



Good afternoon,

My name is Maria Mercer and I'm contacting you on behalf of Jean Newton, Dawn Robinson and Paul Newton, we own Newtons's ladies hairdressers and Barbers of East Parade Heworth respectively. Our issue is in regard to the sudden increase in charges for the short stay car park on East Parade. We acknowledge that the 2 and 3 hour options for this car park have decrease in cost, however our concerns relate to the charges for the 1 hour option increasing by 172% from £1.10 to £3. Our other worry lies in relation to the removal of the half an hour option previous costing 50 pence.

The costs listed above, are for in person payments at the parking meter. We would also like to draw your attention to the cost via the 'PayByPhone' app, for an hour of parking it is currently £4.85 (excluding Service and SMS reminder fees charged by the app itself).

The car park serves many businesses, by the nature of the services and shops along the Parade, these 1 hour and half an hour parking options provide the most use for customers. This car park has always been seen as a 'shopper's car park', much like the Bishopthorpe Road car park, which we have noticed is significantly less expensive and still holds the 'up to an hour' option.

With no consultation or notification on the matter, the decision to raise these costs and remove accessible options has come as a complete shock. At a time when small businesses are having to bear the realities of costs associated with increasing Employers NI, National Minimum Wage and rising business rates. We are doing our best to survive in this increasingly challenging economy.

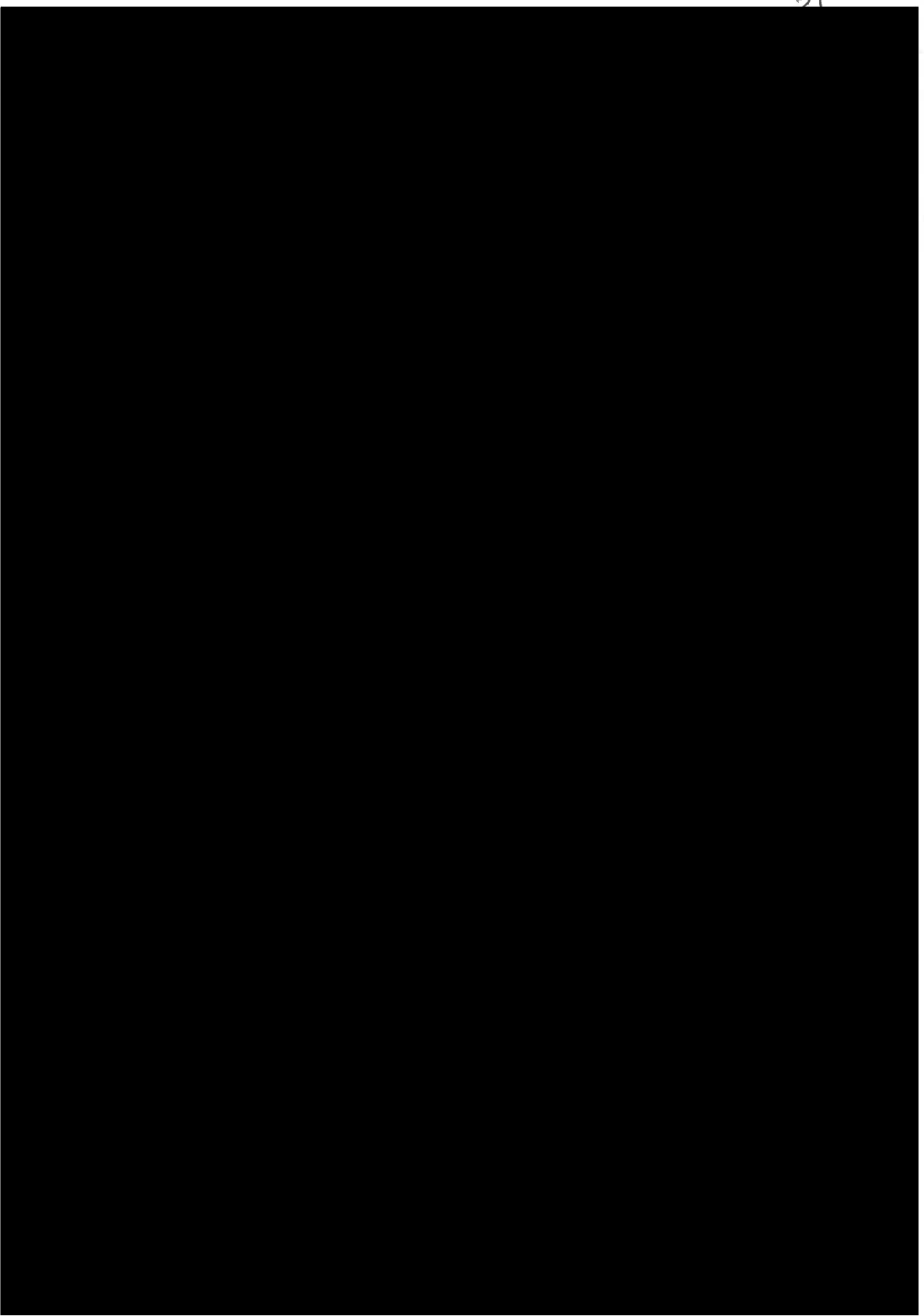
We have been trading as a Hairdressers for nearly 100 years, in the same place, three generations of the same family and have always aimed to provide the best services at affordable prices. This just feels as if no consideration has been put into the implications of the raised car park charges. We recently had to reluctantly raise our prices to cover the increasing costs of the previously mentioned factors. We are fearful that we will lose customers when changes like this, in a Cost of Living Crisis, increase the cost the public have to front to keep small businesses like ours alive. East Parade will lose customers, when their haircut, sandwich, book of stamps, takeaway, etc. comes with an extortionate parking fee. The public have less money than ever, and with local trade and service having to become ever more expensive and it simply takes one added cost to turn those wishing to support us away. The increase in fee and limitation in options comes in at a disproportionate cost to the benefit of keeping local business afloat.

