

MARKET PLACE AREA, WISBECH - REPRESENTATIONS RECEIVED IN RESPONSE TO PUBLICATION OF TRAFFIC ORDERS

With reference to your letter dated 24th August 2020, I write to raise my concerns regarding the proposed pedestrian zone and parking restrictions in Wisbech.

My Shop is situated in Hill Street PE13 1BD and as a xxxxxx is a core part of my business. If parking / loading is prohibited outside the shop during business hours how am I expected to function?. In particular xxxxxx can be large and heavy am I expected to parade these through the streets to the car park?. My stock is delivered in large boxes how am I expected to get these into my shop. We can have multiple deliveries on xxxxxx and xxxxx xxx with several Delivery vans coming and going throughout the day. Customers at the moment can pull up outside and collect their xxxxxx if this measure comes into force we will be forced to consider closing our business that has been trading in the town for over 40 years, the impacted covid 19 has had on businesses in the town I think it is a bad idea to be considering these proposals.

I am writing to you as owner of a shop - xxxxx xxxxx, on High Street, Wisbech.

I would like to express my concerns about the Proposal for Pedestrian Zone and Parking Restrictions. These Restrictions will affect negatively my and other businesses on High Street.

My shop is open for customers from 11a.m. to 11p.m. Customers come to the shop for order in or to take collections with their cars. It is more convenient for them to park their cars in front of shop.

We make deliveries - deliveries to customers homes will be delayed, because the nearest parking is 300 meters away. We receive goods every day after 10a.m., when we start preparation for work with my team.

These Restrictions will affect other businesses on High Street too - Bulgarian, Polish and Romanian shops, which sell traditional goods.

I would like if it is possible existing disabled parking spaces and loading bays not to be changed. I hope my request will be granted.

I have a shop in Hill st, namely xxxxxxxx. The nature of my business is xxxxx xxxxxxx.

Consequently I take delivery of large sheets of xxxxx, mostly 3 feet by 4 feet, sometimes larger. I also take delivery of 10 foot lengths of xxxxx xxxxxx and large sheets of xxxxx and xxxxx. With the proposed loading bay and parking restrictions I question if this will still be possible.

Also when my customers collect their xxxxxx xxxxx, sometimes quite large (the largest I have done so far was 6 feet by 4 feet) and sometimes quite numerous, will they be able to drive to the front of the shop for collection.

I fear these proposals could severely hinder my future business. I am deeply concerned that I will not be able to continue trading in Wisbech as these proposed restrictions will be detrimental on receiving the necessary deliveries and imposing unmanageable difficulties for my customers when collecting or dropping off work.

I look forward to hearing from you, as my future is dependent upon your decision, as is the future of many shopkeepers in the area.

I wonder if you can please help me. I have a few concerns as to how I will be able to operate my business fully with the new restrictions.

I own xxxxxxxx xx Hill Street Wisbech PE14 1BA. We provide xxxxx arrangements, some of them being large xxxxxx or xxxxx. We deliver most of these or on occasion our customers collect.

With waiting prohibited and double yellow lines this will be a major problem. We also use massive xxxxx xxxxx which we have to return and collect every two weeks. These are nearly impossible to move very far even with a trolley.

Without some kind of solution I can see no way forward for me other than find new premises outside the town centre.

I find it strange that all this effort has been put in to make the town pedestrianised when the shops they will visit are struggling to remain open in this strange time.

Is there a solution? What is the time frame on this? I fear this could be the last nail in the coffin for xxxxxxxx! I eagerly await your response.

The content of the above document has been accessed and noted.

Please be advised that, as the lead researcher for the Preventable Harm Project, this document is perilously close to discriminating against the disabled public which is against the law.

It is totally unacceptable to decide to remove disabled parking from Hill Street etc to be replaced by proposed additional disabled parking in Blackfriars Road. There is already a shortage of disabled parking in the town, and there seems little comprehension of the difficulty for disabled drivers to access the Market Place when forced to park outside it.

This document gives the impression that the WTC and CCC are not very disability aware, and these decisions are treating the disabled community with contempt, much like the government.

I would wish to know please how I can obtain a permit, to be issued by the Head of Highways to exempt me from this restriction (item 10), and how I'm meant to get through the suggested gates that will block traffic to the town having obtained the parking permit?

