

CABINET

18 October 2016

Title: Parking Strategy 2016 - 2021	
Report of the Cabinet Member for Enforcement and Community Safety	
Open	For Decision
Wards Affected: All	Key Decision: Yes
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Accountable Strategic Director: Claire Symonds, Strategic Director Customer, Commercial and Service Delivery	
Summary: <p>This report presents a new Parking Strategy which has been developed in response to residents' comments and independent expertise. The strategy sets out the vision and key objectives for a Strategy that aims to meet the competing needs for parking in the Borough.</p> <p>The Council's parking strategy vision for 2016 - 2021: To provide safe, fair, consistent and transparent parking services</p> <p>This strategy is aligned to the Ambition 2020 Programme and covers its duration, which will transform the Borough and how the Council works. Having already sustained the deepest cuts in Government support in the last few years, further reductions mean that the Council will face a budget shortfall of £63 million, a third of the remaining budget, by 2020. This strategy will ensure that the Council has a transparent and consistent approach to parking charges, recognising how the Borough is changing, the competing demands of residents, commuters, businesses and visitors for parking and the need to reduce congestion on the Borough's roads.</p>	
Recommendation(s) <p>The Cabinet is recommended to:</p> <ul style="list-style-type: none">(i) Approve the Parking Strategy 2016 - 2021 at Appendix A to the report;(ii) Authorise the Strategic Director of Customer, Commercial and Service Delivery, in consultation with the Cabinet Member for Enforcement and Community Safety, to agree minor amendments to the Strategy prior to its publication; and(iii) Agree to the implementation of 30 minutes free parking at on-street shopping locations and 60 minutes free parking at Council park car parks, with effect from 1 December 2016.	

Reason(s)

This Strategy will contribute to the Council's corporate objectives.

1. Introduction and Background

1.1 The draft Parking Strategy 2016 - 21 is a key document in support of the Council's corporate objectives. It proposes overarching strategic objectives alongside quantifiable targets to form the basis of the Council's approach to parking management.

2. Proposal and Issues

2.1 This new Strategy has been developed over the last few months. The aims, priorities, principles and action, set out in this strategy have been formed following a public consultation exercise.

2.2 As part of the approach in the development of this strategy, the Council undertook an extensive public consultation exercise. The consultation included an on-line survey, publication in local media, presentations at public forums and feedback from councillors, Members of Parliament and partner agencies. The exercise was publicised widely and attracted 115 responses and input from resident forums.

2.3 In the vast majority of cases the responses were supportive of the strategic direction suggested. There was considerable support for the proposal, set out in the consultation, that the Council should extend free parking in the borough to half an hour in on-street shopping locations and an hour in park car parks.

2.4 Respondents supported the adoption of an area based approach to parking controls along with greater enforcement, suggesting that the Council should adopt a tougher approach to those who park inconsiderately, affected pavement accessibility and endanger pedestrians and other road users. Appendix B sets out in more detail the questions asked and the responses received.

2.5 In summary, the consultation responses endorsed the Strategy and have enabled a strategic implementation plan to be developed to meet the vision and priorities. This implementation plan forms part of the new Parking Strategy.

2.6 The Parking Strategy 2016 -21 sets out a clear vision for parking in the Borough. This vision was supported by 75% of respondents to the consultation. The vision is "To provide safe fair, consistent and transparent parking services".

2.7 This vision is supported by five main priorities that have been designed to reflect the competing parking needs in the Borough. These priorities reflect the needs of residents, businesses, commuters, cyclists and pedestrians alike. The priorities are:

- Reduce congestion caused by parked vehicles and improve road safety;
- Make best use of the parking space available;
- Enforce parking regulations fairly and efficiently;
- Provide appropriate parking where needed;

- Ensure that the low emissions and air quality strategy for London is at the heart of decision-making.

2.8 Through the consultation feedback the Council has developed a hierarchy of need for parking in the Borough. This hierarchy will form a core part of the decision-making for parking controls, the design of parking schemes and cost of parking services, over the next 5 years. The hierarchy of parking need is set out below:

- Residents with a disability
- Non- residents with a disability
- Local residents
- Priority care workers
- Local business essential servicing
- Short stay visitors and shoppers
- Long stay visitors and shoppers
- Long stay commuters

2.9 The key proposals in the strategy are:

- Free half an hour parking in all on-street shopping locations;
- Free one-hour parking in all Council park car parks;
- Adopt an area based approach to parking controls;
- Move to cashless payment for car parking including contactless payment cards;
- Continue to apply a lower parking permit charge for the first two vehicles per household, compared to the third, and introduce a higher charge for the fourth vehicle and above;
- Establish parking permit prices which encourage low emission vehicles;
- Increase enforcement in areas where pavement parking affects safe access to pedestrians and cyclists.

3. Options Appraisal

3.1 The strategy outlines the strategic objectives of the Council and how it expects to deliver on these. It is good practice to have an up to date Parking Strategy.

4. Consultation

4.1 Internal consultation has been undertaken prior to this report being presented at Cabinet. Officers have listened to the views of councillors and their constituents and hope that the document shows that these have been considered.

4.2 A large public consultation exercise was also undertaken, with publicity focussed on encouraging residents and businesses to comment on the draft Parking Strategy. This exercise opened on the Consultation Portal on 21 July 2016 and closed on 23 September 2016. Appendix B sets out in more detail the questions asked and the responses received.

5. Financial Implications

Implications completed by: Katherine Heffernan, Service Finance Group Manager

- 5.1 This report seeks approval to endorse the Draft Parking Strategy 2016 – 2021.
- 5.2 In 2017/18, the Parking Service is expected to deliver savings of £410,000, through a combination of increased efficiencies and service improvements.
- 5.3 Further work is to be undertaken detailing the implementation plan to include specific activities and actions to be carried out by the Council to achieve the strategic proposals as identified within the Parking Strategy document. This strategy is fundamental to delivering the operational efficiencies required to bring spend back in line with budget and also to implement future savings planned as part of the Council's Medium Term Financial Strategy.
- 5.4 The implementation of proposals within the strategy will need to be met from existing resources.

6. Legal Implications

Implications completed by Dr. Paul Feild, Senior Corporate Governance Solicitor

- 6.1 The Council is empowered by the Road Traffic Regulation Act 1984 (as amended), the Traffic Management Act 2004, and other specific secondary legislation to provide parking places on and off the highway, to charge for their use, and to carry out parking enforcement activities.
- 6.2 In drafting the document due regard must be made to the statutory guidance issued by the Secretary of State under section 87 of the Traffic Management Act 2004 on civil enforcement. After adoption, there will be an expectation by all that future parking decisions will be taken in accordance with the strategy.

7. Other Implications

- 7.1 **Corporate Policy and Customer Impact** – The implementation of the Parking Strategy will have an impact on the future design, development and delivery of the Council's Parking Services.

Public Background Papers Used in the Preparation of the Report: None

List of appendices:

- **Appendix A** - Draft LBBB Parking Strategy 2016 – 2021
- **Appendix B** - Consultation Collated Analysis