

Mr Andrew Butler
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Tuesday 19th May 2009

Dear Mr Butler,

Re: Relaxation of Parking Charge time Period – Your ref: ASB/KAC 126/18

I write in response to your letter of 13th May 09 to Mr Michael Moore acting for SYPTTE the letter of which has been provided to me any comments that I may wish to make on behalf of this Company, Stagecoach East Midlands.

Whilst being fully appreciative of the aspirations that you anticipate achieving by introducing such a move that the relaxation of parking charges will hopefully bring with it, I would nonetheless be obliged if you will accept this letter as my formal objection to the scheme proposal.

Clearly, at a time when all businesses are struggling I believe that the proposal that you have tabled will unfairly disadvantage all Bus Operators both financially and in their ongoing competition for road space. I believe that the proposal serves no useful or other purpose than that of encouraging more car usage and thus congestion / pollution in the centre of Rotherham throughout the busiest time of the afternoon peak.

Indeed I am confident that had it not been for the much hyped 'credit crunch' or whatever name you may wish to give it, then on the grounds of congestion and pollution alone I would hazard a guess that your department would have done all in its power to demonstrate its green credentials by seeking higher parking charges or some other form of prohibition on vehicles entering the town centre; but of course this we may now never know.

May I suggest a counter proposal which I strongly believe meets both objectives namely,

- Liaise with SYPTTE and agree to use the money that Rotherham Metropolitan Borough Council would otherwise forego in lost car parking revenue (but which it will presumably retain if the proposal is not implemented) to support the 'departure charges' levied by SYPTTE on Bus Operators after 15:00hrs each day until the end of service.

The money that Bus Operators save on departure charges can then be passed on directly to the passenger.

The result would be less congestion, less pollution and more bus patronage all of whom would be encouraged to travel by the incentive of using the low fare scheme outlined above. A good promotional campaign could be entered into by both parties with obvious benefits for each forthcoming.

I look forward to hearing from you on this matter.

Yours sincerely



Richard Kay
Operations Director

Counter Copy to:

Mr Michael Moore
Bus Services Officer
South Yorkshire Passenger Transport Executive
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