

Record of Officer Decision

Christmas Parking Promotion

Decision Taker and Date Decision Taken:

Director of Finance, in consultation with the Cabinet Member for Place Services and Economic Growth, Cabinet Member for Pride in Place, Culture & Events and Parking, Cabinet Member for Housing, Finance and Corporate Services, on 12 October 2023.

Summary of Matter or Issue Requiring Decision:

To introduce a Christmas Parking Promotion for 5 town centre car parks across Torbay from 1 December 2023 – 2 January 2024. Pay for an hour and park all day. This promotion has been implemented in previous years.

Decision Taken:

That from 1 December 2023 until 2 January 2024 the charges to park in the following car parks be amended in order for motorists to pay for an hour and park all day:-

Torquay - Lower Union Lane and Union Square

Paignton – Victoria Multi Storey

Brixham – Brixham Central up to the maximum stay, Freshwater and Oxen Cove

Summary of Reason(s) for Decision Taken:

The proposal supports town centre businesses to try and increase footfall into the town centre during the Christmas Season and provides an incentive for residents and visitors to spend locally in the three town centres rather than visiting the out of town shopping areas where there is the option of free parking available nearby.

Summary of Alternatives or Options considered and rejected and Background Papers:

The following options were considered:

- Option 1, to operate the same promotion as held in December 2022.
- Option 2, to extend the time for which the promotion was in operation, thereby ceasing on 2 January 2024 and coinciding with the conclusion of the Trail of Lights.
- Option 3, do nothing, this option was discounted given the challenges faced by town centres.

Details of any conflict of interest and dispensation granted to the Officer taking the decision or by any Member of the Council in delegating responsibility for any specific express delegation:

None.

Implementation:

This decision will be implemented immediately.

A copy of this decision and any supporting documentation considered by the Officer taking this decision may also be available for inspection by the public at the Council's offices or posted upon payment of any copying and postage charges. Any member of the public wishing to take up either of these options is asked to please ring (01803) 207087 or email governance.support@torbay.gov.uk

Signed: _____ Date: 12 October 2023
(Director of Finance)