I am sending this email in regards to the proposals being made for Wisbech Market Place. I think it is wrong to stop vehicle access and too move the disabled parking bays to Blackfriars road.

Most disabled drivers get there blue badge for having poor mobility. ie not being able to walk up to a hundred feet etc. By moving the bays to Blackfriars rd depending where they want to go in the market place they may have to walk a lot more than they physically can.

Wisbech town centre is where the nationwide/halifax/Norwich and Peterborough banks are based. These are where a lot of elderly people need to go and use the disabled bays close by. I believe these elderly people plus all disabled people are going to be made to suffer just to put a water fountain in the market place. We have a fountain in the wonderful St Peters garden. The market place should be accessible for all.

Also on a Saturday Afternoon and Thursday Afternoon the empire Bingo patrons use the parking available on Blackfriars rd. If this is to be taken up by disabled bays, these people more than likely will park in The case taxi layover area. This then will in turn cause major issues for the taxi trade that need this area.

Please keep Wisbech Market place as it is now.

(Please note that the Pharmacy owner has given their consent to leaving references to the pharmacy and location to give context to their comments)

I have been through the proposals and I do agree that some changes are warranted to bring more people in to the town centre, with their safety being of paramount importance. However, as a community Pharmacist, my pharmacy will not be able to provide essential healthcare services to all my patients and wider community if you go ahead with the proposed new traffic management scheme draft dated 7/10/2019.

My Pharmacy is the only pharmacy that provides a free prescription medication delivery service to anyone in the Wisbech and surrounding villages. We have a patient base of over 5000, and it is vital that we have easy access to the pharmacy. We deliver from 9am to 7pm daily, and as a very busy pharmacy we receive essential medication deliveries throughout the day from several wholesalers – our essential nhs medication deliveries are received up to 6pm. My Pharmacy delivers medication to over 150 patients in the community, care home patients, vulnerable patients and patients in sheltered housing PER day. We also deliver emergency medications such as antibiotics and end of life medications at the requests of GP's on a daily basis. We deal with that many essential medication deliveries to the community, we are considering purchasing a second van. The location of my pharmacy allows many nurses and doctors and patients to have easy access to the pharmacy to collect their medication.

I cannot see how we will be able to carry out our essential nhs work, receive deliveries and make deliveries with proposed plans. What you are currently proposing will annihilate vital medicine deliveries being made, and received by my pharmacy, and it will prevent many vulnerable, elderly and disabled people accessing essential health care services on a daily basis. This will have a vastly negative impact on the healthcare needs of the community.

As a Pharmacy we have to keep our van in sight, and have measures in place to ensure the security of medications received and delivered, and safety of our employees who deliver it. The proposals will not allow us to do this safely or effectively and it will cut people off from accessing urgent and regular medications.

There is no provision in the plans for disabled access around the proposed closure point A. Currently there are disabled parking bays and a few other, which allow easy access for the public to my pharmacy and other shops in town. Also many of my patients who are elderly and vulnerable are dropped off outside my pharmacy so they can come in and go in to town as well.

I strongly agree that safety measures need to be made for the market place, and to address antisocial behaviour.

I see the proposed plans as a massive deterrent for people to come in to the town. Especially now that all business are struggling in the ongoing COVID19 pandemic. EVERY EFFORT SHOULD BE PLACED TO HELP LOCAL TOWN BUSINESS'S. I would kindly request that the proposals should be reviewed to **encourage** people in to the town and have easy access to the shops and essential healthcare and nhs services from my pharmacy.

My Pharmacy provides essential and emergency medications, and vital healthcare to the community of Wisbech and surrounding villages, the pharmacy needs good and sufficient access at all times. Putting bollards at the public house (closure point A) will have lots of negative impacts for my patients' safety and convenience, and will massively compromise public access to my pharmacy for essential and urgent medication, my trade, and other local shops. I need to know how you will allow my pharmacy to receive medication deliveries through out the day, and how will I make deliveries with no access to my pharmacy. I ALSO NEED TO KNOW HOW WILL MY PATIENTS – MANY WHICH ARE VULNERABLE AND ELDERLY AND ILL, ACCESS THE PHARMACY ESPECIALLY IN THIS CURRENT AND ONGOING COVID PANDEMIC.

