

# TEWKESBURY BOROUGH COUNCIL

<b>Report to:</b>	Executive Committee
<b>Date of Meeting:</b>	12 October 2016
<b>Subject:</b>	Christmas Car Parking
<b>Report of:</b>	Julie Wood, Head of Development Services
<b>Corporate Lead:</b>	Rachel North, Deputy Chief Executive
<b>Lead Member:</b>	Councillor R A Bird
<b>Number of Appendices:</b>	None

## **Executive Summary:**

The Borough Council has been approached by retailers in Tewkesbury with a proposal to change the current free parking offer from the last Saturday before Christmas (December 24) to the first Saturday in December (3 December), to coincide with Small Business Saturday (SBS) UK.

SBS is an established national event, which highlights small business success and encourages consumers to 'shop local' and support small businesses in their communities.

This could be used as a platform for promotion and help attract Christmas shopping trade to the town earlier in the month.

Any change to the free parking date in Tewkesbury will require an amendment to the parking order which will need to be amended in accordance with the procedure set down in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 and this is set out below.

## **Recommendation:**

- 1) To APPROVE the proposed amendment to the Parking Order for publication and consultation.**
- 2) To delegate authority to implement the changes to the Parking Order, following publication and consultation, to the Head of Development Services in consultation with the Lead Member for Economic Development/Promotion.**

## **Reasons for Recommendation:**

To encourage local trade and support the local economy.

## **Resource Implications:**

Useage of car parks tends to be slightly more in early December than in later December and so will result in reduced income, though not significant.

**Legal Implications:**

In order to change the free parking date in Tewkesbury from the last Saturday before Christmas to 3 December 2016, the current Car Parking Order will need to be amended in accordance with the procedure set down in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. The procedure can be summarised as follows:

Upon receipt of instructions the Variation Order and Notice can be drafted and prepared for publication. The Notice is then publicised in a local newspaper and a 21 day consultation period follows the date of publication. Copies of the Notice, draft Order and additional documentation will also be placed on deposit in reception for the duration of the consultation period. This is to allow public inspection of the documents. Upon the start of the consultation period statutory consultees will also be notified about the change (Road Haulage, Freight Transport, Police and County Council). Permission of the County Council will be required however comments from other consultees and the public are for consideration only. Nevertheless we do have to appropriately consider any objections that are made against the making of the Order.

Once the 21 day consultation period has ended and all objections, if any, have been dealt with appropriately, we can then look to sealing and confirming the order. When the Order has been sealed an additional Notice then has to be drafted and publicised confirming that the Order has been made and the date it comes into existence.

The costs associated with these matters come mainly from publication, as two notices will need to be publicised in a local newspaper. Each publication for a car parking matter costs approximately £500.

**Risk Management Implications:**

None.

**Performance Management Follow-up:**

The parking machines will be bagged the night before and then the bags will be removed after 5.30pm on the Saturday.

**Environmental Implications:**

None.

**1.0 INTRODUCTION/BACKGROUND**

**1.1** The Borough Council's Parking Strategy 2015 sets out the following exemptions to the Parking Order, to allow for free parking at Christmas in Council owned car parks:

- The day of the event for the switching on of the Tewkesbury Christmas lights.
- An equivalent Christmas event in Winchcombe, in consultation with the Town Council.
- The last Saturday before Christmas.

**1.2** The Borough Council has been approached by retailers in Tewkesbury with a proposed amendment to the current Parking Order.

**1.3** The request is to change the current free parking offer from the last Saturday before Christmas (24 December) to the first Saturday in December (3 December), to coincide with Small Business Saturday (SBS). This could be used as a platform for promotion and help attract Christmas shopping trade earlier in the month.

## **2.0 SMALL BUSINESS SATURDAY (SBS)**

**2.1** SBS is an established national event, which highlights small business success and encourages consumers to 'shop local' and support small businesses in their communities.

**2.2** The day itself takes place on the first Saturday in December each year, but the campaign aims to have a lasting impact on small businesses. In 2016 SBS will take place on Saturday 3 December.

**2.3** Towns and areas all over the UK get involved in developing initiatives to promote the day and support local businesses, including: free parking initiatives, special shopping and showcase events, tours of local businesses and special offers.

**2.4** In 2015 SBS UK witnessed the following success:

- Customers spent £623m with small businesses on Small Business Saturday, an increase of £119m or 24% on 2014.
- #SmallBizSatUK trended at number 1 all day on Small Business Saturday with over 100,000 tweets sent in support of the day, reaching more than 25 million people.
- Over 75% of local Councils actively supported the campaign, delivering on the ground activities including free parking, Christmas fairs and small business networking events.

## **3.0 TEWKESBURY CONSULTATION**

**3.1** The Federation of Small Businesses has been consulted on the requested change to the free parking offer. They support the proposed change and feel it is a good way to promote SBS. It will hopefully encourage people into the Town rather than going to Cheltenham and Gloucester.

**3.2** Businesses felt that the majority of Christmas Shopping is usually completed by the last Saturday, which falls on Christmas Eve this year, so would have little if any benefit to the local economy. They also said they would like to see it better advertised, so people are aware and take the opportunity to shop local.

The other free parking day in Tewkesbury would be retained for the switching on of the Tewkesbury Christmas lights, as set out in the current Parking Strategy.

## **4.0 WINCHCOMBE CONSULTATION**

**4.1** Consultation has been undertaken with business groups and the Town Council in Winchcombe, to see if they would like to make the same change to the current free parking offer.

**4.2** Winchcombe would like to retain the free parking day on the last Saturday before Christmas (24 December). However they have requested the other free parking day in Winchcombe is on Saturday 3 December to coincide with Small Business Saturday.

- 4.3** This request is in line with the current parking strategy, as it falls under ‘An equivalent Christmas event in Winchcombe’, as detailed in Paragraph 1.1 of this report. Therefore no amendment to the Parking Order is required.
- 5.0 OTHER OPTIONS CONSIDERED**
- 5.1** No other options considered.
- 6.0 CONSULTATION**
- 6.1** Consultation has taken place with local business groups and networks, including: Tewkesbury FSB, Winchcombe Together, Winchcombe Tourism and Retail Association (TARA) and Winchcombe Town Council. A summary of the comments has been included in this report.
- 7.0 RELEVANT COUNCIL POLICIES/STRATEGIES**
- 7.1** Tewkesbury Borough Council’s Parking Strategy 2015. Council Plan 2016/20.
- 8.0 RELEVANT GOVERNMENT POLICIES**
- 8.1** Small Business Saturday UK - is a Government backed campaign.
- 9.0 RESOURCE IMPLICATIONS (Human/Property)**
- 9.1** Staff resources within Asset Management are deployed to administer the free days within the parking strategy.
- 10.0 SUSTAINABILITY IMPLICATIONS (Social/Community Safety/Cultural/ Economic/ Environment)**
- 10.1** None directly associated with this report.
- 11.0 IMPACT UPON (Value For Money/Equalities/E-Government/Human Rights/Health And Safety)**
- 11.1** None directly associated with this report.
- 12.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS**
- 12.1** Approval of the Tewkesbury Borough Council Parking Strategy 2015.

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**Background Papers:** Tewkesbury Borough Council’s Parking Strategy 2015  
More information about Small Business Saturday can be found at:  
<https://www.smallbusinesssaturdayuk.com/>

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**Appendices:** None.