

SURREY COUNTY COUNCIL

CABINET

DATE: 24 MAY 2011

REPORT OF: IAN LAKE, CABINET MEMBER FOR TRANSPORT



LEAD OFFICER: JENNY ISAAC, ASSISTANT DIRECTOR OPERATIONS, HIGHWAYS AND COUNTRYSIDE

SUBJECT: REVIEW OF CONSULTATION RESPONSE TO ON STREET PARKING CHARGES IN ELMBRIDGE

KEY ISSUE/DECISION:

To review comments and objections received following statutory advertisement of on street parking charge proposals in the Borough of Elmbridge. To decide whether and if so where on street parking charges should be introduced and what changes to the advertised proposals may be necessary. To agree that any necessary equipment for the introduction of parking charges in Elmbridge is ordered.

DETAILS:

Background

1. On 12 January 2011 the Cabinet Member for Transport approved a statutory consultation and public notification about on street parking charges in all Surrey districts and boroughs. The consultation process across the County was programmed to be carried out two districts at a time, every two months over the course of one year. The original proposals are shown in Annex 1.
2. The first two areas to be advertised were Elmbridge and Reigate and Banstead Boroughs. This report explains the proposals, the consultation process and response and sets out recommendations based on these.
3. A Task Group was set up by the Transportation Select Committee in February 2011 to review the countywide on street charging initiative. It will be making recommendations to the Cabinet on 24 May about how the current proposals could be modified or adjusted to better serve the needs of local communities and businesses. The Task Group remit did not include Elmbridge or Reigate and Banstead. (These areas were the first to be formally advertised in March and were too far advanced for the statutory notices to be influenced by the Task Group). The recommendations in this report however take on the findings of the Task Group where possible.

The case for parking charges

4. Most Surrey towns and shopping areas have a variety of parking facilities. These are typically:

- On street spaces, managed by the County Council as the Highway Authority.
 - Off street car parks, usually owned and managed by district and borough councils, but sometimes privately owned.
 - Supermarket car parks, usually free for customers and limited to two hours or so.
5. District and Borough Councils and private car park operators currently charge for parking in the majority of car parks they own and manage. Sometimes the car parks have a free initial period in smaller towns, villages or shopping areas to encourage visitors. On street parking spaces in Surrey (with a few exceptions e.g. Guildford and Woking) tend to be free.
 6. In shopping and retail areas, off street car parks usually offer longer term parking whilst parking on street is limited to one or two hours. On street spaces tend to be closer to the shops and they are often more convenient for short shopping trips or to make collections/deliveries. A shorter parking time limit also benefits customers and local businesses because it increases the turnover of the parking spaces ('churn') improving access to retail or other facilities.
 7. Free time-limited on street parking is difficult to enforce as Civil Enforcement Officers (CEO) need to monitor parking activity at regular intervals and record number plates and other details to confirm whether a vehicle has overstayed the time period allowed. This is time consuming and inefficient, reducing the amount of time available for them to patrol waiting restrictions (yellow lines) that are often installed for safety or congestion related reasons. In practice many large on street parking areas are poorly enforced due to the difficulties involved.
 8. Parking charges usually take the form of 'pay and display'. This requires the motorist to place a ticket from a machine in their vehicle showing their parking time allowance. This allows a CEO to see instantly whether they are legally parked and enables far more efficient enforcement of the restrictions. Because enforcement is easier, compliance improves, again helping 'churn'.
 9. Where there are charges for using off street car parks (as is the case in the vast majority of those operated by the district and borough councils in Surrey) and on street parking is free, drivers often tend to 'cruise' nearby streets looking for a free space. This can contribute to congestion, particularly when drivers wait in the road for a space.
 10. Charging for on street parking discourages this behaviour and, if the on street charge is the same or higher than the off street car parks, visitors are encouraged to go straight to a car park. This can help reduce congestion and CO² emissions.
 11. A comparatively higher tariff for on street spaces also encourages drivers to only buy as much time as they need, again helping 'churn'. The increased availability of spaces means drivers who need or want to park on street can find a space more easily without having to wait. The increased availability of spaces can be particularly helpful to businesses on roads with high levels of passing traffic (or trade).
 12. A free initial parking period has been widely discussed and is recommended in some locations by the Transport Select Committee Parking Task Group. A free

period would have an impact on pay and display parking income where used, however if the free period was followed by the medium tariff of £1 per hour then it is considered that there would be enough in most locations to cover the costs of operating the machines. This means the first 30 minutes would be free however if a visitor wanted to stay for an hour it would cost £1. Where allowed 2 hours on street parking would cost £2 with this tariff. Set in this way the tariff also encourages visitors to use the off street car parks for longer stay parking.

