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23 June 2014

Julia Wright
Clerk to Windermere Town Council
The Waterwheel
3 Bridge Street
Ambleside
LA22 9DU

Dear Julia

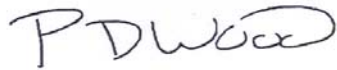
Thank you for your correspondence on the council's introduction of on-street parking charges. I note the Town Council's position. Although we always welcome the opportunity to hear the views of local people and community representatives, I first need to be clear that the council has already consulted with the public on the general *principle* of the council charging to park on the street (in our 12-week budget consultation which ran from October 2013 to January 2014 www.cumbria.gov.uk/ourfuture) and it has already made its decision to introduce charges (at our February 2014 budget meeting).

The next step is for the council to consult locally on the detail of how charging will work in each town – the streets where there will be charging bays, the proposed charges, and the times when restrictions apply. Our local committees are set to publish these proposals at their meetings next month (July), and details will be made available at www.cumbria.gov.uk/payingtopark – at which point you will be able to consider what those plans mean for your area and respond to the proposals. When you see the plans, and see that there will still remain a considerable amount of free on-street parking, your concerns may be alleviated. If they are not, and you wish to respond, then local committees will take into account all responses before agreeing the Experimental Traffic Regulation Orders which allow charging to happen.

I appreciate that some people are currently saying that they don't want any charging at all and this must stop now, but our elected members have now made their decision to implement charging and their focus is now on delivering schemes which work locally. Our members want to strike the right balance in alleviating the problems of town centre congestion and current lack of availability of on-street parking; not impacting adversely on local businesses by encouraging the 'pop and shop' principle of on-street bays being used for quick stops (which may be still be free in some metred locations for, say, 20 minutes) while off-street car parks are used for longer stays; and helping the council to recover the cost of parking enforcement as this is a non-statutory service that we can longer afford to subsidise, but we recognise that it does bring benefits in traffic management.

The scale of the cuts in public sector funding means that the council has to do things differently – we simply have no choice. Our challenge now is to do things differently in a way which works for local communities, but not charging is simply not an option.

Yours sincerely



PDWood

Diane Wood
Chief Executive