



Cabinet 19 January 2011

Annual Review of Car Parking Charges (Feb11/11)

1. Summary and Reasons for Recommendation(s)

- 1.1 This report will consider the outcome of the consultation on parking charges for 2011/2012 and the recommendations of the Bury St Edmunds, Haverhill and Rural Area Working Parties.
- 1.2 The majority view of the stakeholder and public consultees was that they did not wish to see any increase in parking charges. However it is important that the Council continues to generate a reasonable return on its considerable investment in parking, be mindful of the impact of the increase in the rate of VAT and to use the charges to manage the appropriate use of the car parks.

2. Recommendations

- 2.1 To implement the following changes to the parking charges:-

(a) Bury St Edmunds

- (1) Assist brief drop ins and offer more customer choice, by introducing a 50p short stay option at St Andrews and Lower Baxter;
- (2) offer a short stay facility at Parkway Surface on Saturdays;
- (3) maintain some charges at 2010/2011 levels;
- (4) increase a number of charges by between 10p and 50p; and
- (5) extend hours of charging on Cattle Market/arc and Lower Baxter to 24 hours per day. Fixed rate applies outside current charging hours.

(b) Haverhill

- (1) Assist brief drop ins and offer more customer choice by introducing a 30p short stay option at Ehringshausen Way and The Meadows;
- (2) maintain short stay charges at 2010/2011 levels; and
- (3) increase long stay charges by 30p.

(c) Bury St Edmunds and Haverhill

- (1) Make season tickets available on line; and
- (2) amend rate of excess charges.

- 2.2 and approve the proposed charges as detailed in Appendix A to Report B419 for implementation from 4 April 2011.

3. Corporate Objectives

3.1 The recommendations meet the following, as contained within the Corporate Plan:-

- (a) Corporate Priority: *'to raise standards and corporate efficiency';* and
- (b) Cabinet Commitments: *'improving efficiency and value for money; and Bury St Edmunds Town Centre,'*
- (c) Vision 2025: St Edmundsbury will be a place which: *with an integrated transport system that allows everyone quick and easy access to their chosen destination.*

4. Key Issues

4.1 Every year the Council undertakes a review of the parking charges for off-street car parks. Like all other fees and charges there is a need to keep parking charges under review in order to maintain a good quality service and keep pace with rising costs. There is an underlying principle of 'user pays' so those who do not use the car parks do not subsidise their maintenance and running costs. The variation in car park charges is also aimed at ensuring parking occurs in the most appropriate location for the length and type of stay.

4.2 VAT is currently applied to the parking charges in the Borough and the change in the VAT rate from 17.5% to 20% needs to be reflected in the charges. The VAT increase applies from 4 January 2011, but these proposed changes, if accepted, will not be applied until 4 April 2011. The impact of price inflation is also a factor we need to take into account when reviewing charges. In reviewing the proposed charges for 2011/2012 regard was given to charges set by others in the Borough and nearby regional centres. A wide selection of comparative data is shown at Appendix E. It is highly likely that other car park operators are also reviewing their charges for 2011/2012 and it should be noted that the figures shown are the current prices.

5. Rationale for Proposals

5.1 Bury St Edmunds

5.1.1 Cattlemarket/arc

- (a) This is a very popular car park and prime destination for many drivers. It is regularly full with other drivers circulating to seek a space whilst other nearby car parks have spaces freely available. The increase in price is intended to displace some of this parking demand to less heavily used car parks where minimal price changes are proposed.
- (b) This car park is important for the town centre evening economy and has enhanced importance with the recent opening of The Apex. This increased night time use has resulted in the need for regular presence of staff to manage this facility. On the principle that the users pays there is a need to introduce a charge to cover these costs. In addition, there have been historic problems of anti-social activity and the introduction of a charge and presence of staff will help to manage this more effectively. A flat rate charge will apply as indicated.

5.1.2 Parkway Surface

- (a) The key change in this car park is to make it short stay only on Saturdays. This is in line with the policy on giving priority to short stay parking in the town adopted in January 2004 prior to commencement of the Cattlemarket redevelopment. This car park is well used by commuters throughout the week, including Saturdays; note many of these users

are season ticket holders. The changing pattern of parking in the town and the increased short stay demand on Saturday indicates it would be appropriate to increase the supply of short stay car parking on that day. Currently this extra parking demand is likely to make use of the multi-storey.

- (b) The displaced long stay car parking can be accommodated in the adjacent multi-storey car park. The proposed short stay prices are the same as those proposed for the St Andrews car park, but without the 30 minute or all day option. These prices will be below those on the Cattlemarket/arc car park and in combination with increased prices there will attract parking thereby reducing pressure on that car park.
- (c) The long stay price has not increased since 2009 and the modest increase proposed reflects inflation and the VAT increase. It will also impact on season ticket prices as these are based on a discounted long stay price (See Section 5.3).

5.1.3 Parkway Multi-storey

- (a) The only change suggested for this car park is to increase the long stay price by 10p. This charge has not increased since 2009. It will impact on the season ticket price (see Section 5.3).
- (b) If the change to Parkway Surface outlined in Section 5.1.2 above is implemented there is likely to be increased use of this car park by commuters on Saturday, but a reduced use by shoppers as they make use of the surface car park.

