

**CABINET MEMBER FOR ECONOMIC DEVELOPMENT, PLANNING AND
TRANSPORTATION**

**Venue: Town Hall,
Moorgate Street,
ROTHERHAM.**

Date: Wednesday, 4th November, 2009

Time: 9.30 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with Part 1 of Schedule 12A (as amended March 2006) to the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. RERF support for Free Parking on Saturdays from 21st November to Christmas 2009 (Pages 1 - 3)
Simeon Leach, Economic Strategy Manager, to report.
 - to seek approval for RERF funding to be allocated for the provision of free car parking on Saturdays up to Christmas 2009.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Economic Development, Planning and Transportation
2.	Date:	4th November 2009
3.	Title:	RERF support for Free Parking on Saturdays from 21st November to Christmas 2009.
4.	Programme Area:	Environment and Development Services

5. Summary

This paper seeks the approval of £20,000 of RERF funding to cover the costs of the waiving of parking charges in the town centre on Saturdays; commencing Saturday 21st November up to and including Saturday 19th December 2009 and marketing of the initiative to the public

6. Recommendations

That the Cabinet Member for Economic Development, Planning & Transport approves £ 20,000 of Rotherham Economic Regeneration Fund (RERF) funding to pay for the initiative.

7. Details

The recent economic downturn has resulted in approaches to the Council from town centre businesses for initiatives to encourage shoppers to use the town.

Various initiatives have already been introduced including the “free after 3” parking scheme and amendments to maximum stay times in various places in the town’s parking spaces, both on-street and off-street.

At a recent meeting with some of the traders and the chamber of commerce the Cabinet Member for Economic Development, Planning & Transportation and the Director of Planning and Regeneration was asked if the Council would consider the introduction of free parking on Saturdays during the period between the Christmas illuminations being switched on and Christmas.

An application for £20,000 has been made to RERF, to compensate for the loss of income and to fund some marketing activity. This has been scored by the Economic Strategy team and successfully meets the criteria for the award of RERF funding

8. Finance

The measurable loss of “pay and display” income can be accurately estimated at £3000 per Saturday.

The loss of Penalty Charge income must also be considered. This averages at £400 per Saturday.

The final consideration is the loss of income from those customers who normally park on a mid-week day and would change their parking habits to take advantage of the scheme. It is reasonable to anticipate a loss in the region of £400 per Saturday

In summary, this equates to a sum of £3,800 per Saturday which together with £1,000 for marketing of the Scheme amounts to a total requirement of £20,000.

This activity will be funded from the RERF revenue stream, which currently has £250,574 of funding available for allocation.

9. Risks and Uncertainties

It is difficult to quantify the likely impact of this initiative on town centre footfall, although anecdotal evidence from the “Free after 3” scheme is that footfall has started to rise after the parking becomes free.

10. Policy and Performance Agenda Implications

The proposal meets the following strategic priority of the Community Strategy:-

- Revitalise the town centre

11. Background Papers and Consultation

Consultation has been undertaken with town centre traders, the Barnsley/Rotherham Chamber of Commerce, EDS Transportation Unit and Financial Services.

Free Parking on Saturdays from 21st November to Christmas 2009 - Joint meeting – Cabinet Member for Economic Development, Planning and Transportation and Cabinet Member for Streetpride. 2nd November 2009

Contact Name:

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