

CABINET MEMBER FOR REGENERATION AND DEVELOPMENT
Wednesday, 11th December, 2013

Present:- Councillor Smith (in the Chair); Councillor Clark.

Councillor Pickering was also in attendance.

Apologies for absence had been received from Councillor Godfrey.

G74. MINUTES OF THE PREVIOUS MEETING HELD ON 2ND DECEMBER 2013

Resolved:- That the minutes of the previous meeting of the Cabinet Member and Advisers for Regeneration and Development, held on 2nd December, 2013, be approved as a correct record for signature by the Chairman.

G75. ROTHERHAM TOWN CENTRE - FREE PARKING ON SATURDAYS BEFORE CHRISTMAS 2013

Further to Minute No. 55 of the meeting of the Cabinet Member and Advisers for Regeneration and Development, consideration was given to a report presented by the Economic Development Manager, seeking approval for the allocation of £9,000 from the Rotherham Economic Regeneration Fund towards the funding of free parking in Council-owned car parks and in on-street parking bays in the Rotherham town centre on the six Saturdays before Christmas: on 16th, 23rd and 30th November, 2013 and on 7th, 14th and 21st December, 2013.

Members noted that, of the £24,000 allocation from Environment and Development Services revenue budgets, £15,000 is to be drawn from the British Land contribution to Rotherham town centre initiatives. The suggested funding also covers the cost of implementing a comprehensive marketing and communications plan, to inform shoppers and residents of the free parking incentive.

It was noted that the people would have to pay to park their vehicles, once again, in Council-owned car parks and in on-street parking bays on Saturday, 28th December 2013.

It was noted that the scheme was well regarded by local businesses and had contributed to increased footfall in the town centre in previous years.

Resolved:- (1) That the report be received and its contents noted.

(2) That an allocation of £9,000 from Rotherham Economic Regeneration Fund, as detailed in the submitted report, be approved as a contribution to (i) the loss of revenue and (ii) the marketing activity associated with offering free parking on Saturdays in Council car-parks and in on-street

parking bays, in the Rotherham town centre, for the period 16th November, 2013 to 21st December, 2013 (inclusive).

G76. DATE AND TIME OF NEXT MEETING: -

Resolved: - That the next meeting of the Cabinet Member and Advisers for Regeneration and Development take place on Monday 13th January, 2014, to start at 10.30 a.m. in the Rotherham Town Hall.