

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

EXECUTIVE MANAGEMENT TEAM'S

REPORT TO

Cabinet
08 November 2022

Report Title: Christmas Car Parking 2022

Submitted by: Executive Director - Development & Growth

Portfolios: Finance, Town Centres and Growth

Ward(s) affected: All Wards within the Borough of Newcastle-under-Lyme

Purpose of the Report

To provide an update to Members on the plans for Christmas 2022 Car Parking arrangements in Newcastle-under-Lyme Borough.

Recommendation

That Cabinet:

- 1. Approves the recommendation that Christmas Car Parking charges will be free on the Midway as noted within the report**
- 2. Approves that Car Parking will be free on Sundays on Borough owned Car Parks**
- 3. Notes the continuation of the £1 from 1pm on all Borough owned Car Parks**
- 4. Approves late night shopping free parking at the Midway**
- 5. Delegates authority to the Executive Director – Development & Growth, in consultation with the Portfolio Holder for Finance, Town Centre's and Growth to implement these charges.**

1. Background

- 1.1 The Council wants to work with residents, businesses and partners including the Business Improvement District to ensure that our car parks meet the needs of all. To this end, driving footfall in the Town Centre through accessible car parking is key.

2. Update

- 2.1 Free Parking for the run up to Christmas in 2021 was very popular and it is proposed that a similar initiative be undertaken for Christmas 2022 and that free car parking be provided on the Midway Car Park from 10am to 1pm, thereafter the £1 after 1pm will continue, to generate increased footfall into the Town Centre.
- 2.2 This will commence on the 18th November 2022 unto the 6th January 2023. This will cover the following: Castle Artisan Markets; and Festive events on the market in conjunction with the BID.
- 2.3 Free parking will continue on all car parks on Sundays.

- 2.4 All car parking on Borough owned car parks in the town will continue to be charged at £1 from 1pm onwards.
- 2.5 The BID are holding the following events in the run up to Christmas and car parking at the Midway Car park will be free to all to maximise attendance:-
- Christmas Light Switch On on 27th November
 - Late Night shopping
- 2.6 All of the above initiatives on car parking charges are aimed at increasing footfall into the Town Centre and supporting the retailers in the Town Centre in the run up to Christmas.

3. **Legal and Statutory Implications**

- 3.1 There are no legal or statutory issues arising directly from the recommendations in this report, which simply ask Cabinet to note a strategy update and delegate authority to implement Christmas car parking charges. There will be statutory/legal implications when individual actions considered take place. Full and proper regard will be had to these at the relevant time.

4. **Equality Impact Assessment**

- 4.1 It is not envisaged that these proposals will have an adverse impact of the users of the Town Centre car parks as the proposals are aimed at increasing footfall into the Town Centre for a more vibrant centre for all.

5. **Financial and Resource Implications**

- 5.1 Income for parking in 2022/23 is forecast to be £129,836 less than budgeted. This does not include the potential impact of proposed free parking before 1pm as detailed in 5.4.
- 5.2 Overall parking income, including penalty charge notices and season tickets, amounts to £363,562 for the first six months of 2022/23, a shortfall against the budget for this period of £64,918.
- 5.3 The cost of proposed free before 1pm parking from 18th November 2022 to 6th January 2023 is estimated to be in the region of £55,500, this is an in year pressure for which funding will need to be identified. The pressure is based on data from the first 6 months of the financial year which confirms that 67% of income for parking (excluding, season tickets and penalty charge notices issued) is taken before 1pm. This would also potentially have a knock on effect of reducing both season ticket sales and penalty charge notices issued.

6. **Major Risks**

- 6.1 There are not considered to be major risks to this update or proposal as the aim is to increase the number of visitors into the Town Centre.

7. **UN Sustainable Development Goals and Climate Change Implications**

7.1 The car park strategy is aiming to support the following UNSG and Climate Change objectives in a number of ways.



8. **Key Decision Information**

8.1 Not Applicable.

9. **Earlier Cabinet/Committee Resolutions**

9.1 Cabinet 16th October 2019

9.2 Cabinet 8th September 2021

10. **List of Appendices**

10.1 None.

11. **Background Papers**

11.1 None