We are currently seeking the support of other local affected businesses and have contacted our local MP. But we wanted to begin communication as soon as possible as we are aware that conversations are taking place between yourselves and businesses on Micklegate. With this you have stalled the increase until the matter is resolved, we ask that this attention is given to the issue we have raised as well.

Please give this issue the respect it deserves. The bigger picture is saving Small Businesses and keeping York's communities alive.

Best wishes,  
Maria Mercer, Jean Newton, Dawn Robinson and Paul Newton.









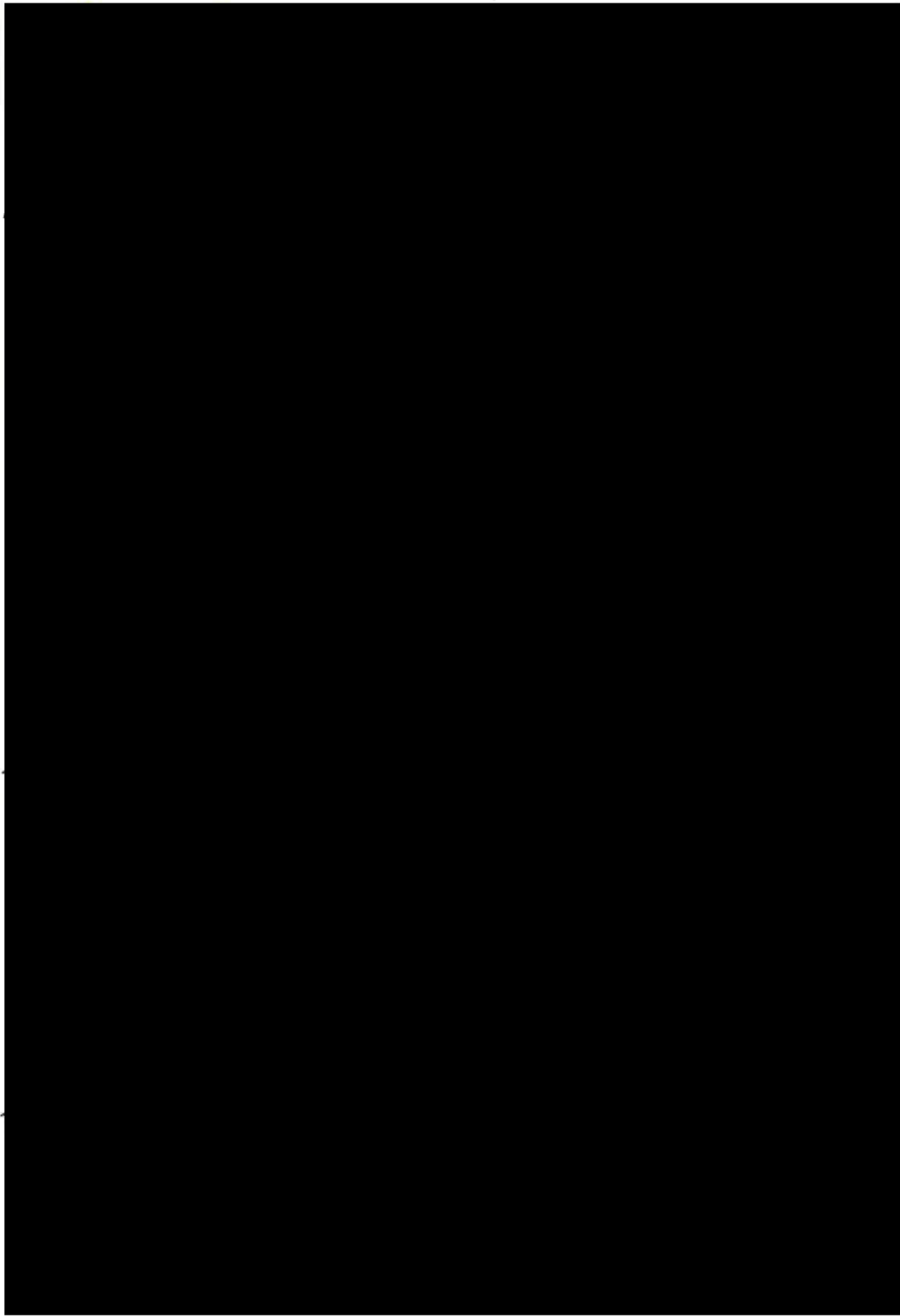








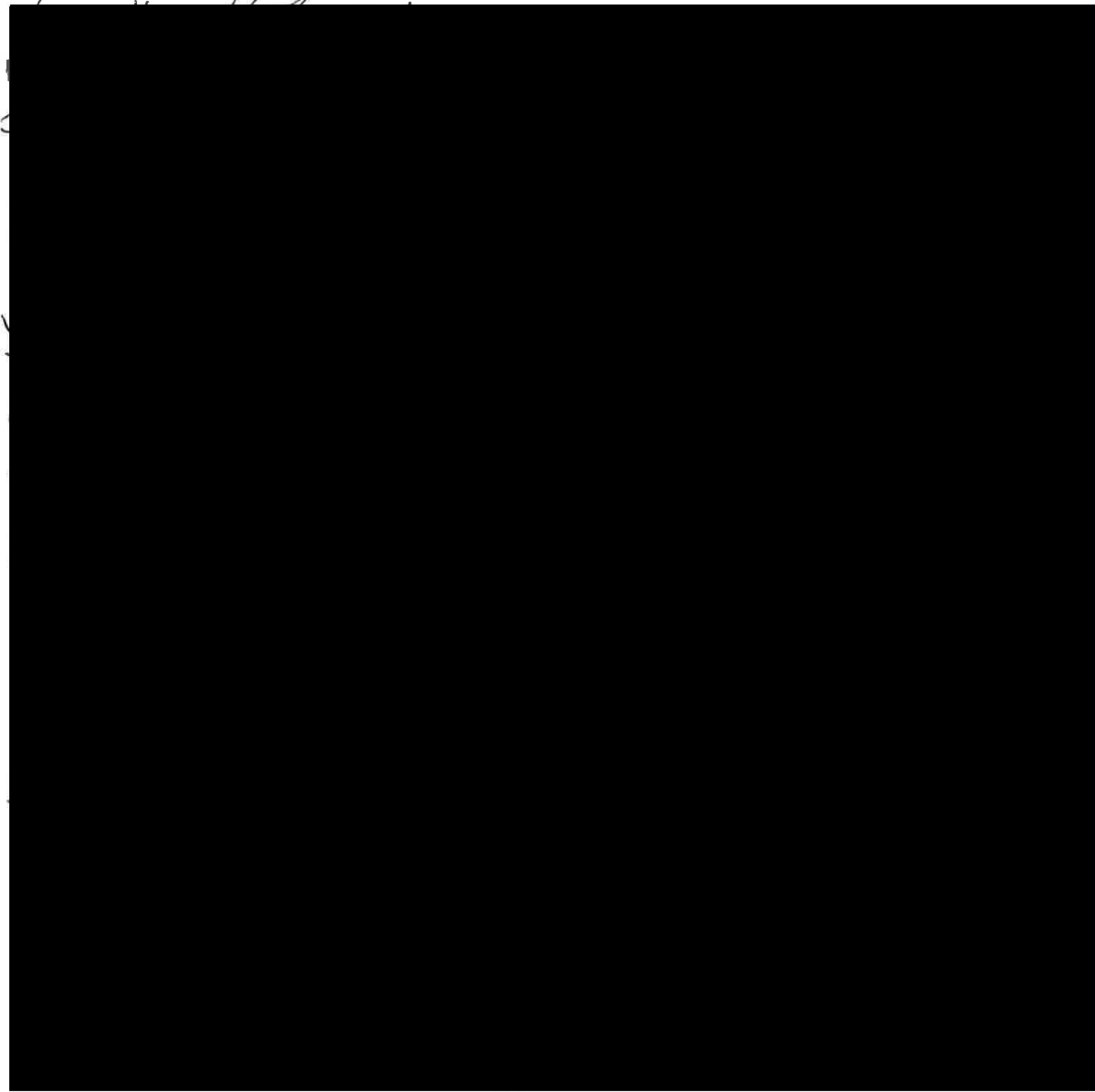




**KEEP EAST PARADE  
CARPARK CHARGES  
AFFORDABLE  
&  
ACCESSIBLE**

Please support your local businesses by added your signature to our petition  
objecting to the increase in charges for East Parade carpark and removal of the 1/2  
hour option .

