



**OFFICER REPORT TO LOCAL COMMITTEE  
(ELMBRIDGE)**

**ANNEX B to Item 21  
2010 ANNUAL PARKING REVIEW – EAST MOLESEY  
CONTROLLED PARKING ZONE**

**21 JUNE 2010**



## ANNEX B – PROPOSED AMENDMENTS

**1 INTRODUCTION AND BACKGROUND**

- 1.1 This Annex should be read in conjunction with the main report and outlines the results of the community engagement exercise undertaken in East Molesey.
- 1.2 The Local Committee on 1 March 2010 asked the county's Parking Team to undertake a consultation over the proposals to introduce dual use pay and display and resident permit holders bays in Creek Road, Bridge Road and Hampton Court Parade, and extend the hours of the East Molesey CPZ.
- 1.3 Section 2 of this annex provides an overview of the methods and summary of the number of responses, Section 3 of this annex outlines the detailed results of the consultation and Section 4 the summary of trends from 'free format' comments made by respondents either by way of email, survey or in correspondence. Finally the officer's recommendations have been included in Section 5.

**2 METHODS AND SUMMARY OF CONSULTATION RESULTS**

- 2.1 The following methods were used in order to reach as many of those that are likely to be impacted by the proposals:-
- A letter drop to all those residents and businesses that are likely to be directly affected in Feltham Avenue, River Bank, Hurst Road, Creek Road, Bridge Road, and Hampton Court Parade
  - Street notices displayed in the above roads
  - A page on the county's website along with an on-line survey
- 2.2 The consultation period opened on 7 May 2010 and closed on 24 May 2010. A number of people responded more than once. Some sent an email or letter having already completed the online survey.
- 2.3 Having sorted through and analysed all the responses, including sifting out any duplicates (as a rule, we ignored all but the latest response where we had received more than one from the same person) we can report that we received 90 separate responses. The table below summarises the responses received.

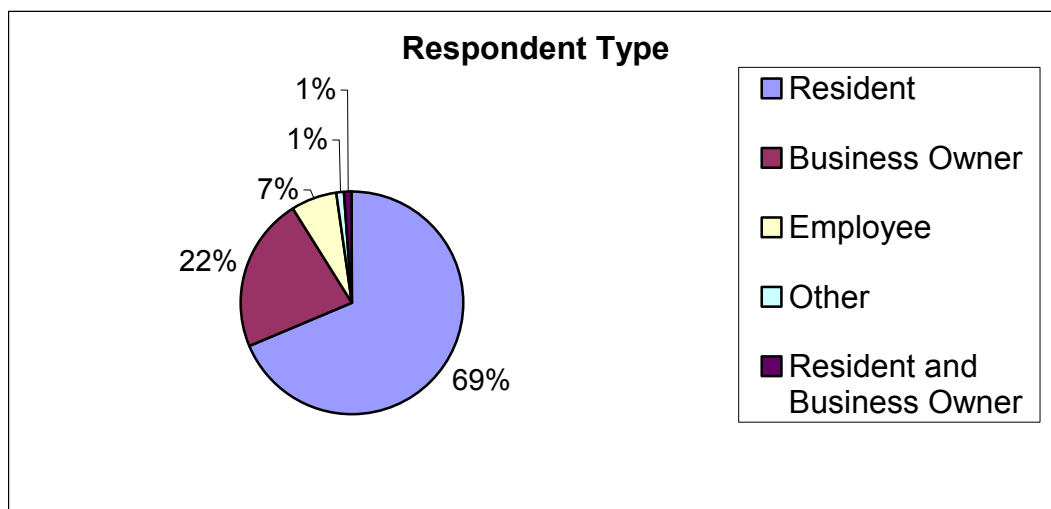
<b>Response Type</b>	<b>Number of respondents</b>
Online Survey	53
Emails	31
Letters	6

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- 2.4 One of the email responses was written “on behalf of the Hampton Court Village Association. We represent 35 traders/shop owners based in Bridge Road, East Molesey”. Generally they were in approval of the proposals, although with some provisos, in relation to the price of the pay and display tariff, and a specific area of the zone proposed to be a single yellow line. This response was included in our analysis as one response.

