# Longstanding Clock Café in Northfield threatened by new parking restrictions and rising costs



In Northfield, Birmingham, longstanding café owner Faram Mobed, known to locals as Frank, is facing the possibility of closing the Clock Café after 28 years due to new parking restrictions that are deterring customers. The café, a staple in the community, has seen a significant decline in trade, exacerbated by rising operational costs and recent changes to the parking arrangements at a nearby car park.

Mobed expressed his frustration, noting, "To be honest, it's come to that stage where I'm thinking with everything going up, is it worth it?" He highlighted the stress these changes have brought upon local businesses, stating, "It's making it impossible for small businesses like mine to survive." The parking situation, which previously allowed 75 minutes of free parking for all customers, has now been altered, with free parking only extended to shoppers of specific neighbouring stores, namely United Carpets and Just For Pets.

This policy change has left many potential customers hesitant to visit Northfield, with Mobed lamenting, "People are scared to come to Northfield. We've lost a lot of trade." The café owner expressed his concern over the future viability of his business, mentioning the possibility of staff layoffs as trade dwindles. "Instead of employing people, I might have to get rid of a lot of staff," he remarked.

The impact of these parking restrictions extends beyond financial implications; Mobed shared a personal experience involving a customer, a 92-year-old man, who received a £60 fine for briefly parking to collect his terminally ill wife’s prescription. "I didn't even have the heart to tell him [that his appeal failed], I paid out of my own pocket," he recounted.

Anna Williams, co-owner of the nearby Willows Dance Company, echoed Mobed's sentiments, describing the parking enforcement as "heartbreaking." She noted that parents dropping off children at the local school have also faced fines, with one shopper who spent £80 at Just For Pets receiving a ticket due to a brief visit to pick up her daughter from dance class.

The added stress of these parking restrictions has raised concerns about the broader implications for the Northfield community, which is already considered underprivileged. “Frank has built up great relationships with both businesses and residents. The Clock Café is a pillar to the Northfield community," Williams stated, indicating a shared distress among local traders about the negative effects of the parking policy.

Attempts to contact United Carpets and Just For Pets for further comments have yielded limited responses. Just For Pets clarified that the decision regarding the parking was made by the landlord, suggesting that local businesses may not have a direct influence over the changes affecting customer access.

As the situation develops, the future of the Clock Café remains uncertain, highlighting the increasing challenges faced by small businesses in light of evolving urban policies and the impact they can have on community dynamics.

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 Faram 'Frank' Mobed, owner of the Clock Café in Northfield, including rising operational costs and decreased footfall due to parking issues.
2. <https://www.birminghammail.co.uk/news/cost-of-living/clock-ticking-struggling-businesses-northfield-25624517> - The piece highlights the impact of parking restrictions on local businesses in Northfield, with specific mention of the Clock Café and its owner, Faram 'Frank' Mobed.
3. <https://www.birminghammail.co.uk/news/cost-of-living/clock-ticking-struggling-businesses-northfield-25624517> - The article details the personal experience of a 92-year-old man receiving a £60 fine for briefly parking to collect his terminally ill wife’s prescription, as recounted by Faram 'Frank' Mobed.
4. <https://www.birminghammail.co.uk/news/cost-of-living/clock-ticking-struggling-businesses-northfield-25624517> - The piece includes statements from Anna Williams, co-owner of the nearby Willows Dance Company, describing the parking enforcement as 'heartbreaking' and its impact on local parents and shoppers.
5. <https://www.birminghammail.co.uk/news/cost-of-living/clock-ticking-struggling-businesses-northfield-25624517> - The article mentions the broader implications of parking restrictions on the Northfield community, emphasizing the challenges faced by small businesses and the potential for staff layoffs.
6. <https://www.birminghammail.co.uk/news/cost-of-living/clock-ticking-struggling-businesses-northfield-25624517> - The piece notes that attempts to contact United Carpets and Just For Pets for further comments yielded limited responses, with Just For Pets clarifying that the decision regarding parking was made by the landlord.
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