



# Two Hour Parking Scheme: Bognor Regis BR BID Expanded Formal Response

**Report prepared by:** Heather Allen, BR BID COO

**Date:** 11<sup>th</sup> August 2023

**Distribution:** PUBLIC FACING

## Contents

CONTEXT .....	4
CONFIDENTIALITY .....	4
<b>SECTION ONE:</b> .....	5
<b>BR BID FORMAL RESPONSE TO ADC PROPOSALS : EXPANDED DETAIL</b> .....	5
BID FORMAL RESPONSE TO ADC PARKING DRAFT PROPOSALS (09.08.23) .....	6
BR BID DETAILED RESPONSE – EXPANDED .....	7
1. FAILURE TO ACKNOWLEDGE WIDER ECONOMIC BENEFITS OF CURRENT SCHEME DELIVERY... 7	
2. LIMITING ACCESS: RESTRICTED PAYMENT METHODS .....	8
3. ACCESSIBILITY CONCERNS: DIGITAL EXCLUSION.....	8
4. LIMITING ACCESS: POINTS OF PURCHASE AND CUSTOMER SUPPORT .....	9
5. MISREPRESENTATION OF OUTCOMES: “ELIMINATE MISUSE” .....	9
6. MISREPRESENTATION OF OUTCOMES: ENVIRONMENTAL IMPACT .....	9
7. PENALISES BOGNOR REGIS TOWN CENTRE (1).....	10
8. PENALISES BOGNOR REGIS TOWN CENTRE (2).....	10
9. PREJUDICIAL REPRESENTATION OF BOGNOR REGIS BUSINESSES .....	10
10. PENALISES BOGNOR REGIS INDEPENDENT BUSINESSES.....	11
11. PREJUDICIAL REPRESENTATION OF BOGNOR REGIS BID .....	11
12. ABSENCE OF COSTINGS : SCHEME DELIVERY .....	12
13. ABSENCE OF GENUINE CONSULTATION: .....	12
14. NARROW FOCUS OF WORKING GROUP:.....	13
<b>SECTION TWO: BACKGROUND INFORMATION</b> .....	14
ONGOING CHALLENGES FOR BOGNOR REGIS TOWN CENTRE .....	15
HOW THE PROPOSAL IMPACTS THE VIABILITY OF BOGNOR REGIS TOWN CENTRE.....	15
BACKGROUND TO THE TWO-HOUR PARKING SCHEME IN ARUN DISTRICT .....	15
DIFFERENCES BETWEEN SCHEME DELIVERY IN LITTLEHAMPTON AND BOGNOR REGIS.....	16
COSTINGS FOR EXISTING SCHEME .....	17
FUNDING ARRANGEMENTS FOR CURRENT SCHEME.....	18
BR BID ROLE IN SCHEME DELIVERY IN BOGNOR REGIS .....	18
IMPORTANCE OF THE TWO HOUR PARKING SCHEME TO BOGNOR REGIS BUSINESSES.....	19
BR BID TERM 2 COMMITMENTS .....	19
<b>POTENTIAL IMPACT OF THE PROPOSAL ON BR BID</b> .....	20
BR BID PERCEPTION ANALYSIS: POTENTIAL FOR REPUTATIONAL DAMAGE BY ASSOCIATION .....	20
PERCEPTIONS OF PARKING AND TOWN CENTRE VIABILITY.....	20

PERCEPTIONS OF BID ROLE IN WIDER CONTEXT .....	21
APPENDICES .....	22
APPENDIX A: ANONYMISED DISC SALES DATA, BOGNOR REGIS, 21-22 .....	22
APPENDIX B: BRTC / BR BID PROPOSAL FOR 2 HOUR PARKING SCHEME 2023.....	23
APPENDIX C: CHART SHOWING DIFFERENCES BETWEEN EXISTING & PROPOSED SCHEME .....	25
APPENDIX D: SOCIAL MEDIA COMMENTS RE “THREAT” TO TWO HOUR PARKING SCHEME.....	27

## CONTEXT

Existing agreements for provision of Bognor Regis Two Hour Parking Scheme ended on 31<sup>st</sup> March 2023 and scheme provision in both Bognor Regis and Littlehampton has been subject to review since February 2023.

The latest iteration of the ADC proposal (09.08.23) recommends that all management of scheme delivery and direct payments for participation transfers to ADC Parking with effect from 1<sup>st</sup> January 2024. From this point, the scheme could be accessed independently via an electronic app downloaded to a smartphone, or with supported access for non-smartphone owners from ADC Customer Service staff during opening hours at the Bognor Regis Town Hall. For the calendar year 2024, ADC Parking propose delivery of a “dual scheme”, with an unlimited number of electronic permits available to download and “as many as needed” cardboard discs available to purchase from ADC Customer Service staff based at the Town Hall. No cash payment options are available. The proposals recommend ADC’s participation in a multi-agency working group to advise on management of a transition to virtual only permit scheme from January 2025. Following the one year “dual scheme”, the proposals would see incentivised parking restricted to app-only access from 1<sup>st</sup> January 2025.

The purpose of this document pack is to present the BR BID’s formal response to the proposal, and the information and evidence supporting the decision reached. The document includes expanded details on the BID’s formal response and includes reference sources outlining the background to the scheme, and the implications of the draft proposals for all stakeholder partners, businesses and the wider community.

The document pack has been prepared by Heather Allen, Co-Ordinator for the Bognor Regis Business Improvement District (BR BID). In addition to the BID’s annual financial commitments to the scheme, Ms Allen has had direct responsibility for all aspects of scheme delivery in Bognor Regis since 2019, and historically worked closely with ADC Parking Managers with regards scheme management. The focus of this paper is on scheme delivery and impact specific to Bognor Regis. However, in order to provide relevant context, reference will also be made to provision in Littlehampton.

**The BID recognises that, along with BRTC, this formal feedback to draft proposals as at 09.08.23 will be incorporated in the final version of the proposal presented to Elected Members at the Environment Committee Meeting on 7<sup>th</sup> September 2023.**

## CONFIDENTIALITY

While confidentiality was agreed during the period that stakeholder partners responded to ADC’s outline proposition in February 2023, the imminent publication of the latest iteration in the public realm in advance of BRTC’s Extraordinary P&R Meeting means that the BID’s activity should now be shared publicly.

SECTION ONE:  
BR BID FORMAL RESPONSE TO ADC PROPOSALS :  
EXPANDED DETAIL

## BID FORMAL RESPONSE TO ADC PARKING DRAFT PROPOSALS (09.08.23)

**Emailed to ADC Group Head of Technical Services, 14.08.23**

Dear Mr Slade,

### **BR BID Formal Response to Proposals: Two Hours Free Parking Scheme in Bognor Regis**

The Bognor Regis Business Improvement District (BR BID) was voted in by two majority counts to represent the best interests of its business members. Since 2018, the BID has invested funds paid by businesses as a partnership contribution towards the continuation of the incentivised two hour parking scheme, and BID staff - whose salaries are paid by the businesses of Bognor Regis - have managed all aspects of scheme delivery. A 2022 consultation with businesses evidenced that the BID's work with partners to deliver the two-hour parking scheme *in its existing form* is ranked in the top three most impactful activity the BID carries out to both support businesses and to improve the town.