5.1.4 Robert Boby

- (a) The 20p pop in facility is well used by visitors to the town centre, however the pressure on this car park is such that it does not always operate to the benefit of the adjacent businesses. There is also some evidence of users 'feeding the meter' to prolong their stay beyond 1 hour at the cheapest rate. The Borough Council does not own this car park, but has an operating agreement with the owners. Under this agreement the owners set the up to 1 hour charge, the Borough Council the others. The Borough Council retains all income from this car park.
- (b) Initial contact has been made with the owners. Increasing the 1 hour price to 50p would have the benefit of making the car park less attractive to general shoppers (see also Lower Baxter and St Andrews proposals) whilst increasing the likelihood of the customers of the adjacent shops finding a space.
- (c) It is suggested that the up to 2 hour and up to 3 hours prices are increased by 10p to reflect inflation and the VAT increase.

5.1.5 St Andrews

- (a) The main change proposed is to introduce a 30 minute tariff band. This will introduce a pop in facility for those with short term business in the town centre, it is also intended to reduce pressure on the Robert Boby Way car park by offering alternative lower cost parking. This will also be of benefit to nearby traders, e.g. Risbygate Street and St Johns Street.
- (b) All day parking is still permitted, albeit at a premium compared to the other long stay car parks. It is suggested that this is continued, but to prevent these users occupying those spaces closest to the town centre it is proposed to split the car park into a short stay parking (up to 4 hours) on the main part of the car park, with long stay parking only permitted on the annexe area near Parkway/Bishops Road (See Plan at Appendix B).

- (c) Increases are also proposed to the 1 hour, 2 hour and 3 hour prices of 10p to reflect inflation and the VAT increase.

5.1.6 **Lower Baxter**

- (a) In a similar way to St Andrews a 30 min tariff band is suggested. This will provide a pop in facility on the east side of the town centre. It will also attract more custom to this increasingly popular facility. Increases of 10p are proposed for the other tariffs in line with similar car parks elsewhere in the town.
- (b) This is a popular evening car park and in a similar manner to the Cattle Market/arc requires managing. A night rate charge as indicated is also proposed.

5.1.7 **Manor House**

- (a) An increase of 10p is proposed for each tariff band to reflect inflation and the VAT increase.

5.1.8 **Ram Meadow**

- (a) The only suggested change is increasing the over 4 hour charge by 10p to reflect inflation and the VAT increase. This will impact on the cost of season tickets (see Section 4).

5.1.9 **Leisure Centre**

- (a) The current charge in this car park is £2.00 for up to 3 hours. Users of the Leisure Centre can obtain a refund on their car park charge. Historically the reason for charging in this car park is to deter use by students attending West Suffolk College. Currently the college charges £2.00 per day, although students can obtain a discounted rate of £1.50. It is not proposed to make any change to the charge for this car park.

5.1.10 **Hardwick Heath**

- (a) Charges were introduced into this car park to deter West Suffolk Hospital visitors from using it when charges were implemented at the Hospital. Since then the Hospital has raised their charges on a number of occasions. There is a need to review the charges to ensure that the car park remains available for users of the Heath.
- (b) The current and proposed charges, together with the current parking charges at the Hospital are shown at Appendix A. The difficulty in setting these charges is to strike a balance between deterring use by hospital visitors without unduly penalising users of the Heath. Many users of the Heath are relatively short stay users, e.g. dog walkers and those with children visiting the play area. The second significant group are those associated with football on the Heath who generally require a stay of up to 3 hours, this use is mainly at the weekend. For the teams that use the facility regularly we issue free permits for the season.
- (c) It is suggested that the 20p rate is retained, although this may attract some short stay from the Hospital, increasing this sufficiently to deter this use would mean such a significant increase it would be a barrier to users of the Heath. The other tariff changes are intended to continue to provide some deterrence to Hospital visitors, whilst not inhibiting use of the Heath. It is also proposed to apply the same charges 7 days a week.

5.1.11 School Yard (West)

- (a) This car park is being operated as a premium car park only available to weekly ticket buyers Monday to Saturday, it will operate as a short stay car park on Sundays. The weekly price is intended to apply from the opening of the car park until the next annual review of charges.

5.1.12 School Yard (East)

- (a) Planning consent has been granted for this car park for a period of 5 years. It is planned for use by low emission vehicles only and offers good value parking to qualifying vehicles only. The proposed charge applies 7 days a week and is intended to apply from the opening of the car park until the next annual review of charges.

5.2 Haverhill

5.2.1 In Haverhill the opening of Tesco has an impact on the patterns of parking with a decrease in the number of parking events. The impact has been particularly noticeable at the east end of the High Street. To assist in attracting people to this end of the town centre it is proposed to introduce a 30p for up to 1 hour charge in the Ehringshausen Way car park. This follows customer feedback asking for the capability to park conveniently in a town centre car park in order to pop in to the bank or shops without committing to a longer parking period. The other changes are to the long stay charges in each car park.

5.2.2 The increase in long stay charge in the Town Hall car park will ensure the return on the investment of the Borough Council in the provision of car parks is maintained given the likely impact of the new pop in charge on income.

5.3 Season Tickets

5.3.1 Currently season tickets are available for three car parks in Bury St Edmunds and two in Haverhill, as either 5 day or 6 day options. The price is based on the all day price in the relevant car park discounted by 30%. The shortest length season ticket available is 8 weeks.

5.3.2 Currently season tickets have to be purchased in person. It is proposed to make these available on line. To reflect the greater administration involved in over the counter sales it is suggested that the over the counter discount is reduced to 25%, but the on line discount remains at 30%. See Appendix C for impact this proposal has on the prices.