### 3 RESULTS OF THE CONSULTATION

- 3.1 The analysis of the data received from this consultation required consideration, interpretation, and careful treatment. Email and written responses were carefully considered and appropriately combined with the more formal online survey responses. A number of charts were created in order to compare the views of different stakeholders regarding different areas of the CPZ.
- 3.2 Following some brief analysis of the responses, it became apparent that it would be most useful to analyse the responses in groups of roads.
- 3.3 There was a wide cross-section of different stakeholders that responded to the consultation, indicating that the results reflect a cross-section of the different road-users in East Molesey. The following table summarises the proportions of people who responded.



**Figure 1 - Cross-section of respondents**

- 3.4 Respondents were given a choice of times that they would like the zone to operate for. Email and written correspondence have been incorporated into the survey responses in the chart below. The data has been expressed to show requirements according to responses from groups of roads (as shown in the legend).

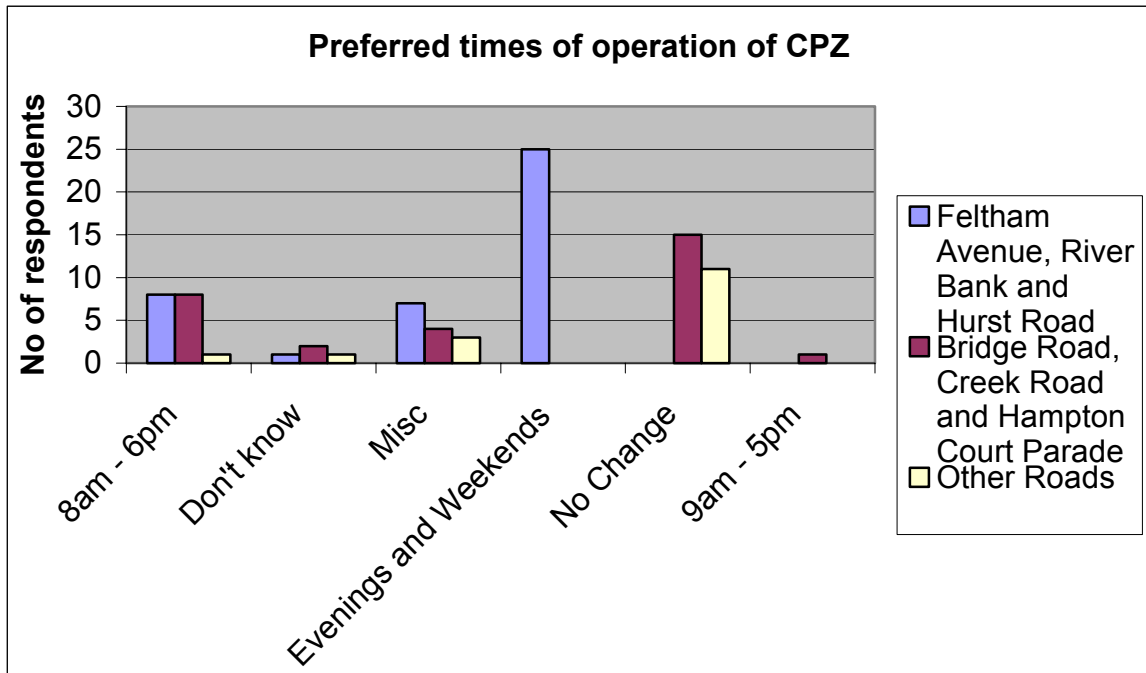


Figure 2

3.5 Respondents were given a choice of days that they would like the zone to operate for. Again, email and written correspondence have been incorporated into the survey responses in the chart below.

