

Car Parking Charges Options	Financial Implications	Health and Safety Implications associated with COVID	Economic Implications for the High Street	Other Considerations
Continue to suspend all car parking charges for 1month, 2 months or longer?	Loss of income in the region of £35,500 per week.	May encourage large number of shoppers / visitors and lead to an increased spread of the virus if social distancing can't easily be maintained.	May be seen to fully support the economic recovery of our town centres and high streets	Scrapping all parking charges would result in lost income in the order of £1.8 million from parking charges and £300k from parking fines.
Reintroduce car parking charges in full	After any initial surge back to the shops the best guess estimate is we would see a 30% to 40% return in months 2 to 3 and then a steady rise although it may be several years before parking returns to pre COVID levels. Income is likely to be up to 60% down for the same period last year. If charges reinstated from mid June the predicted car parking income for the whole financial year 2020/21 could be as low as £550k	Reintroduction of parking charges may discourage some visitors to the shopping areas or parks which may assist in social distancing (less people = more space) and slow down the rate of infection of the virus.	May be seen as a negative and uncaring move from the council to reintroduce charges at a time when most shops are just reopening and trying to get back on their feet.	It could be that everyone may be wanting to go shopping as they did when IKEA first opened, 5-hour queues and McDonalds with half mile queues. Potentially the shops will be offering better deals than black Friday the shops could be mobbed from the 15 th with people suffering from a lack of retail therapy they will not be bothered about paying for their parking if charges are reinstated.
Free parking after 3pm	Based on the predicted income of £550k for the financial year this could be further reduced by up to £70k	May encourage a higher number of shoppers / visitors after 3pm and lead to an increased spread of the virus if social distancing can't easily be maintained.	May be seen to partially support the economic recovery of our town centres and high streets	The first 2 to 4 weeks could be manic it's after this period that things may change, and the landscape look a lot different where it may be better to wait to see what happens before giving any long term offers away as far as charging is concerned.
Free weekend parking	Based on the predicted income of £550k for the financial year this could be further reduced by up to £50k	May encourage a higher number of shoppers / visitors at weekends and lead to an increased spread of the virus if social distancing can't easily be maintained.	May be seen to partially support the economic recovery of our town centres and high streets	As above
Free parking on car parks - reintroduce on-street and Country Parks car parking charges	Based on the predicted income of £550k for the financial year this could be further reduced by up to £370k	Reintroduction of parking charges in some locations may discourage some visitors to the shopping areas or parks which may assist in social distancing (less people = more space) and slow down the rate of infection of the virus.	May be seen to partially support the economic recovery of our town centres and high streets	As above

<p>First 2 hours parking is Free</p>	<p>Approximately 75% of all ticket sales are for 1 to 2 hours. Based on the predicted income of £550k for the financial year this could be further reduced by up to £400k</p>	<p>May encourage a higher number of shoppers / visitors at various times taking advantage of the free parking periods and lead to an increased spread of the virus if social distancing can't easily be maintained.</p>	<p>May be seen to partially support the economic recovery of our town centres and high streets</p>	<p>This is a difficult proposal to administer as it creates problems associated from drivers having to obtain a P&D ticket for 2 hours free parking (in the past when we tried this we had youths standing at the machines pressing the ticket button and hundreds of tickets being tossed all over the car parks). Alternatively if the enforcement officers had to log in every vehicle into their hand held computers and give a 2 hour observation before enforcement then this would be very onerous and an ineffective use of resource.</p>
<p>Reintroduce all parking charges but have a concession if you use the cashless parking facility to pay for your parking</p>	<p>As an example we could introduce a flat rate of £1 per parking session or 50p per hour. The income for either option is difficult to estimate in the current landscape.</p>	<p>Normal parking habits would exist, this proposal would not lead to any spikes in parking and therefore there is no increased or decreased COVID risk</p>	<p>May be seen to partially support the economic recovery of our town centres and high streets</p>	<p>Promote the use of Cashless system to pay for parking as its more convenient and is COVID secure as no cuing at machines, no touching of machines. Would assist our longer term aim of moving to a completely cashless system for payments.</p>
<p>Support a link to free parking if using local businesses so can get refund through sale in the shops</p>	<p>Some costs associated with the running of such schemes</p>	<p>Unless this was set up entirely through the cashless parking solution (mobile phone app), then it would increase potential contact at the P&D machine and within the store between the shopper and the salesperson.</p>	<p>May be seen as a negative and uncaring move from the council to reintroduce charges at a time when most shops are just reopening and trying to get back on their feet. Onus on the business to give a refund, affects business profits. No evidence to suggest this is an attractive offer for shoppers.</p>	<p>ASDA do this, Liscard Cherry Tree centre shops do this informally, Heswall already operate a scheme. Takes several months to set up these types of schemes.</p>