Old price	New price
£1.10. 1 hr	£3.00 1 hr

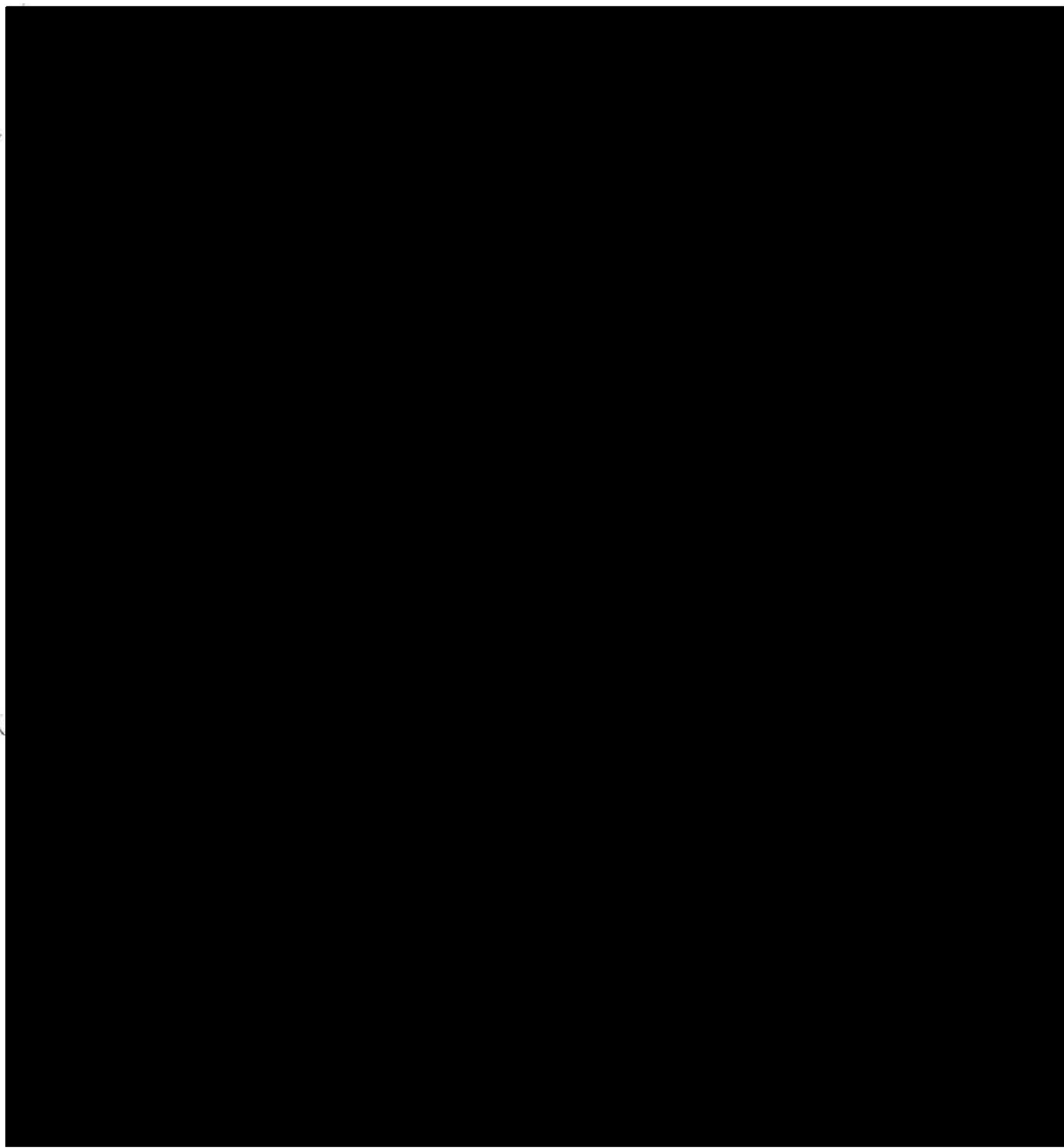