Measures that are being proposed will severely compromise the essential nhs medication we supply AND HEALTHCARE SERVICES WE OFFER

I would strongly suggest that the closure point A to be located in the vicinity of NatWest bank, preventing vehicle access to the market place, but allowing access in to church terrace.

FENLAND DISTRICT COUNCIL RESPONSE

We understand that as part of the scheme to regenerate Wisbech Market Place, the County Council are proposing to pedestrianise the market place, install gates and introduce double yellow lines to the length of Hill Street and High Street.

Historic England Guidance advocates communication across all council bodies with an interest in public realm. In this case, Market Place, Hill Street and High Street form part of the Wisbech Conservation Area, and contains numerous listed buildings and non-designated heritage assets. This is an area therefore of high historic value and interest.

As such, Fenland District Council has been engaged with the National Lottery Heritage Fund for a number of years with a Townscape Heritage Initiative focusing on regenerating the High Street and promoting its history and architecture. The Wisbech High Street Project (funded by the (National Lottery Heritage Fund) has been working extremely hard to educate and inform property owners and long term leaseholders about the importance of cherishing the historic character of their buildings and surroundings and encouraging them to take proactive steps to retain and enhance the character of their properties through improvement works, which the project assists with a generous grant. Many capital works elements are due to commence shortly and it is felt that the introduction of double yellow lines to High Street and Hill Street will detract from the historic character of the street which includes a number of listed buildings and buildings of local historical interest.

As an alternative to double yellow lines (which are often not complied with), bollards and kerbs which can be designed and painted to match the existing iron street furniture in the town would be a far more effective solution, preventing any vehicles parking in non-designated areas and in keeping with the character of the Conservation Area. This would be in accordance with the Streets for All guidance published by Historic England, which advises on public realm enhancements and traffic management strategies for historic places.

As Cambridgeshire County Council is a project partner and has made a significant financial contribution to the Wisbech High Street Project it would be beneficial to work in partnership to discuss proposals and avoid any scheme which will have a negative impact on the High Street.

In addition to the County Council traffic management scheme, the Town Council are seeking to regenerate the market place with a change in paving and layout of benches and trees etc. This is therefore a once in several generations' opportunity to provide a permanent enhancement to the Market Place through both of these schemes.

Historic England Guidance Streets for All <https://historicengland.org.uk/images-books/publications/streets-for-all/heag149-sfa-national/> provides excellent advice on all aspects of regenerating public space such as is proposed here by both the Town Council and the County Council and should be consulted by all parties.

Spend some of the money on properly repairing the disgraceful and dangerous pavements throughout the town, which must be some of the worst in the County. My own street's pavement, for instance, is a trip hazard for anyone using it, and it's not the only one.

We have been invited to give our views on the new plans for the Market Place. We are at a loss to understand why the Council are reverting to the already failed conversion of a Market Town Market Place to a pedestrian playground area. What was commercial and necessary for trade and shops, is due again to revert to a useless area asking to be vandalised.

So many towns around the Country, excluding March, have been lured into pedestrianisation and seemingly all have failed in their main objective. People shop from their cars and with these getting smaller, electric and cleaner, it is so important for shops and trade to have cars on the Market Places. People and footfall are important for shops to survive and thus be attracted to a conventional Market Town.

The Council relies on Business Rates and hence successful businesses. This has already proved a failure in the first pedestrianisation and to do this again will, without doubt, bring Wisbech Town Centre to its knees.

It is for this reason that we would ask the Council to think again about their proposals and convert the Market Place back to its original concept giving cars full and proper access except, of course, on Market Days which should remain as Thursdays and Saturdays.

We hope the Council will, in view of the above reasoning, reconsider their ideas.

ABSTRACT:

Cambridgeshire County Council is being asked by Wisbech Town Council to make a Traffic Regulation Order to support its policy of completely removing cars from not only the Market Place in Wisbech, but also from some of the surrounding roads and access ways essential for the conduct of proper trade by the permanent businesses which occupy the Market Place.

The Town Council intends to achieve this intention by placing gates to mechanically prevent vehicle access.

The policy of the town council is to achieve a market of mobile stall traders which will trade for 7 days per week.

This policy is detrimental to the permanent traders who have invested and shown loyalty to the town of Wisbech, and who provide employment and opportunity to local Wisbech people, but favours those from far and wide who remove resources (money) from this deprived town.

