

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 28th to 31st May, the Edwardian Market festival 25th-26th 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.