5.4 Excess Charges

5.4.1 The current excess charge, which applies to all offences in the car parks enforced by the Borough Council, is £50 discounted to £20 if paid within 7 days (except for the recently agreed change for the Parkway disabled drop off bay where the charge is £100, discounted to £40 if paid within 7 days).

5.4.2 This charge was last reviewed in 2005. It is proposed that the charge is increased to £70 discounted to £30 if paid within 14 days. This brings the discount percentage and payment period more into line with national legislation governing decriminalised parking enforcement.

5.4.3 A further provision under decriminalised parking enforcement is that anyone who appeals loses the option to pay a discounted charge. Currently the Council will normally allow payment of the discounted amount for seven days after an appeal has been

rejected. It is suggested this is discontinued to bring the Council's enforcement policy more into line with national guidance, which will also deter appeals from those who have nothing to lose by appealing even though there are clearly no grounds for their appeal, thereby increasing the Council's administration costs.

6. Community impact

6.1 General

6.1.1 In setting any revision to car parking charges regard needs to be given to the current economic climate and likely impact on town centre users. The car park charges impact directly on those who choose to use the car parks.

6.1.2 The off-street car parks represent a significant public investment and the Council has always recognised the need to make a return on this investment with the principle that the user pays, rather than the car parks being funded by the Council Tax payer, some of whom are not car users. In view of this principle it is appropriate that a suitable return continues to be made on this use of public funds.

6.2 Diversity

6.2.1 A group for whom parking is extremely important is those with a disability. In recognition that for many of this group the car is their main source of mobility suitable designated disabled parking bays are provided in most car parks.

7. Consultation

7.1 The options on parking charges for 2011/2012 have already been considered by the Haverhill, Rural and Bury St Edmunds Area Working Parties.

7.2 In both Bury St Edmunds and Haverhill consultation was undertaken with local stakeholders such as the Town Councils, Chambers of Commerce and Town Centre Managers on the proposals outlined above. In addition, the views of the Parish Councils within the Borough were also sought. The responses received are detailed at Appendix D.

7.3 In Haverhill the main concern was the significant increase in long stay charges (e.g. over 1 hour). As mentioned in Section 5.2 the opening of Tesco has had a significant impact on the short stay car parks and for this reason charges are recommended to be held for a further 12 months, together with a 1 hour pop in facility in Ehringshausen Way to help businesses at that end of the High Street. Failure to increase the long stay charges by the amount suggested will reduce overall income from the parking operation in Haverhill.

7.4 General concern was expressed about the significant increase proposed for the Cattle Market/arc car park, but there was no acknowledgement of the recommendation to keep some of the charges unchanged for short stay users, the modest increases in other tariffs nor the proposal for a drop in facility that would result in some users paying less for parking in future. It should be noted that the proposed charges are also less than bus fares for most people travelling into Bury St Edmunds, for example the cheapest available fare for the town services is a £3.70 daily ticket.

7.5 Whilst there is undoubtedly a link between cost and usage this is not as clear cut as suggested in some of the responses received and the charges proposed for the Cattle Market/arc remain competitive when compared to other regional centres (See Appendix E). Those for whom this increase would be a disincentive have the option to use other nearby car parks where charges are considerably lower. It is precisely to achieve this diversion of some users that the recommendation is made in order to reduce pressure

on the Cattle Market/arc car park.

7.6 The proposals for night time charges has also attracted a great deal of comment and the potential for adverse impact on the night time economy. The intention of introducing this charge is to enable better management of the car parks during the evening and deter anti-social behaviour, which in itself can be a barrier to evening car park use. Regionally evening/night charges already apply in Cambridge, Ipswich, Norwich, Colchester, Peterborough and King's Lynn.

7.7 Bury St Edmunds Town Council focussed on the proposal for removing the convention that those who appeal against their Excess Charge Notice (ECN) is rejected would lose the ability to pay the lower charge. They have suggested compromise whereby a lower fee of £50 should be available for 14 days from the date of rejection of the appeal. This suggestion does have some merit, but adopting it keeps the Council's policy further from the National Civil Parking guidance.

7.8 The Rural Area Working Party was particularly concerned about the increase in charges proposed for Hardwick Heath and the potential impact on users of the Heath. It is acknowledged that charging in this car park is not ideal, but has to be charged for to deter some use by visitors to the hospital. The hospital charges have increased significantly and it is with reluctance that the proposed increases for the Heath have been suggested. Failure to increase these charges may well result in users of the heath frequently being unable to find a parking space.

8. Resource implications

8.1 The proposed changes to the car parking charges are mainly driven by the need to ensure parking is distributed appropriately to the facilities available. The proposals will also increase the revenue received from the off street car parks recognising the need to make a suitable return on investment in these facilities and VAT increase. In setting charges regard has to be given to the wider economic implications. However it is not anticipated that implementing these proposals will have an adverse impact on the vitality of either town centre.