The town council has allowed and indeed encouraged the chaotic situation now present in the Market Place to develop.

Instead of this ill thought out policy what is, and has always been required, is a well thought out policy to encourage investing business with proper enforcement.

Compared with the neighbouring town of March, Wisbech has always been badly under policed, by both officers and support staff. (Sector policing, see below.)

I urge Cambridgeshire County Council to reject this Order and replace it with a well thought out plan for double and single yellow lines with dedicated bays for the use of essential businesses, eg xxxxxx to allow for coach disembarking of passengers and for xxxxxx to set down, and pick up, and for taxi pick up after events.

When I owned the xxxxxx these events were commonplace.

It is I believe unlawful and actionable for either the town council, or the county council to prevent lawful trade.

Below I give the example of 'Hughs' the long established white goods domestic electrical shop which is now moving from premises in the Market Place which it owns to rented premises outside the gated area. It depends upon customer access to collect eg washing machines.

With simplistic arrogance the town council has pursued this policy without commissioning any professional and independent economic impact assessment, and neither have they considered public safety with a proper and independent risk assessment to consider emergency access through locked gates.

INTRODUCTION:

The Market Place in central Wisbech has been a matter of local controversy since the destruction of the ancient character of the Market Place at the instigation of Fenland District Council nearly 30 years ago.

The ancient cobbles were ripped up, the monuments removed, and the ancient tunnels under the High Street together with the wonderful underground Victorian toilets were filled in with the bulldozed surface and cobbles.

This was all done in complete ignorance of the economic benefits that an ancient town such as Wisbech could gain from a managed tourist trade.

Such ignorance is clearly still to be seen in the town today, and these inward looking ideas still permeate the thinking of the local councils.

The nearby towns of Ely and Kings Lynn have been far better served by their representatives.

An unspoken problem is the fact that the District Council, Fenland District Council, has responsibility for four towns, Whittlesey, Chatteris, March and Wisbech, towns with very different character and needs, and these four towns are in competition with each other, politically and for resources.

The District Council itself is a small council, and is too small to employ anyone other than local people to positions of authority; there is a general lack of professional expertise and qualification amongst officers, and a further dilution of knowledge and professionalism to the four towns.

The district council thus relies upon unqualified amateurs to fulfil professional roles.

I give as an example the fact that Fenland District Council has to rely upon Peterborough City Council for legal input, which raises the awkward question of satisfactory 'monitoring' of council activities, as required by law.

MY INTEREST:

I am a former owner of the xxxxxxx business on the Market Place in Wisbech, the xxxxxxx.

Parking on the Market Place was a continual trading problem.

My open trading style and my 'different', ie 'London', trading ideas brought me into opposition with the introverted preconceptions of the local authority, Fenland District Council, together with local councillors. We suffered almost immediate opposition.

I was intent upon expansion. We employed 30 persons, and offered xxxxxxx training to students from Peterborough Regional College and the College of West Anglia at Kings Lynn.

We more than doubled turnover in the first year of trading.

Our trading style was very much the same as the xxxxxx in March today, now part of a xxxxxx chain 'xxxxxx', but I was doing it locally 8 years before them. We were not a sleepy xxxxx. In addition I did antique weekends and valuations, medieval costume banquets, elaborate weddings, conferences, town walks, jazz band entertainment, childrens parties etc, etc. Our website can still be found as 'old site' with a Google search.

In 20xx we contracted to buy the xxxxx also in Wisbech, in order to greatly expand our tourist and local interest trade.

This expanded business had the potential to employ 60 persons.

There then followed a year of dispute with Fenland District Council. We were not allowed to sell a xxxxxx or xxxxxx. This ban was enthusiastically enforced by Cambridgeshire Constabulary. This dispute cost hundreds of thousands of pounds, and we went out of business. It was a highly personal and defamatory dispute. In 20xx the same arguments occurred regarding different premises.

In 20xx I commenced a simple legal action in the courts, and within a few weeks will submit a claim consisting of about 3000 pages. This claim is based totally upon contravention of legislation. Approximately half of this consists of reproduced pages of legislation together with commentary, and I consider nearly 40 pieces of major civil legislation, together with some criminal law.

