

FRPERTH AND KINROSS COUNCIL**Environment, Enterprise and Infrastructure Committee****8 November 2017****FREE FESTIVE PARKING****Report by Director (Environment)****PURPOSE OF REPORT**

This report recommends that the Free Festive Parking initiative operates on each Saturday from 02 December 2017 until 30 December 2017 inclusive in all Council operated car parks across the whole Perth and Kinross area.

1. BACKGROUND

- 1.1 The “Free from Two” car parking initiative operated over the winters of 2012/13, 2013/14, 2014/15, 2015/16 and 2016/17. In 2016/17, this offered free parking in all Council operated car parks from 2pm on Thursdays and Fridays from the last weekend in November to the last weekend in January in all Council operated car parks throughout Perth and Kinross.
- 1.2 The campaign has been promoted through a variety of media including press releases, features in “Perth and Kinross News”, a quarter page advert in the “Winter Guide” circulated to 73,000 homes, posters and leaflets delivered to businesses, social media, websites and flyers taken home by 3,000 school children.
- 1.3 Businesses also supported promotion of the initiative by advising customers through distributing leaflets and posters, putting details on their websites and promoting the initiative via social media.
- 1.4 Although there is no statistical, and limited anecdotal, information on the relative success of this initiative, “Free from Two” has been, in general, welcomed by the local retail sector. However, this car parking initiative, linked to the festive retail season, is perceived to a tangible demonstration of the Council’s commitment to supporting retailers and the local economy.
- 1.5 This year the Perth Traders Association has requested to change to the “Free from Two” approach. As a result of changes to shopping patterns, the historical situation of Saturdays in the lead up to Christmas being amongst the busiest shopping days of the year. This is now no longer the case. The change to Free on Saturdays is to promote the retail experience, and also generate a place for people to come and spend time in cafes, restaurants etc. The offer of free parking is, therefore, intended to create an overall experience which is absent when simply shopping on-line. It is also aimed at promoting Perth, and the towns where there is paid for parking, as a destination of choice through this promotion.

2. PROPOSAL

- 2.1 The specific proposal for Christmas 2017 is free parking all day on the Saturdays from 2 December to 30 December 2017 in all Council operated car parks across the whole Perth and Kinross area.
- 2.2 It is proposed to use media and advertising to promote the offer, with an initial press release following this Committee's approval.
- 2.3 Based on current income levels from the car parks concerned, the cost of operating a "Free on Saturdays" promotion in 2017 in terms of lost income is estimated at approximately £25,000. This will require to be met from the Parking Services Revenue Budget.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 "Free from Two" has been, in general, well received by residents, visitors and businesses over the last 5 years and has provided a tangible demonstration of the Council's commitment to supporting retailers and the local economy.
- 3.2 The request for the change to Free Saturdays in the run up to Christmas has come from the Perth Traders Association, as a result in changes in historic shopping practices.
- 3.3 It is recommended that the Committee agrees to offer free parking on Saturdays from 2 December to 30 December 2017 inclusive in all Council operated car parks across the whole Perth and Kinross area.

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Approved

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	
Community Plan / Single Outcome Agreement /Perth City Plan	Yes
Corporate Plan	Yes
Resource Implications	
Financial	None
Workforce	None
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	None
Strategic Environmental Assessment	None
Sustainability (community, economic, environmental)	None
Legal and Governance	None
Risk	None
Consultation	
Internal	None
External	None
Communication	
Communications Plan	Yes

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The activities contribute to the Community Plan's strategic objectives of 'Promoting a prosperous, inclusive and sustainable economy', and a 'Safe Welcoming Environment' and the outcomes of 'a thriving, expanding economy' and 'employment opportunities for all'.

Corporate Plan

- 1.2 Perth and Kinross Council Corporate Plan 2013/2018 sets out five strategic objectives:

- (i) Giving every child the best start in life;
- (ii) Developing educated, responsible and informed citizens;
- (iii) Promoting a prosperous, inclusive and sustainable economy;
- (iv) Supporting people to lead independent, healthy and active lives; and
- (v) Creating a safe and sustainable place for future generations.

- 1.3 This report relates to Objective No (iii) 'Promoting a prosperous, inclusive and sustainable economy' and the outcome of 'Thriving, expanding economy' by encouraging and supporting tourism.

2. Resource Implications

Financial

- 2.1 Based on current income levels from the car parks concerned, the cost of operating a “Free on Saturdays” promotion in 2017/18 in terms of lost income is estimated at approximately £25,000. This will require to be met from the Parking Services Revenue Budget.

Workforce

- 2.2 There are no workforce implications as a result of this report.

Asset Management

- 2.3 There are no asset management implications arising as a result of this report.

3. Assessments

Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.
- 3.2 This section should reflect that the proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:
- (i) Assessed as **not relevant** for the purposes of EqIA.

Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. No further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

Sustainability

- 3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions. The activities in this report will contribute towards sustainable economic development in Perth and Kinross.

Legal and Governance

- 3.5 The consideration of the report is in line with the Council's Scheme of Administration and specifically the role of the Enterprise and Infrastructure Committee in developing measures to support and promote economic activity and to plan key infrastructure. Legal Services has been consulted on these proposals.

Risk

- 3.6 Risks and the controls required to mitigate any risks will be reported through the Council's risk management process.

4. Consultation

Internal

- 4.1 None.

External

- 4.2 None.

5. Communication

- 5.1 Communication will be undertaken by the Council and businesses.

6. BACKGROUND PAPERS

- 6.1 None.

7. APPENDICES

- 7.1 None.