13. There have been some case studies about the effect of parking charges on local businesses. There are many other factors that could also influence business performance (competition, wider economy, e-commerce etc) making it difficult to directly link performance with parking charges. The main conclusion of most studies is that where parking charges are introduced, the tariff should be proportional to the retail offer (i.e. the type of shops and businesses present in a particular location and the length of time customers would spend in them). The parking charges need to be set reasonably in comparison with local car parks and the scale of the attraction. Where parking charges are introduced it is usual for the turnover of parking spaces to increase, which in turn helps increase footfall in retail areas.
14. While assessing potential new locations where on street parking bays could be introduced and before suggesting their inclusion, officers of the County Council gave due consideration to a number of important factors, including, but not limited to:
 - the effect of the bays on the flow of traffic
 - whether the bays would have any adverse impact on access to adjacent premises
 - the provision of off street parking in the locality
 - the availability of roads with no parking restrictions in the vicinity of the bays (and consequently possible displacement)
 - the proximity and nature of the local retail offering
15. In some cases pay and display machines could be installed in conservation areas. It is planned to work with conservation officers in these areas to agree locations and colours that will have the least impact on the surrounding area.

On street charging proposals in Elmbridge Borough

Consultation response and analysis

16. On street parking charges have been proposed and formally advertised in Elmbridge as shown on the attached plan, Annex 1. The changes described below are shown on the plan in Annex 2.
17. Formal advertisement of the proposed parking restrictions was carried out in Elmbridge Borough between 3 March and 1 April 2011. Notices were placed in newspapers and put up on streets where charges were proposed. Detailed plans were available on the County Council's website and at local libraries and civic offices. An online survey/response system was also set up. The following paragraphs summarise the consultation responses received, and detail the petitions and objections lodged.

Elmbridge Borough Council:

18. Elmbridge Borough Council's parking strategy broadly supports on street parking charges to encourage short stay parking near shops in the borough. Elmbridge Borough Council have stated that:
19. "This Council, recognising its commitment to our community as a top priority in the Council's flagship activities for 2011/12, notes the proposal by Surrey County Council to introduce Pay and Display on-street parking charges in this Borough and, in order to promote the economic vitality of local shops and small businesses and the wider interests of Elmbridge residents, calls upon Surrey County Council:
- (i) to provide a 30 minute period of free parking in each street or place where on-street Pay and Display charges are intended to be introduced;
 - (ii) respond rapidly to residents' requests to extend an area of no-parking restrictions where these roads are affected by displacement"

Local Committee:

20. "The Elmbridge Local Committee, recognising its commitment to the community as a top priority, notes the proposal by the Cabinet to introduce Pay and Display on-street parking charges in this Borough and, in order to promote the economic vitality of local shops and small businesses and the wider interests of Elmbridge residents, calls upon the Cabinet to:
- (i) to provide a 30 minute period of free parking in each street or place where on-street Pay and Display charges are intended to be introduced;
 - (ii) respond rapidly to residents' requests to extend an area of no-parking restrictions where these roads are affected by displacement"

Petitions:

21. Whilst not specific to Elmbridge, an e-petition was started on 23 February and closed on 23 March 2011, generating approximately 26300 supporters. The petition was for 'SCC to abandon its proposals for on street charges in parking bays in market towns and large villages throughout Surrey'. The Cabinet Member for Transport responded that the proposals had changed in response to the petition and other consultation responses. This was the subject of a debate at full Council on 10 May 2011 and the petition was not supported by a vote.
22. A petition against the introduction of parking charges in Claygate, with 2000 signatures, was presented to the Cabinet Member for Transport on 15 December 2010.
23. A petition against paying for parking in Weybridge, with 302 signatures, started by retailers in Weybridge, was received by Surrey County Council in March 2011.
24. A petition against proposals for on street parking charges in Queens Road, Weybridge, from businesses in Weybridge with 145 signatures, was received by Surrey County Council in April 2011.
25. A petition against the imposition of charges for the parking bays in Weybridge, focused around shoppers in Baker Street, with 70 signatures, was received by Surrey County Council in April 2011.

26. A petition against the introduction of parking charges at The Halfway, Walton-on-Thames, with 1161 signatures, was received in March 2011.

Objections:

27. Approximately 640 individual written objections were received regarding the proposals in Elmbridge, of which approximately two-thirds are concerned with the proposals in Claygate and in Thames Ditton.

East Molesey

What was proposed?

28. The introduction of parking charges within the existing Controlled Parking Zone (CPZ) along Hampton Court Way, Hampton Court Parade, Bridge Road and Creek Road. Also to extend the operational hours of the CPZ from 8am - 9.30am to 8am – 6pm, Mon – Fri. The proposed tariff was the medium tariff, £1 per hour (50p for 30 minutes) with a two hour time limit, with these bays to be shared with Permit Holders.