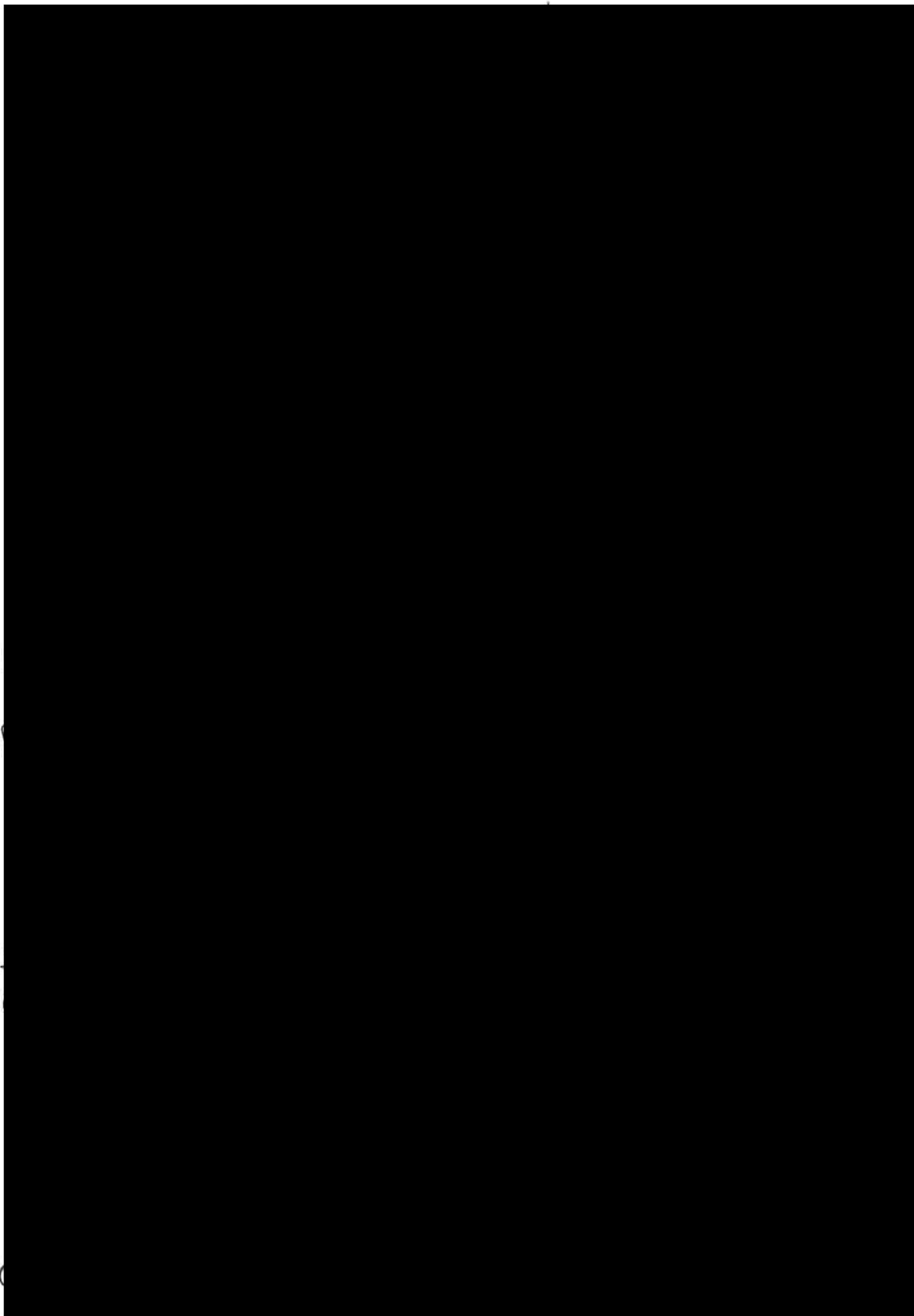


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