

CABINET MEMBER FOR TOWN CENTRES
1st October, 2010

Present:- Councillor R. S. Russell (in the Chair); Councillors Ali and Swift.

L18. PROPOSALS FOR THE INTRODUCTION OF CASHLESS PARKING IN ROTHERHAM TOWN CENTRE

Consideration was given to a report, presented by the Parking Services Manager, relating to a proposal for the introduction, on a trial basis, of a cashless alternative to the traditional coin driven pay and display machines for parking in Rotherham Town Centre.

It was explained that the system involved customers using mobile telephones to register their vehicle and credit / debit card details thereby paying for their parking activity without having to physically insert change into a machine.

A brief background to the proposal was given and it was reported that a neighbouring local authority had successfully introduced this system recently.

Reference was made to the advantages for customers.

Details of how the system would operate, including fees and charges, were set out in the submitted report.

Reference was also made to marketing, enforcement, proposed locations for the trial, together with the financial implications in terms of installation costs and anticipated revenue for the Council. A full list of the potential benefits from the Cashless System was appended to the submitted report.

Resolved:- (1) That approval be given for the system to be introduced for an initial trial period in selected locations with a view to making the arrangement permanent if successful.

(2) That Cabinet Member agrees the locations for the trial as set out in the report now submitted.

(3) That a further report be presented to the Cabinet Member in 3 months time in respect of the progress of the initiative together with recommendations for the continuance, or otherwise, of the scheme.