9. Risk Assessment *(potential hazards or opportunities affecting corporate, service or project objectives)*

9.1 Included as Item 19 in January 2009 Corporate Risk register.

Risk area	Inherent level of Risk (before controls)	Controls	Residual Risk (after controls)
Income streams, in particular, Car Parks, Industrial land/Property land charges and waste management, under pressure due to external factors including market forces and current economic downturn.	High	Reviewing charges at this stage, keeping increases to the minimum appropriate to the pressures on the car parks. Most of the long term users of the car parks in Bury are not affected by these proposals.	Medium

10. Legal or policy implications

10.1 Any variation to the car parking charges requires public notification before they can be introduced and enforced.

Ward(s) affected	All	Portfolio Holder	Transport and Planning
Background Papers	<p>Car Parking Reports:-</p> <p>Bury St Edmunds Area Working Party (30 Nov 2010): Report B330</p> <p>Haverhill Area Working Party (11 Nov 2010): Report B285</p> <p>Rural Area Working Party (18 Nov 2010): Report B301</p>	Subject Area Highways and Transport	

Contact Details

Name
Telephone
E-mail

Portfolio Holder

Terry Clements
(01284) 827161
terry.clements@stedsbc.gov.uk

Lead Officer

Ivan Sams
(01284) 757304
ivan.sams@stedsbc.gov.uk

Existing and Proposed Charges

Bury St Edmunds

Cattle market/arc

08.00 – 18.00 (10.00 – 16.00 Sun)	Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours
Existing Charge	£1.50	£2.00	£2.50	£3.00
Proposed Charge	£1.80	£2.50	£3.00	£3.50

Midnight – 8 am and 6 pm – Midnight (Midnight – 10 am and 4 pm – Midnight Sun)	Single Rate
Proposed Charge	£1.00

Parkway Surface

	Up to 4 hours	Over 4 hours
Existing Charge	£1.50	£1.90
Proposed Charge	£1.50	£2.00

Saturday only	Up to 1 hour	Up 2 hours	Up to 3 hours	Up to 4 hours
Proposed Charge	£1.00	£1.30	£1.60	£2.00

Parkway Multi Storey

	Up to 4 hours	Over 4 hours
Existing Charge	£1.50	£1.90
Proposed Charge	£1.50	£2.00

Robert Boby

	Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours
Existing Charge	20p	£1.90	£2.40	£3.00
Proposed Charge	50p*	£2.00	£2.50	£3.00

*This price is not set by the Borough Council – see paragraph 5.1.4

St Andrews

	Up to 30 minutes	Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Over 4 hours
Existing Charge	N/A	90p	£1.20	£1.50	£1.90	£2.70
Proposed Charge	50p	£1.00	£1.30	£1.60	£2.00	£2.70

Lower Baxter

	Up to 30 minutes	Up to 1 hour	Up to 2 hours
Existing Charge	N/A	£1.40	£1.90
Proposed Charge	50p	£1.50	£2.00

Midnight – 8 am and 6 pm – Midnight (Midnight – 10 am and 4 pm – Midnight Sun)	Single Rate
Proposed Charge	£1.00

Manor House

	Up to 3 hours	Over 3 hours
Existing Charge	£1.40	£3.90
Proposed Charge	£1.50	£4.00

Ram Meadow

	Up to 4 hours	Over 4 hours
Existing Charge	£1.50	£1.90
Proposed Charge	£1.50	£2.00

Leisure Centre (Mon – Fri)

	Up to 3 hours
Existing Charge	£2.00
Proposed Charge	£2.00

Hardwick Heath (Mon – Fri)

	Up to 1 hour	Up to 2 hours	Up to 3 hours	Over 3 hours
Existing Charge	20p	£1.00	£3.00	£6.00
Proposed Charge	20p	£2.00	£4.00	£10.00

Hardwick Heath (Sat & Sun)

	Up to 1 hour	Up to 2 hours	Up to 3 hours	Over 3 hours
Existing Charge	20p	N/A	£1.00	£6.00
Proposed Charge	20p	£2.00	£4.00	£10.00

School Yard (West) (6 am – 9 pm Mon – Sat)

	Weekly Charge
Proposed Charge	£22

Sunday charge as Cattle Market/arc

School Yard (East)

	Daily Charge
Proposed Charge	£1.50

Car park is reserved for low emission vehicles only, charges apply 8 am to 6 pm Mon – Sat, 10 am to 4 pm Sun

Haverhill**Ehringshausen Way, Leisure Centre and Meadows**

	Up to 1 hour	Up to 4 hours	Over 4 hours
Existing Charge	N/A	90p	£1.70
Proposed Charge	30p*	£1.00	£2.00