The latest iteration of the Two Hour Parking Scheme proposal recommends that all management of scheme delivery and direct payments for participation transfers to ADC Parking with effect from 1<sup>st</sup> January 2024. From this point, the scheme could be accessed independently via an electronic app downloaded to a smartphone, or with supported access for non-smartphone owners from ADC Customer Service staff during opening hours at the Bognor Regis Town Hall. For the calendar year 2024, ADC Parking propose delivery of a "dual scheme", with an unlimited number of electronic permits available to download and "as many as needed" cardboard discs available to purchase from ADC Customer Service staff based at the Town Hall. No cash payment options are available. The proposals recommend ADC's participation in a multi-agency working group to advise on management of a transition to virtual only permit scheme from January 2025. Following the one year "dual scheme", the proposals would see incentivised parking restricted to app-only access from 1<sup>st</sup> January 2025.

### **1. BID Formal Response: Summary**

Following extensive consideration of documents and supplementary information provided by ADC Parking, at a meeting of the Bognor Regis Business Improvement District Board of Directors held on 10th August 2023, Directors unanimously agreed that the latest iteration of the proposal does not represent the best interests of businesses or the wider community and will most likely contribute to reduced footfall in the town centre, negatively impacting its economic viability during already challenging times. The speed of introduction of this proposed approach, which lacks any form of meaningful consultation with businesses, the community or its elected representatives, which cannot facilitate cash payment, which complicates or excludes access for members of the community, and is likely to reduce town centre footfall **does not have the support** of the Bognor Regis BID.

## 2. BID Formal Response – Specific Details

Since the proposal to introduce changes to the existing scheme was informally presented in February 2023, the BID Chief Operating Officer has made significant efforts to caution ADC Officers and Senior Elected Members in writing, in person and by telephone as to the likely negative impact of pursuing this proposed approach on businesses and the community of Bognor Regis.

The BID's COO has repeatedly highlighted how the proposals complicate, limit or exclude access to the scheme for members of the Bognor Regis community and stressed the potential reputational damage for ADC from forcing through such significant changes in the timescale proposed, without any form of wider consultation. These concerns have not been adequately addressed in subsequent iterations of the proposal.

The emailed formal response includes a summarised version of the fourteen points raised below:

### BR BID DETAILED RESPONSE – EXPANDED

#### 1. FAILURE TO ACKNOWLEDGE WIDER ECONOMIC BENEFITS OF CURRENT SCHEME DELIVERY

The draft proposal ignores the wider economic benefits of scheme delivery through a network of retailers from a range of sectors, failing to consider the impact this has on encouraging footfall across wider areas of the town and directly into local businesses.

Public perception of the scheme in its existing form is high, and comments made on social media evidence its significance in attracting people to the town centre. When consumers enter a business with the aim of purchasing a disc, they are simultaneously made aware of that business's range of products and services which may lead to increased sales in the instant, at a later date, or a reference to that business to other potential customers. This has a direct benefit to businesses participating in the scheme.

Disc retailers report how visitors frequently express their appreciation of the two-hour scheme as currently delivered, and it is a source of pride for the town that the facility is envied by other locations.

Under existing arrangements people understand that, by buying directly from local outlets they are both interacting with and directly supporting town businesses. The proposed eventual move to a purely electronic delivery of the scheme – essentially online shopping – to meet the stated aim of increasing footfall to bricks and mortar businesses is likely to be highly criticised. The purely transactional process of downloading an app will not create the same response for customers and the message of helping the town's traders will be lost. The purely transactional process of downloading an app will not create the same response for customers and the message of helping the town's traders will be lost. BR BID **does not support** a scheme that undermines town centre footfall and negatively impacts businesses.

## 2. LIMITING ACCESS: RESTRICTED PAYMENT METHODS

While ADC Parking have detailed mitigation in terms of support for the elderly and vulnerable through customer service points at Bognor Regis Town Hall, The draft proposal omits referencing the fact that **no payments can be made by cash**, either for the app or for the transitional 2024 disc. This marginalises the elderly and vulnerable and those without means to pay via card or electronic methods. The BID **does not support** a scheme that precludes payment using all forms of legal tender and is likely to reduce town centre footfall.

With the proposal to transfer responsibility for the scheme to ADC, the scheme is now subject to the expectations expressed by the Secretary of States in a letter to all council leaders on 4<sup>th</sup> April, which makes specific reference to accepting cash. The letter makes specific reference to the Government's expectations for councils to accept cash payments. Under the draft proposals, responsibility for the management of the two hour scheme transfers to ADC Parking.

While it is noted that the two hour parking scheme may fall outside of standard "parking payments", the significance attached by the Government to enabling cash payment remains relevant:

*"All local authorities, however, have existing statutory duties to ensure that they do not discriminate in their decision making against older people or those with vulnerabilities. Cash remains legal tender and it will continue to be used in our daily lives by people who favour its accessibility and ease. **I am therefore concerned that local authorities should ensure that there are alternative provisions for parking payments available so that no part of society is digitally excluded.** This is of course important for many areas in preserving the accessibility of our high streets and town centres for all the public. I expect you to make sure that parking services **for which you are responsible** remain accessible. For example, it would not seem appropriate for parking on a high street to be solely available for those who have access to a mobile phone. **Nor would it appear sensible for local authorities to phase out paper-based parking options such as 'scratch cards' if the only available replacement is an entirely digital option**" (NB: Emphasis added) .*

The letter from the Secretary of State is reproduced at **APPENDIX E**.

## 3. ACCESSIBILITY CONCERNS: DIGITAL EXCLUSION

Research by [Uswitch](#) suggests that, as of 2021, while 88% of all adults in the UK had a smartphone, access . When broken down by age, 96% of those aged 16-24 owned a smartphone device compared to 78% aged 55 and above. The same research predicts that, by 2025, 95% of the UK adult population (roughly 65 million people) will be using a smartphone. Based on this usage prediction, a delay to the introduction of a District-wide, electronic only version of the parking by just a few years could mitigate concerns about digital accessibility.

For autonomous purchases, the proposed scheme requires users to purchase a permit online, accessed via a computer or smartphone. This may exclude or complicate access for those without access to technology, who will now require support (from ADC Customer Service Team) to purchase what is currently a straightforward transaction. At the time of writing, in person support from ADC Customer Services is only available from one location, Bognor Regis Town Hall, open weekdays between 9am and 4pm with the exception of Wednesdays (open at 11am).



Some benefits of the electronic permit approach, such as extensions of time and the ability to transfer to different vehicle registrations appear to rely on having the app, which requires a smartphone device. This could again exclude access based on affordability and age demographics.

The proposed MIPERMIT app for the two hour parking scheme is different from the RINGO app for pay and display parking. This could be construed as unnecessarily confusing, and deter people from accessing the two hour scheme.

For the 2023 calendar year, 24 Bognor Regis businesses are signed up as retailers of the physical two hour parking discs. Businesses are located in and around the town centre, predominantly open from 9am -5pm, mostly 6 days per week. The number of outlets and geographic spread makes purchasing discs convenient and accessible for consumers, including weekend visitors, with sales of the physical discs and instructions for use delivered by staff within those businesses.

The BID **does not support** a scheme that makes access more complicated for the elderly, vulnerable, or digitally excluded, and is likely to reduce town centre footfall.

