

## Dedham Parish Council - Strategic Response to Colchester Borough Council's Parking Plans

As a response to the CBC public meeting on parking, July 22<sup>nd</sup> 2013, Dedham Parish Council has carried out car park surveys and engaged in discussion with Dedham residents and Businesses. As a result the following six Strategic Intents have been developed.

**Strategic intent one** - that Dedham High Street and Royal Square should remain available for short term, high turnover parking.

**Reason** - to allow Dedham Residents to drop into their High Street and make use of local shops and businesses and to allow easy access for passing traffic to drop in and shop.

**Impact** - Dedham High Street and Royal Square should retain the short-term free parking of two hours.

**Strategic intent two** - that the imposition of paid parking does not impact adversely on strategic intent one.

**Reason** - Visitors will try to avoid parking charges, clogging up High Street and Royal Square, taking advantage of the two hour free parking period.

**Impact** - The initial free parking period within the car parks should align to the free parking period within High Street and Royal Square

**Strategic intent three** - that annual permits should be available to businesses for their employees to park within the car parks.

**Reason** - to minimise additional costs to the businesses and support a vibrant, sustainable retail and commercial environment in the High Street for the benefit of residents and visitors.

**Impact** - suggest the same charge as for High Street residents' permits and no restriction on the number available for each business.

**Strategic intent four** - The opportunity should be taken to maximise car parking space availability within the current car parks.

**Reason** - during weekends and bank holidays Dedham has many welcome visitors. Cars currently park in every conceivable space within the car parks and the surrounding roads, thus clogging up the access roads.

**Impact** - it must be recognised that the coach parking area is not utilised at these times and it should be converted to dual use for cars during these periods. Failure to do so will effectively reduce car parking spaces in Dedham as current practice parking already flows over into the coach park.

**Strategic intent five** - Dedham has a lively and vibrant business village centre this should not be threatened by the imposition of car parking charges.

**Reason** - we wish to preserve and promote business activity within the centre.

**Impact** - parking charges should be reasonable and affordable for visitors.

**Strategic intent six** - parking permit for High Street residents should remain in place

**Reason** - houses on the High Street have restricted car parking availability within their premises.

**Impact** - retain High Street parking permit scheme.