

Response from the Westerham Town Partnership

We don't find the figures you have provided very helpful in explaining the reasons for shortfalls over expectations, because they are not accompanied by the previous 'actual' revenues and ticket numbers. We think the 'expected' was flawed because there seems to be no allowance for the reduced 4 hour and full day tickets in the light of the free 3 hours (c£9000), or for the shift from centre 2 hour parking to Darenth free parking.

Given the time scale, and attempting to be constructive, we have the following initial comments to feed into the committee:

1. Structure:

We do not have specific evidence, (would have appreciated the Darenth Car Park numbers) but we believe the flow of parking traffic is vastly improved. In order to gauge this, we need to look at current 'actual' against previous 'actual', which figures we don't have. We have anecdotal evidence that retailers are pleased with the extension to 3 hours in the Croydon Road. We appreciate the ability to advertise our 'pop and shop' and also to direct longer term parking to the free facility. Again anecdotal evidence from retailers is positive. There seems to be less congestion in the centre during the day (again anecdotal) **Our recommendation is that the structure of charges is left unchanged.**

2. Pricing:

We find it hard to extract the actual revenue increase from your figures, and therefore judge the success of the 2014 changes - it is clear there is a shortfall against expectations (but we don't know precisely how these have been arrived at) but **we need to analyse using an 'actual' comparison.**

We recommend:

- a) An overall increase in all on street prices of 10p starting at the 3 hour price first and only filtering down to the 30 minute price if necessary. No increase to the 'pop and shop' tariff for 15 minutes
- b) Ditto in car parks. Retain 3 hours free in Darenth Car Park
- c) Only if necessary, in order to avoid unpopular day charges, an extension of charging times, but not prices, both on and off street, (including Quebec Ave, which services the Hall, but which is often clogged up by residents' parking in the evening,) until 9.00pm. Darenth Car Park to be excluded.

3. Westerham's Return

In order to justify the extension of charging into the evening, we need to show a return to the town, in the form of an SDC investment in Westerham's amenities. Please write in a Westerham 'spend' into your signage and lighting budget, and engage with us on producing a plan.

4. Overspill Car Park. It has become apparent (evidence available) that we still have spaces pressure, even with our overspill, during the junior football matches, which take place on a Sunday. This is because the recent extension of 5 pitches has lead to a simultaneous influx of parents' cars, whereas previously there were staggered arrival timings. The overspill needs to be formalised into a permanent space, with the addition of **2 more rows of cars.**