



## **UDC Cabinet Parking Meeting**

**20<sup>th</sup> February 2024**

### **Shara**

The removal of Sunday free parking seriously needs to be reconsidered. Free Sunday parking acts as a draw to our town and its shops and business and many are now trading on Sundays. Removing free parking could deter shoppers and visitors and could also have a negative impact on Sunday trading which has picked up over the years.

It will not fill the car parks up and generate UDC extra revenue, instead it will add to the unsociable parking that already takes place in town. You only have to drive down the High St in SW on a Sunday to realise how incredibly badly people will park, as they are allowed to park on yellow lines during this time. Instead of paying the £1, the general public will choose to park on town centre roads, making it very hard for residents to move around town.

Increasing parking fees is the opposite approach to that taken by many other local authorities. We believe a free parking period would encourage footfall and in turn increase economic activity.

An alternative would be to look at what you charge on Saturdays. Perhaps a small increase to this busy day will cover the very small amount of income generated on a Sunday

I urge you to keep Sunday a free parking day.

At last week's meeting Cllr Hargreaves suggested that the increases would create churn (more movement of shoppers) we already have parking time limits in the 3 TC car parks. The only day that these car parks are full is Saturday,

Please weigh up the short-term financial gains from increased parking fees against the potential long-term consequences for the town centre's economic health, local business and the overall well-being of the community.

Again... Reconsider your proposals and at the very least bring the tariff price changes back in line with the recommendations made by Parking Matters. You commissioned this company, it is wise to take on the words of these experts.

Reconsider the enormous price changes both annually and monthly for Swan meadow season tickets primarily used by town centre workers. (It would be beneficial to create a special 12 month payment scheme for town centre employees since annual payment for some is an extremely large sum to pay up-front. Some larger companies offer this to employees but Saffron Walden mainly consists of small independent traders.)

Keep Catons Lane as a free car park for town centre employees and those parents who use the car park for school drop off and collection.

Introduce special loading permits for town centre businesses who don't have commercial vehicles. We have asked for this for many years on behalf of our members.

Thank you