Consultation Response

29. There were 10 individual objections (five written/emailed and five submitted via the online survey) to the proposals in East Molesey.
30. There were calls from respondents for a 10 minute no charge period after 9:30 am, or to make the first 30 minutes of parking free, with drivers having to get a free ticket from the machine, or if the receipt issued by the machine could be printed in two parts: the first one to be displayed in the car, the second for a refund of the parking charges by business owners.
31. There were also calls to extend the time limit to more than two hours, given the retail offer along Bridge Road, which includes hair salons and restaurants, where patrons will often require longer than two hours to receive these goods and services.
32. One respondent was in favour of the parking charges for Bridge Road and Hampton Court Parade, stating that at the moment these parking spaces are used by commuters who leave their cars there shortly before 9:30 am and stay all day. They also stated that unfortunately Wolsey Road would likely get more commuter parking as a result of this, but as this road is almost full with commuters already, it will not make the situation much worse, and this road is to be looked at as part of the forthcoming parking review.

Analysis

33. There are no car parks for visitors to East Molesey (near to Hampton Court) other than the train station car park managed by South West Trains. This area is already covered by a controlled parking zone and residents are generally eligible for parking permits. The close proximity of Hampton Court makes this an attractive location for visitors.
34. A longer parking period would assist shops and businesses in the area whose customers would typically require more than two hours, particularly in the absence of a nearby car park and could reduce displacement onto surrounding roads.

35. Extending the operational hours of the existing controlled parking zone from 8am-9.30am to 8am-6pm (as proposed) should prevent long term commuter parking in the area and help customers access local shops.

Recommendations in East Molesey

36. Retain the proposed medium tariff, but extend the maximum time limit for parking to four hours, with no return within one hour, Mondays to Fridays.
37. Review the on street tariff as part of the review process to maintain a differential over off street parking charges (which are subject to reasonably regular tariff changes).

Thames Ditton

What was proposed?

38. The introduction of parking charges within bays along the High Street. The proposed tariff was the Medium tariff, £1 per hour (50p for 30 minutes) with a one hour time limit, and no return within two hours, Monday to Friday 8am to 6:30pm.

Consultation Response

39. A petition entitled 'reconsider the proposal to install parking bay spaces and meters in Thames Ditton village', created by Mrs Diana Robinson of Thames Ditton, received 17 signatures.
40. There were 260 individual written/emailed objections and 70 objections submitted via the online survey to the proposals in Thames Ditton.
41. Concerns were raised by objectors relating to the appearance of the pay machines and the effect of these in the conservation area of Thames Ditton.
42. The present eight unrestricted parking spaces apparently serve people very well, i.e. those who want to pop in quickly to a shop. It was stated that anyone needing longer time (e.g. at the hairdresser or art gallery) can use the Ashley Road pay and display car park. It was urged that the attractiveness of Thames Ditton High Street is not spoiled with the street furniture involved with pay and display on street parking.
43. Many objectors stated that charging for on street parking would damage businesses in the town. The introduction of parking charges should however help churn in the town centre and thereby potentially increase turnover in shops and other businesses.

Analysis

44. There were calls to make the first 30 minutes of parking free on the High Street in Thames Ditton. The Ashley Road pay and display car park operated by Elmbridge Borough Council, with 66 spaces (two allocated disabled) charges just 10p for 30 minutes parking or 20p for up to one hour.

45. Thames Ditton has relatively few shops and should be considered for a free 30 minute parking period in order not to deter visitors. However if a free parking period were introduced in Thames Ditton the income from parking charges could be reduced by 50%. It is unlikely that there would be sufficient income to cover the cost of maintaining the pay and display machines. (two would be needed for nine spaces)

Recommendations in Thames Ditton

46. It is recommended that parking charges are not introduced in Thames Ditton at the present time, however this location should be reviewed in 6-12 months if other charges are implemented elsewhere in Elmbridge, to determine if it would be viable.

Esher

What was proposed?

47. The introduction of parking charges within bays along the High Street, on Esher Green and on Esher Park Avenue. The proposed tariff was the medium tariff, £1 per hour (50p for 30 minutes) with a two hour time limit, and no return within two hours, Monday to Saturday. There is a CPZ around the High Street with parking permit holders also permitted to park along Esher Green.

Consultation Response

48. There were 26 individual written/emailed objections to the proposals in Esher, and 20 objections submitted via the online survey.
49. Residents living above the shops and businesses along Esher High Street are concerned about their ability to park in the mornings and evenings.
50. There was concern that shoppers would be deterred from using the High Street with parking charges and would instead use local supermarkets. Other comments included having a shorter maximum parking period than 2 hours to encourage turnover.
51. Some of the local shops were concerned about parking for their staff.