*Not proposed for Leisure Centre

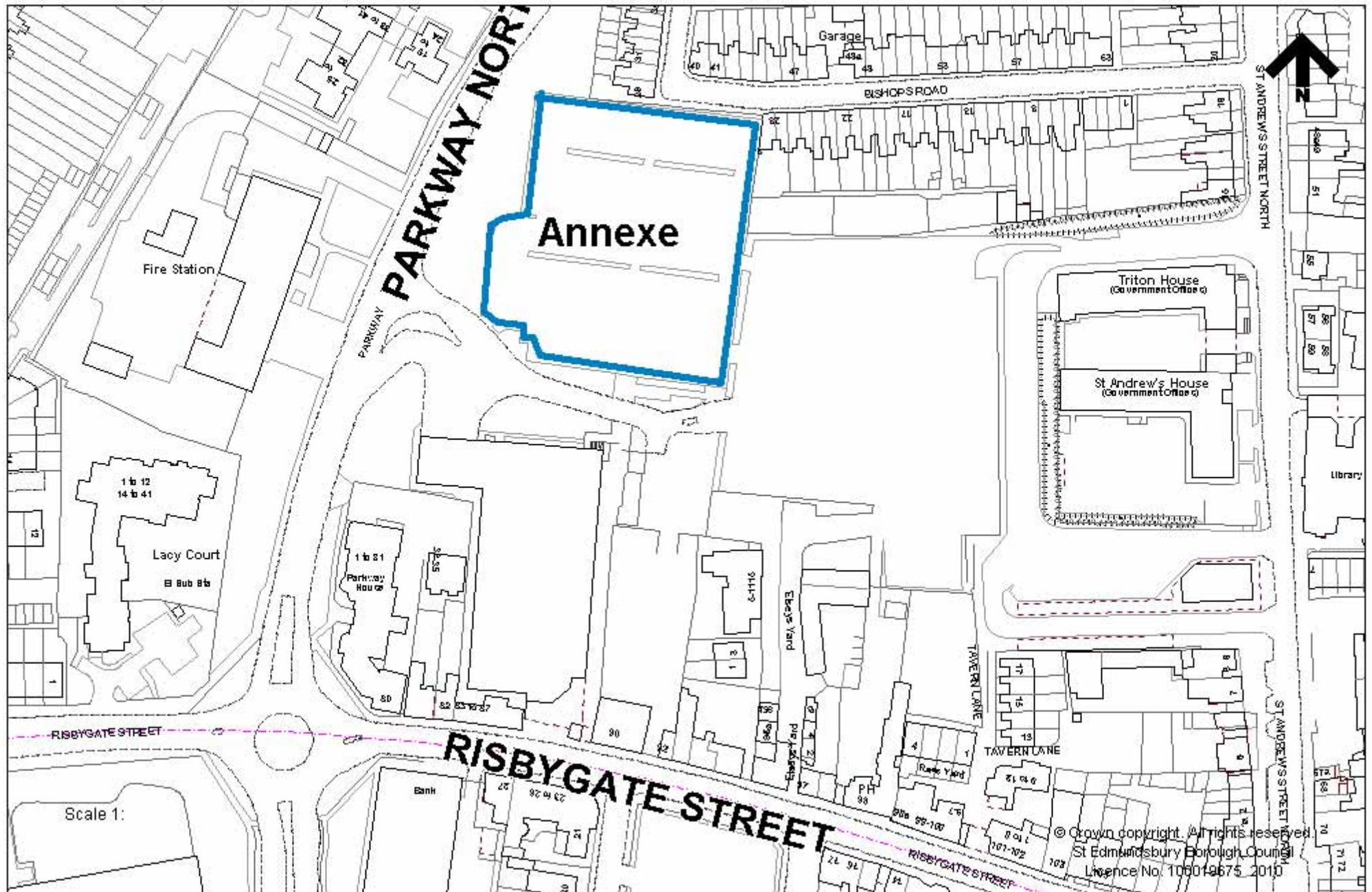
Lower Downs Slade

	Up to 1 hour	Up to 3 hours
Existing Charge	30p	80p
Proposed Charge	30p	80p

Town Hall

	Up to 1 hour	Over 1 hour
Existing Charge	30p	£1.20
Proposed Charge	30p	£1.50

Appendix B



St Andrew's Car Park showing Annexe area where all day parking will be permitted

APPENDIX C**Comparative Season Ticket Prices**

		Current	Proposed	
		30% discount	On line (30% discount)	Over the Counter (25% discount)
Ram Meadow and Parkway	5 day	£53.20	£56.00	£60.00
	6 day	£63.80	£67.20	£72.00
Ehringshausen Way	5 day	£47.60	£56.00	£60.00
	6 day	£57.10	£67.20	£72.00
Town Hall	5 day	£33.60	£42.00	£45.00
	6 day	£40.30	£50.40	£54.00

W:\Democratic WP Services\Committee\Reports\Cabinet\2011\11.01.19\B419 Annual Review of Car Parking Charges
- Appendix C.doc

Consultation Responses

Bury St Edmunds Chamber of Commerce and Industry

Dear Chairman

Thank you for inviting the Chamber of Commerce to comment on the proposals for increasing car park charges.

The paper was reviewed at our Parking and Transportation Subcommittee yesterday and I have been asked to convey our thoughts.

Increasing town centre car parking charges is not good for the town centre businesses, and they in turn are at the heart of the community – providing essential services and employment. These proposed additional costs will tend to drive our local customers to out of town shops where parking is free, or to internet sales. Several years ago Bury St Edmunds had a tremendous competitive advantage in cheap and easy access to the town centre. This has been eroded over the years by development, traffic management and charging. It still to some extent remains but could do with some positive action to restore the situation, rather than further restriction and charging. We believe that parking policy should be seen as a way to attract customers to the town centre and keep the heart of the community beating, not simply as a revenue raiser and means of traffic management.

The Chamber would be pleased to have more in-depth discussions on these matters. We believe that the principals of shared space could be applied with much benefit to all concerned, that much could be done to remove restrictions to movement around the town and that there is scope for additional on street parking. Every space matters and keeping every cost down helps.

Andrew Hunter

Chairman – Parking and Transportation Subcommittee, Bury St Edmunds Chamber of Commerce & Industry

Bury St Edmunds Town Council

Resolution Record No: BSETC/244/15/Dec/10

That, with regard to St Edmundsbury Borough Council's proposal for car parking charges for 2011/12, the Town Council considers the proposed £70 excess charge too high and suggests it should be reduced to £50 if an appeal is unsuccessful.

No other comments were made.

Great Barton Parish Council

Gt Barton Parish Council would like to make the following comments on the proposed increases in car parking charges for 2011/12.