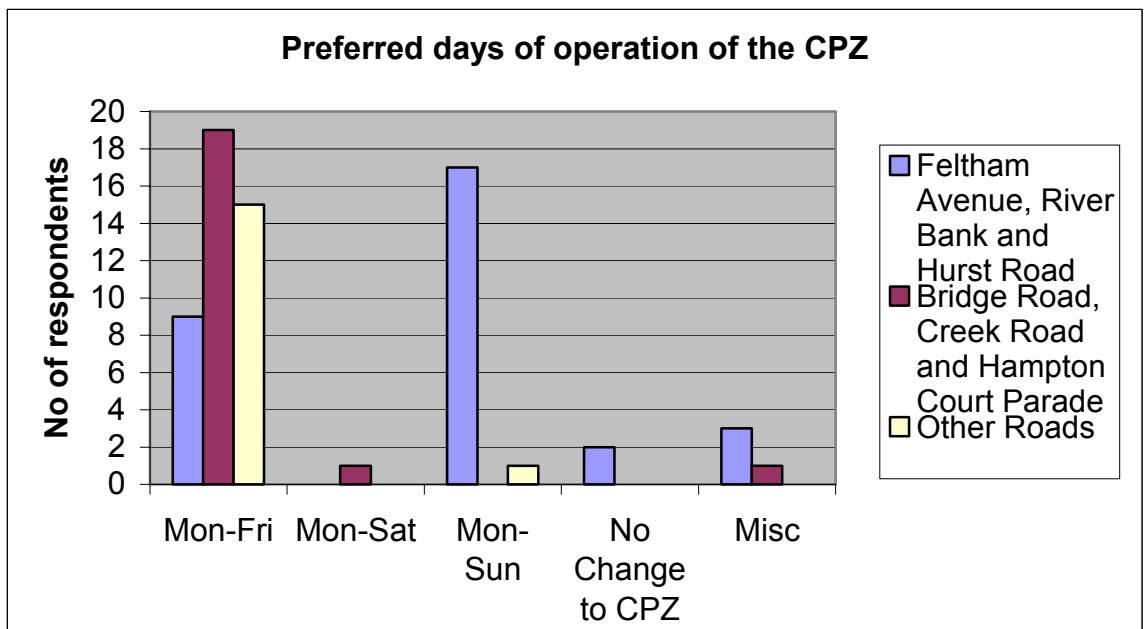


Figure 3

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3.6 Respondents were given a choice of bay type that they would like to see in the Feltham Avenue, River Bank, and Hurst Road. All response types are analysed in Figure 4 below.

