

## **Record of Officer Decision**

### **Christmas Parking Promotion**

#### **Decision Taker and Date Decision Taken:**

Director of Finance in consultation with the Leader of the Council, Cabinet Member for Pride in Place and Parking and Cabinet Member for Housing and Finance and Chief Executive, on 09 October 2024

#### **Summary of Matter or Issue Requiring Decision:**

To offer the winter parking promotion from 29 November 2024 to 2 January 2025 in selected Torbay Car Parks whereby motorists can pay for an hour and park all day.

#### **Decision Taken:**

That from 29 November 2024 to 2 January 2025 the charges to park in the following car parks be amended in order for motorists to pay for an hour and park all day:

- Brixham – Freshwater, Oxen Cove and Brixham Central (up to the maximum stay of 3 hours) car parks;
- Paignton – Victoria Multi Storey, Hyde Road (Crossways) temporary car park;
- Torquay – Lower Union Lane, Union Square and Harbour car parks.

#### **Summary of Reason(s) for Decision Taken:**

The promotion will support the three town centre businesses to try and increase footfall into the town centres and surrounding areas during the Christmas Season. The promotion 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.

This will also support local businesses to encourage shoppers to the town centres in line with any promotions they are also running during this period.

#### **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 2023.
- Option 2, the preferred option, to extend the time for which the promotion was in operation, thereby commencing on 29 November 2024 to coincide with the first day 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](mailto:governance.support@torbay.gov.uk)

Signed: \_\_\_\_\_ Date: 14 October 2024  
(Director of Finance)