

8. Christmas Free Car Parking Initiative (Executive Decision)

Head of Service: Andrew Gillespie, Head of Area Development (West)
Lead Officer: Andrew Gillespie, Head of Area Development (West)
Contact Details: andrew.gillespie@southsomerset.gov.uk or (01460) 260426

Purpose of the Report

To seek approval to continue the Christmas Free Parking Initiative in Area West.

Recommendation

It is recommended that £3,000 is allocated to the Christmas Free Parking Initiative for 2008.

Background

At the Area West Committee meeting in December 2007 members noted that the arrangements to allow free car parking on the two Saturdays before Christmas in SSDC car parks in Crewkerne, Chard and Ilminster had been in place for a number of years and that they should have the opportunity to confirm that the scheme should continue.

The arrangements are intended to support local trading in the run up to Christmas. No formal monitoring of the use of Car Parks and purpose of journeys on the free days is done, but expressions of appreciation have been received from local traders through the Chambers or otherwise.

The initiative requires Area West Committee to provide funding to cover the estimated lost car parking income.

Proposals for Free Car Parking Christmas 2008

To continue with this initiative for another year, free car parking would be made available on the 13th and 20th December 2008. The estimated cost to Area West Committee is £3,000. Actual costs will depend on usage figures leading up to the free use days.

Financial Implications

It is recommended that £3,000 is allocated to the Christmas Free Parking Initiative. Costs can be met from the Area Reserve reducing the unallocated balances to £15,850.

Corporate Priority

To increase economic vitality and prosperity.

Background Papers: None.