#### 4. LIMITING ACCESS: POINTS OF PURCHASE AND CUSTOMER SUPPORT

During the transitional “dual scheme” period, the draft proposal restricts purchase of the 2024 discs to one location at the Bognor Regis Town Hall, with its limited Monday – Friday opening hours, as opposed to current the network of 24 business locations positioned across the town centre. The majority of these businesses operate six days a week, including weekends, with longer opening hours, offering broader availability. By limiting to one single outlet, during Town Hall opening hours, disc purchases are no longer available to purchase by weekend visitors. The BID **does not support** a scheme that makes access more complicated for the elderly, vulnerable, or digitally excluded, and is likely to reduce town centre footfall.

#### 5. MISREPRESENTATION OF OUTCOMES: “ELIMINATE MISUSE”

The draft proposal cites “misuse” of the disc scheme as a key driver for changes to delivery, making the bold claim that potential misuse would be “eliminated from January 2025” following the proposed move to app-based delivery. The evidence cited for this argument is weak, based on only one day of observation, and excludes any reference to breaches of parking by other means during the same time period.

Misuse of an electronic permit is as feasible as "misuse" of off-street parking spaces by moving the dial on a disc, by overstaying the time purchased via the RINGO app or pay and display ticket, or by parking in spaces without purchasing any ticket at all. The proposal does not at any point recommend the more effective deployment of Enforcement Officers to monitor and enforce against misuse. The BID therefore **rejects the argument of misuse as presented as sufficient justification** for forcing radical changes to scheme delivery within the time frame outlined, and without wider consultation.

#### 6. MISREPRESENTATION OF OUTCOMES: ENVIRONMENTAL IMPACT

The draft proposal makes sensationalised, unquantified statements to the environmental impact of producing cardboard discs, which are used multiple times, in circulation for up to 12 months and

easily recycled. The BID **objects to the use of hyperbole**, and requests modification of language used.

All BID activity is underpinned by the principle of minimising the impact on the environment. Based on analysis of sales patterns from 2018 onwards, to minimise numbers of unsold discs going to recycling the production of discs was adjusted to 27,000 discs for the 2023 calendar year with the stated intention to limit to this number going forwards.

## 7. PENALISES BOGNOR REGIS TOWN CENTRE (1)

The proposal presents scheme simplicity and equity across both Bognor Regis and Littlehampton as local gains. In reality, the pressure to move from local to district management penalises Bognor Regis for its judicious governance of the scheme via an established delivery method which increases footfall across the town centre. Following 27 years of disparity in the availability, funding and delivery of the scheme in the two town centres, BR BID **objects to the argument as justification for such radical change** within the proposed timeframe and without genuine consultation.

At the time of writing, unlike Bognor Regis, Littlehampton does not have an established BID or apparent existing administrative facility to manage an annually charged disc scheme from production to distribution to retailers. Decisions to eliminate the Littlehampton Town Centre Manager role in 2021 and recent decision to dissolve the Littlehampton Traders' Association were made locally, and should not feature in any justification to impact arrangements in Bognor Regis which have been working effectively since 2014. The proposal to move management of the two hour parking scheme from local stakeholder to District responsibility in both towns may be interpreted as penalising Bognor Regis for its judicious management of the scheme and strategic investment in the viability of its town centre.

The loss of the LH Traders as a funding partner, plus the lack of an existing structure to deliver a locally managed, charged scheme in the town suggest it would be the most suitable site to **pilot** the aspiration for a charged scheme under ADC Parking Management via a virtual permit. This would provide ADC with valuable data and insights to inform further discussions regards wider application and appropriate partnership funding contributions.

## 8. PENALISES BOGNOR REGIS TOWN CENTRE (2)

The BID's management of the two hour scheme in its current form generates only negligible "profit" after production, promotion, staffing and sale or return costs are accounted for. With the proposed transfer to ADC Management, the BID will need to adjust staffing with immediate effect, seriously limiting its capacity to deliver town centre improvements and events prioritised by businesses and supported by the community. BR BID **does not support** radical changes which affects local employment and impacts its capacity to deliver within the proposed timescale and without genuine consultation.

## 9. PREJUDICIAL REPRESENTATION OF BOGNOR REGIS BUSINESSES

The draft proposal is negatively biased against business participants that purchase, store, actively promote and retail the discs to end users, making prejudicial and inaccurate statements regarding "profits" generated by the scheme in its current form. The draft proposal obscures the fact that any small "profits" generated by businesses are, in fact, payment for services rendered in actively promoting the scheme, acting as Customer Service points, managing payments and absorbing transaction costs for card and cash-banking deposits. The BID **strongly objects to this negative**

**representation** of committed members of the business community who have contributed to the success of the scheme to date, and insists on a more accurate use of language to describe the services provided and costs associated with their delivery of the current scheme.

The fact that Bognor Regis businesses are compensated for their active participation in and promotion of the two hour parking scheme has never been concealed from stakeholder partners. Since scheme delivery transferred to the Bognor Regis Traders' Association in 2014, participating town centre disc retailers have benefitted from a small gain of around 40 pence per disc sale. Despite a wholesale purchase price increase from £0.60 to £1.60 in 2018, the 40 pence benefit for retailers remained the same for disc retailers.

The anonymised spreadsheet at Appendix A shows the 24 Bognor Regis businesses retailing the discs in the 2022 calendar year, including details of business sectors, locations, and numbers of discs purchased from the BID in 2022. These figures evidence that the total GROSS "profits" generated by the 24 businesses retailing the discs from 01.01.22- 31.12.22 totalled £9,251.20 - an average of £385 per business, per annum, before staffing, transaction costs and tax. It is important to note that 96% of businesses participating in the Bognor Regis scheme are independents.

The indication of gross profit for each participating business in 2022 does **not** factor in increasing transaction costs for card payments, bank charges for cash deposits, or the cost of staff time allocated to time spent ordering, paying and accounting for disc purchases, and for collecting the physical discs from the BID hub, meaning that **actual** retained profits will be significantly lower.

Any reference to businesses making "profits" from the delivery of the scheme to date should be clearly contextualised against **ADC's increased costs** through the proposed delivery of the scheme, whereby the council will incur banking charges associated with transactions made through the app, plus the potential need for increased staffing to offer the additional Customer Service support, comms and promotion outlined in the proposal. The recent addition of a transitional year with ADC producing and retailing an uncapped number of physical discs only serves to increase ADC's direct costs.

## 10. PENALISES BOGNOR REGIS INDEPENDENT BUSINESSES

By assuming management and delivery of the scheme, ADC Parking will absorb all costs and retain all revenue from the sale of two-hour parking permits. However small the amount for scheme retailers, the proposed approach deprives independent businesses and charities in Bognor Regis of direct income for services rendered. BR BID **does not support** a scheme that deprives businesses of income within the timescale proposed and without genuine consultation.

## 11. PREJUDICIAL REPRESENTATION OF BOGNOR REGIS BID

The draft proposal is negatively biased against the BID as scheme delivery partner, using prejudicial language and making inaccurate statements regarding "profits" generated by the current scheme, choosing to obscure the fact that any surplus revenue after direct and staffing costs is invested directly into town centre improvement activity. The BID **strongly objects to this negative representation** and insists on more accurate use of language to describe the costs associated in delivery of the current scheme, and precision as to how any revenue is invested.

The BR BID / BRTC partnership proposal submitted to ADC Parking for the 2023-28 includes a commitment that any profits generated by wholesale to retailers will be ringfenced for delivery of an annual, high-quality event in a town centre location in Bognor Regis, delivered by Bognor Regis BID, with equal branding and credit assigned to Bognor Regis Town Council and, following agreement, Arun District Council. Sufficient funds to deliver this activity would only have been generated had this proposal been accepted.

