

**TO: THE MONITORING OFFICER (TOM CLARK, SOLICITOR TO THE COUNCIL)**

**RECORD OF ACTION TAKEN BY A CABINET MEMBER UNDER DELEGATED POWERS**

**Subject: December parking tariffs to support Christmas trading in town centres**

**Cabinet Member:** Cllr Gary Marsh, Cabinet Member for Service Delivery

**Has the Cabinet Member received a report prior to taking the decision?**

Y

**In the case of a key decision and where the Cabinet Member has received a report**

- **Date a copy of the report was made available to the Chair of the Performance and Scrutiny Committee and placed in the public domain.**

**Alternative options considered and rejected**

The alternative option is to do nothing, which does not support the current Corporate Plan, Parking Strategy or Economic Development Strategy.

**Record of decision taken:**

- A special flat tariff of £1 is introduced in specific long-stay car parks on Saturday 1, 8, 15 and 22 December 2018.
- Free parking after 1pm is offered in specific short-stay car parks on one day in each town, to coincide with the towns Christmas event e.g. switching on Christmas lights or late night shopping.

Haywards Heath (Saturday 25 November)  
Burgess Hill (Saturday 17 November)  
East Grinstead (Saturday 17 November)

**Statement of reasons for making the decision**

To support the economic prosperity of the three town centres in the pre-Christmas trading period, by providing special parking tariffs to encourage dwell time in the town centres.

A £1 flat rate tariff will be offered in specific car parks on Saturday 1, 8, 15 and 22 December 2018. The participating car parks will be:

**Haywards Heath** – Franklynn Road, Muster Green  
**Burgess Hill** – Station Road, Queens Crescent  
**East Grinstead** – Norton House and Vicarage

Free parking will be provided in specific short stay car parks to coincide with the Town Council Christmas events. The dates and participating car parks will be:

**Haywards Heath (Saturday 25 November)**

The Orchards, Hazelgrove, Haywards East, Gower Road, Heath Road and Haywards West

**Burgess Hill (Saturday 17 November)**

Martlets Multi-storey, Church Road, Cyprus Road (short stay)

**East Grinstead (Saturday 17 November)**

Queensway, King Street, Chequer Mead and Christopher Road

**Date of decision:- 03 August 2018**

**Is the decision to be protected from call-in? (i.e.if any delay would seriously prejudice the Council's or the public's interest) - see Scrutiny Procedure Rule 14 (K)**

If so:-

Signed:..  
Cabinet Member



**This record must be forwarded immediately to the Monitoring Officer (TC) and copied to the relevant Cabinet Member.**

**For Monitoring Officer**

**Date of publication of Member Information Services**

**Date of decision can be implemented (on the Thursday after publication of the Member Information Service unless already protected from call-in)**

## December parking tariffs to support Christmas trading in town centres

**Report to** Cabinet Member for Service Delivery

**Report of** Robert Anderton, Divisional Leader Contracts & Commercial Services

**Contact Officer** Claire Onslow, BUL – Parking Services  
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**Wards Affected** Burgess Hill, Haywards Heath and East Grinstead

**Key Decision** No

**Date** 26 July 2018

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### 1. Purpose of Report

- 1.1. The purpose of this report is to support economic prosperity in Mid Sussex town centres during the Christmas period, by seeking authority to introduce special parking tariffs in our car parks during December 2018, similar to those offered in previous years.

### 2. Recommendations

It is recommended that:

- 2.1. A special, all day flat tariff of £1 is introduced in specific long-stay car parks on Saturday 1, 8, 15 and 22 December.
- 2.2. Free parking after 1pm is offered in short-stay car parks on one day in each town, to coincide with the towns Christmas event e.g. switching on Christmas lights or late night shopping.
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### 3. Details

- 3.1. Our current long-stay car park charges are:

Charges	Up to 1 hour	1 - 2 hours	2 - 3 hours	3 - 4 hours	over 4 hours
Long-stay	0.80p	£1.20	£2.00	£3.00	£4.00

- 3.2. The offer of £1 for all day parking would generally apply in car parks that are long-stay and not car parks with a mix of long and short-stay. The exceptions being, Cyprus Road carpark, Burgess Hill where there is clear delineation between long & short stay parking. And in Haywards Heath which has only one designated long stay car park, so Muster Green car park will be included to ensure a comparable offer across each town.

- 3.3. Therefore the car parks to be promoted in the offer would be:

**Haywards Heath** – Franklynn Road, Muster Green  
**Burgess Hill** – Station Road, Queens Crescent  
**East Grinstead** – Norton House and Vicarage

- 3.4. The offer of free parking after 1pm would support the Christmas event dates specified by each Town Council and would apply in the following short-stay car parks:

**Haywards Heath (Saturday 25 November)**

The Orchards, Hazelgrove, Haywards East, Gower Road, Heath Road and Haywards West

**Burgess Hill (Saturday 17 November)**

Martlets Multi-storey, Church Road, Cyprus Road (short stay)

**East Grinstead (Saturday 17 November)**

Queensway, King Street, Chequer Mead and Christopher Road

- 3.5. The Council has made similar offers in the previous eight years to support Christmas trading in each town centre, which has been well received and has not resulted in a significant disruption to income.
- 3.6. Long-stay car parks are not typically well used at weekends and it is anticipated that any loss incurred by reducing the tariff, would be balanced out by increased usage and patronage in the local economy.
- 3.7. Offering free parking from 1pm on one day in each town in short-stay car parks is also something that is sustainable. We only charge for parking until 6.00pm and traditionally there is less activity in the car parks in the latter part of the afternoon.
- 3.8. This does not take into account, any impact caused by a change of parking habits as a result of the offers.
- 3.9. The temporary change of tariff would need to be introduced by a Notice of Variation. This will be advertised (put in the papers and in the car parks concerned) at least 21 days before the new charges come into effect and consulted with key stakeholders such as WSCC.

#### **4. Policy Context**

- 4.1. The offer supports the Corporate Plan 2018 - 2019, the Parking Strategy 2011 - 2020 and the Economic Development Strategy 2018 – 2031.

#### **5. Financial Implications**

- 5.1. There are no significant financial implications to report. There is expected to be displacement of income to support this initiative but this will be comparable to the previous eight years of supporting Christmas trading in the Districts town centres.

#### **6. Other Material Implications**

6.1 The planned introduction of this offer will need to be legally advertised and communicated effectively. This will be done in conjunction with the Legal and Communications teams.