



Winchester
City Council

COUNCIL MEETING – 20 July 2005

Question under Council Procedure Rule 14

QUESTION 2

From: Councillor Verney

To: The Portfolio Holder for Economy and Transport

“Will the Portfolio Holder please hold discussions urgently with the Chamber of Commerce with a view to introducing a 2 part parking ticket system, as they have in Petersfield. By this system the traders repay a part or all, of the Parking cost to shoppers who spend above a certain level with that trader.”

Reply

“From an operational point of view, there is no difficulty in introducing this type of scheme. It is used in some smaller towns such as Petersfield where groups of traders use it as a marketing initiative, or by some of the large supermarket groups where their car parks are attractive to other users and the system gives priority to the supermarket’s own customers.

However each such scheme has to be funded and promoted by either a single trader or a group of traders. It is unlikely that any traders in a larger town such as Winchester would want to support such a scheme since it would be detrimental to their own profit levels. The response from traders is likely to be that the Council should reduce car park charges rather than expect traders to subsidise car park users.”