saturday on 4 December 2021, and parking charges in Council-run car parks will not be enforced from 23 December 2021 to 28 December 2021 and 1 January 2022 to 3 January 2022.

Recommendation: To agree to the proposal to offer free parking in the Council's car parks for Small Business Saturday on 4 December 2021, and to note that parking charges will not be enforced in Council-run car parks from 23 December to 28 December 2021 and from 1 to 3 January 2022.

1. Summary

1.1 The report seeks to confirm the decision that, to provide support to local businesses, Dover District Council will offer free parking its car parks for Small Business Saturday on 4 December 2021, and to note that parking charges will not be enforced in Council-run car parks from 23 December 2021 to 28 December 2021 and 1 January 2022 to 3 January 2022.

2. Introduction and Background

2.1 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.

2.2 Small Business Saturday is designed to raise the profile of small businesses across the UK.

2.3 It should be noted that all other parking restrictions, e.g. yellow lines, etc. will continue to be enforced throughout the district.

3. Identification of Options

3.1 Option 1: To confirm the proposal to offer free parking in the council's car parks only on Small Business Saturday, from 23 December 2021 to 28 December 2021 and from 1 January 2022 to 3 January 2022.

3.2 Option 2: To take no further action.

4. Evaluation of Options

4.1 Option 1 is recommended. The decision to provide free Christmas parking on the dates as specified in this report will support local businesses and help to promote shopping in the district's town centres. This initiative 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 local town centres whilst having minimal impact on the Council's purse.

4.2 Option 2: This option is not recommended for the reasons noted within the report.

5. **Resource Implications**

5.1 The free parking over the Christmas period has been an ongoing offer for several years and therefore this has already been taken into account when the 2021/22 income was forecast.

6. **Climate Change and Environmental Implications**

6.1 No implications.

7. **Corporate Implications**

7.1 Comment from Finance: Accountancy has been consulted and has no further comment. (JS)

7.2 Comment from the Solicitor to the Council: A verbal update will be given at the meeting.

7.3 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/section/149>

Contact Officer: Clare Connellan, Transport & Parking Services Manager