

## Comments

We wish to strongly object to the proposals you are submitting to update and change the traffic regulations in and around High Wycombe Town Centre.

Town Centre Businesses have struggled to recover since the 2008 recession and are still at the mercy of unpredictable market forces such as Brexit and Government Housing agendas and are still subjected to an unsatisfactory and unfair system surrounding business rates.

Consumer shopping patterns have changed significantly; 20 per cent of people now shop online and whilst this upward trend has slowed, it is predicted to increase to 30 per cent in the next few years.

Consumer Behavioural insights tell us repeatedly that things have changed. Town Centres have changed and businesses now need supportive localised improvement plans coming from our local government.

Parking and traffic management policies have not kept up with the times. Whilst national guidance still favours getting cars out of the town centres, there is still clear benefit to shoppers and businesses having free short stay parking for those quick convenience purchases – whether it's popping into Primark to get that matching accessory or driving to collect a cake or coffee. This kind of trade hugely benefits Town Centre trade and particularly supports independent traders and those who are starting new businesses. We want to encourage this.

New businesses trial new ideas and continue to improve the overall town centre offer, businesses are adapting to the changing trading environment, but they need support for this and one of the key issues for our Town Centre businesses is to provide affordable employee car parking and appropriate short and long stay car parking.

For that reason, we are disappointed to see proposals that could further squeeze businesses, particularly at this time when the shape of local government is changing and bringing with it a certain unpredictability.

Areas of particular concern are the proposal to remove the free parking currently available in Frogmoor; the map put forward doesn't actually reflect the reality of what is there and it is my understanding that this land belongs to Wycombe District Council, so this proposal is confusing and it almost seems this change is being proposed 'under the radar' – which is not fair on businesses whom will be detrimentally impacted by this change.

We are concerned about the overnight parking in Frogmoor as there does not seem to be protection of the space between 7pm and 7am. Does this favour residents or customers? We would suggest two hours free parking here.

We are also concerned about High Street (between Crendon Street and Corporation Street) where will goods vehicles load and unload for shops on that stretch? It doesn't look like provision has been made for deliveries there.

We object to St Pauls Row being closed to vehicles between 6pm and 8am. There is a service road that will need to be accessed still and motorcycle parking and deliveries that need to be made in these hours. This is also a vital pick-up and drop-off point for taxis and we don't wish to have taxis park in Cornmarket or High Street instead.

We do not believe there is enough motorcycle parking. If this is not provided centrally then motorcyclists park on the pavements. It is our view that there should also be a motorcyclists parking area where the cyclists park next to Café Nero and Shopmobility.

We believe that On Street parking is a key part of the overall parking strategy and for this reason we want to see one hour free short stay parking on Desborough Road, Easton Street, Frogmoor, Corporation Street, Castle Street, Priory Road, parts of the High Street, Bridge Street and we ask that where there are currently pay and display machines these are either removed or adapted to accommodate free parking for a minimum of 1 hour.

Businesses do not understand why surrounding areas such as Amersham, Beaconsfield and Marlow have been able to avoid the 'onslaught' of the 'pay and display' strategy, whilst more deprived areas like Desborough Road and Frogmoor have been targeted for this 'affliction' – areas where shops need more support not less. One can only speculate that Buckinghamshire County Council have 'kowtowed to affluence.'

Business would like more input into the parking policies for the Town Centre. We hope that you will take on board the full weight of the 600 or so businesses we represent and reconsider these proposals in the light of our objections