

EX94. FREE CAR PARKING INITIATIVES FALKIRK TOWN CENTRE

The Executive considered a report by the Director of Development Services recommending the continuation of the “Free after Three” and festive free car parking initiatives in 2014/15.

The Executive agreed on 14 January 2014 (ref EX109) to introduce a “Free after Three” car parking initiative in its Falkirk town centre car parks until the start of the festive free parking period beginning on 8 December 2014.

As a consequence of the introduction of the “Free after Three” initiative parking revenues had decreased by £44,000. It was projected that by the end of the festive free parking period this would increase to £74,000. The loss is unbudgeted and will contribute to the budget overspend.

An evaluation, by Falkirk Delivers, of the “Free after Three” initiative was provided together with a summary of the costs and implications of four options before the Executive for consideration in regard to car park initiatives:-

- maintain both “Free after Three” and festive free car parking initiatives;
- maintain annual “Free after Three” initiative but withdraw festive free car parking
- maintain festive free car parking but do not continue “Free after Three” initiative; and
- do not proceed with either initiative.

Decision

The Executive agreed to:-

- (1) note the impact and evaluation of the “Free After Three” initiative on Falkirk town centre businesses and shoppers;**
- (2) note the impact of both the “Free After Three” and free festive car parking initiatives on annual revenue budgets at £79k annually;**
- (3) continue both initiatives during 2014/15; and**
- (4) consider the longer term prospect for these initiatives at the Council budget setting meeting on 11 February 2015.**