



**LATE REPORTS, URGENT BUSINESS and SUPPLEMENTARY INFORMATION**

Cabinet

Tuesday, 19 January 2010

The following documents were received too late to be included on the main agenda for this meeting and were referred to within the report. They are now enclosed as follows:

Agenda Item Number	Page	Title	Reason	Officer Responsible For Late Report
12	1 - 6	REVIEW OF PARKING FEES AND CHARGES 2010/11	Documentation received after publication of agenda	Corporate Director (Regeneration)

Market Traders  
c/o Festival Market  
Central Drive  
Morecambe  
LA4 4DW

12<sup>th</sup> January 2010

Mr D Hopwood  
Parking Manager  
Lancaster City Council  
Town Hall  
Morecambe

Dear Sir

We the undersigned, all Market Traders at the Festival Market, Central Drive, Morecambe wish to make an appeal to the cabinet members of Lancaster City Council. Sadly the country wide recession has hit the traders of the Festival Market hard – we currently have 7 vacant stalls on the Market – the worst position we have been in here since our move from Poulton Square in 1996. As business owners on stalls rented from Lancaster City Council we would wish to turn this situation around and encourage shoppers to shop in their local market and keep traders trading at the market.

We feel the Festival Market suffered a number of blows even before the recession started - since Wm Morrisons Supermarket withdrew all-day free parking in favour of 2 hours of free parking, many of its customers who used to park their cars and shop there and then visit our market (for free) are now restricted to two hours free parking and they no longer have enough time to browse our market without the danger of incurring a penalty. B & M Bargains who have taken over the old Woolworth's site immediately to the rear of the Festival Market have also had an impact on our trade. They are an aggressive retail outlet which sells many of the commodity lines sold by we the Market Traders of the Festival Market, though without the personal touch and specialist knowledge in each field.





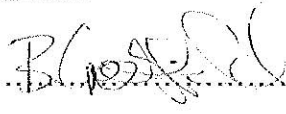





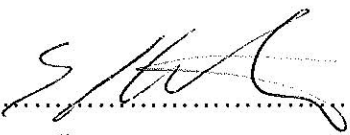

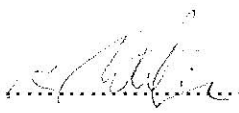

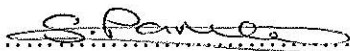
We feel something needs to be done to help us to compete in the current economic climate and would ask you to please consider the following options:-

- An hours free parking for short term shoppers would encourage customers to chose to shop here instead of at the Supermarkets (we are aware that Oldham Council has given similar concessions to boost trade and we would welcome a similar approach) This may be difficult to patrol but it could be utilised for a set period of time for example 9.30 am until 10.30 am and/or 4.00 pm until 5.00 pm.
- Possibility of free parking for Market Traders – easily implemented via a windscreen sign
- A re-think of charges during the lean Winter months – in particular Jan to March – perhaps consideration given to differing charges during the week when the Market is much quieter?

We appreciate that implementing such changes would need forethought and organisation but urge you to look at this case with sympathy and urgency in order that we secure the future of Morecambe's Market and the livelihoods of those who trade from it.

CC DAVID HOPWOOD  
CC TRACEY BRUCE

LETTER TO CABINET – SIGNED BY FOLLOWING FESTIVAL MARKET TRADERS

1/30 28/29	R Laird	
2/3	B Pearson	
4/5 / 27	R Gardiner	
6/7	A Wearing	
8/9	B Greenfield	
10/11	S Tootell	
12	S Bell	
13/14/15	L Heathcote	
17	Cain	
19	S Brown	
18	L Firth	
20	S Ashton	
21	Stuart Martin	
22/23	K Austin	
24	C Abbott	
25	S Parveen	