It behoves public bodies to abide by the law; no one has the right to make it up as they go along.

The defendant public bodies received a 1300 page complaint in May 20xx. None has offered any remedy. They have not considered the legislation.

The matter will now properly be considered upon law in the High Court.

In short, my time running a visionary business in Wisbech was cut short by continual argument with local statutory bodies, and I am determined that who was, and is, right will be determined at law.

MARKET PLACE PARKING:

Originally the Market Place was a thoroughfare with a market. Cobblestones restricted traffic flow.

Following the 'improvements', ie the destruction of the old Market Place, the area was 'pedestrianised'.

During the whole of my period of time at the xxxxxxx the Market place was pedestrianised, and 'no parking' was spasmodically enforced.

During the whole of this time I together with other Market Place businesses continually pushed for limited parking together with some road access.

Our arguments were based totally upon business arguments.

As a result of this business pressure the status of the Market Place was changed and the current situation was introduced, which allows parking with little restriction together with 'one way' through traffic.

Now, a small but very vocal group of councillors want to change the situation and introduce a total ban upon the use of the Market Place by motor vehicles. This is turning the clock back to the unsatisfactory situation under which I traded xxxxx.

These people are naïve in the extreme.

PARKING AND XXXXXXXX

It should be obvious that the vast majority of those who xxxxx are not local people; they do not live within walking distance.

They come by car.

Like the great majority of xxxxxxxx has little parking space of its own. This was always the case.

After 3pm the Market place xxxxx emptied, as it does today, and by 4 pm, xxxxxxxx, the Market place was inevitably total empty, with perhaps the odd crisp packet blowing around.

Wisbech folk still go to bed early.

Xxxxxx customers quite simply could not understand why they could not park upon this vast and empty Market Place space.

It fell to me to try and explain that parking was not allowed and that if they did park there then they risked a parking ticket.

This led to confusion, upset and sometimes argument, and without doubt it affected the reputation and trade of xxxxx.

I was called xxxx upon xxxx an almost nightly basis, and the busier the xxxxx became the more residents I had who were upset.

Upon occasion I moved my own car to the Market Place and allowed a xxxx to have my parking space in the small xxxx car park.

This then brought me into conflict with enforcement, the local police and the council market manager, and argument was inevitable.

I now have within my possession papers which relate to meetings of the police, council and fire service, and which describe me in derogatory terms, and this relating to parking in the Market Place.

This is defamation.

These papers do not form part of my presently prepared legal claim, but they will be included in a very substantial body of papers now in preparation for presentation in the High Court, and numbering over 1000 pages.

In court process I now seek more information and data from local public bodies, which I know to exist. These public bodies are currently refusing release.

THE INTENTION TO TOTALLY CLOSE THE CENTRE OF WISBECH MARKET PLACE AREA, INCLUDING SOME ACCESS ROADS, WITH LOCKED GATES.

This is a return to the parking position that caused me so much trouble at the xxxxxxxxx and during my ownership.

The difference however is that the Town Council want access totally restricted by the construction of gates, thus excluding all vehicles except for loading and unloading at specified times.

They claim that this will encourage the attraction of market stall traders.

It is my firm view that this scheme is economically naïve, and will destroy the long term economic viability of the centre of Wisbech.

It has been produced by a group of people who have no idea about business marketing, business investment and business risk.

The whole concept of business economics is beyond them.

I can think of no better example than the taking of a lease upon the 'Castle' building, (Museum Square, The Crescent, Wisbech) by the town council from Cambridgeshire County Council.

The same small group of councillors are involved.

Without any business plan and no personal financial input from councillors this was to become a function venue.

While I know nothing about this venture other than what I read in the local paper it is clear that the intended use has not materialised. What the local paper does indicate is that this attractive property has in effect become a residential asset of some local councillors who have gone to some pains to exclude other councillors who have questioned this use. The police have become involved.

This questions the proper use of council tax payer's money, and also the terms of the lease granted by Cambridgeshire County Council.

In the sleepy Fens people are reluctant to question council motive and actions. I come from the affluent South East where people are far more vocal and active in questioning local policies.

Cambridgeshire County Council should be wary of supporting, by way of highway restrictions, a badly planned scheme which may have severe economic impact, and which is in effect a 'pet' project of people who do not understand business needs.