Budgets were prepared for the BID's 2023-24 financial year which had to - by nature of timing - make reasonable assumptions as to the ongoing provision of the two hour scheme, and its impact on accommodation and staff resources required to deliver in the same format as the past 12 years.

Should the proposed changes to delivery of the two hour parking disc scheme be supported and implemented as proposed here, the challenge for the BID will be to significantly review all planned projects and make adjustments with immediate effect.

Where delivery of the two hour scheme factors heavily in a staff role, this must include a review of staffing, with the risk of redundancy, and scaling back on other commitments that the role also delivers in the business plan.

## 12. ABSENCE OF COSTINGS : SCHEME DELIVERY

Despite committing to a revaluation of costs for current scheme delivery, the draft proposal provides no costings – actual or indicative – to inform decision making. Similarly, while the proposal elects to negatively highlight “profits” made by both BR BID and local businesses retailing the discs, it omits any staffing, storage or production figures for ADC’s proposed dual-scheme delivery from January 2024. The proposal does not present any details of the costs involved in facilitating the MiPermit scheme, associated payment transaction costs, or potential losses via off street parking ticket sales by offering an unrestricted number of permits. The BID is **highly critical of the absence of credible costings data.**

## 13. ABSENCE OF GENUINE CONSULTATION:

The recommendation for ADC Parking to participate in a working group with local stakeholders and business representatives *only after* the approach outlined in proposal is in motion, and the omission of wider community involvement evidences a disregard for genuine consultation. This approach is **not supported** by Bognor Regis BID.

The recommended approach presented in this draft proposal focuses only on approximating the physical disc-display scheme first introduced in Littlehampton in 1996 and Bognor Regis in 2012. Details on alternative options that were considered and discarded again suggest that focus has fixed on alternative ways of delivering this particular scheme.

The speed of introduction of this proposed approach, which cannot facilitate cash payment and complicates access from all members of the community, risks rejection by members at both BRTC and ADC, which could then prevent any further meaningful discussion and debate about alternative provision for a fully accessible, more financially equitable scheme for a number of years.

#### 14. NARROW FOCUS OF WORKING GROUP:

The stated focus for the Working group to “advise on how the transition to virtual only permit scheme in January 2025 is managed” prevents meaningful discussion and debate about alternative provision for a fully accessible scheme in the future. This approach, with its predetermined outcome, does not reflect genuine consultation and **is not supported** by Bognor Regis BID.

The proposal focuses only on approximating the physical disc-display scheme first introduced in Littlehampton in 1996 and Bognor Regis in 2012. Details on alternative options that were considered and discarded again suggest that focus has fixed on alternative ways of delivering this particular scheme.

Technology now enables a range of alternative ways to deliver an incentivised parking offer across the district that is simple to manage, fairly funded, accessible to all and simple for users to activate. While the BID cannot support the app-only based, cashless option presented in this draft proposal, the proposal itself highlights a significant opportunity for all partners to review incentivised parking provision in an holistic, collaborative, consultative and timely way. The BID would support such a review and would encourage the engagement of all businesses in the discussion and scheme development to ensure maximum support and sense of ownership.

## SECTION TWO: BACKGROUND INFORMATION

## ONGOING CHALLENGES FOR BOGNOR REGIS TOWN CENTRE

Footfall patterns in town centres have declined significantly since 2019 and businesses continue to face challenges from out of town retailers and service providers, the increase in online shopping (catalysed by Covid), the impact of inflation and the ongoing cost of living crisis.

Since the beginning of 2023, Bognor Regis has had only one month where footfall has seen a moderate increase against the comparative period in 2022, and is currently recording 15% lower footfall for the year to date.

The UK is currently experiencing a cost-of-living crisis, adding further pressure to household finances. Amid the highest inflation since the early 1980s and spiralling energy bills, a recent [Price Waterhouse Cooper survey](#) reveals the UK public is increasingly worried about the cost of living, with 86% of people concerned about day-to-day living costs - and just over half (54%) saying they are very concerned. As people's financial pressures and worries grow, the survey indicates the UK public are paying more attention to their personal financial resilience and wellbeing, with people cutting back on activities such as holidays, leisure and shopping. This has a direct impact on footfall and the resilience of town centres.

The effects of the cost-of-living crisis have a greater impact on low-income households, whose outlay on energy bills constitutes a higher proportion of household income. Based on [Indices of Multiple Deprivation](#), the geographic area encompassing Bognor Regis Town Centre (Arun 017D) is in the top 20% most deprived for income in the country.

## HOW THE PROPOSAL IMPACTS THE VIABILITY OF BOGNOR REGIS TOWN CENTRE

While recognising that car parking is only one factor influencing the ongoing vitality and viability of town centre, it is an absolute necessity for businesses, customers, the community and visitors. Provision of the two hour parking scheme through a delivery method that is accessible to all, that accepts all forms of payment and that directly encourages footfall across the town centre demonstrates all partners' understanding of the challenges faced by bricks and mortar businesses and clearly evidences their commitment to the ongoing vitality and viability of town centres.

ADC Parking have proposed a radical change to the way that the established scheme is delivered, providing no compelling evidence for the need for change, with no indication of costs, and without consulting the people that will be most impacted, with the suggestion that this can be achieved within an unrealistic timescale. Without transparency in costings, strategic implementation and a carefully managed comms and promotion schedule, the proposals put forward ultimately deliver a less convenient, more complicated or – worst case scenario - inaccessible scheme at a greater cost to end users.

## BACKGROUND TO THE TWO-HOUR PARKING SCHEME IN ARUN DISTRICT

Working with local stakeholder partners, Arun District Council has enabled an incentivised parking scheme in Littlehampton since 1996, and in Bognor Regis since 2012. The scheme enables two hours of parking in specified ADC managed town centre car parks at either no or minimal cost to users.

The scheme was initially set up in Littlehampton by ADC's Economic Development Team, facilitated by ADC Parking and working with local partners as a joint commitment to support the ongoing vitality and viability of the town centres by mitigating the appeal of out-of-town retail park facilities offering free on-site parking. With provision extended to Bognor Regis in 2012, the overriding

intention of the scheme is to provide town visitors and the wider community with exceptional value, centrally-located parking options, 365 days of the year, with the aim of increasing footfall and dwell time to benefit bricks and mortar businesses.

ADC facilitates the scheme in two ways: by granting permission to use parking spaces in designated car parks and loss of income from “Pay and Display” sales. Local partners in Bognor Regis (BR) and Littlehampton (LH) contribute towards ADC losses through direct financial contributions. In Littlehampton, local funding partners are Littlehampton Town Council (LTC) and LH businesses through the LH Traders’ Association. In Bognor Regis, funding partners are Bognor Regis Town Council (BRTC) and BR businesses through the investment of levy funds by the Bognor Regis Business Improvement District (BID).

Under current arrangements, the Bognor Regis scheme operates in the following way; users display a physical disc exhibiting their arrival time to the nearest quarter hour, positioned in a visible location in their vehicles. The terms & conditions state that parked vehicles must be moved within two hours of that arrival time, or a stay can be extended by purchasing a separate pay & display ticket. Conditions of use state that disc (arrival) times must not be altered during the two-hour free parking period, and no return is permitted within two hours.

The terms and conditions stated on the back of the disc are checked annually with ADC Parking Manager prior to the production of discs for the next year. In the years that the scheme has been managed by the BID COO, the terms and conditions have not been flagged by the ADC Parking Manager as requiring change.

