



OAKHAM TOWN COUNCIL

Revised Rutland Parking Charges – Trader Impact Summary

Key Tariff Changes (from 2 March 2026)

- **1-hour stay** — £1.20 → £1.50 (25% increase)
- **3-hour stay** — £3.00 → £3.70 (23.3% increase)
- **Day ticket** — £6.00 → £7.00 (16.7% increase)
- **Annual season ticket** — ~£675 → £775 (~14.8% increase)
- **6-hour tariff withdrawn**, creating a direct step from short-stay to full-day parking.

Effects on Customer Behaviour

- Shorter visits as shoppers avoid higher brackets.
- Reduced browsing and fewer multi-venue trips.
- Fewer spontaneous visits for quick errands.
- Increased draw toward free-parking retail parks.

Impact on Traders and Staff

- Higher daily costs for staff reliant on long-stay parking.
- Season ticket uplift adds pressure to operating budgets.
- Greater likelihood of displacement parking into nearby residential streets.

High Street Implications

- Lower weekday footfall, particularly during shoulder periods.
- Smaller basket sizes as dwell time compresses.
- Increased fragility for independents reliant on repeat, casual visits.

Mitigation Options

- Promote the **30-minute free ticket** to support quick visits.
- Explore **shop-and-refund** or loyalty-linked incentives.
- Advocate for a **worker-friendly tariff** or reinstated mid-stay option.
- Align with **Town of Culture** messaging to reinforce Oakham's welcome.