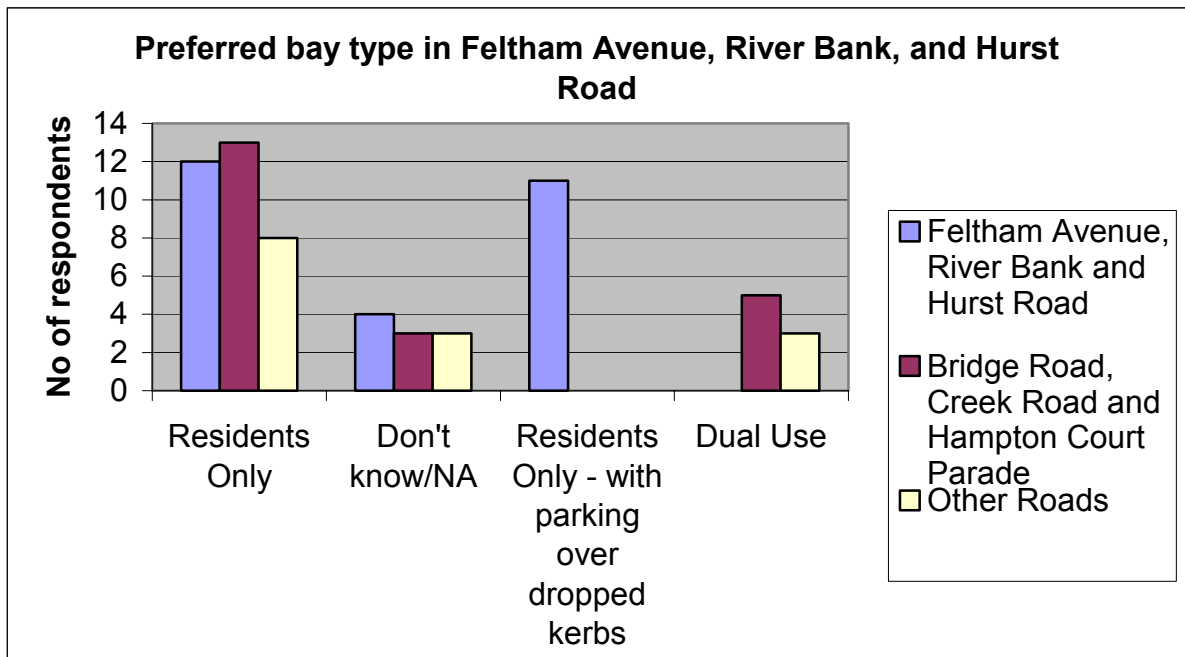


Figure 4

3.7 Figure 5 below shows the levels of support for dual use pay & display and resident permit holders parking bays, in the relevant roads.

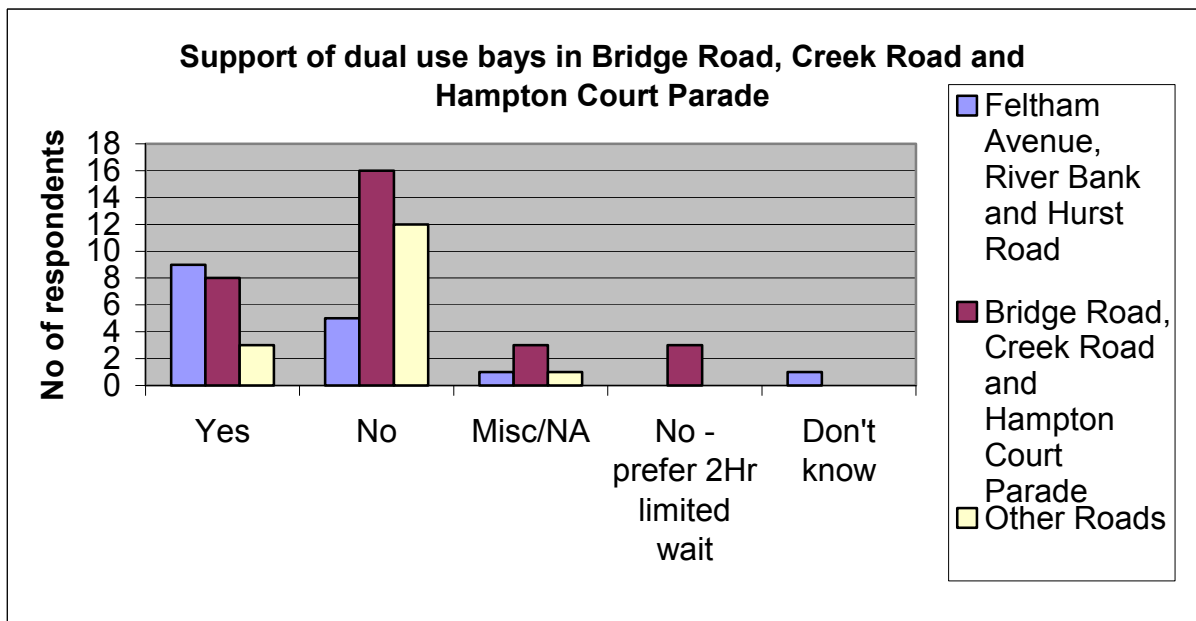


Figure 5

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- 3.8 Respondents to the survey were given the option to express their views with regard to the maximum stay for pay and display users. Their responses are shown in Figure 6 below.