## DIFFERENCES BETWEEN SCHEME DELIVERY IN LITTLEHAMPTON AND BOGNOR REGIS

There are differences between the delivery and management of the existing scheme in the two towns:

- In Littlehampton, all costs associated with the scheme’s disc production, storage and logistics of distribution to businesses are paid for and managed by a single business, with the reverse of the disc used to promote that business. There is no charge to users to take part in the LH scheme; discs are freely available to pick up from shops and offices in the town. As no charge is applied, no funds are generated to invest in LH town centre. Similarly, LH businesses receive no recompense for stocking the discs or promoting the scheme. The involvement of businesses in LH is, therefore similar to hosting free newspapers as a distribution point. Littlehampton’s two hour parking discs are undated, rolling from one calendar year to the next without need for annual replacement. There is no limit on the number of discs produced, and the total number of valid discs in circulation at any one time in Littlehampton is unknown.
- In Bognor Regis, all costs associated with the scheme’s disc production, storage, promotion, accounting and distribution to participating disc retailers is paid for by Bognor Regis BID levy paying businesses and delivered by BID staff, at a cost of around £14,500 (ex VAT) per annum. Bognor Regis businesses must purchase discs in minimum quantities of 50 discs, to then retail to end users. This requires an upfront investment in delivery of the scheme, and



affects their cashflow. Unsold discs can only be exchanged for new discs at the end of each year. In 2018, the face value of discs to end users increased from £1 to £2. Discs are available for purchase from over 20 day time economy businesses located in and around the town centre. Any funds generated through the wholesale distribution of discs to retailers is invested directly into town centre improvement projects and activities by the BID, in line with the Business Plan based on business priorities. In recompense for their active participation in promoting the scheme and to offset staffing, storage and transaction costs, parking discs retailers generate a small gross profit of 40 pence per disc sale. This 40 pence difference has not increased since 2014 arrangements. From the 2023 calendar year, disc production has been capped at 30,000 units per annum.

In October 2022, both local funding partners in Bognor Regis – Bognor Regis Town Council and Bognor Regis businesses (through the BID) committed a total of £26,000 funding to the ongoing provision of the scheme. If ADC's draft proposals are approved, the BID's annual £5k contribution is no longer requested, and BRTC's £21k contribution will be fixed for two years, reducing the amount of income ADC receive towards delivery of the scheme.

## COSTINGS FOR EXISTING SCHEME

While the calculation used to determine the original cost of the scheme and appropriate partner contributions is not known, in a conversation with former ADC Parking Manager in August 2022, CB, it was suggested that, in Littlehampton, the calculation was based on match funding, with ADC's contribution to the scheme equal to the contribution made by LTC.

Littlehampton Town Council's contribution to the scheme in 2022 financial year was £28,250. This would suggest that the cost of delivering the LH scheme is (2 x £28,250) plus an annual £6,600 contribution from the LH Traders' Association (£62,500).

On the introduction of the Littlehampton scheme in **1996**, calculations for appropriate financial contributions to compensate for ADC's loss of income were based on achieving zero income from all anticipated one and two hour "Pay and Display" ticket sales. This was not the same basis for calculations for Bognor Regis scheme, where ADC adjusted to reflect a level of continued income from these sources. This is reflected in the slightly lower cost per space calculation shown below.

Whatever the basis for the original costings in Littlehampton in 1996 and in Bognor Regis in 2012, there is clearly a need for a transparent revaluation of the actual costs of the scheme to deliver in 2023.

*Source: Agreed notes of meeting with former ADC Parking Manager, CB, 19.08.22*

## FUNDING ARRANGEMENTS FOR CURRENT SCHEME

The following table presents details of local partner contributions under the existing schemes in both Bognor Regis and Littlehampton.

<b>Scheme details summary</b>	<b>Littlehampton</b>	<b>Bognor Regis</b>
Number of car parks included	3	3
Number of eligible spaces	349	605
Max discs in circulation per annum	Unknown	27,000

<b>Partner contributions: to compensate ADC</b>		
£ Contribution: LH Traders Assoc / BR businesses via BR BID	£6,600	£5,000
£ contribution: Town Councils	£28,250	£21,000
<b>Total partner contributions to ADC</b>	<b>£34,850</b>	<b>£26,000</b>

<b>Partner Contributions: Scheme Delivery</b>	
Direct costs for disc production & promotion of the scheme (22-23 FY) (BR Businesses via BID)	£8,630
Staffing costs for delivery of the scheme (22-23 FY) (BR BID) (equiv to 0.5 hr per day x 260 days x £13 ph)	£1,690
	<b>£10,320</b>

**Total value of scheme contributions from BR partners: £36,320**

## BR BID ROLE IN SCHEME DELIVERY IN BOGNOR REGIS

The Bognor Regis Business Improvement District takes no credit for the introduction of the popular Two Hour Parking Disc scheme, which was championed by the [Bognor Regis Civic Society in 2010](#) and BR Traders' Association, resulting in a pilot in the town in 2012. For the first two years, the scheme mirrored the Littlehampton scheme, with no charge attached to the disc, and managed by officers at Bognor Regis Town Council. In 2014, delivery transferred to the BR Traders' Association, managed by a local independent retailer in an entirely voluntary capacity. A charge of £1 was applied to disc purchases and the system of disc distribution through town centre retailers was established. Any profit generated from the volunteer-led wholesale to disc retailers was invested in town centre projects and activities by the volunteer-led Bognor Regis Traders' Association who worked closely with the partnership-funded BR Town Centre Manager.

With the introduction of a Business Improvement District in 2018, provision of the scheme for Bognor Regis has been facilitated by a partnership between ADC, BRTC and the BID. The BID contributes funding from levy paid by businesses towards ADC losses, and funds and manages all aspects of annual scheme delivery to wholesale to disc retailers, using the model established by the BR Traders' Association. Unlike the volunteer-led Traders' Association, BID management of the scheme attracts a cost for staffing to deliver services that benefit the businesses and wider community.

Charges for BR Two Hour Parking were last raised (from £1 to £2) in 2018. Any profits from wholesale of discs to local retailers are invested directly into town centre improvement projects and

activities by the BID. It is extremely important to note that, under the current arrangements and £2 charge, once staffing costs are taken into consideration “profits” equate to less than £1,250 per annum. It should also be noted that this figure does not take into account the costs of accommodation required to store discs throughout the year, or the value of discs exchanged for the following year under the “sale or return” arrangements.

## IMPORTANCE OF THE TWO HOUR PARKING SCHEME TO BOGNOR REGIS BUSINESSES

The significance of the current parking scheme to businesses – particularly independent businesses - is evidenced in responses to the BID’s March 2022 consultation with levy payers. Responses reveal the highest impact BID activity *benefitting the town* as: efforts to reduce crime and perceptions of crime followed by the BID’s promotion of Bognor Regis as a seaside destination and its funding and delivery role in maintaining provision of the Two-Hour Parking Disc scheme.

Survey responses also evidenced the most impactful activity the BID can deliver to directly *benefit individual businesses* is overwhelmingly led by the ongoing provision of the multi-agency enabled Two Hour Parking Disc scheme.

Using a scale whereby -100 represents “no impact” and +100 represent “highest impact”, detailed analysis of the 44 responses specific to parking scheme provision impact of survey responses shows that the average score allocated by ALL businesses for benefit to town is +59, and average score for impact for business is +46.