THE ECONOMICS OF MARKET PLACE CLOSURE

No proper and professional commercial impact assessment has been commissioned or reported.

a) In view of the likely commercial, financial and social impact of this effective closure of the Market Place this should have been commissioned from a properly qualified and reputable assessment organisation, with legal responsibility for a proper assessment.

b) An important point for such an impact assessment should be the effect upon local employment opportunities for local Wisbech people.

c) This impact assessment should also consider the effect of locking off the centre of a deprived town for 24 hours a day, when the formal use of that area will effectively and economically be for fewer than 6 hours, from 9 until 3, the hours that a mobile market trades.

d) The financial impact of the loss of money and consequent investment in this deprived town, which I suggest could be substantial. The stated aim of the town council (personal correspondence) is to attract market stall holders from a large area, but no consideration has been given to the fact that these mobile businesses will remove their takings, employment and investment away from Wisbech, to the detriment of the Wisbech local economy.

e) Any impact assessment should consider whether or not the deprived town of Wisbech can afford this outward flow of resources.

f) Is the encouragement of a 'burger van' market right for an historic market town which should have had an organised tourist trade? Would Cambridge itself welcome such a market?

In other towns with a different economic and social profile there has been a renewed interest in craft and local produce markets; burger vans and cheap clothing are not encouraged. (BBC 'Farming Today').

As a social adjunct to the business and economic points a)-f) above:

h) Fenland District Council has encouraged the establishment of homeless person's hostels in Wisbech. (I wanted to xxxxxx in order to give us enough xxxx for organised coach tours, but could not compete against the massive Luminus Housing Association, who were given a grant of most of the purchase price by Fenland District Council.)

With nothing to do, these persons are naturally attracted to the Market Place.

In assessing the desirability and viability of any large project this social group must be considered.

i) Vandalism was a major problem at the xxxxxxxxxx. The lack of police response to young people 'roof jumping' and risking their lives caused argument. The town centre scheme includes a fountain

and 'tide clock'. In the empty market place after 4 pm I wonder how long these will remain undamaged.

None of these points above have been considered to date, a massive error that could only be made by people with no business acumen.

ECONOMIC EXAMPLES:

THESE DEMONSTRATE THE IMPORTANCE OF PROPER ECONOMIC PLANNING

1)

Hughs is an electrical discount store which is currently situated in the Market Place. It has an established trade and is successful. It sells large items of electrical equipment, freezers, 'fridges, washing machines, cookers, televisions etc. It offers an important cash and carry service; it is the place you go when your refrigerator breaks down irreparably over a weekend. I know, my family have done just that.

All access to this shop is to be gated off other than for very early morning deliveries.

Are Saturday afternoon customers really going to be expected to carry a washing machine 400 yards to the nearest St Peters car park?

Hughs owns their building in the Market Place but they are now moving to much smaller shop premises in the Horsefair, which has rear access. It is outside the locked off area.

Their Market Place Premises will be vacated and is now up for sale.

The Hughs business will now incur rent upon this rented shop, and will also have to rent separate storage space. This will increase the overhead costs of the business, which (for the simple minded) will reduce the opportunity for discounts.

They have been forced to make these changes by the naïve decisions of the town council.

It is questionable whether or not this relocated business will survive with a changed business model.

2)

A part of my plans while in xxxxxxxx was the establishment of an organised tourist trade.

Because of the wide range of events which I put on and hosted at the xxxxx we were approached by an international coach tour company. Sandringham, the Queen's residence, is a major tourist draw to the north Norfolk area.

We were buying the xxxxxx and would therefore have sufficient xxx capacity.

This company already had a contract with a xxxxx in Kings Lynn and the company was anxious that we should buy that xxxxxx as well, with the intention that we should market heritage interest in the two towns as being in juxtaposition, vis a vis age, function, and history.

I have never understood why the district council disrupted these plans, but no doubt the continual arguments over such local matters as parking played a part.

Clearly those who take organised coach tours are usually elderly and do not walk far; they need to be dismounted from the coach in front of xxxxxxx.

No doubt too my complaints regarding the lack of policing in Wisbech made me a personal target as well.

Personalities matter in the Fens.