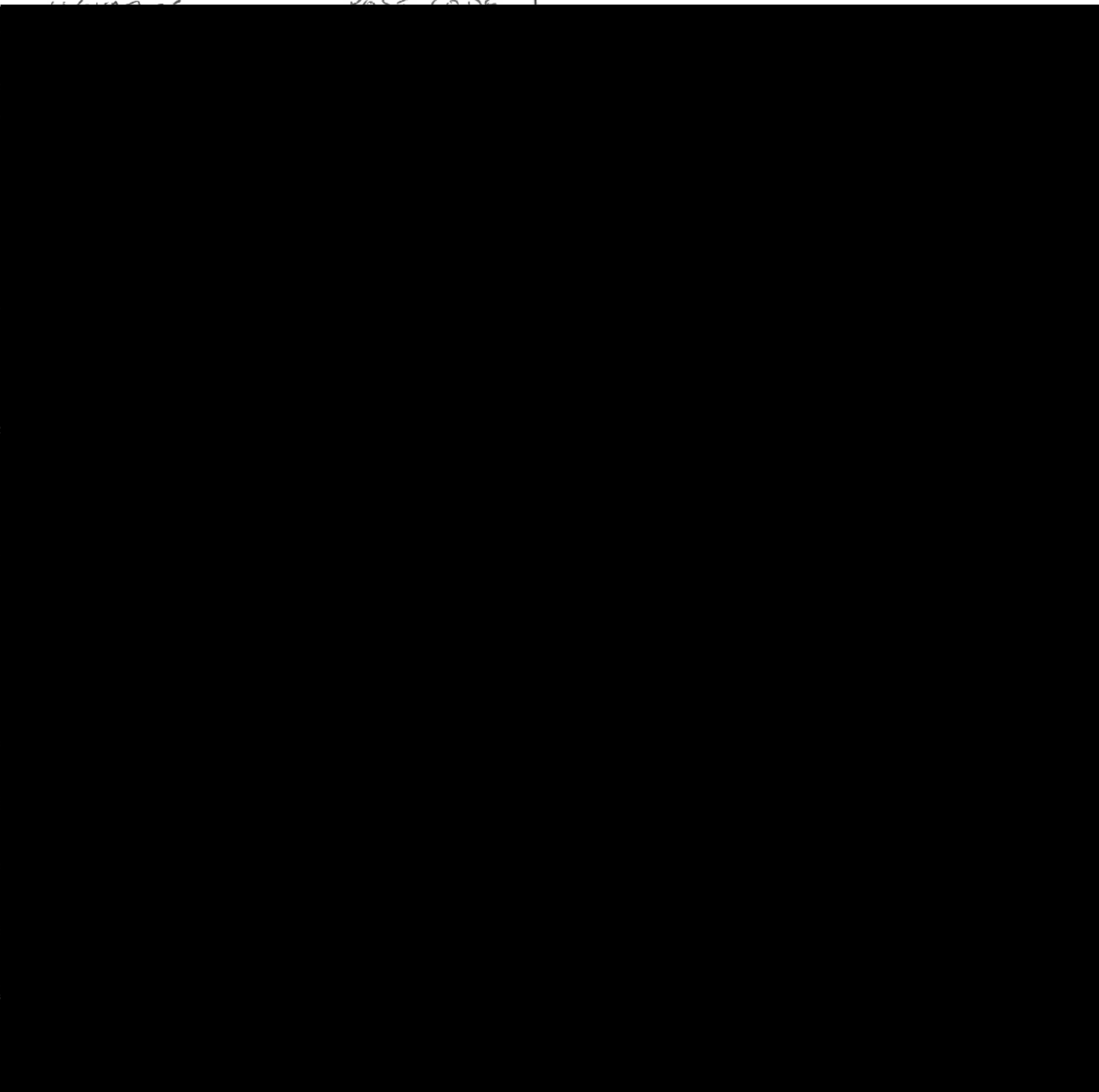


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