

Clr GEARÓID BUCKLEY

& Bandon Labour Branch



November 2011

Pay Parking Update

It gives me great pleasure to inform you that Cork County will provide free morning parking in Hartes Car Park, Bandon from Saturday 26th November until Saturday 24th December between the hours of 9am and 1pm

This initiative has been taken to encourage shoppers and visitors to come into Bandon in the run up to Christmas. The objective of the Pay Parking system in Bandon has always been to ensure that there is adequate short-term parking spaces available during business hours to facilitate shoppers and people doing business in the town. It is important to ensure continuous availability of parking to ensure that the town centre is perceived as being an attractive destination to visit, both commercially and socially.

Kind Regards,

Gearóid



OPPORTUNITY TO SHOW THAT FREE PARKING CAN WORK

As a town I believe we need to take this opportunity to prove that an increase in the provision of free parking can and will work in our community.

When making the decision Cork County Council felt that if the Car Park was made free all day, that it may result in all day parking.

The Traffic Warden will be monitoring parking patterns in the Car Park and the initiative will be reviewed if it merely results in a displacement of cars from other areas of the town by people working in the town. If this happens, it wipes out any benefits to businesses intended by this initiative. I would ask you to bring this to the attention of employees and ask that they do not use Hartes Car Park in this manner.

I personally see this as a pilot scheme, and if successful it gives us a great opportunity in January to develop the initiative by increasing the zone and by extending the free parking time limit.

FREE POSTER

Please find enclosed with this letter an A4 poster which highlights all of the free car parking zones within the town centre. I hope you find these useful for communicating with your customers.





Pay Parking Update



As you may know Cork County Council recently initiated a review of the Pay Parking System. This review is still on going and the results will be published shortly.

Cork County Council recently accepted submissions for this review. Before submitting my own review I felt it important to complete a survey before making a formal proposal to Cork County Council to amend the current Pay Parking System. I would like to thank those who took the time to fill out my brief survey. The results provided me with some very interesting reading and can be found below. You will also see below a brief summary of points from my proposal to Cork County Council.

Gearóid

SUMMARY SURVEY RESULTS

98% of people surveyed believe that the 30minutes free should be here to stay, many people (66%) also believed that this free period should be made longer than 30minutes. 61% of people surveyed also believe that the free 30minutes was attractive to visitors. However many acknowledged that it may be difficult for one off visitors to understand this free 30minute system.

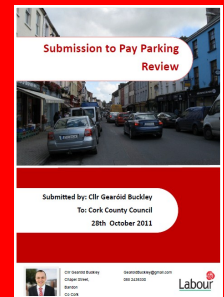
Supporting the attractiveness of Pay Parking is that 59% of people now believe that there "a lot" more car parking spaces available since the introduction of Pay Parking, However 65% of those surveyed do not think Pay Parking has led to an increase in footfall, this suggests that the attractiveness i.e. a lot more free car spaces, can be accredited to less visitors since the introduction of Pay Parking.

Full results can be downloaded from www.gearoidbuckley.ie or text 085 2438330 and request a hard copy

Complete Survey results and Parking Review Submission can be downloaded from

GearoidBuckley.ie

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SUMMARY OF RECOMMENDATIONS FROM CLLR GEARÓID BUCKLEY'S SUBMISSION TO THE PAY PARKING REVIEW

Increase the free period from 30 minutes. 66% of those surveyed recommended that the current 30 minute free period be extended.

Hartes Car Park should be used as a long term car park, where a discount price can be paid for long term parking. At the moment this car park is underutilised . As this is one of the first touch points for visitors entering from the East, this Car Park should have increased signage and welcome visitors to park and stop.

Free Car Parks should be advertised better. Although 76% of people surveyed said that they knew where the free car parks in Bandon were located, nearly one in four visitors to Bandon do not.

Increase signage for the Pay Parking system. Pay Parking is heavily criticised as the current system is not communicated correctly to visitors. Many people do not know that they do not have to pay to avail of the free 30minutes. If communicated better, Pay Parking may be used as a competency.

In an effort to re-establish Bandon as a market town, Saturdays should be free from Pay Parking.

Pay Parking should finish at 4.30pm daily.

An annual strategy for Christmas shopping and other unique periods of the year needs to be developed. This should be developed in tandem with the Business Community.

The Council should examine implementing an echelon (angle) parking system on South Main Street. This may offer additional spaces, and improve traffic flow as these spaces are naturally easier to park in.

The local Business Association (Bandon Co Marketing Group or similar) should work with Cork County Council and brand the actual tickets with special offers and other useful/promotional information.