26	D Lewis	<i>D. Lewis</i>
33/55/56	M Walsh	<i>M. Walsh</i>
34/35	Atkinson	<i>J. Atkinson</i>
36/37	J Grayston	<i>J. Grayston</i>
38/39	P Kay	<i>P. Kay</i>
40/41	T Harrison	<i>T. Harrison</i>
46/69	T Harrison Jnr	<i>T. Harrison Jnr</i>
43/44	S Kay	<i>S. Kay</i>
47/48	J Kennedy	<i>J. Kennedy</i>
49	I Walsh	<i>I. Walsh</i>
50	L Roe	<i>L. Roe</i>
51	D Cropper	<i>J. Lawson / D. Cropper</i>
58	S Smith	<i>S. Smith</i>
61/62	J Dobson	<i>J. Dobson</i>
63/64/53	I Starkie	<i>I. Starkie</i>
65	H Hind	<i>H. Hind</i>
67/68	C Obi	<i>C. Obi</i>

70/93 B Whalley

pp. B. Whalley

71/72 M Coop

M Coop

73/66 L Townley

L Townley

75/76 D Parker

.....

77/78 J Chuck

J Chuck

79 P Blackburn

P Blackburn

80 Z Raistrick

Z Raistrick

81/82 A & J Carr

.....

83/84 R Hodgson

.....

85/86 K Kirk

K Kirk

87 H Dickson

H. Dickson

90/91/92 N Ahmed

N. NAZ

SHOPS

Shop 1 D Kennedy

D Kennedy

Shops 2/3 D Kennedy

D Kennedy

Shop 4/5 T Pearson

Tina Pearson

Shop 6 D McKean

*D McKean*

Shop 7/8 C Abbott

*C Abbott*

Shop 9/10 R Cragg

*R Cragg*

Shop 11 B'O'Mally

*B O'Mally*

Shop 12/13 A Greenhalgh

*A Greenhalgh*

Shop 14/15 P Diver

*P Diver*

shop 52 A. Whittingham *A. Whittingham*

## **RESPONSE FROM LANCASTER DISTRICT CHAMBER OF COMMERCE TO INITIAL CONSULTATION ON COUNCIL'S ANNUAL REVIEW OF PARKING CHARGES**

The Chamber could accept option 3 as the preferred choice. This still protects the most meaningful shopper tariff of 3 to 4 hours which has been a long standing requirement of the Chamber.

There is a large body of opinion amongst the retailers in the City Centre to press for more free parking support at events. We are specifically thinking about the Lancaster Unlocked 2010 Festival of Childhood 28<sup>th</sup> to 31<sup>st</sup> May, the Edwardian Market festival 25<sup>th</sup>-26<sup>th</sup> September and Xmas extended opening and Sunday opening times.

### **Some thoughts about future parking strategy: Proposed by Jon Price, Chamber President:**

Parking should step up to a more civilised level and get hi-tech. It presents an opportunity to make money and lead the nation in "civilised parking".

- In Marketgate, you don't have to work out how long you are going to be. You park, you wander, you pay for the time when you return. That's quite civilised.
- In Kendal, you can pay through your mobile phone when people forget to bring cash. That's using simple technology and quite civilised.
- When customers want to pay a cheque in at the Bank, they will be 15 mins max. Why should they pay over a quid for the privilege of bring business to the bank? They just want to pay for 15 minutes.
- At InfoLab21, we have world-leaders in mobile phone technology.

All these aspects mean that catering for parking by the minute, pay as you need, no-leaving-the-kids-crying-in-the-car-while-you-try-and-pay-in-the-rain, would be more civilised parking.

In the short term, **put more effort into selling permits** by:

- Dividing the price by 10 and letting people pay monthly (in effect giving permits a 20% increase) - there would be greater take up as the ability to pay increases massively;
- Merging permits to cover the District so people have ultimate flexibility
- Marketing the permits as a great idea would increase sales.

Explore potential for giving a low-cost upgrade to the permits where we could incorporate local public transport discounts to try and encourage use of such in this area.

Expanding on the mobile phone technology, we also have an opportunity to build in Vote-by-text systems and even Lift Sharing.