(There is an enormous difference in the attention the towns of March and Wisbech receive from Cambridgeshire Constabulary. I could never understand why, upon the few occasions when we asked for police assistance, officers arrived after considerable delay from Huntingdon or St Ives. The manager of the electrical discount store, Hughs, made the same observation to me a few weeks ago. It was explained some years ago that north Cambridgeshire is divided up into triangular 'sectors' and Wisbech is in a sector with Huntingdon and St Ives. It falls to officers within a sector to answer calls within that sector, and only if officers are not available will officers attend from March, which is in a different sector. Madness. Why haven't local councillors representing Wisbech raised this upon the police consultative committees?)

ECONOMIC CONCLUSION:

The Market Place in Wisbech is an economic and business resource.

As such it should be considered in the same way that any business considers its business assets.

The Market Place has the potential to be used as an economic generator for the benefit of the economy of Wisbech for the whole of the 24 hours of a day, and 7 days per week.

Clearly the use to which it would be put would vary over the 24 hour, 7 day cycle.

The Wisbech Town Council plan that it is only used productively for 6 hours per day is simplistic madness for a small deprived town.

Any business manager who considered only using a machine for 6 hours a day when it could be in production for 24 hours would soon be out of a job.

It is I suspect simplistic to expect a market to trade for 7 days per week. It would not be to the advantage of a stall holder to attend every day. Mobile traders move to different locations and towns to maximise sales. Loyal customers know which day they will be there.

I doubt there are enough mobile traders to fill a market every day of every week.

The idea that stall holders will park their vans off the Market to maintain a strict no vehicle policy is naive in the extreme; what about the burger van, the refrigerated mobile butcher, and the refrigerated mobile fish van?

Clearly these ideas have not been thought through.

The Wisbech Market Place should be a multi-function venue, a real commercial asset for the town, and not just the plaything of councillors who want to play at business without commercial risk to themselves.

Commercial risk is an important thought provoker in any business, large or small.

The town council plan will allow for essential deliveries until 10 am, so why not allow xxxxx allocated parking until 10am? Most xxxxxx leave by 9am. The market will be gone by 4pm, so why not allow allocated parking for xxxxxx from 4.30pm?

I doubt that the Market will be viable every day of the week and so on Sundays perhaps outdoor entertainment might be considered.

Why is it beyond the thinking of these councillors to have allocated coach parking for organised tourist groups staying at xxxxxx, and an allocated area outside xxxx for xxxx drop off and collection and in the evening for taxi pick up for those attending evening events who are often elderly?

Single and double yellow lines, together with signage would supply enforcement information.

If these matters are not addressed then the various councils are in danger of continuing the opposition to organised tourism which I suffered 12 years ago, and while I was xxxxxxxxxx, and which matters, along with much more, it is my intention to present before a judge.

It has always appalled me that Wisbech always has the begging bowl out for public money. I have always believed in free enterprise and it has been clear over numerous years that those on the local councils who claim to be 'Conservative' in outlook have absolutely no idea what self-reliance, aspiration and endeavour mean. It is my firm view that the economic prospects of the town of Wisbech have been destroyed by the ill conceived policies of the various public authorities, together with an endemic sense of the right to self interest.

Clearly the town has the right to certain grants such as the s 106 money from the Tesco redevelopment, but to spend that money on a gamble over the market place and to the detriment of existing and profitable businesses is money miss-spent. Given any choice I am sure that there are far better projects.

As a town Wisbech has major problems, but without a proper acceptance and appreciation of those problems then it is impossible to start to look for the cause of those problems and without an understanding of cause it is quite simply not possible to be able to produce any possible solution. The town's representatives spend far too much time saying what a wonderful town it is and are so blinkered by their opinions that they cannot see or understand the reality of a desperately deprived township. Without that acceptance there will be no investigation of cause and no solution.

THE WISBECH TOWN COUNCIL PLAN FOR WISBECH MARKET AND THE SURROUNDING AREA IS ILL CONCEIVED AND DETRIMENTAL TO THE ECONOMY OF THE TOWN.

I ASK CAMBRIDGESHIRE COUNTY COUNCIL TO REJECT THE CURRENT PROPOSAL, REFERENCE PRO 631, TO ALLOW A MORE VIABLE AND ECONOMICALLY EFFICIENT SCHEME TO BE THOUGHT OUT, PRODUCED, AND IMPLEMENTED.