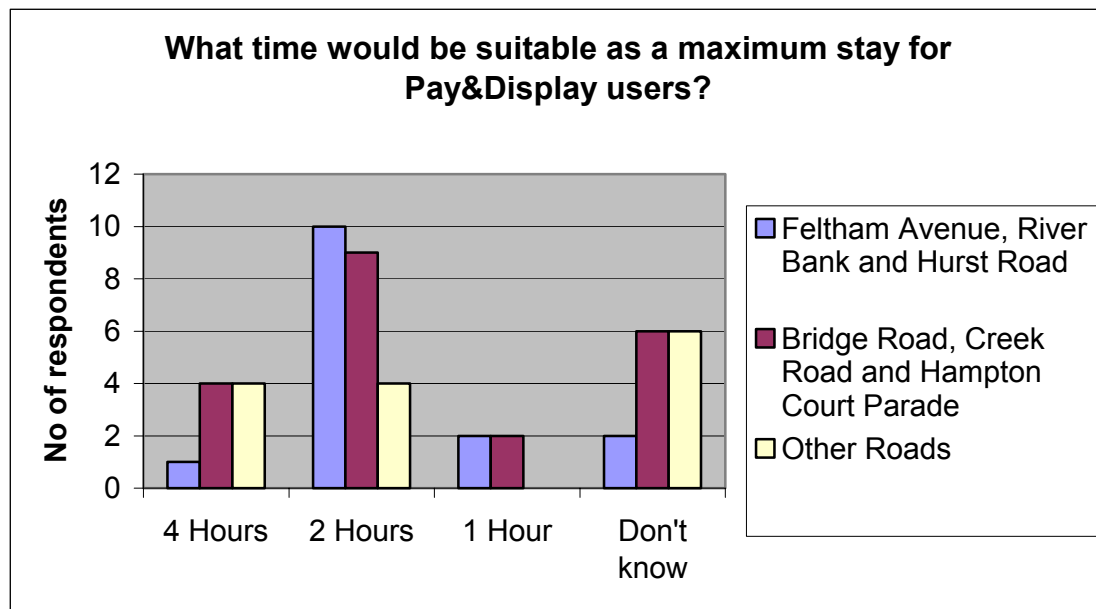


Figure 6

#### 4 FEEDBACK FROM WRITTEN RESPONSES

- 4.1 There were a number of written responses received, as well as the information collected from the 'free format text field' from the surveys. A number of opinions became apparent.
- 4.2 A great deal of business owners and employees were concerned that the new proposals would not provide adequate parking provision for them to commute to work.
- 4.3 The other concern of the business owners of this group was that they did not know what pricing structure would be proposed, and were concerned that the price would put off trade.
- 4.4 Residents of Feltham Avenue were unhappy that the proposed hours of the CPZ did not extend long enough into the evening, or over the weekends, and that these were the most difficult times to find parking space.

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**5 OFFICER COMMENTS AND RECOMMENDATIONS**

- 5.1 The consultation highlighted the different requirements by the two areas within the CPZ. **We are therefore recommending that we split the current CPZ into two areas with different restrictions to meet the demands of both.**
- 5.2 One zone will encapsulate Feltham Avenue, Hurst Road, and River Bank, and will begin at the existing north western end of the Zone, and extend to a point 10m south east of the south eastern junction of Feltham Avenue/River Bank. From this point onwards, the second zone will comprise of the remainder of the current zone, i.e. Bridge Road, Creek Road and Hampton Court Parade.
- 5.3 The respondents from Feltham Avenue, Hurst Road, and River Bank, were largely in favour of more restrictions than those recommended, and they expressed their concern that the evenings and weekends were the worst times to find parking space. **We have therefore recommended the new zone covering these roads is in operation 8am-8pm, Monday-Sunday.**
- 5.4 These respondents were also disappointed that they would still not be allowed to park across their dropped kerbs. Although the analysis in Part 3.6 Figure 4 shows an overall support for permit holder only parking, rather than dual use bays, we also received a large amount of correspondence specifically requesting permit holder only parking, with parking allowed in front of dropped kerbs. This means that the bays would continue over legal vehicle crossovers, which would be marked out with an access protection marking (H bar), to allow residents (with a valid permit) to park in front of their own accesses, without penalisation. Given the high number of requests for this facility, and the fact that we are going to make to the operational hours of this zone longer, **we recommend the extension, where possible, of all residents parking bays in the new zone to incorporate bays in front of crossovers and access protection markings** to maximise parking provision for the residents in this area.
- 5.5 An analysis of the existing permit allocation levels and numbers of parking bays shows that even at full occupancy by resident permit holders, there is some spare capacity within the zone. Currently this is being absorbed by non-permit holders (often commuters) who park when the current restriction ends at 9.30am, but it will now accommodate residents' visitors.
- 5.6 Responses from people living and working in the second zone, covering Bridge Road, Creek Road, and Hampton Court Parade, suggested that the same evening and weekend pressures were not felt in this area. **We therefore recommend that this second zone (Bridge Road, Creek**