Analysis

52. The potential to allow residents living above shops in the High Street to have permits to park on surrounding roads covered by the residents parking zone could be investigated.
53. Esher is a busy town with high volumes of passing traffic. Other than a supermarket with free parking at one end of the High Street, there is no other free parking. There is a wide mix of shops including a stock broker, restaurants, boutiques, estate agents and banks. The introduction of a free parking period in this location is not considered necessary, as there is little risk of displaced parking due to existing controls around the High Street. The introduction of charges should increase turnover of spaces improving access to shops.

Recommendations in Esher

54. Retain the proposed medium tariff (£1 per hour) without a free period Monday to Saturday, but reduce the no return period to one hour along Esher High Street and Esher Park Avenue (to bring the signage in line with other locations), and investigate CPZ/resident permits valid between 9am and 5pm together with other options for residents.

Claygate

What was proposed?

55. The introduction of parking charges in bays along The Parade, Hare Lane and Albany Crescent. The proposed tariff was the low tariff, £0.60 per hour (30p for 30 minutes) with a one hour time limit, and no return within two hours.

Consultation Response

56. A petition against the introduction of parking charges in Claygate, with 2000 signatures, was presented to the Cabinet Member for Transport in December 2010.
57. Approximately 310 individual written objections to the proposals in Claygate were received, and 67 further objections submitted via the online survey, with a number of these coming from shops and businesses. Overall, residents and businesses were concerned about the impact of the charges on local businesses and felt the proposed charges would deter visitors. There were many suggestions and much support for an initial free parking period (30 minutes was the most popular suggestion).
58. Concerns were also raised by objectors relating to the appearance of the pay machines and the effect of these in historic areas of Claygate.

Analysis

59. There is a possibility that some parking will be displaced onto residential side roads as a consequence of parking charges in Claygate. However drivers may also choose to use the Hare Lane or Torrington Lodge car parks, which charge just 10p for 30 minutes parking or 20p for up to one hour, or for longer term parking.
60. A free 30 minute parking period would have an impact on the income from parking charges, but would assist retailers in this local shopping parade as well as helping improve turnover of parking spaces.
61. Parking displacement will be investigated as part of the review process, which would happen in 6-12 months time, if the charges are implemented.

Recommendations in Claygate

62. It is recommended that a free 30 minute period is introduced for all on-street parking spaces that are part of the current proposals in Claygate, but that the tariff is raised to the medium level, £1 per hour with a two hour time limit, and reduce the no return period to one hour, Monday to Friday, 8am to 6pm.

Cobham

What was proposed?

63. Parking charges were proposed for existing on street spaces around the town centre on Oakdene Parade, Hollyhedge Road, Cedar Road / Spencer Road, and in new on street parking places in Mill Street / River Hill, Church Street and the High Street. A Medium tariff hourly charge of £1 per hour (50p for 30 mins) was proposed and there was to be no change to the current maximum stay of one hour with no return within one hour.

Consultation Response

64. There were 19 individual written/emailed objections to the proposals in Cobham and six objections submitted via the online survey. There was concern from residents of Cedar/Spencer Road about the loss of residents parking and several requests for a free parking period.
65. Possible displacement problems were highlighted in Freelands Road as was the availability of a supermarket car park at one end of the High Street and another near the A3.
66. Respondents were concerned about the conservation status of Church Street and the siting of any equipment near the church access.

Analysis

67. Cobham has a busy and well-used High Street. There is no time restriction in much of the High Street so vehicles can park all day if they desire. There are a number of small shops and businesses offering a range of services and facilities. The mix of retail outlets includes restaurants, banks interior design and estate agents. A free 30 minute parking period is not considered necessary however a 2 hour time limit (rather than a 1 hour) may be more suitable and could help reduce some displacement, although there are relatively few roads where this is likely.
68. The supermarket car park is restricted to use by customers only, however it is possible that customers would use it to park when they visit other shops nearby as well.

Recommendations in Cobham

69. Retain the current proposals for a medium tariff (£1 per hour) on Mill Road / River Hill, the High Street and Church Street. Increase the maximum time limit to two hours (from one hour) in all locations.
70. Do not implement charges in Cedar Road / Spencer Road as these spaces are further from the main shopping area and charges would impact on residents parking facilities, reducing the space available. Provide a free 30 minute limited time parking bay at the junction of Cedar and Spencer Rd near the barber shop.
71. Give careful consideration to the placement of any pay and display machines in Church Street in consultation with conservation officers.