They appreciate that the council needs to increase income but feel that in the current economic climate the increase will hit the most vulnerable (ie the elderly, or residents who cannot walk far but do not qualify for a disabled badge). We would prefer to see the current charges frozen for 3 years (to allow the economy to recover) and then applied in 2014/15.

arc Management



Mr Ivan Sams
Head of Property & Engineering
St Edmundsbury Borough Council
West Suffolk House
Western Way
Bury St Edmunds
Suffolk
IP33 3UY

Management Office
14 Prospect Row
Bury St Edmunds
Suffolk
IP33 3DG

By Post and e-mail

6th January 2011

REF: - Options for Off Street Parking Charges 2011 / 2012

I am writing in my capacity as Centre Manager of arc shopping centre where I am a representative of both the arc traders association and the landlord's site representative.

The development of arc has brought increased visitor numbers to Bury St Edmunds and the new stores have helped the town establish itself as a sub regional shopping and leisure destination whilst not diluting the excellent offer previously provided by independent retailers, in our attractive historic market town setting.

The aspiration of the local plan meets the government PSS6 guidelines by protecting the town centre and creating further economic growth through the mixed use nature of the arc development and protects the town from usage leaks to other towns and prevents planning applications for edge and out of town developments that could harm the town's economy.

St Edmundsbury Borough Council is to be complimented on their vision and foresight in utilising specialist expertise to bring the scheme to fruition.

Bury St Edmunds now attracts tourist visitors, regional shoppers and local users, all of whom use a variety of transport methods as forecast in the development transport assessment (figures available on request). Whilst I can understand the financial pressure on St Edmundsbury Borough Council to increase car parking charges, we are concerned that the increases may impact on the expected economic growth and sustainability of both arc shopping centre and Bury St Edmunds town centre.

Great value and easy parking have been highlighted as major reasons for the use of the arc Cattlemarket car park when surveys have been undertaken.

arc shopping centre is committed to meeting the green travel plan requirements of the scheme and the town and we are currently awaiting transport study carried out in December 2010. However, we are concerned that increased parking charges will penalise people living in rural areas who have little alternative than to use cars because of the geographic distances involved in travel to a sub regional destination. Improvements need to be made to public transport, park and ride provision and train services for the public to have suitable alternative transport methods.

The local plan and PSS6 also encourage development of the night time economy and we believe introducing night time charges is counterproductive and encourages local people to travel elsewhere and discourages night-time visitors from the region and in turn provides an advantage to the towns we compete with for night-time trade.

- We would urge you to think again regarding the proposed charges as we believe they are at odds with the aspirations of PSS6, the local plan and regional plans.
- We urge you to consider the wider picture of transport, economy and particularly the current threat to the retail industry during the current down turn.
- Retailers such as Tesco, Sports Direct, Poundland and now Wilkinsons have committed investment of millions of pounds into Bury St Edmunds economy as have of course the developers and retailers of arc. Furthermore, Carluccios and Wetherspoons have shown their commitment to the night time economy

growth potential in town and we would urge you to repay that investment by not increasing parking charges at the present time.

Recommendations

- Defer decision on car park changes and payment increases.
- Commission independent study of current car park uses and projected usage models.
- Consider changing medium and long stay parking spaces to short stay to meet current peak demand.
- Consider identifying additional long stay car parking spaces for town centre workers use.
- Consider free parking promotions to encourage additional custom to town.
- Consider additional park and ride provision in conjunction with Suffolk County Council.
- Consider appointing a consultant to develop a joined up long term parking and transport infrastructure plan for Bury St Edmunds town centre after study of current usage, consultation with user audiences and projections of future uses and needs.

Yours Sincerely

Paul Haynes
Centre Manager
PaulHaynes

Risby Parish Council

Following a meeting of Risby Parish Council last night, I have been asked to submit the Council's response to the proposed car parking charges.

The Council opposes the increase in charges in Bury St Edmunds as it feels that they will deter people from shopping in Bury at a time when local businesses cannot afford to lose any trade.

In particular the Council strongly opposes the proposal to introduce an overnight charge for the Cattle Market/Arc car park. Again the Council feels this will deter people from coming into Bury to visit local restaurants and will have a detrimental effect on the local economy.

Wickhambrook Parish Council From SubjectReceived Size

Thank you for your letter of 25th November 2010, the contents of which have been considered by Wickhambrook parish councillors.

While it is considered reasonable to charge for car parking there is no enthusiasm for an increase in charges. It is felt that any increase will encourage shoppers to make use of out of town supermarkets instead of shopping in the town centre (supermarkets make sufficient sales without additional help), there will be an increase in jostling and hold-ups while shoppers vie for the few on-street free parking spaces, and an increase in parking charges discriminates against those who live in the countryside and do not have the choice of walking, cycling and using frequent buses.

Have you considered charging for on-street parking and leaving car park charges as they are?



90 Guildhall Street
Bury St Edmunds
Suffolk
IP33 1PR
Tel: 01284 766258

Chairman: Paul Baynes

Ivan Sams
Head of Property & Engineering
St Edmundsbury Borough Council
West Suffolk House
Western Way
Bury St Edmunds
Suffolk
IP33 3UY

6th January 2011

By post and email ivan.sams@stedsbcc.gov.uk

Dear Mr Sams,

Options for off Street Borough Car Parking Charges 2011/2012

The Board of BID4Bury have asked me to write expressing its grave concerns over the proposed changes to car parking charges as set out in your working paper referred to above.

The Board is particularly concerned about the introduction of evening parking charges. They believe their introduction, particularly in the current economic climate is misplaced and will have a detrimental effect on the 'night time' economy.

