

# Walberswick Common Lands Charity

Registered Charity No 206095

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## CAR PARKS POLICY

Extract from a paper prepared for the Visitor Management Working Group by Walberswick Common Lands Charity Trustees in 1996. It followed a consultation and reporting exercise carried out on behalf of the village by a Visitor Management Consultant, after several increasingly chaotic summers.

### *“Car Park Management*

#### *Principal aims:*

*to control visitors' parking*  
*to improve traffic flow*  
*to limit the number of visitors at peak times*  
*to obtain extra income for the village.*

#### *Additional benefits:*

*control of visitors' behaviour eg prevent unauthorised camping and parking*  
*control of other uses of car parks eg by unauthorised vendors.”*

It is the policy of Walberswick Common Lands Charity Trustees to strike a balance between profit and traffic management

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WCPL is run as a limited company, separate from the Common Lands Charity. Two Trustees are its shareholders and sit on its Board. It is their responsibility to report back on the financial and operational aspects of the Company to the Board of the Charity's Trustees and to remind them of the policy under which they should operate.

In accordance with the Deed of Covenant, WCPL is required to pay all of its profits to the Trust and it has 9 months from its year-end to do so.

WCPL pay an annual rent to the Charity.

A formal arrangement exists with an ice-cream vendor who has the Licence to trade on the two car parks for three years. The Trustees decide what can be sold. When due for renewal, the Licence is put out to tender. The successful applicant has sole trading rights on the car parks: this has eliminated the chaos caused by several vendors competing for a pitch as they did before.