

Cheltenham Borough Council
Cabinet member decision
Gold Cup festival week – Free parking initiative
26th February, 2014

Accountable member	Cllr Steve Jordan, Council Leader
Accountable officer	Mike Redman, Director Built Environment
Ward(s) affected	All
Key Decision	No
Executive summary	<p>Decision: To offer free car parking in Cheltenham Borough Council's car parks from 1.00pm in the afternoon until the next charging period during Cheltenham's Gold Cup festival, 2014. The dates are Monday 10th March to Friday 14th March, inclusive.</p> <p>This decision would normally include a variance to Cheltenham's Parking Order, a process which includes a 21 day consultation period. Insufficient time was available in which to meet the consultation requirement. Therefore, a member decision report form, supported by an officer report, is required in order to meet due diligence requirements for a decision which will result in the forfeiting of some degree of car parking revenue.</p> <p>The decision to offer free parking during race week is designed to support the economic viability of the town, for the benefit of and as a gesture of goodwill and support for local retailers, Gold Cup customers, local businesses, residents and visitors.</p>
Recommendations	It is recommended that the decision to provide free car parking on the dates specified above, during the specified times, is accepted and recorded in accordance with the Council's constitution.

Financial implications	<p>It has been estimated that free parking during race week will result in a net loss of income for the Council of no more than £25,000.</p> <p>Contact officer: Mike Redman@cheltenham.gov.uk, 01242 264160</p>
Legal implications	<p>The legal issues associated with this decision have been met by the completion of a Member Decision form, supported by this report.</p> <p>Contact officer: Rob.Wheeler@teWKesbury.gov.uk, 01242 ?</p>
HR implications (including learning and organisational development)	<p>None.</p> <p>Contact officer: , @cheltenham.gov.uk, 01242</p>

Key risks	<p>This initiative may result in more motorists choosing to drive into Cheltenham and park during the afternoons and evenings than usual during race week. This risk is mitigated by the likely boost to economic activity in the town during the periods when parking is free.</p> <p>There is also a risk of objection from private car parking operators. However, if the initiative is successful and attracts more visitors during what is usually a quiet period, it is likely that private car park operators could also benefit.</p>
Corporate and community plan Implications	None.
Environmental and climate change implications	<p>This initiative may result in increased traffic during race week. It should be noted, however, that traffic is usually at an elevated level during race week and the initiative may actually encourage less traffic driving through town and onwards to the racecourse.</p> <p>Climate change implications are considered negligible for this short period.</p>
Property/Asset Implications	<p>None.</p> <p>Contact officer: David Roberts@cheltenham.gov.uk</p>

1. Background

- 1.1 In December 2013 Gloucestershire County Council offered free on street as well as park and ride parking during a key Christmas shopping period. This initiative included Cheltenham. The event was a success and local retailers and businesses were supportive.
- 1.2 A subsequent survey of retailers and local businesses opinions of the event revealed that though very supportive, many were keen for similar events to be run at times when business is notoriously slack, in order to boost economic activity during historically quiet periods. Cheltenham Borough Council has taken this on board and has been considering a number of free parking 'events' in support of the town, balanced with a need to protect car parking revenues going forward.
- 1.3 Providing free parking during race week is seen as a supportive boost to the local economy. Other free parking periods will be considered at appropriate times, and in accordance with local retailers' and business owners' requests for support.

2. Reasons for recommendations

- 2.1 As detailed above, and due to there being insufficient time for officers to carry out due process with regard to a variance to Cheltenham's Parking Order, which would have negated the need for this report.

3. Alternative options considered

- 3.1 Two alternative options were considered:
- 3.2 Not providing any free parking during race week: This option would not support the economic viability of the town in any way and would mean Cheltenham Borough Council not taking the opportunity to provide support and engender goodwill during a comparatively difficult economic climate.
- 3.3 Providing free parking for the full four days of the festival: this option was rejected due to the potential for an unacceptably high car parking income loss during race week.

4. Consultation and feedback

- 4.1 Consultation has taken place with the Chamber of Commerce, Town Centre manager, the management of Regent's Arcade and with the Everyman theatre. Cabinet members for Finance and Built Environment are all supportive.

5. Performance management –monitoring and review

- 5.1 The anticipated loss in car parking income as a result of this initiative is no more than £25,000. A full financial review will take place after the event.

Report author	Contact officer: Mike.Redman @cheltenham.gov.uk, 01242 264160
Appendices	None
Background information	

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Risk Assessment

Appendix 1

The risk				Original risk score (impact x likelihood)			Managing risk				
Risk ref.	Risk description	Risk Owner	Date raised	Impact 1-5	Likelihood 1-6	Score	Control	Action/mitigation	Deadline	Responsible officer	Transferred to risk register
	Any risks associated with equality impact										
	Any environmental risks	MR	26.2.14	2	3	6	Time limited	A slight increase in traffic pollution is likely, but this would normally be the case during race week.	14.3.14	MR	N/A
	Risk of legal challenge	MR	26.2.14	4	1	4	None			MR	N/A
	Reputational risk by not running an initiative to support local retailers	MR	26.2.14	2	5	10	15	Post initiative review	31.3.14	MR	N/A
Explanatory notes Impact – an assessment of the impact if the risk occurs on a scale of 1-5 (1 being least impact and 5 being major or critical) Likelihood – how likely is it that the risk will occur on a scale of 1-6 (1 being almost impossible, 2 is very low, 3 is low, 4 significant, 5 high and 6 a very high probability) Control - Either: Reduce / Accept / Transfer to 3rd party / Close											

Guidance

Types of risks could include the following:

- Potential reputation risks from the decision in terms of bad publicity, impact on the community or on partners;
- Financial risks associated with the decision;
- Political risks that the decision might not have cross-party support;
- Environmental risks associated with the decision;
- Potential adverse equality impacts from the decision;
- Capacity risks in terms of the ability of the organisation to ensure the effective delivery of the decision
- Legal risks arising from the decision

Remember to highlight risks which may impact on the strategy and actions which are being followed to deliver the objectives, so that members can identify the

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need to review objectives, options and decisions on a timely basis should these risks arise.

Risk ref

If the risk is already recorded, note either the corporate risk register or TEN reference

Risk Description

Please use “If xx happens then xx will be the consequence” (cause and effect). For example “If the council’s business continuity planning does not deliver effective responses to the predicted flu pandemic then council services will be significantly impacted.”

Risk owner

Please identify the lead officer who has identified the risk and will be responsible for it.

Risk score

Impact on a scale from 1 to 5 multiplied by likelihood on a scale from 1 to 6. Please see risk [scorecard](#) for more information on how to score a risk

Control

Either: Reduce / Accept / Transfer to 3rd party / Close

Action

There are usually things the council can do to reduce either the likelihood or impact of the risk. Controls may already be in place, such as budget monitoring or new controls or actions may also be needed.

Responsible officer

Please identify the lead officer who will be responsible for the action to control the risk.

For further guidance, please refer to the [risk management policy](#)

Transferred to risk register

Please ensure that the risk is transferred to a live risk register. This could be a team, divisional or corporate risk register depending on the nature of the risk and what level of objective it is impacting on

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