
FREE PARKING IN ELY AND THE DISTRICT – PROMOTIONAL CAMPAIGN

Committee: Commercial Services Committee

Date: 12 November 2014

Author: Chief Executive and Team Leader, Tourism and Town Centre Services

[P123]

1.0 ISSUE

1.1 Initiatives to promote free parking in Ely.

2.0 RECOMMENDATIONS

2.1 Members are recommended to:-

- (i) approve the promotional campaign as outlined in paragraph 4.2;
- (ii) authorise the Chief Executive, in consultation with the Chairman of Commercial Services and the Service Delivery Champion, to allocate up to £17,000, to fund the above proposals in 2014/15.

3.0 BACKGROUND

3.1 The Service Delivery Plan for Markets, Town Centres and Tourism (see Agenda Item 8(i)) includes a proposal to promote free parking as a key performance measure and is included in the forward plan for Councillors.

3.2 The Council has provided temporary accommodation for Ely's Post Office at Newnham Street Car Park, under licence, from 13 November 2013 to 5 December 2014. In 2014/15, this additional income currently equates to £17,000, of which £10,000 was budgeted for in the 2014/15 agreed revenue budget.

4.0 ARGUMENTS/CONCLUSIONS

4.1 With the exception of Angel Drove Commuter Car Park, Littleport Rail Station Car Park and a scheme of business permits, the Council provides car parking in the District free to the user. This free provision is valued by residents, workers and visitors to the District.

4.2 It is proposed that there would be three key elements to the promotional campaign, specifically:-

- media advertising/PR campaign to promote free car parking alongside events/initiatives within Ely and the wider District;
- signage on the entrances to Ely (owned by the City Council);
- signage within the Council owned/operated car parks within the District (where appropriate).

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

5.1 The Chief Executive will utilise all the excess income from the Post Office licence (above the £10,000 already budgeted) and any additional expenditure up to a total of £17,000 will be funded from underspends in 2014/15.

5.2 There is no requirement for an Equality Impact Assessment.

6.0 APPENDICES

6.1 None.

Background Documents

Asset Development Sub
Committee
13 October 2014
Agenda Item No. 6

Location

Room 103
The Grange
Ely

Contact Officer

John Hill
Chief Executive
(01353) 616271
E-mail: john.hill@eastcambs.gov.uk