

PART A - Initial Impact Assessment

Proposal Name: City Centre Parking Offer at Christmas

EIA ID: 2354

EIA Author: Ben Brailsford

Proposal Outline: To offer free parking on six consecutive Sundays starting 19 Nov 23 and ending 24 Dec 23 to support the City Centre Christmas retail and hospitality offer.

Proposal Type: Non-Budget

Year Of Proposal: 23/24

Lead Director for proposal: Richard Eyre

Service Area: Street Scene Services / Parking Services

EIA Start Date: 18/09/2023

Lead Equality Objective: Understanding Communities

Equality Lead Officer: Ed Sexton

Decision Type

Committees: Policy Committees

- Waste & Street Scene

Portfolio

Primary Portfolio: Neighbourhoods

EIA is cross portfolio: No

EIA is joint with another organisation: No

Overview of Impact

Overview Summary:

The offer will primarily affect people who own a car. This is all adults but car ownership is higher in older people rather than younger adults. So there will be slight benefit to older people. People in poverty are less likely to own a car. This offer is less likely to benefit people in those groups. Religion/ belief - this proposal is a commercially-driven proposal to support retailers at their more important time of year. As noted in the report the parking offer is one part of a much larger package of entertainment and activity taking place in the city centre, and on its own it wouldn't really provide any additional encouragement to visit the city centre. It's such an established shopping period which people of all faiths and no faiths take part in. However, It could also be viewed as helping to celebrate and promote Christmas, although it's possible some people might feel it detracts from the meaning of Christmas as well. Consideration will be given to supporting any future city centre events and activities that celebrate other religious festivals, if it was part of an overall package to attract people to the city centre retail and hospitality offer.

Impacted characteristics:

- Age
- Poverty & Financial Inclusion
- Religion/Belief

Consultation and other engagement

Cumulative Impact

Does the proposal have a cumulative impact: No

Impact areas:

Initial Sign-Off

Full impact assessment required: No

Review Date: 18/09/2023

Action Plan & Supporting Evidence

Outline of action plan:

Action plan evidence:

Changes made as a result of action plan:

Mitigation

Significant risk after mitigation measures:

Outline of impact and risks:

Review Date

