

East Herts Council Non-Key Decision Report

Date: 10 November 2021

Report by: Graham McAndrew – Executive Member for Environmental Sustainability

Report title: Bishop's Stortford's Business Improvement District (BID) Parking Proposal: Discover and Save

Ward(s) affected: Bishop's Stortford Wards

Summary

- A period of funded parking is proposed to be offered in Bishop's Stortford with the aim of encouraging visitors and shoppers back to the town centre following the Covid-19 pandemic. The loss of parking income will be funded by the Bishop's Stortford BID.

RECOMMENDATIONS FOR DECISION:

A. The "Discover and Save" parking proposal, as described in paragraph 1.1 as funded by the Bishop's Stortford BID, be approved.

1.0 Proposal(s)

1.1 It is proposed that in partnership with the Bishop's Stortford Business Improvement District (BID), a special parking promotion referred to as "Discover and Save" is once again offered in the Causeway car park, Bishop's Stortford, to encourage visitors into the town centre in order to support the businesses.

1.2 Any vehicle parking in the Causeway car park after 3pm on

Tuesdays, from January to March, will be able to park free of charge as subsidised by the BID.

- 1.3 The promotion will initially be limited to three calendar months (4th January to 29th March 2022) with an option to extend from 12th April to 10th May.

2.0 Background

- 2.1 As part of the Bishop's Stortford's Business Improvement District (BID) business plan there is a manifesto pledge to offer a parking scheme. Following a successful trial in 2021 the BID seeks to repeat the event.
- 2.2 The previous Discover and Save parking promotion was fully funded by the BID and supported by East Herts in relation to the Causeway car park for one month from 12 April to 11 May in 2021.
- 2.3 That event offered free parking from 3 pm on Mondays and Tuesdays with the aim of encouraging shoppers to stay longer and visit on the traditionally quieter days.
- 2.4 During that period there were some Covid measures in place; therefore whilst the event was regarded as a success the BID considers it worthwhile to repeat for a longer period (in more normal times) to see more measurable benefits to businesses.

3.0 Reason(s)

- 3.1 The Council recognises the difficulties that businesses continue to experience post Covid, and therefore supports the BID's proposal to encourage people to visit and to extend their stay whilst visiting the town.
- 3.2 The proposal will be cost neutral to the Council as the BID have agreed to compensate the Council for loss of income, as set

out in **Appendix A**.

- 3.3 The Council's Corporate Plan supports economic development and growth.

4.0 Risks

- 4.1 There are no major risks to report. The consultation section highlights areas to note.

5.0 Implications/Consultations

- 5.1 The BID have received a copy of this report and asked to comment.

Community Safety

No

Data Protection

No

Equalities

No specific characteristics are impacted but this proposal.

Environmental Sustainability

The offer of free parking does not encourage sustainable travel, however the offer is limited to a maximum of 5 months on the basis of one Tuesday weekly.

Financial

No loss of parking income as this will be paid by the BID.

Health and Safety

No

Human Resources

No

Human Rights

No

Legal

No

Specific Wards

No

6.0 Background papers, appendices and other relevant material

6.1 Appendix A – financial information

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