# Parking restrictions push Northfield’s Clock Café to the brink of closure after 28 years



In the heart of Northfield, a long-established café is facing the grim prospect of closure amid increasing challenges stemming from new parking restrictions. Faram Mobed, affectionately known as Frank, has operated the Clock Cafe for 28 years, nurturing both his business and community ties. However, he is now compelled to reassess his future as customer footfall dwindles.

The recently implemented changes to parking availability at a nearby car park have exacerbated the concerns of local traders already grappling with rising operational costs. Previously, the car park, situated outside the United Carpets and Just For Pets stores, offered 75 minutes of free parking. This grace period allowed customers ample time to explore the area. However, under new guidelines established by the landlord, free parking is now restricted exclusively to shoppers of these two stores. Subsequently, visitors to the café face the prospect of hefty fines for exceeding the parking time limits.

"It’s come to that stage where I’m thinking with everything going up, is it worth it," Frank remarked, considering retirement at the age of 68. He shared his deepening concern over the viability of employing staff, saying, "Instead of employing people, I might have to get rid of a lot of staff." Frank's predicament illustrates the broader issue at play, as he notes, "Things are getting tough, especially with parking now."

Frank's assertion that "people are scared to come to Northfield" resonates with many in the community. He explained that customers have expressed their frustrations about facing parking tickets, leading them to seek alternatives, particularly in Longbridge. He recounted a distressing incident in which he incurred a £60 fine on behalf of a 92-year-old customer who, in a rush, was fined despite his quick visit to fetch medication for his terminally ill wife. "I paid out of my own pocket," Frank said, reflecting his commitment to customer care.

Anna Williams, co-owner of the nearby Willows Dance Company, echoed Frank's concerns, describing the situation as "heartbreaking." She revealed that even parents picking up children from school have received fines, stating that one parent was ticketed after spending £80 at Just For Pets and briefly leaving to collect her daughter from dance class. This pattern of enforcement has left an indelible mark on local businesses, with Anna commenting, "It is evident the parking is impacting businesses in a negative way."

The restrictive parking measures are further compounded by a lack of alternative parking options in Northfield, exacerbating the difficulties for both customers and businesses. Anna highlighted the significance of Frank's café, stating, "The Clock Café is a pillar to the Northfield community." The loss of a business with such historical roots could have far-reaching implications for the area.

BirminghamLive reached out to both United Carpets and Just For Pets for comments, but only Just For Pets acknowledged the changes to parking, clarifying that the decision was made by the landlord rather than the individual stores.

As the community continues to grapple with these challenges, the future of the Clock Cafe hangs in the balance, emblematic of the struggles faced by many small businesses in the changing landscape of urban retail.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.birminghammail.co.uk/news/cost-of-living/clock-ticking-struggling-businesses-northfield-25624517> - This article discusses the challenges faced by the Clock Cafe in Northfield, highlighting the impact of rising operational costs and reduced customer footfall on the business's viability.
2. <https://www.directlinegroup.co.uk/en/news/brand-news/2025/25022025.html> - Research from Direct Line Group indicates that 62% of drivers are deterred from visiting local high streets due to parking charges, supporting the claim that restrictive parking measures can negatively affect local businesses.
3. <https://www.hamhigh.co.uk/news/21338070.new-parking-rules-driving-away-shoppers/> - Independent retailers in Muswell Hill have reported that stringent parking measures introduced by the council are driving customers away, corroborating the assertion that new parking restrictions can harm local businesses.
4. <https://www.falkirkherald.co.uk/news/people/customers-fear-new-parking-restrictions-could-hurt-businesses-at-falkirk-central-retail-park-4366674> - Customers at Falkirk Central Retail Park express concerns that new parking restrictions could negatively impact businesses, aligning with the article's point about the detrimental effects of parking fines on local commerce.
5. <https://www.gov.uk/government/news/high-streets-get-boost-from-fairer-parking> - The UK Government acknowledges that excessive parking fines and restrictions have adversely affected small shops, leading to 'ghost town' high streets, which supports the article's claim about the broader issue of parking fines impacting local businesses.
6. <https://www.leicestermercury.co.uk/news/local-news/city-council-collects-36-million-8651207> - Leicester City Council has issued over 127,000 parking fines since the start of 2022, highlighting the financial burden of parking fines on local businesses, as mentioned in the article.
7. <https://news.google.com/rss/articles/CBMiiwFBVV95cUxQZ2VvYnFrU0QxLWRPYzFKUmhSUUNuUC1pSnpWcVVuVzVqbXBTSFpxTmxIZ0lzOHhjN2I2WFQ4TnZYMGEyR1dTMV9RV0pwbDNwME5BXzhDSVdGZXk5el94NjJLZTY1OUI3MVN3UmtlU0VMWXYyZE1renFteDI0eTNLR29fTmZ6YWYzQmgw0gGQAUFVX3lxTFA0ZUVUemNpU0JKOVRDLVVVZG5wVzdxTlN3eGJkclFRVzVmdklxZVhuWjZTV2M2UVF6U1hRQXFmaWFVVHFNSUJ4ZEVzSTZpSENKMWRLcnk0VkFHT3VhTnZZQTd6aTFwUGJ3LTEzX2hXb2t0V3JReXpSdDU5NWttZWFDT2FOanVoak50dHVGUGJieQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data