

## INTRODUCTION OF 3 MONTHLY LONG STAY PARKING CLOCK

### 1. INTRODUCTION/BACKGROUND

- 1.1 It has been brought to the Council's attention that a significant number of people find it difficult to purchase an annual or half yearly clock outright in December. It is believed that this particularly affects part time workers in small shops. A concern has also been raised relating to the natural reluctance of those who undertake seasonal work to purchase a 6 monthly clock. It is believed that this may encourage Highway Parking. In order to assist these particular groups it is proposed to introduce a 3 monthly clock to replace the existing six monthly clocks.

### 2. THE 3 MONTHLY CLOCK

- 2.1 The suggested 3 monthly clock would provide the same parking entitlements as the annual district wide clock subject to the clock being "in date"; these include use of amenity and long and short stay town car parks.
- 2.2 The periods for which a 3 monthly clock would be valid are:
- 1 January to 31 March
  - 1 April to 30 June
  - 1 July to 30 September
  - 1 October to 31 December
- 2.3 It is proposed that a 3 monthly clock cost £20 and that there be no cost added for providing this new facility.
- 2.4 It is proposed to cease issuing 6 monthly clocks. Those who purchase a bi annual clock at the present time will be able to purchase 2 sequentially dated monthly clocks to avoid any inconvenience.
- 2.5 All existing selling outlets would have the 3 monthly clocks available.

### 3. FINANCIAL IMPLICATIONS

- 3.1 At the present time bi annual clocks are sold at a £4 premium over the cost of purchasing a £80 annual clock. Some 1435 half yearly clocks are sold in 2007 give a potential loss of income of £4850 (ex vat). It is expected that some of this loss can be recouped by additional sales generated by the 3 monthly clock and will be contained within the existing car park income budgets.

### 4. ENVIRONMENTAL IMPLICATIONS/EQUALITY AND DIVERSITY IMPLICATIONS

- 4.1 The new clock will provide assistance to those working in local businesses and provide more affordable access. It will also discourage highway parking.

**5. CRIME AND DISORDER IMPLICATIONS**

5.1 None.

**6. PORTFOLIO HOLDERS COMMENTS**

6.1 The Portfolio Holder supports the recommendation as it provides more affordable access to our long stay car parking provision in terms of personal cash flow management. At £20, for a three month clock, we believe our long stay provision for local employees, in particular, is good comparative value.

**7. RECOMMENDATION**

7.1 That 3 monthly long stay clocks be made available for use as from 1 January 2009 as proposed in this report.

**For Further Information Please Contact:**

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**Background Papers:**