
Subject:	CHARGES FOR PARKING DURING THE CHRISTMAS PERIOD
Meeting and Date:	Cabinet – 7 November 2022
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 provide support to local businesses by offering free parking in Dover District Council car parks for all Saturdays in December 2022.
Recommendation:	To agree to the proposal to offer free parking in the Council's car parks for all Saturdays in December 2022.

1. Summary

- 1.1 The report seeks approval to provide support to local businesses by Dover District Council offering free parking in its car parks for all Saturdays in December 2022. The dates included within this are 3rd, 10th, 17th, 24th and 31st December 2022. Charges will apply on all other dates.

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 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 for all Saturdays in December 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.
- 4.2 Option 2: This option is not recommended for the reasons noted within the report.

5. Resource Implications

- 5.1 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 22/23 income was forecast. There has been a change this year in the types of days offered (last year 4th

December and a block of free days from 23rd December 2021- 28th December 2021 and 1st Jan – 3rd Jan 2022 were offered). To provide some guidance to financial implication, the total parking income for the chargeable Saturdays in 2021 (11th and 18th December) was £10,612.46.

6. **Climate Change and Environmental Implications**

6.1 No implications.

7. **Corporate Implications**

7.1 Comment from Finance (linked to the MTFP): The overall impact (including the block of free days) was approximately 20% of December's parking income. The financial impact will be in our favour this year – factors like the long weekend, maintaining our weekday income (as opposed to last year) will play a part. The 3rd Saturday in December tends to be low in footfall and will be a welcome boost to businesses. Overall, we achieve the objective of boosting business without compromising our income.

7.2 Comment from the Solicitor to the Council: The Solicitor to the Council has been consulted in the preparation of this report and has no further comments to make.

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>

8. **Background Papers**

Contact Officer: Clare Connellan, Transport & Parking Services Manager