

E-mail to Catherine Thomson

S.106 APPLICATION

At the second meeting of the Town Centre Regeneration Forum, it was decided that the Chamber should pursue a S.106 application to offer two hours parking in the town centre car parks for 50p i.e. a BOGOF buy one hour and get another free, based on the current charges. I therefore attach an application relating thereto.

This application is made on the basis that it is perceived that the differential between the cost of one hour (50p) and 2 hours (£1.60) is penal and does not encourage customers to linger whereas if they had a second hour effectively free this would assist the 'dwell factor'.

In order that the processes can be put in hand to organise the new signage and the reprogramming of ticket machines by your car parking department and to organise good promotion of the new charge.

The number of tickets sold will be assessed during the 5 month trial period, along with evidence from traders as to sales, so that, if effective, consideration can be given to further continuation.

Peter Ryland