

2 PARKING PROMOTION (AN14-2024)

Committee is requested to approve a promotional campaign removing tariffs at the Greenmarket and Olympia multi-storey car parks on Saturdays and Sundays during the month of July 2024 to encourage usage of car-parks outwith the Low Emission Zone. There will be no change to season ticket tariffs as a result of this promotional offer.

The short-term reduction in income attributed to this promotion is estimated as up to £10,000. The campaign is intended to grow long-term usage and the cost will therefore be offset by growth in future income at the Olympia and Greenmarket car-parks.