East Herts Council – Non-Key Decision Sheet
Record of an executive decision made by an individual under Regulation 13 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations, 2012.

Reference Number: NKD21/20

Decision taken by Executive Member for Environmental Sustainability

Decision
Approval of the "Discover and Save" proposal funded by the Bishop's Stortford BID.

Date of decision
3 December 2021

Reason(s) for decision
Following the success of last year's trial "Discover and Save" event, the Bishop's Stortford Business Improvement District (BID) has approached the Council again to support the delivery of a fully funded parking promotion referred to as "Discover and Save".
After 3pm on Tuesdays the cost of parking at The Causeway car park in Bishop's Stortford will be funded by the BID to encourage visitors into the town centres, and extend their dwell times, thus supporting the ongoing recovery of businesses. The promotion will be limited to the first three calendar months of 2022 (13 days) with an option to extend thereafter from 12th April to 10th May (5 days).

Details of alternative options considered and rejected
Do Nothing option – the Council could decide to do nothing which would not impact the service however it may have a detrimental impact on the relationship with the BID.
Alternative options – schemes such as rebate schemes have been discounted due to the intense resources required for the BID team.

Does the decision or report contain exempt information?
No

Declaration of or conflict of interest
N/A

State, in respect of any declared conflict of interest, whether any dispensation has been granted
N/A

Contact Officer
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