Hersham

What was proposed?

72. Parking charges were proposed for existing on street spaces along Molesey Road and adjacent to Burwood Road at its junction with Pleasant Place. The proposed tariff was the Low tariff, £0.60 per hour (30p for 30 minutes) with a one hour time limit, and no return within two hours, between Monday and Saturday 8am to 6:30pm.

Consultation Response

73. Just one individual written/emailed objection to the proposals in Hersham was received, and one objection submitted via the online survey.

Analysis

74. The respondent living in Pleasant Place, adjacent to the proposed pay and display parking bays on Burwood Road, objected to the proposed plans, as it would remove the free parking afforded to residents of Pleasant Place and to those attending/visiting the school, church and doctors. However, the respondent did admit that the present parking situation certainly needs addressing, with residents frustrated by shoppers and employees parking dangerously or inconsiderately at present.

Recommendations in Hersham

75. It is recommended that a free 30 minute period is introduced on Molesey Road and at Burwood Road / Pleasant Place, with a two hour time limit, and reduce the no return period to one hour, Monday to Friday, 8am to 6pm.

Weybridge

What was proposed?

76. Parking charges were proposed for existing on street spaces along a number of roads around the centre of Weybridge. A two tier tariff system was proposed, with the low tariff, £0.60 per hour (30p for 30 minutes) on all roads except for the High Street, Queens Road, Baker Street and Elmgrove Road, with a one hour time limit everywhere except for Queens Road (two hours time limit), and no return within two hours throughout.
77. The medium tariff, £1 per hour (50p for 30 minutes) was proposed along the High Street, Queens Road, Baker Street and Elmgrove Road.

Consultation Response

78. Three petitions were received by SCC during March/April 2011. One, against paying for parking in Weybridge, with 302 signatures, was started by retailers in Weybridge, a second, against proposals for on street parking charges in Queens Road, Weybridge, from businesses in Weybridge with 145 signatures, and the third, against the imposition of charges for the parking bays in Weybridge, focused around shoppers in Baker Street, with 70 signatures.
79. There were 16 individual written/emailed objections received to the proposals in Weybridge, and 14 objections submitted via the online survey.

Analysis

80. Concern was raised relating to the potential displacement of parking onto Churchfields Avenue. However drivers may also choose to use the five off street car parks for longer term parking, comprised of two offering a village centre tariff (20p per hour), two offering the town centre short stay tariff (50p per hour) and the Baker Street car park offering long stay parking at £5 all day. Parking displacement will be investigated as part of the review process, which would happen 6-12 months after charges were implemented.
81. The Transport Panel of the Weybridge Society stated that local elected representatives and the local committee agreed with the Transport Panel, regarding the provision of a 30 minute free parking period to mitigate the effect on businesses in Weybridge. The Society also stated that the pay and display proposals do not cover commuter/employee issues for stations and high streets, nor do they evaluate and mitigate the knock on effect to residential streets near the shopping and employment areas covered by the charging proposals and others registered concerns about where support staff could park.
82. The presence of the large Tesco supermarket at Brooklands with free parking provision could influence where visitors park if on street parking charges were introduced and consequently a free 30 minute parking period would help counteract this.
83. There is currently no provision for residents parking permits or alternative arrangements for residents in the vicinity of Woodview Court and Queens Road (where residents or visitors presently park without restriction) and converting this area to pay and display would prevent their parking within walking distance of Woodview Court. Residents parking permits are requested to be made available to residents of Woodview Court for dedicated use in Queens Road. Another objector requested that permits are also made available to support staff working at the nearby infant school.
84. It was also requested that the pay and display bays outside Woodview Court be amended, to permit a safe field of vision for drivers exiting Woodview Court

Recommendations in Weybridge

85. It is recommended to change all the proposed on street parking regulations to provide a free 30 minute period followed by the Medium tariff, with a two hour maximum time limit and no return within two hours in all locations around Weybridge.
86. In recognition of the concerns of residents of Woodview Court and support staff of the school it is recommended not to introduce the waiting restriction between the double yellow lines at the entrance of Woodview and Court and the double yellow lines at the entrance to North Common.

Walton-on-Thames

What was proposed?

87. Parking charges were proposed for existing on street spaces along a number of roads around the Walton-on-Thames area. A two tier tariff system was proposed, with the Low tariff, £0.60 per hour (30p for 30 minutes) on all roads

except for Ashley Road, New Zealand Avenue, Bridge Street, Thames Street and the High Street, where the Medium tariff, £1 per hour (50p for 30 minutes) was proposed.

88. A one hour time limit and no return within one hour was proposed for all of the proposed locations except for Station Avenue / Halfway Green, where no return within two hours was put forward. No time limits or return periods were suggested along Mayfield Road and Ashley Park Road.

