

Car park charge increase - a very silly approach to regeneration

7:00am Monday 17th September 2012 in [Letters](#)

I OPENED the Shuttle of September 6 and was amazed, shocked and horrified to see a notice by [Wyre Forest District Council](#) , giving us advanced warning of rising parking charges from October 1.

I guess the council must be living in a vacuum and haven't appreciated the local and national economic climate.

We might forgive them for requesting these increases, because I guess they have to pay for their fantastic new HQ building they have just built. We all knew it was too good to be true that this building would lead to cost savings for the council. What's the saying again, oh yes, there is no such thing as a free lunch!

Come on guys and girls, you really must think we are complete idiots.

So let's have a look at the price rises. The increases vary greatly, there is no pattern, some increase by as much as 25% and some as little as 7%. A couple haven't increased but that is the exception.

Now let's examine the CPI (Consumer Price Index for inflation) for July, which was 2.6%.

Not only are the increases way over inflation, the timing of this, is just blatantly, well unintelligent.

I attended two sponsored events by the council this year, one a State of the Area Debate and one on localism.

Here is the text of the email I received in February for the area debate.

"Wyre Forest District Council is holding a State of the Area Debate in February and March focussing on the local economy.

In December 2011 the Council's Cabinet announced their intention to put £1m aside in 2012/13 to boost the council's efforts to stimulate the economic recovery locally.

In parallel with this and to help guide and prioritise how this money is spent the council wants to engage with our local community through a State of the Area Debate. The council has already announced a public event that will take place on March 7 in a Question Time type style but before then we are holding a series of engagement events.

This is your opportunity to put your ideas forward, to discuss with others the way you want the district to respond to the local economic conditions and help shape the Council's future Rewyre priorities".

Fantastic initiatives I thought and I listened and contributed with enthusiasm, having never been involved with local events before and I was mighty impressed.

Indeed, everyone appeared to be listening, local economy was important, everyone agreed something needed to be done to reinvigorate town centres, assist with reduced council rates etc etc.

So why is it then that someone in their infinite wisdom has decided that increasing parking charges is a fantastic initiative to regenerate town centres!

I wonder if someone will give this individual or individuals a lesson in economics.

There will not be a recovery until consumers spend. To get consumers to spend you make it attractive for them to do so.

Increasing parking charges will contribute to delivering the exact opposite. What should be happening is the reduction or abolishment of parking charges altogether.

I hope the mailbag is full of letters and emails to the district council suggesting they reconsider their very silly approach to regeneration.

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Comments are closed on this article.