We would ask that you consider the following:

1. As appears evident from your own working paper, no other town centre is currently imposing evening parking charges.
2. Although a charge of £1 may be small, once the principal has been established, there will be a strong temptation to increase that sum on an annual basis.
3. There are few, if any, bus services coming into Bury from the surrounding rural areas in the evening. If anyone wishes to travel to Bury they have no choice other than to use their car. By example, the last bus to Bury from Woolpit is at 5:23 pm.

4. VAT has been increased, fuel prices are high and everybody is looking very closely at their spending and how they use their cars. We should all be doing all that we can to stimulate the evening economy in Bury at the moment and not deter it.
5. Whatever the charge, there is always the 'hassle factor' of having change to put in a parking meter. It is quite a benefit, at the moment, not having to worry about that when parking your car.
6. Many of us are parents who have to come into Bury in the evening to collect a child from a Cinema or some other form of entertainment and parking in the ARC is currently easy and convenient. Albeit we understand there is a drop off and collection area, this is not something which will always be apparent to people and again, if access to the town in the evenings is made more burdensome then it is likely to deter people.
7. There are considerable numbers of pubs and rural restaurants where cars may be parked for free and if an individual has a choice between parking locally for free or driving into Bury and paying, then again, this is only likely to act as a further deterrent.
8. So far as other car parking increases are concerned, we would again ask that you reconsider the rise. While there may be an underlying principle of the user pays, the user does of course have the option not to pay and not to come. Many businesses will have suffered badly due to the recent weather problems and we should be doing everything that we can to encourage people to come and shop in Bury both in the day and evening. It is important to measure the council's need for direct parking revenue against the loss in trade to local businesses. At the end of the day if we don't have local businesses then there is less money for the council and more demands on its service elsewhere.
9. Have you ever thought of cutting your parking fees, thereby attracting more cars and generating a greater overall income?
10. Finally, we would ask that you think of the positive aspects of not increasing parking charges. That would make a very positive news story for the Bury Free which can only encourage more people to come in to Bury which will be for the greater benefit of everybody. It would also show to local business that you are concerned about its success.

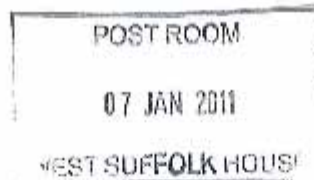
If you would like to discuss this any further with myself or any other member of the board then please do not hesitate to contact us. We hope that once you have had the opportunity of considering our letter you will reconsider your options accordingly.

Yours sincerely

Nigel George
Company Secretary



REAL ESTATE



Our Ref: SG/SMH/007

Direct Line: 020 7767 5516

Fax: 020 7767 5601

Email: steven.gay@ingrealestate.co.uk

Mr Boor
 Bury St Edmunds Borough Council
 West Suffolk House
 Western Way
 Bury St Edmunds
 Suffolk
 IP33 3YU

5 January 2011

Dear Mr Boor,

Bury St Edmunds – Options for off street parking charges 2011 / 2012

I have been passed a copy of document B330, outlining the proposed increases in car parking charging rates across the town and wish to make representations on behalf of my client, Bury WM Unit Trust, the new owner of the Arc shopping Centre.

Whilst we are fully aware of the Councils need to increase parking charges as a result of the combination of reduced central government funding, VAT increases and general increases in running costs, we are disappointed to note that the proposal is drafted in such a manner that it seeks to extract almost all of the extra revenue from the shoppers car park.

I don't have access to the figures, however, I am sure that since the opening of the Arc car park revenue will have, increased considerably from the Cattlemarket site due to more and more visitors returning to Bury St Edmunds to shop. Footfall continues to strengthen and one of the reasons for this is that the car parking charges are at a level that makes them attractive when compared to competing towns. Additional revenue would surely continue to be derived from this increase in usage, by keeping charges static, or with a more nominal increase?

As operators of several town centre shoppers car parks we are aware that there is an inverse correlation between pricing and usage, with the latter dropping, the more the former increases. Reasonable increases will often be absorbed by the customer, however, 20% increases (equating to 30 pence and 50 pence per visit) are so significant that they will undoubtedly cause shoppers to change their parking and possibly, therefore, their shopping habits.

Whilst the retail offer in Bury St Edmunds is still developing, the town centre can ill afford to lose customers at this stage. Loss of customers will undoubtedly lead to worsening store trading performance and reduced profitability damaging the views of both existing and potential new retailers towards the town, the latter speaking to the former when considering new store locations.

ING Real Estate Investment Management
 60 London Wall, London, EC2M 5TQ
 T +44 20 7767 5600 F +44 20 7767 5601
 I www.ingrealestate.com

ING Real Estate Investment Management
 (UK) Limited
 Registered in England No. 1232680
 ING Real Estate Investment Management
 (UK Funds) Limited
 Registered in England No. 3108769 and
 Authorised and Regulated by the Financial
 Services Authority



REAL ESTATE

We would urge you to reconsider weighting the increase in pricing towards the shopper and consider looking towards those sites identified as longer stay car parking to contribute significantly more of the increase in revenue needed. The pricing on these car parks is, in our opinion, cheap and a more significant rise in these tariffs will have the additional benefit of potentially encouraging people who work in the town centre to use the public transport networks available to them rather than drive.