Drilling down the survey responses, there is some variation between the perceived positive impact of scheme from businesses that retail the disc, and those that don’t. Average scores for the impact of the scheme from the 36 respondents that DO NOT sell the discs is +53 for the town, and +38 for individual businesses. From the 8 survey respondents that DO sell the discs, the average rating for impact on both the town and individual businesses was +80. This emphasises the importance of the two hour parking scheme to those businesses that actively participate in its delivery, and, speculatively, the additional significance of revenue generated in what has been an especially challenging three years for bricks and mortar businesses.

## BR BID TERM 2 COMMITMENTS

The significance of the Two Hour Parking Disc scheme to levy paying businesses was reflected in the BID’s Term 2 Business Plan. Commitments made in the Business Plan led to majority support for the continuation of the BID at ballot in in February 2023. It should be noted that, at the time of the ballot, continuation of and funding levels towards the two-hour parking scheme had not been confirmed by **all** partners.

The BR BID’s Term 2 Business Plan include a core commitment to “continue to part fund and fully manage all aspects of the design, production, storage and distribution of the Two Hour Parking Disc scheme” under its Welcoming Town objective. The wording evidences the BID’s expectation when making that commitment that, subject to partners’ agreement, the scheme would continue to be delivered in the same way as the previous twelve years.

The BID's Term 2 Business Proposal has been available to view and download from [brbid.org](http://brbid.org) since January 2023. All public facing and emailed BID communications related to the Term2 ballot included links to the full Business Proposal and Business Plan.

On 14<sup>th</sup> January 2023 a Facebook post spotlighting the BID's role in making parking cost-effective was shared via the BID's public facing Facebook channels, as a news article on the BID website (<https://www.brbid.org/post/bognor-regis-bid-making-parking-cost-effective>), and a link from Instagram pointing to the news article. At the time of writing this report, all links from posts remain live and all Term 2 documents are available to download via <https://www.brbid.org/resources>

The BR BID has, therefore, fully and publicly committed to the ongoing provision of the two hour parking scheme **as currently delivered**.

## POTENTIAL IMPACT OF THE PROPOSAL ON BR BID

### BR BID PERCEPTION ANALYSIS: POTENTIAL FOR REPUTATIONAL DAMAGE BY ASSOCIATION

The BID COO has undertaken a perception analysis to explore the potential for reputational damage for BR BID by perceived association with any decision made by ADC with respect to the two hour parking scheme .

The BID COO concludes that the risk of negative perception is high, jeopardising how the BID's organisational effectiveness is understood by its levy paying businesses and wider community. The necessary budget revisions, which will directly impact BID staffing and its capacity to deliver commitments in the 2023-28 Business Plan presents further challenges as to how the BID will be perceived going forwards.

### PERCEPTIONS OF PARKING AND TOWN CENTRE VIABILITY

In addition to feedback from businesses evidencing support for the BID's partnership role in delivering the scheme as it currently exists, business and public perception of the direct relationship between affordable parking provision and the health of town centres is evident in social media responses. As a funding and delivery partner in the existing scheme, the BID will undoubtedly be included in critical feedback. Examples of comments made following the announcement of increased parking charges across the district include:

- *How to Kill the High Street!*
- *Another nail firmly in the town centre coffin 🗿! It's free to park on the estates out of town you know*
- *Absolutely crazy, especially when people are struggling as it is. However we know this is bad but you see some of the Portsmouth parking prices now that really takes the biscuit. I appreciate they want to make money but it flipping beyond a joke also. With saltbox area steamily going to have majority of what we know up there, the prices of parking are going to kill the town even more.*
- *Another outrageous hike in price from your current minority Tory - run council, and very likely the death knell for our town centre High Streets. Lib Dems do not support this tax on residents and businesses!*
- *Why punish the short-stay parkers (the ones the town centre really needs) with such a huge percentage increase compared with the longer-stay ones? Where's the logic?*

- *Driving people away from the town*
- *Perhaps they're trying to price it out of everyone's reach or deter people from using town centre then they'll redevelop it, or am I just being cynical*
- *All the more reason not to shop in towns, more shops will go to the wall and there will be a heavy increase in online shopping*

## PERCEPTIONS OF BID ROLE IN WIDER CONTEXT

Any significant changes to the two-hour parking scheme will inevitably be publicly scrutinised in the context of other decisions impacting the town centre. Whether these criticisms are justified, and regardless of the BID's *actual* responsibility for or involvement in the decisions made, blame has historically been attributed to the BID by association with decisions made by other agencies, and the organisation cited as either complicit in or responsible for negatively impacting Bognor Regis town centre. Examples include:

- Place St Maur - perceived that BID supported design which can't accommodate high footfall events
- BR BID partnership role in delivering ADC Pop up Shop 2022 – perceived as BID initiated project.
- Relocation of ice rink 2022: Perceived that BR BID chose / influenced ADC and event organiser decision to relocate ice rink to London Road car park to detriment of town centre
- Perception of empty Brewers Fayre site – BID's role in supporting temporary enhancements as delivery partners criticised

## APPENDICES

### APPENDIX A: ANONYMISED DISC SALES DATA, BOGNOR REGIS, 21-22

SECTOR	LOCATION	INDIE / NATIONAL	DISCS ORDERED	MAX GROSS PROFIT PA
RETAIL	THE ARCADE	INDEPENDENT	-600	£ 240.00
HEALTHCARE	QUEENSWAY	INDEPENDENT	-350	£ 140.00
RETAIL	THE ARCADE	INDEPENDENT	-50	£ 20.00
FOOD & DRINK	LONDON ROAD	INDEPENDENT	-2,880	£ 1,152.00
RETAIL	HIGH STREET (EAST)	INDEPENDENT	-50	£ 20.00
RETAIL	QUEENSWAY	INDEPENDENT	-250	£ 100.00
RETAIL	STATION RD	INDEPENDENT	-250	£ 100.00
RETAIL	LONDON ROAD	INDEPENDENT	-550	£ 220.00
RETAIL	HIGH STREET (EAST)	INDEPENDENT	-850	£ 340.00
RETAIL	HIGH STREET (WEST)	INDEPENDENT	-600	£ 240.00
FOOD & DRINK	BEDFORD ST	INDEPENDENT	450	-£ 180.00
FOOD & DRINK	LONDON ROAD	INDEPENDENT	-2,123	£ 849.20
RETAIL	LONDON ROAD (UPPER)	INDEPENDENT	-400	£ 160.00
RETAIL	QUEENSWAY	INDEPENDENT	-300	£ 120.00
HEALTHCARE	LONDON ROAD (UPPER)	INDEPENDENT	250	-£ 100.00
RETAIL	WEST STREET	INDEPENDENT	-100	£ 40.00
RETAIL	LONDON ROAD	INDEPENDENT	-5,700	£ 2,280.00
RETAIL	HIGH STREET	INDEPENDENT	-200	£ 80.00
HEALTHCARE	HIGH STREET (EAST)	INDEPENDENT	-100	£ 40.00
RETAIL - CHARITY	QUEENSWAY	INDEPENDENT CHARITY	-1,500	£ 600.00
SOCIAL SUPPRT / HEALTHCARE	LYON STREET	NATIONAL CHARITY	-300	£ 120.00
HAIR & BEAUTY	WEST STREET	INDEPENDENT	-50	£ 20.00
RETAIL	LONDON ROAD	INDEPENDENT	-6,175	£ 2,470.00
HEALTHCARE	QUEENSWAY	INDEPENDENT	-450	£ 180.00



