

To: Mayor and Members of Athlone Municipal District.

28th September 2016.

Re: Budgetary implications of free car parking days in public car parks in Athlone.

Dear Mayor and Members,

Westmeath County Council receives revenue from 3 strands of car parking in Athlone and these are identified in the Council Budget. Table 1 below lists the projected and current income under each heading:

	Projected income €	Income to date €
On Street parking	150,656	123,863
Off Street Parking	260,803	192,535
Traffic fines	71,000	33,830
TOTAL	482,459	350,228

The projected car park income of €260,803 equates to €860 per day, however in the busy Christmas period this would be higher. I estimate that the budgetary implication of having 4 free parking days around Christmas time is between €3,500 and €5,000.

Last December, it was agreed that the number of free parking days (to Council car parks) at Christmas would remain at 2 but an additional day(s) would be provided at quieter times in conjunction with initiatives by the retail sector and the Chamber of Commerce (like the fashion trail on the weekend just passed).

I recommend that this approach continue, as a drawback to providing free parking at busy retail times such as Christmas, is that it can reduce the number of spaces available for the public, as space turnover would be reduced.

Pat Keating
District Manager