Consultation Response

89. A petition against the introduction of parking charges at The Halfway, Walton-on-Thames, with 1161 signatures, was created in March 2011.
90. There were four individual written objections to the proposals in Walton-on-Thames, with a further nine objections submitted via the online survey.

Analysis

91. One objection stated that the introduction of pay and display in Walton means that it will not be viable to simply pop into a bank, post office, chemist or newsagent for a single item any more, although it was not clear why.
92. Another stated that in locations where parking restrictions have been added to existing parking places, the result has been that bays are now left empty, and that if parking charges are added this will exacerbate this situation. It was also stated that the intention to improve parking bay turnover is not relevant to the area around The Halfway.
93. It was also stated by another objector that, in order to promote the economic vitality of local shops and small businesses and the wider interests of Elmbridge residents, the Council should provide a 30 minute period of free parking in each street or place where on-street pay and display charges are intended to be introduced; and respond rapidly to residents' requests to extend an area of no-parking restrictions where these roads are affected by displacement.
94. Walton centre has recently been redeveloped and new on street parking controls introduced around the town centre. These provide convenient parking for the busy town centre and the introduction of a free parking period here is not considered necessary. There is no free parking in the town centre car parks.
95. The smaller shopping parade at The Halfway would however benefit from a free 30 minute period.

Recommendations in Walton-on-Thames

96. It is recommended to change the proposals on Hersham Road, Rydens Road and Station Avenue / Halfway Green to provide a free 30 minute period here followed by the medium tariff, with a two hour maximum time limit and no return within one hour on Hersham Road and Rydens Road.
97. The same proposal, but with a two hour maximum time limit with no return within two hours is suggested for Station Avenue / Halfway Green. The proposals at Ashley Road, New Zealand Avenue and in the High Street are unchanged, whilst

Bridge Street and Thames Street increase their maximum time limit to two hours from one hour.

98. On Ashley Park Road and Mayfield Road, it is recommended to remove the proposed low tariff and replace this with a £5 charge for over four hours parking. This will provide a facility for station users.

Financial and value for money implications

99. A pay and display ticket machine typically costs £3000 to supply and install and another £2500 per year to maintain. This cost includes cash collections and fault fixing.
100. Modern pay and display machines are solar powered meaning there is no need to provide a mains power supply, helping reduce installation and energy costs.
101. Potential income from parking charges has been calculated in each area to determine if it will be sufficient to cover the cost of maintaining the machines. The income is estimated by assuming occupancy levels in parking spaces and then factoring the tariff with this and the operational periods of the restrictions. This process takes into account periods when there may be no income due to road works, street markets or faults with the machines.
102. Income estimates have been compared to actual income achieved in Guildford to ensure they are realistic.
103. Consequently in Elmbridge it is estimated that the income from parking charges and the costs of operating the machinery could be:

Location	Estimated cost of installing on street charging equipment	Possible income from on-street parking charges per year	Operating costs for pay and display machines per year
Claygate	£11,000	£14,500	£7,500
East Molesey	£22,000	£89,000	£15,000
Esher	£25,000	£61,000	£17,500
Walton-on-Thames	£60,000	£110,000	£45,000
Hersham	£8,000	£5,500	£5,000
Weybridge	£42,000	£48,000	£27,500
Cobham	£55,000	£84,000	£35,000
Total	£223,000	£415,500	£152,500

104. Approximately 61 pay and display machines will be needed in Elmbridge Borough costing approximately £183,000 to supply and install. This is included in the second column in the table above. The estimated installation costs also include signs and road markings.
105. Adoption of the revised proposals with a free 30 minute period in some locations should still mean the cost of operating the pay and display equipment is covered by the income from parking charges. Estimates have been made assuming income could be reduced by 50% with a free 30 minute parking period assuming the tariff remains the same. However many locations originally proposed for a low tariff (60p per hour) are generally now proposed for a free 30 minutes

followed by the medium tariff (£1 per hour). (This is considered in more detail by the Transport Select Committee Task Group report to the Cabinet on 24 May). This means that the first 30 minutes would be free, however parking for 1 hour would cost £1. This option reduces the likelihood of displacement on to unrestricted side roads or customers shopping elsewhere. It also maintains a differential over off street car parks charges for longer stay parking.

