

## SHEFFIELD CITY COUNCIL

### INDIVIDUAL CABINET MEMBER DECISION RECORD

The following decision was taken on 08 November 2017 by the Cabinet Member for Transport and Sustainability.

Date notified to all members: Monday 13 November 2017

The end of the call-in period is 4:00 pm on Friday 17 November 2017

Unless called-in, the decision can be implemented from Saturday 18 November 2017

1. **TITLE**

Christmas Parking and Festive Buses Offer

2. **DECISION TAKEN**

That the Cabinet Member for Transport and Sustainability:-

(i) approves that all pay and display parking in the City Centre will be free on the six Sunday's leading up to Christmas 2017 (19 , 26 November and 3, 10, 17 and 24 December 2017); and

(ii) approves Council funding of £9000 for a "one plus" festive buses offer to encourage people to visit the city centre by public transport.

3. **Reasons For Decision**

The Council wishes to provide support for retailers and leisure establishments in the city at a key time of the year. The consensus of stakeholders is that they would wish to see the free parking offer altered to make it easier for customers to understand and support improved marketing.

Support for Festive Buses is part of a wider package designed to encourage travel to the city centre.

4. **Alternatives Considered And Rejected**

The Council could maintain its current tariffs throughout the festive period, but this would not provide additional support to retailer and leisure operators in the city at an important time of the year for their businesses.

The Council could chose not to promote a festive bus offer, but this would not encourage any further take up of public transport, particularly on Boxing Day and New Year's Day.

5. **Any Interest Declared or Dispensation Granted**

None

6. **Respective Director Responsible for Implementation**

Executive Director, Place

7. **Relevant Scrutiny Committee If Decision Called In**

Economic and Environmental Wellbeing Scrutiny Committee