## **BOGNOR REGIS TOWN COUNCIL**

TOWN CLERK Glenna Frost, The Town Hall, Clarence Road,  
Bognor Regis, West Sussex PO21 1LD  
Telephone: 01243 867744  
E-mail: [bognortc@bognorregis.gov.uk](mailto:bognortc@bognorregis.gov.uk)

Nat Slade, Group Head of Technical Services  
Arun District Council  
The Civic Centre, Maltravers Road  
Littlehampton  
West Sussex  
BN17 5LF

27<sup>th</sup> October 2022

Dear Mr. Slade,

### **Provision of Bognor Regis 2-Hour Free Parking Discs**

At a recent meeting of the Town Council's Policy and Resources Committee, Members received a presentation from the Bognor Regis BID Co-Ordinator in relation to the future provision of the 2-Hour Free Parking Disc Scheme for Bognor Regis for 2023 going forward. The proposals put forward to Members for consideration were as follows: -

- 1) At the earliest opportunity, and to support ongoing investment in the viability of Bognor Regis Town Centre, Bognor Regis Town Council join BR BID in formally committing to the ongoing provision of the Two-Hour Parking Disc Scheme.
- 2) Prior to budgets being set for 2023/24, all partners at BRTC, ADC and BR BID commit to the principle of a five-year agreement and commence negotiations for ongoing provision covering the period 2023-2028 (for discs sold in 2024-2029).
- 3) While mindful of Arun District Council's duty to maximise and prudently manage income from commercial enterprises for the benefit of the whole district, BRTC and BR BID jointly approach ADC to cap partner contributions at the current rate.
- 4) Mindful of the economic and environmental impact of over-production, parking disc production be capped at 27,000 per annum, reflecting realistic volumes of sales based on monitoring, and minimising wastage.

TOWN MAYOR: Councillor John Barrett

DEPUTY MAYOR: Councillor Matt Stanley

- 5) To support all partners' economic ability to participate in the ongoing provision of the scheme at the proposed capped rates, no changes are made to the number of ADC Bognor Regis car parks included in the scheme.
- 6) As an agreement in principle, the face value charge for the Two-Hour Parking Disc be increased from £2 to £3 for the duration of the period 2023-28 to support additional production costs, the continuation of town centre events and activities and, mindful of current economic pressures impacting businesses, to allow an increase in the small gross profit on sales by retailers from 40 pence to 50 pence per disc (an uplift in 25%).
- 7) That profits generated by disc sales to retailers are ringfenced for the specific purpose of contributing to the delivery of an annual, high-quality event in a central location in Bognor Regis, with all associated promotion, to be delivered by Bognor Regis BID, with equal branding and credit assigned to Bognor Regis Town Council.
- 8) That, to maintain the quality of the offer and promote positive messaging, the disc remains unsponsored, featuring only the logos of the participating partners to emphasise the investment of key local stakeholders in the ongoing viability of Bognor Regis.
- 9) That the rear of the disc be used to inform consumers that their purchase directly contributes to the delivery of a high-quality annual event for Bognor Regis, thus contributing to resident/visitor engagement and the development of pride in place through information sharing.

Following some discussion, Members unanimously **ADREED** to support all of the recommendations submitted to the Town Council by the Bognor Regis BID Co-Ordinator, in relation to the 2 Hour Free Parking Disc Scheme for 2023-2028 (subject to the agreement by Arun District Council).

We look forward to hearing from you once you have had the opportunity to consider this matter and hope that the District Council will be happy to support the scheme going forward.

Yours sincerely,



Glenna Frost  
Town Clerk

Copied to Heather Allen Bognor Regis BID Co-Ordinator



APPENDIX C: CHART SHOWING DIFFERENCES BETWEEN EXISTING & PROPOSED SCHEME

Challenges statement: "The proposal (to increase off-street parking charges) does not change the two hour free parking schemes which operate in the district." (updated 10.08.23)

Change effected under draft proposals	Current	Proposed	Notes
Delivery method	<ul style="list-style-type: none"> <li>Cardboard discs only</li> </ul>	<ul style="list-style-type: none"> <li>Dual scheme 2024, app only 2025+</li> <li>MPermit app</li> <li>Cardboard discs (2024 only)</li> <li>Unlimited access to the virtual permit</li> <li>Physical disc production "not capped"</li> </ul>	<ul style="list-style-type: none"> <li>Mitigating support outlined in draft proposal, with disc purchase only available to purchase at town hall, with no cash payment option, makes scheme less convenient and less accessible to non smartphone users</li> <li>Increase "additional uptake to the scheme" for smartphone users</li> <li>Unlimited access to scheme via app could lead to reduced income from one and two hour ticket sales - risk.</li> <li>ADC incurs banking charges associated with use of the app – risk</li> <li>ADC incurs additional costs for production of physical discs, plus additional demands on storage and staffing, with no contribution from BR BID.</li> <li>This conflicts with principle to "optimising yield from parking in 23/24 in line with the corporate charging principles." - risk</li> </ul>
Number of permits available	<ul style="list-style-type: none"> <li>BR: capped at 27,000 (as from 2022 disc)</li> <li>LH (no figures known)</li> </ul>	<ul style="list-style-type: none"> <li>£2</li> <li>Additional standard call charge for non-smartphone users to activate two hour parking.</li> </ul>	<ul style="list-style-type: none"> <li>Actual price change to LH scheme users – risk</li> <li>Noting that call charge is included within "standard minutes" call bundles for those with mobile phone contracts, potential increased costs for those on pay as you go. Although likely to be a small percentage of population, there are no options for people without mobile phones.</li> </ul>
Cost to users to benefit from the scheme	<ul style="list-style-type: none"> <li>£2 (BR)</li> <li>£0 (LH)</li> </ul>	<ul style="list-style-type: none"> <li>£2</li> <li>Additional standard call charge for non-smartphone users to activate two hour parking.</li> </ul>	<ul style="list-style-type: none"> <li>Improved accessibility to scheme for smartphone users - gain</li> </ul>
How users access the scheme – smartphone users	<ul style="list-style-type: none"> <li>Multiple local outlets</li> <li>24 retail outlets located across the town centre area.</li> <li>Most opened 09:00 – 17:00</li> <li>Monday to Saturday</li> </ul>	<ul style="list-style-type: none"> <li>Online</li> <li>24/7</li> </ul>	<ul style="list-style-type: none"> <li>Decreased accessibility to scheme for non-smartphone users or people preferring disc- risk</li> </ul>
How users access the scheme – non smartphone users	<ul style="list-style-type: none"> <li>Multiple local outlets</li> <li>24 retail outlets located across the town centre area.</li> <li>Most opened 09:00 – 17:00</li> <li>Monday to Saturday</li> </ul>	<ul style="list-style-type: none"> <li>One local outlet (for app / disc (2024 only))</li> <li>In person support at BR Town Hall</li> <li>Open 9am to 4pm, ( Wednesdays 11am – 4pm)</li> <li>Monday to Friday</li> </ul>	<ul style="list-style-type: none"> <li>Decreased accessibility to scheme for non-smartphone users or people preferring disc- risk</li> </ul>
How users can pay to access the scheme -smartphone users	<ul style="list-style-type: none"> <li>Cash</li> <li>Card</li> </ul>	<ul style="list-style-type: none"> <li>App: electronic payment</li> </ul>	<ul style="list-style-type: none"> <li>Cash no longer an option - risk</li> <li>Contravenes Secretary of State letter- risk</li> </ul>
How users can pay access the scheme – non smartphone users	<ul style="list-style-type: none"> <li>Cash</li> <li>Card</li> </ul>	<ul style="list-style-type: none"> <li>Card payment in person at town hall</li> </ul>	<ul style="list-style-type: none"> <li>Cash no longer an option - risk</li> <li>Contravenes Secretary of State letter - risk</li> </ul>
Transfer of day to day management of scheme delivery	<ul style="list-style-type: none"> <li>BR Business Improvement District</li> </ul>	<ul style="list-style-type: none"> <li>Arun District Council</li> </ul>	<ul style="list-style-type: none"> <li>Scheme becomes ADC responsibility, risk that Sec of State letter re facilitating cash will be applied to scheme, even if, as a permit, it technically falls outside of ADC's Parking responsibilities - risk</li> <li>Increased workload (cost) for ADC Customer Services team / ADC Parking – risk</li> </ul>
How the scheme is promoted	<ul style="list-style-type: none"> <li>10 x A1 posters in fitment car park</li> <li>Promotional signage in participating car parks</li> <li>Town Centre banner 365</li> <li>Posters in disc retailer business windows</li> <li>24 locations across town centre</li> <li>5 week radio promotion V2 radio</li> <li>Online: Arun District Council web &amp; socials</li> </ul>	<ul style="list-style-type: none"> <li>Promotional signage in participating car parks</li> <li>Leaflets at Begnor Regis' Town Hall and Arun Civic Centre</li> <li>Online – ADC website &amp; socials (7.5k followers)</li> </ul>	<ul style="list-style-type: none"> <li>Decreased investment in scheme promotion – risk</li> </ul>

