

REPORT TO	DATE OF MEETING
Cabinet	7 November 2012

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SUBJECT	PORTFOLIO	AUTHOR	ITEM
Leyland Town Centre and Christmas Car Parking	Neighbourhoods and Streetscene Regeneration, Leisure and Healthy Communities	Mark Gaffney/ Denise Johnson	7

SUMMARY AND LINK TO CORPORATE PRIORITIES

This report provides an update on the initiatives and activities in relation to Leyland Town Centre. The report also outlines a proposal to suspend car parking charges for a period of 2 weeks prior to Christmas.

This report links directly to all of the Council's corporate priorities but especially Strong South Ribble in the heart of a prosperous Central Lancashire.

RECOMMENDATIONS

That Cabinet:

1. Note the update in relation to Leyland Town Centre.
2. Agree to suspend car parking charges for a period of 2 weeks prior to Christmas, as detailed in the report.

DETAILS AND REASONING

Christmas Car Parking

Background

During the two weeks leading up to Christmas in 2011, car parking charges were suspended at the following car parks on all week days and weekends from 10.00am:

Churchill Way Leyland
 Ecroyd Street Leyland
 Sumner Street Leyland
 King Street Leyland
 Hope Terrace Lostock Hall

Parking charges continued at Leyland Railway Station car park during this period and charges at all car parks were reinstated after Christmas. The reason why the suspension of charges was from 10.00am each day was to discourage commuter parking which would normally happen early in the morning.

The purpose of the scheme was to reinforce the regeneration of Leyland town centre by supporting local shops and businesses in the run up to Christmas, helping local people to save money by shopping locally and attracting more shoppers from outside the area into our town centres. Improvement to parking is just one of many successful regeneration initiatives that have helped the town centre in particularly difficult times. The parking initiative was well received by the traders and public with feedback from the traders suggesting that trade had been increased as a result.

Arrangements for 2012

Working with partners to deliver regeneration and improvement programmes is an objective within the Corporate Plan. The “My Neighbourhood” projects have supported the work with improvements to centres such as Walmer Bridge and Farington and support to events such as Lostock Hall Carnival and Leyland Festival help the regeneration of the areas. Improvements to street furniture and pavements in Lostock Hall and in Leyland have helped to improve the urban environment. £10,000 has recently been secured from Government to help continue Leyland Regeneration. Car Parking remains an important part of the success of a town centre.

Feedback from traders in Leyland clearly showed that if the Christmas Car Parking scheme of 2011 was to be repeated in 2012, they would prefer similar arrangements to last year. They would prefer these arrangements compared to what some other town centres offer which is free parking every Saturday in December leading up to Christmas.

It is therefore proposed that car parking charges are suspended for the 2 week period prior to Christmas, but that charges will remain until 10.00am to discourage commuter parking.

Should the proposal be approved, the initiative will be publicised leading up to the commencement of the free car parking period. Suitable and adequate signage will also be displayed during the free 2 week period to notify car park users of the arrangements.

WIDER IMPLICATIONS

In the preparation of this report, consideration has been given to the impact of its proposals in all the areas listed below, and the table shows any implications in respect of each of these.

FINANCIAL	<p>Christmas Car Parking The estimated lost income as a result of the initiative is in the region of £7k. Should the initiative be approved, this reduction of income will be reflected in the revised estimates for the current year.</p>
LEGAL	<p>Christmas Car Parking There are no legal implications arising from the proposals in this report.</p>
RISK	<p>Christmas Car Parking There are no risks of any significance that need to be considered due to the proposals in this report.</p>
THE IMPACT ON EQUALITY	<p>Christmas Car Parking An Equality Impact Assessment is in place for the streetscene service. There are no adverse equality impacts as a result of the proposals in this report.</p>
OTHER (see below)	<p>Corporate Plan The proposals in this report support the corporate plan actions in relation to Leyland Town Centre.</p>

<i>Asset Management</i>	<i>Corporate Plans and Policies</i>	<i>Crime and Disorder</i>	<i>Efficiency Savings/Value for Money</i>
<i>Equality, Diversity and Community Cohesion</i>	<i>Freedom of Information/ Data Protection</i>	<i>Health and Safety</i>	<i>Health Inequalities</i>
<i>Human Rights Act 1998</i>	<i>Implementing Electronic Government</i>	<i>Staffing, Training and Development</i>	<i>Sustainability</i>

BACKGROUND DOCUMENTS