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**Road, and Hampton Court Parade) operates 8am-6pm Monday - Friday.**

- 5.7 As mentioned in section 4.2, a great deal of business owners and employees were concerned that the new proposals would not provide adequate parking provision for them to commute to work. This was mainly as a result of the 3-4pm Monday – Friday restriction proposed for Palace Road and Wolsey Road. As we have now recommended not to implement restrictions in these roads, there should be sufficient provision to meet these concerns.
- 5.8 The question of whether to implement charges for on-street parking arises when demand exceeds supply. It has been proposed to manage the on-street supply by introducing a pay and display regime, with the intention of increasing the turnover of vehicles and the number of customers visiting the shops. It is widely known that charging will create more turnover of vehicles than a free bay with a fixed time limit.
- 5.9 Some respondents have raised a concern that customers will stop patronising their business and instead visit another town or supermarket. The current parking situation means that there is long-term parking during the day which restricts parking for customers. Introducing a small charge in the premium parking spaces, directly outside the local businesses, means that there will be a greater turnover of the available parking space. This should prove an attraction for customers, as they will be aware that they are more likely to find a parking space, where they want to park.
- 5.10 Introducing on-street charging for the first time always raises concerns from those that it directly impacts. It is recognised that it may not be initially popular with customers, but experience from on-street charging in other towns suggests that it is likely to be accepted and can prove popular with businesses and customers after introduction.
- 5.11 There has been a broad financial analysis of the cost of introducing a charging regime, and even with a conservative occupancy rate, the initial investment in pay and display machines will be recouped within 6 months. Pay and display charging regimes reduce the work of enforcement as the civil enforcement officers (formerly known as parking attendants), do not have to make copious notes, often in vain, and can make fewer visits than a free limited waiting bay. Taking these factors into account there is a sound business case for introducing pay and display. The business case is even more compelling when the alternative is considered. The introduction of free limited waiting parking bays would have no payback, have a total burden on the council's limited finances and would be more labour intensive and so more costly to enforce. It is also worth noting that by law all revenue raised through on-street charging must be spent on either contributing towards the

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enforcement operation, transport related activities or environment schemes that mitigate the effects of motoring on the environment.

- 5.12 **We recommend that bays within the second zone (Bridge Road, Creek Road, and Hampton Court Parade) be a combination of dual use ‘Pay & Display and Resident Permit Holders’, and ‘Residents Permit Holders Only’. It is also recommended that the tariff is amended to a simple, convenient tariff at the rate of 10 pence per 10 minutes (in line with the proposed tariff in other new pay and display schemes in Elmbridge).**
- 5.13 Owing to the particular positioning of the existing bays and in order to help meet the needs of local residents and minimise the initial expenditure, we have recommended making some of the bays ‘resident permit holders only’, thereby reducing the number of bays requiring pay & display machines, whilst still meeting the parking objectives
- 5.14 As our responses showed that the most popular maximum stay for pay & display users was 2hrs (see section 3.8, Figure 6), we are **recommending a maximum stay of 2 hours for pay and display users with no return within 1 hour.**