Terms & Conditions of use	<ul style="list-style-type: none"> <li>▪ Online: Love Boggor Regis web &amp; socials (ASK followers)</li> <li>▪ Online: BRBD socials</li> <li>▪ Multiple daily uses possible</li> <li>▪ No return within one hour</li> </ul>	<ul style="list-style-type: none"> <li>▪ One use per day</li> <li>▪ Terms &amp; Conditions updated on disc</li> </ul>	<ul style="list-style-type: none"> <li>▪ Optimising yield from parking spaces</li> </ul>
---------------------------	--	---	--

## APPENDIX D: SOCIAL MEDIA COMMENTS RE “THREAT” TO TWO HOUR PARKING SCHEME

**"OP: Hugh Coster, 31.03.23, Arun District Matters**

### **PROTECT BOGNOR'S FREE PARKING**

*I have heard hints that Arun is going cool on the excellent 2 hour free parking scheme in Bognor Regis – and would like to remove it if they could. We had to fight hard for this (15 months, a petition and an election!) and it would be a tragedy if it was lost.*

*Through recent hard times, the town's shops have mostly survived, unlike lots of other places, and this is arguably because of free parking – and if you doubt the value of this, just look at all the valuable land the UK's finest retail brains (the supermarkets!) devote to getting people to come and park at their doors, free of charge. They wouldn't do that if it didn't pay! They know that money comes in cars. So please folks, to preserve our shopping centre, demand that all the hopefuls wanting your vote in May commit themselves to preserving Bognor's Free Parking Scheme intact – and let's hear the FREE PARKING PLEDGE from all of them!"*

*Paul English: The Conservatives support the Free Parking and there has never been any mention from the other major Arun Parties, and i certainly never heard any officers mention this absurd "hint". Election bumble hog wash.*

*Mikey Blackwood: As a Conservative Candidate who Works in Littlehampton Town Centre, I certainly will be Supporting this to remain!*

*Paul English: The Conservatives support the Free Parking and there has never been any mention from the other major Arun Parties, and i certainly never heard any officers mention this absurd "hint". Election bumble hog wash.*

*Clive Mott: Paul Wells It would be very bad for the town if the free 2hr parking were lost. It could be improved by adding pay on foot machines so users could stay longer by paying for extra hours.*

*Paul Wells: it would be the deaf nail for the town centre. I do agree pay by foot would be a vast improvement and you could do away with need to purchase a disc if Anpr was in stalled giving the first two hours free.*

*Derek Chester: .....My own view is the two hour free parking should be introduced in the Town Centre car parks without the need for a disc and enforced by camera. If staying for longer than two hours then purchasing a ticket online, by phone or using a machine would need the entry of the vehicle registration number so fines aren't issued in these circumstances.*

*Madee Keeling-Ward .....I'm afraid, I am a little too disabled for another petition, but I am sure someone will step forward and SAVE THE FREE PARKING!!*

*David Huntley: We must keep this free parking essential for the Bognor town economy!*

*David Huntley: We independents will fight to retain it*

*Paul Wells: I certainly hope this is not the case Hugh the, 2 hour free carparking scheme has been key to our town centre, we must protect it and I hope any candidates standing get behind it and see the value of it to the viability of our town.*

*Paul English: The Conservatives support the Free Parking and there has never been any mention from the other major Arun Parties, and i certainly never heard any officers mention this absurd "hint". Election bumble hog wash.*

*Jamie Bennett: Arun Liberal Democrat's will keep the 2hrs free parking if we are in control of Arun in May another reason you should vote for your Liberal Democrat Candidates*

*David Chace: Keep100%*

*David Chace:.... under a Local Conservative administration 2hr disc free parking is here to stay.*

*Fiona Huntley: As a candidate for Aldwick East I am very much in favour of the scheme and I would always vote for it. It encourages people to shop in Bognor but stops people filling up the car park all day.*

*Carla Hardy: I wouldn't be going into town at all if no free parking*

*Paul English: An election hog wash scandal mongerer from someone that should know better! I like the get out clause "hints" was this the parking fairy? I have checked with loads of councillors and many officers and no one knows anything what so ever about this hint, no leaders eg Shaun Gunner James Walsh as well. Rather than play silly rumours name the source! I know of NO Councillor that have ever said or mentioned this rubbish. However what I have heard is that the Free Parking is supported but all the main parties. its the independent group scandal mongering to rile up people. Baby politics. Free parking is here to stay and fully supported going forward. this was so wrong from someone that does do a bit of good now and again. SHAME*

*Paul English: Hugh Coster ....I would say that i would not support its removal and have done*

*Roger Nash: Scrapping 2 hour free parking in Bognor Regis would be a disaster. As one of the Labour candidates in Pevensey Ward, we will be not only be fighting to maintain this scheme but to extend it to the Regis Centre and Gloucester Road car parks. As one of the people who helped bring this scheme to fruition some 12 years ago, this means a lot.*

*SimonMcDougall: Roger Nash and I confirm as your running mate for Labour in Pevensey Ward that I will continue to support the 2 hour free parking scheme and it's extention to other car parks.*

*David Paige: I think it is fair to say from reading all the comments that each party is fully committed to supporting the parking scheme. As a resident I have bought one for every year since it started and will continue to do so. I have a "hint" this maybe an early April fools. 😂*

*Derek Chester: The parking review which was agreed in scope by Cllrs in November 2022 includes in point 4.14 the disc scheme. It's therefore a perfectly reasonable thing to ask Cllrs standing again and candidates their view on it.*

*David Chace: Complete scaremongering, this is not set to happen & never suggested it could happen, reviews always happen & 99.1% of all reviews are to improve services we provide as a council.*