

 <b>SCARBOROUGH</b> BOROUGH COUNCIL	<b>NEIGHBOURHOODS PORTFOLIO</b>  <b>15 NOVEMBER 2022</b>	
	<b>Key Decision</b>	<b>NO</b>
<b>Corporate Aims</b> <b>Better Lives, Better Places,</b> <b>Brighter Futures, Better Council</b>	<b>Date of Decision/</b> <b>Referral to O&amp;S</b>	<b>15 November 2022</b>
	<b>Deadline for call-in</b> <b>5.00pm</b>	<b>18 November 2022</b>
	<b>Implementation</b> <b>Date (if no call-in)</b>	<b>21 November 2022</b>

## **REPORT OF THE DIRECTOR (PT) - 22/241**

**WARDS AFFECTED: ALL**

**SUBJECT: CHRISTMAS PARKING ARRANGEMENTS 2022**

### **RECOMMENDATION (S):**

To approve the provision of free parking on the Councils town centre off-street car parks in Scarborough and Whitby for selected Sundays 11am-4pm and from 3pm on selected Thursdays in the pre-Christmas period 2022

### **REASON FOR RECOMMENDATION (S):**

To help support the local economy in the lead up to Christmas and to discourage possible shift to other shopping venues and online purchasing.

## **HIGHLIGHTED RISKS:**

Failure to approve the recommendation could have an adverse effect on the local economy and encourage shoppers to drive to other centres who may offer a more tempting arrangement

### **1. INTRODUCTION**

- (a) The Council has traditionally offered free parking on its off-street car parks on Thursday evenings and Sundays since 1998
- (b) In 2021 the Council received funding from the government to encourage footfall in town centres post pandemic, which enabled the Council to offer parking free for the month of December.

### **2. CORPORATE AIMS**

- (a) The offer of free Christmas parking will contribute towards Brighter Futures, in particular economic growth which benefits everyone.
- (b) More text as required

### **3. BACKGROUND AND ISSUES**

- (a) As part of a positive approach to helping the town centre economy in both Scarborough and Whitby in the lead up to Christmas it is believed that the reoffer of free parking on selected days will provide an added incentive and hopefully discourage people from travelling to areas out of town offering better arrangements and will assist local businesses during this difficult economic climate
- (b) It is well documented and reported nationally that the countries Town Centres are struggling economically and that retailers are likely to face challenging time at Christmas, especially during the current cost of living crisis. As a result, and in order to help the local economy it is suggested that free parking be introduced on selected off-street Council car parks in Scarborough and Whitby (it should be noted that car parks are free in Filey and the surrounding villages during December).

### **4. ASSESMENT**

- (a) It is recommended that free car parking in selected Council's off-street car parks be made available on the following days on the run up to Christmas:

**Thursdays (from 3pm)**

1 December 2022  
8 December 2022  
15 December 2022  
22 December 2022

**Sundays (free from 11am – 4pm)**

04 December 2022  
11 December 2022  
18 December 2022

- (b) It is proposed that free car parking as set out above be permitted on the following off-street car parks

**Scarborough**

Castle Road, Falconers Road, Friarsway, North Street, North Terrace, St Nicholas Parade, St Thomas Street, Victoria Road, Westwood and William Street.

**Whitby**

Church Street, Cliff Street, Marina Back, Marina Front, Endeavour Wharf and St Hildas Terrace

- (c) All other car parks in Scarborough are unaffected by these proposals and charging will remain in place on those car parks. In addition this does not effect on –street charges as these are under the control of North Yorkshire County Council and any income derived from on-street car parking is transferred to the County Council.
- (d) The practice of offering some form of free parking on the Council's off street car parks during the Christmas period had become established over the years. It is estimated that the cost to the Council on concessions is in the region of £14,000 (less VAT).
- (e) It should be acknowledged that, as mentioned previously this being now an established practice, the cost is already accounted for in existing budgets

**5. IMPLICATIONS**

**(a) Policy**

5.1 There are no changes in overall Council policy arising from this report

**(b) Financial**

5.2 The practice of offering free parking in the Council's off-street car parks in the lead up to Christmas has now been established and built into existing budgets. Any shortfall in income attributed to this concession will be met from overall car parking income at the financial year end

**(c) Legal**

5.3 There are no legal implications associated with the recommendations in this report.

**(d) Equalities and Diversity**

5.4 It is the view of officers that the recommendations do not have an adverse impact on any of the protected characteristics identified in the Equalities Act 2010.

**(e) Communication**

5.5 Free parking will be advertised via the Councils website and social media.

**6. ACTION PLAN**

6.1 Introduce free parking on selected dates and times as stated in the report.



**Paul Thompson**  
**Director**

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IF YOU HAVE ANY QUERIES ABOUT THIS REPORT OR WISH TO INSPECT ANY OF THE BACKGROUND PAPERS, PLEASE CONTACT THE AUTHOR

## Risk Matrix

<b>Risk Ref</b>	<b>Date</b>	<b>Risk</b>	<b>Consequences</b>	<b>Mitigation</b>	<b>Current Risk Score</b>	<b>Target Score</b>	<b>Service Unit Manager/ Responsible Officer</b>	<b>Action Plan</b>
1	*/11/2022	Failure to introduce free parking on the dates stated	Possible compounding of adverse impacts on local economy	Accept report	C3	B2		None

## Glossary of Terms

Risk	An event which may prevent the Council achieving its objectives
Consequences	The outcome if the risk materialised
Mitigation	The processes and procedures that are in place to reduce the risk
Current Risk Score	The likelihood and impact score with the current mitigation measures in place
Target Risk Score	The likelihood and impact score that the Council is aiming to achieve
Service Unit Manager	The Service Unit or Officer responsible for managing the risk
Action Plan	The proposed actions to be implemented in order to reduce the risk to the target score

## Risk Scoring

Impact	5					
	4					
	3					
	2					
	1					
		A	B	C	D	E
	Likelihood					

### Likelihood:

A = Very Low  
 B = Not Likely  
 C = Likely  
 D = Very Likely  
 E = Almost Certain

### Impact

1 = Low  
 2 = Minor  
 3 = Medium  
 4 = Major  
 5 = Disaster