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(Promoting a Business Improvement District for Lancaster)  
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Lancaster Town Hall  
Dalton Square  
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Weds 5<sup>th</sup> March, 2014

Dear Mr Cullinan

The members of Lancaster's Business Improvement District have great concerns about the proposed introduction of Car Parking Charges to be made for Bank Holidays. A key objective of the BID Management Committee and the ethos of the Business Improvement District for Lancaster is to increase footfall to Lancaster City Centre during Bank Holidays as well as promoting the City to visitors and visitor groups for the future, encouraging events and promotions to take place during Bank Holiday periods. The ability to advertise free parking for these Bank Holidays is a very necessary element of the total marketing package for Lancaster.

This particularly in the situation where businesses are facing a second year of severe traffic disruption due to the ongoing, large scale United Utilities project with no attempts at mitigation where parking charges are concerned.

A saving of £5000 to the City Council is a paltry figure in comparison to the economic damage that could be done to City Centre businesses by the loss of free parking at Bank Holidays..

For this reason, Lancaster BID would like to appeal against the proposed introduction of Bank Holiday charges for Car Parking in Lancaster City Centre, as we feel it will be a massive disincentive to the improvement of visitor numbers to the City. I have included below footfall figures provided by two of our group members, St Nics and Marketgate which illustrate well the weakness of the Bank Holiday days in comparison to normal trading days. The first set of figures are provided by St Nics and show equivalent Monday counts as a percentage of a given week during 2013.

DAY	MON COUNT	TOTAL WEEK	%
Easter Monday	8237	79372	10.4
Following Monday	11347	79550	14.3
May Day	6988	73372	9.5
Following Week	10475	78682	13.3
Spring Bank	8619	79923	10.8
Following Week	10146	68401	14.8
August Bank	7128	81431	8.8
Following Week	13295	87515	15.2

Of course should it be required these figures are fully auditable and full records are held.

The figures below have been provided by Marketgate and paint an almost identical picture.

Good Friday 29 March	11,622	Monthly Fri avg 13,441
Easter Mon 1 Apr	7,132	Monthly Mon avg 12,300
May Day Mon 6 May	6,907	Monthly Mon avg 12,800
Spring Bank Mon 27 May	7,672	" " " "
Summer Mon 26 August	6,564	Monthly Mon avg 12,500

The members of the group are aware that the free parking offer at Marketgate is actually a concession by a private car park owner who appreciates the value of free parking in encouraging more frequent and longer visits on what are difficult trading days.

I should state on a separate note that Lancaster BID greatly welcome the introduction by the City Council this year of a mobile technology method of payment which will prove an excellent service add-on where pay on departure does not exist.

Yours sincerely



Mr Paul Cusimano  
The Chairman of Lancaster Unlimited  
Lancaster's Business Improvement District