106. The financial impact of free parking periods as proposed in this report could lead to changes in estimated annual income, based on the original proposals. If implemented, the recommendations in this report could reduce estimated income in each area as follows:

Claygate	£15,000
Walton	£40,000
Hersham	£5,000
<u>Weybridge</u>	<u>£35,000</u>
Total	£95,000

107. There are no significant changes to income as a result of the recommendations in Esher, East Molesey or Cobham. Overall, if agreed, the total reduction in income could be £95,000 in Elmbridge as a consequence of all the recommendations in the report. The projected income shown in the table above allows for this and is based on the recommendations in this report being agreed.
108. In addition legal costs to install on street parking charges could total £25,000 for Elmbridge.
109. Income shown in the table above would also need to meet the costs of any deficit incurred by operating Civil Parking Enforcement in Elmbridge as well as longer term maintenance of the infrastructure needed to manage on street parking such as road markings and signs.
110. The pay and display ticket machines will be managed day to day by the Elmbridge Borough Council Parking Team. Their CEO's will be trained by the machine supplier to fix basic faults such as ticket jams. Overall it is not anticipated that there will be any additional cost associated with on street enforcement as a result of the introduction of pay and display parking charges. CEO's will need to spend some time fixing simple machine faults, however this is offset by far more efficient enforcement practice.
111. It is also planned to use a cashless payment method called 'pay by phone' alongside the pay and display ticket machines. This allows visitors to pay for parking by phone and is convenient if they do not have change on them. Pay by phone has a low set up cost. It is already being used in most of the Elmbridge off street car parks. All that is needed are signs advising the motorist of the phone number they need to call alongside the parking place reference number. Callers are typically charged a fee for using this facility, however this will first be subject to a tender exercise to seek best value for residents and the Council. A 'pay by phone' service helps to reduce the number of payment machines that need to be installed.
112. The purchase and installation costs will be funded from the Council's 'Invest to Save' scheme. The capital investment to install the infrastructure for on street charging could be recovered in 2 to 3 years based on the estimates in the table above.

113. Any surplus arising from managing on street parking can only be used as defined under Section 55 of the Road Traffic Regulation Act 1984 (as amended). This restricts use of any surplus for the maintenance and/or improvement of the Highway including environmental works or additional parking provision.
114. If there is a surplus it has been agreed to split this 65/35 between the County Council and Elmbridge Borough Council respectively for 2011/12. It must still be used in accordance with Section 55. Enforcement arrangements beyond 2011/12 are subject to further agreement.

Equalities implications

115. An equality impact assessment has been undertaken. This has identified potential negative impacts for certain groups, especially those with a low household income. However parking charges are small compared to the overall cost of running a motor vehicle.
116. Blue badge holders can park in disabled parking bays or on yellow lines for up to three hours and are exempt from charges.
117. The impact on minority, disadvantaged, vulnerable and socially excluded groups is likely to be minimal. Paying for parking on street is not a new phenomenon (it is just not widespread in Surrey) and most drivers will have encountered it previously either at locations where it already exists in Surrey or at locations outside the county. The proposed tariffs are reasonable when compared with off street car park charges and should contribute to only a relatively small rise in the overall costs of running a motor vehicle.
118. Although some users may have difficulties using pay and display machines, providing pay by phone as an alternative should help minimise those issues, as should careful consideration of the structure and location of the pay & display machines.

Risk management implications

119. There is a risk that the imposition of parking charges will be viewed by motorists and residents as 'a money making exercise' and 'stealth tax' as the benefits in terms of improved access to shops are not immediately apparent.
120. The introduction of a free parking period in some locations where it is needed helps counter this view and shows that the Council is listening. Public perception of the Council could be improved if a clear explanation of the benefits that can be gained as well as how any surplus income would be used.
121. There is also a risk that parking will be displaced in some locations and additional restrictions will be needed. It is planned to review all areas where parking charges are installed following a 'settling down' period to counter any problems. Measures can also be adjusted in each area with regular parking reviews.
122. There is a risk that income could be less than estimated in areas where a free parking period is proposed. Overall however on street parking charges in Elmbridge should more than cover operating costs, and charges can be reviewed as circumstances require.

Implications for the Council's Community Strategy priorities

123. On street parking charges help contribute to the objectives of Surrey's new Transport Plan by:
- Increasing turnover of parking spaces making shopping areas more accessible. This provides a better service for customers and helps the local economy
 - By maintaining a differential between on and off street parking charges where possible, drivers are more likely to go straight to a car park rather than look for free or cheaper on street space, helping to reduce congestion

Climate change/carbon emissions implications

124. The County Council attaches great importance to being environmentally aware and wishes to show leadership in cutting carbon emissions and tackling climate change.
125. The introduction of more widespread on street parking charging does this by helping to reduce congestion. Residents may also choose to make more short journeys to the shops by foot rather than driving.