Surely this would sit well with the Council's own environmental policies and achieve reduced car usage in the town centre. Additionally adopting this policy would free up more of these car parking spaces for use by shoppers paying a similar rate to that on Cattlemarket, whilst creating more frequent turnover of spaces within these car parks resulting in greater revenue and potentially more shoppers, enhancing the vibrancy of the town centre and attractiveness to existing and new retailers.

We trust you will take these views on board on behalf of our client and look forward to hearing from you with your reply.

Yours faithfully
For and on behalf of
ING Real Estate Investment Management (UK) Limited

A handwritten signature in black ink, appearing to read "Steve Gay".

Steve Gay
Director
Head of Asset Management

cc: Sandra Pell, St Edmundsbury Council

Haverhill Town Centre Management

Thank you for the consult letter Cameron; my observations are that in these difficult times, it's an additional challenge for users to pay even the proposed modest increase; equally, in these fiscally strained times for government agencies, it is difficult not to examine all areas of potential revenue in order to maintain the service. The increase is modest and there is also the introduction of a minor charge for a quick pop in and importantly, these new charges are being compared with those in towns nearby. We can use that information if needed when handling any comments from users or businesses in Haverhill. As to plugging a potential hole through the appeals protocol, that too seems reasonable.

Haverhill Town Council

Welcomed proposal to keep short stay charges unchanged and the introduction of a 1 hour facility on Ehringshausen Way, but felt the increase in charges for over 1 hour parking were excessive.

Regional Parking Charge Comparisons Sept 2010								
	Cheapest/most expensive Short Stay				Sunday Charging			
	1 Hr	2 Hrs	3 Hrs	4 Hrs	1 Hr	2 Hrs	3 Hrs	4 Hrs
St Eds Proposed	£1.00 - £1.80	£1.30 - £2.50	£1.60 - £3.00	£2.00 - £3.50	£1.00 - £1.80	£1.30 - £2.50	£1.60 - £3.00	£2.00 - £3.50
St Eds Current	90p - £1.50	£1.20 - £2.00	£1.50 - £2.50	£1.90 - £3.00	90p - £1.50	£1.20 - £2.00	£1.50 - £2.50	£1.90 - £3.00
Bury St Edmunds Waitrose	£1.00	£3.00	£5.00	N/A	£1.00	£3.00	£5.00	N/A
Bury St Edmunds M&S	£0.50	£1.00	£2.00	N/A	£0.50	£1.00	£2.00	N/A
West Suffolk Hospital	£2.90	£4.20	£4.20	£6.70	£2.90	£4.20	£4.20	£6.70
LA Norwich	£1.20-£1.40	£2.40-£2.80	£3.60-£4.20	£4.80-£5.60	£1.20-£1.40	£2.40-£2.80	£3.60-£4.20	£4.80-£5.60
NCP Norwich	£2.30	£3.20	£3.20	£6.20	£2.30	£3.20	£3.20	£6.20
LA Ipswich*	£1.60	£2.90	£4.40		£1.60	£2.90	£4.40	
NCP Ipswich	£3.10	£5.10	£7.10	£20.00	£3.10	£5.10	£7.10	£20.00
LA Cambridge	£1.10-£1.70	£2.20-£3.40	£3.30-£5.10	£4.40-£8.40	£1.10-£1.70	£2.20-£3.40	£3.30-£5.10	£4.40-£8.40
NCP Cambridge	£1.00/£2.50	£2.00/£4.50	£3.00	£7.00	£1.00	£2.00	£3.00	£7.00
LA Kings Lynn*	£1.40	£2.10	£2.60	£4.10	£1.40	£2.10	£2.60	£4.10
NCP Kings Lynn	£3.00	£3.00	£3.00	£3.00	£3.00	£3.00	£3.00	£3.00
LA Colchester	£1.50-£1.90	£2.70-£2.90	£3.60-£3.90	£6.10-£6.90	£1.50-£1.90	£2.70-£2.90	£3.60-£3.90	£6.10-£6.90
NCP Colchester	£3.00	£3.00	£6.20	£6.20	£3.00	£3.00	£6.20	£6.20
LA Peterborough*	£1.10	£2.10	£3.50		£1.10	£2.10	£3.50	
NCP Peterborough	£1.80	£2.60	£4.00	£6.00	£1.80	£2.60	£4.00	£6.00

*The same prices apply in all LA car parks. No firm information is available on possible increases in other centres next year.

	Cheapest/most expensive Long Stay		Sunday Charging	
	8 Hours stay	Park/Ride day	8 Hours stay	Park/Ride day
St Eds Proposed	£2.00 - £4.00		£2.00 - £4.00	
St Eds Current	£1.90 - £3.90		£1.90 - £3.90	
West Suffolk Hospital	£13.30		£13.30	
LA Norwich	£4.00-£15.00	£3.50 for 5 persons	£4.00-£15.00	£3.30 for 5 persons
NCP Norwich	£8.70		£8.70	
LA Ipswich*	£4.40	£3.00 for 5 persons	£4.40	£3.00 for 5 persons
NCP Ipswich	£6.40		£6.40	
LA Cambridge	£6.80-£21.00	£2.00 per adult	£1.50 per hour	£2.00 per adult
NCP Cambridge	£7.20		£7.20	
LA Kings Lynn*	£2.10		£2.10	
NCP Kings Lynn	£3.00		£3.00	
LA Colchester	£4.90-£6.90		£2.00	
NCP Colchester	£9.50		£9.50	
LA Peterborough*	£5.00		£5.00	
NCP Colchester	£6.00		£6.00	

*The same prices apply in all LA car parks. No firm information is available on possible increases in other centres next year.