

Record of Officer Decision

Winter Parking Promotion

Decision Taker and Date Decision Taken:

Director of Finance, in consultation with the Chief Executive and Leader of the Council, on 04 September 2026.

Summary of Matter or Issue Requiring Decision:

To offer a winter parking promotion from the 28 November 2026 to 3 January 2027 in designated town centre car parks. This promotion has been running since 2020. The financial implications were built into the budget setting process each year. If there was to be an overall shortfall in parking income this financial year the one off reserve fund would be utilised. The reserve was specifically set up to offer parking promotions. In future years, once this fund has been used, future budget setting may need to consider how to fund parking promotions to manage the potential loss of income.

Decision Taken:

That from 28 November 2026 until 3 January 2027 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;
- Paignton – Victoria Surface Level and Hyde Road temporary car parks; and
- Torquay – Lower Union Lane, Union Square and Harbour car parks.

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.

The parking promotion will also support the local businesses to encourage shoppers to the town centres, surrounding area to the towns, and to spend longer in the designated car parks. As well as supporting the evening economy for the local restaurants and leisure facilities.

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

An alternative option would be to do nothing, however this option was discounted given the challenges faced by town centres. Consideration was also given to expanding the promotion to secondary shopping areas in Torbay. This option was also discounted as these areas have on street limited waiting restrictions or unrestricted parking nearby. The three town centres do not have the availability of these areas at such a short distance close to the 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: _____
(Director of Finance)