Legal implications/legislative requirements

126. The County Council has the necessary legal powers to operate parking enforcement through the Traffic Management Act 2004 and introduce or amend Traffic Regulation Orders through the Road Traffic Regulation Act 1984.
127. The legal mechanism for imposing on street parking charges is through a "Traffic Regulation Order (TRO)". This is an executive function, which has been delegated to the Local Committees, however the Leader and Cabinet retain the authority to exercise this executive function independently and make a formal decision. The introduction of a TRO is subject to a statutory consultation and public notification process.
128. If the changes in this report are agreed, an amendment notice would need to be advertised, as some of the proposed changes are significant. This may generate objections that would need to be reviewed at a later date.
129. Any surplus generated from managing on street parking can only be used as defined under S55 of the Road Traffic Regulation Act 1984 (as amended). This restricts use of any surplus for the maintenance and/or improvement of the Highway including environmental works or additional parking provision.

Section 151 Officer commentary

130. The S151 Officer confirms that all material financial and business issues & risks have been considered in this report.

RECOMMENDATIONS:

It is recommended:

In East Molesey

- 1) To retain the proposed medium tariff, but extend the maximum time limit for pay and display to four hours, with no return within one hour, Monday to Friday between 8am and 6pm.

In Thames Ditton

- 2) That parking charges are not introduced in Thames Ditton at the present time and will be reviewed at a later date.

In Esher

- 3) To retain the proposed medium tariff without a free period for pay and display, amend the no return period to 1 hour, and investigate CPZ/resident permits valid between 9am and 5pm together with other options for residents of the High Street.

In Claygate

- 4) That a free 30 minute period is introduced for all on-street parking spaces that are part of the current proposals in Claygate, but that the tariff is raised to the medium level, £1 per hour (50p for 30 minutes) with an amended two hour time limit, and no return within one hour, Monday to Friday between 8am and 6pm.

In Cobham

- 5) To retain the current proposals (medium tariff with a free period) on Mill Road / River Hill, the High Street and Church Street.
- 6) To increase the maximum time limit to two hours (from one hour) on these roads.
- 7) That on street charges are not introduced in Cedar Road / Spencer Road. The proposed area of limited waiting in Cedar Road is implemented but without a charge.

In Hersham

- 8) That a free 30 minute period is introduced on Molesey Road and at Burwood Road / Pleasant Place, amend the existing time limit to two hours, and retain the no return proposals as at present.

In Weybridge

- 9) To change all the proposed on street parking regulations to allow a free 30 minute period followed by the medium tariff, with a two hour maximum time limit and no return within two hours.

In Walton-on-Thames

- 10) To change the proposals on Hersham Road, Rydens Road and Station Avenue / Halfway Green to provide a free 30 minute period here followed by the medium tariff, with a two hour maximum time limit and no return within one hour on Hersham Road and Rydens Road, and a two hour maximum time limit with no return within two hours at Station Avenue / Halfway Green.

- 11) The proposals at Ashley Road, New Zealand Avenue and in the High Street are left unchanged, whilst Bridge Street and Thames Street increase their maximum time limit to two hours from one hour.
- 12) That on Ashley Park Road and Mayfield Road, to remove the proposed low tariff and replace this with a £5 charge for four hours parking. This will cater for station users.

In General

- 13) That any objections to the subsequent amendment notice are reviewed by the Cabinet Member for Transport prior to any Traffic Regulation Orders being made.
- 14) That the on street charging infrastructure and machines are ordered for Elmbridge Borough through the approved supplier as described in the report.

REASONS FOR RECOMMENDATIONS:

Charging for parking helps the County Council effectively and efficiently manage on-street parking in Surrey and has the following benefits:

- ‘Pay and display’ makes short term parking easier to enforce and improves turnover of the available parking space making retail areas more accessible and helping local businesses.
- Free on street and ‘pay and display’ off street parking encourages drivers to look for on street parking and increases congestion and CO² emissions in town centres.
- A policy of setting higher charges for on street ‘premium’ spaces also encourages drivers to go straight to a car park, reducing congestion.
- Blue badge holders would be exempt from the charges.

The recommendations in this report have been developed following a widespread consultation and debate about on street parking charges in Elmbridge.

WHAT HAPPENS NEXT:

If the recommendations are agreed, the amendment notice will be advertised. Any objections can be reviewed by the Cabinet Member for Transport. Subject to this and if agreed, equipment for on street parking charges could be ordered for Elmbridge in July and installed in the Autumn.

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Consulted:

Trevor Pugh, Strategic Director for Environment and Infrastructure
David Hodge, Deputy Leader

Informed:

Transportation Select Committee Parking Task Group Chairman.

Sources/background papers:

Review of On Street Parking Charges - Cabinet Member for Transport, 12 January 2012.

Environment and Transport Committee – Report of the On Street Parking Task Group, 18 May 2012.
