

DRAFT MEMBER POLICY

CAR PARKING IN CHICHESTER

1. Adequate parking space is key to a successful city, and the BID community want to make sure this is properly provided for as changes and new developments are planned and come on stream.

There is an established perception that Chichester city centre car parks are expensive. However, parking in town centres across the UK is no longer free and the increasing impact of the sustainability agenda means this will not change. The reality is that the City is competitively priced with like cities in our catchment area - if you know where to go. Every major town and city charges for car parking and the BID Team cannot change this, but it can address some associated problems to provide a better overall experience.

2. Chichester BID businesses seek parking solutions that benefit city centre business and maintain easy access to the City Centre for visitors and workers alike. BID Area Businesses believe that the cost of parking is a major issue. The cost and availability of parking is a concern for them both in terms of the potential effect on visitors to the city and its impact on staff and residents.
 - Many companies lack sufficient parking for employees
 - Retailers worry that car park prices and time limits may discourage potential customers
 - Car park capacity, lighting, signage, security and enforcement are other areas of concern
 - Many central car parks are underused
 - Users are unaware of the locations of car parks which best suit their needs – the cheapest for some people, the most convenient for others.
3. From listening to our members, BID Area Businesses:
 - Believe that the District Council's parking strategy *is a disincentive* to people visiting the city
 - Wish to *seek reductions* in the expense of parking
 - And to increase their *ability to lobby* for parking improvements.
4. Ideas from BID businesses to improve city centre parking include:
 - More widely publicised seasonal parking promotions
 - Subsidised parking vouchers
 - Consistent parking fares across car parks in town
 - Discount staff parking in a selected area
 - Affordable monthly season tickets for employees
 - More communications with residents and businesses about offers
 - Better signposting.

Do you have any more?

5. Currently, on behalf of members, the Chichester BID Team seek to:
- Improve the awareness of the locations of convenient and better value car parks by leaflet mail-outs to target shoppers, improved signage and the logical naming of car parks
 - Continue to lobby the council and other car park operators to simplify charges and introduce pay on exit machines when replacements are due
 - Encourage car park operators to provide a better parking experience utilising extra-wide bays and ensuring the environments are safe, secure and pleasant to use
 - Lobby for parking charge reductions for targeted trading periods if market research confirms this is important to visitors
 - Lobby for parking restrictions to start later on weekend mornings to allow drivers to leave their cars overnight
 - Work with the authorities to link with public transport operators in order to provide better services at key times especially during the evenings and at night
 - Negotiate reduced bus fares and parking charges for staff of BID area businesses
 - Work closely with partner organisations to ensure the City's road layout and pedestrian linkages are improved
6. The BID Team are keen that your concerns are listened to and taken on board. Changes and additions can and will be made to this draft policy at any time if any members wish to submit proposals to janettuckett@chichesterbid.co.uk. Your BID Ambassador attends the CDC Parking Forum on your behalf and aims to help address parking issues by providing one voice to represent businesses in the city on parking policies and issues.

PLEASE NOTE:

- This draft policy will be put to the Board for ratification on Tuesday 20th March 2018 when it will become BID Area policy
- Before that, the next Open Meeting of members on 21st February will include an opportunity to discuss the new parking charges with Tania Murphy, the responsible officer at the District Council
- The BID Team have arranged access to the officers and forums which decide on these matters. **Your contribution is essential, please take advantage of it.**

Thank you.

Colin Hicks
Chairman of the Board
Revised 26.01.18