

*The Independent Voice of Local Business*.....

## FAREHAM BOROUGH COUNCIL PARKING STRATEGY

### Supplementary comments to the consultation in November 2007 Introduction of parking charges on Sundays

The Southampton and Fareham Chamber of Commerce responded to Fareham Council's new car parking strategy consultation IN November 2007. Below is a further comment we would like to submit for consideration by the FBC Executive which we understand is meeting on 28 July 2008 to decide on changes to car parking fees in Fareham – specifically whether to introduce a charge for parking on Sundays in all short stay car parks, or just in Market Quay car park.

Last November 2007, the Southampton and Fareham Chamber of Commerce responded to the official consultation on Fareham Council's new Parking Strategy. Surveys of our Fareham business members in recent years have shown the majority are against introducing a charge on Sundays in the short stay town centre car parks and each year we have passed this information back to Fareham Council. We hope our efforts in this respect have helped to maintain a competitive advantage for Fareham retailers over Southampton and Portsmouth that already charge for parking on Sundays

We believe that many people prefer to shop in local smaller retail centres with less walking and familiar surroundings and that families visiting shops for an outing on Sundays are most likely to go to where parking is free. The imposition of short stay Sunday parking charges in Fareham may have an effect on activities in Ferneham Hall and could result in more people choosing to visit the major shopping centres with far greater choice of shops, restaurants and bargains only 15 minutes drive from Fareham along the motor way. Some shops may chose to close if there is a fall in the number of people visiting the town on a Sunday, which will further reduce the retail offer provided by Fareham.

The planned Tesco food store in Fareham with its own parking will also influence this situation and experience elsewhere shows free time limited parking at a food store results in visitors trying to do all their shopping from the one car park. They will be reluctant to move from the free park to a pay car park just to wander around the town centre.

Chamber members are anticipating a few difficult years and this may well not be a good time to introduce Sunday parking charges, which could reduce footfall in Fareham on Sundays.

Captain J Chestnutt  
Director General