From: [redacted]
To: David Bartlett
Subject: Pedestrianisation of Ventnor High Street
Date: 21 May 2018 13:02:27

Sir,

I would like to thank the Mayor and his team for meeting with the residents of Ventnor at the recent sessions, they were most useful and I am sure that we all appreciated the chance to understand the town council's vision for Ventnor and to have our comments heard.

While we do not agree with the detail of the plan as advance we do think something needs to be done to revive the town, and the Town Council's plan has certainly got the debate going.

For us it is about encouraging people into the town, and while they are here, spend money accordingly. Key to me is access. Whether we like it or not most people are going to drive and the car (and their passengers) should be encouraged not shunned.

Therefore, make parking free, in all the car parks. Parking at £1.50, for the shortest period hardly encourages anyone to 'pop into Tescos (and other shops)', may as well drive a bit further to Morrisons that has everything under one roof and doesn't charge.

Free parking for longer periods while the occupants enjoy the town will surely encourage people to make the extended trip to the south of the island. By making parking free Ventnor will have a USP, over the £5 to stop for any reasonable period elsewhere on the island.

Of course that direct parking revenue will be lost to the town, though we will also lose the cost of collecting the money, but I believe that the money spent elsewhere will more than make up for this.

Developing this thought further, what can be done to encourage coaches into or at least to the outskirts of the town?
The hilly layout of the town does not help, but each coach with 50 people would equate to a lot of spend in the town. A coach park with easy access to the front? Perhaps similar to schemes used in Cornish villages with similar challenges to access?

We welcome this chance to contribute and look forward to hearing more as the thought process develops.

Thank-you and regards,

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