



Purpose: For Decision

Committee report

Committee	CABINET
Date	11 FEBRUARY 2021
Title	ISLE OF WIGHT PARKING DELIVERY PLAN
Report of	CABINET MEMBER FOR INFRASTRUCTURE AND TRANSPORT

EXECUTIVE SUMMARY

1. This report presents the draft Parking Delivery Plan (PDP); it sets out the context for its development and provides an overview of the work and consultation undertaken to inform the plan.
2. Members are asked to consider the contents of the plan, the consultation undertaken and to formally adopt the plan either in full, in part or as amended.

BACKGROUND

3. In January 2019 officers and members met to review the 2016 – 21 Parking Strategy and it was agreed to commission the production of a Parking Delivery Plan. This would build upon previous work and assist in ensuring delivery of parking to support the differing needs of towns across the Island.
4. The plan would also assist in providing solutions to current real or perceived parking issues and to support the development of a longer-term strategy for parking that reflects and supports the aspirations set out in the council's emerging Regeneration Strategy and in the draft Island Planning Strategy. This longer-term plan will form part of a refreshed Local Transport Plan.
5. A further consideration was for the council to maximise income generated from parking charges from the operation of its own car parks to deliver the identified proper traffic management objectives in a more financially sustainable way in accordance with corporate objectives regarding income generation within the overall Medium Term Financial Strategy.

6. In terms of governance an officer/member Parking Project Board was established, and the first meeting took place on 17 April 2019; the board has continued to meet every six to eight weeks to review progress and discuss parking related issues that impact residents and visitors and which may have a bearing on the development of the delivery plan.
7. A project brief for the PDP was prepared by officers and signed off by the Parking Project Board; tenders were then sought using the ESPO Framework Reference 664_17 for Consultancy Services; two tenders were received and following evaluation a contract was awarded to WYG on 19 July 2019.
8. In addition to the general requirements, project objectives and outcomes set out in the tender documentation (extract shown in appendix 1) the Parking Project Board established a range of specific objectives for the delivery plan itself. These were discussed and agreed with WYG and are as set out below:
 - An outcome that underpins all the following is to balance the revenue potential to the council from car parking activities against the economic impact of parking charges and parking policies.
 - Production of the delivery/implementation plan and key performance indicators to evaluate it.
 - Deliver the interim report no later than 30 November 2019 and the final report no later than 30 April 2020.
 - Identification of opportunities to increase income generated through council operated parking provision complete with estimates.
 - Identification and mapping of all parking provision (public and private) to include recording capacity and usage.
 - Delivery of an assessment of current and future demand for parking in these areas.
 - Development of common standards for parking that recognise the different local parking challenges.
 - Identification of locations for new off-street parking opportunities across the Island that will meet both current and predicted future demand. This should include the potential of multi storey car parking and the opportunities for rationalisation of any 'surplus' flat parking for redevelopment.
 - Delivery of a report on the viability of extending the park and ride at Cowes. The report will cover the assessment of financial viability; identify the additional interventions necessary for a larger successful park and ride scheme (including pricing policy, bus provision and priority); and identify the business model that will maximise income to the council.

9. The delivery date for the production of the final draft plan slipped from 30 April 2020 as a direct consequence of the coronavirus pandemic and the national lockdown; it was agreed by the board that it was not appropriate to undertake consultation with identified stakeholders during this time.
10. The draft Parking Delivery Plan is referenced as Appendix 4 to the report.

STRATEGIC CONTEXT

11. The introduction of the Parking Delivery Plan will enable the authority to deliver national and regional policy associated with traffic regulations and acts. It will support the Local Transport Plan 2011 to 2038; support the Strategic Asset Management Plan 2010/11 to 2012/13. It will also support the delivery of the outcomes set out in the corporate plan 2017-20 as well the draft Regeneration Strategy and draft Island Planning Strategy.
12. In supporting these plans and policies the plan will: -
 - provide greater support for local residents, visitors and businesses;
 - provide common and consistent standards for parking that recognise the different parking challenges in each of the key areas;
 - identify methods to reduce non-resident on-street parking in residential areas in a manner that does not have adverse economic impacts or traffic implications in the short term;
 - detail appropriate technologies to enable drivers to find vacant car parking spaces in the key centres in a manner that helps reduce traffic flows and reduce on-street parking;
 - ensure current and future parking demand is met;
 - ensure income streams are sufficient to meet statutory duties under the Road Traffic Regulation Act 1984.

CONSULTATION

13. As previously set out in the report the main consultation phase was delayed as a result of the coronavirus pandemic; however, a range of activities were undertaken, and these are detailed in section 8 of the WYG report.
14. In summary;
 - 154 key stakeholders were identified and these included Isle of Wight Council members, town and parish councils, transport operators, healthcare providers, business associations and educational institutions
 - All stakeholders were issued with an agreed questionnaire and covering letter; copies of these form Appendix 2 and 3 to the report
 - Meetings took place with the Isle of Wight Association of Local Councils (IWALC), Newport, Ryde and Cowes business associations
15. All feedback from the meetings and returned questionnaires were analysed and this informed the parking price modelling scenarios as set out in section 9 of the WYG report.

SCRUTINY COMMITTEE VIEW

16. The PDP was discussed at Policy and Scrutiny Committee for Neighbourhoods and Regeneration on 7 January 2021; officers will provide a verbal update on the committee's views on the delivery plan and the recommendation contained within this report.

FINANCIAL / BUDGET IMPLICATIONS

17. There are no direct financial budget implications from agreeing to accept the draft parking delivery plan.
18. If agreed, the PDP will inform and shape the future provision of the parking across the Island and this will have future financial implications both in terms of expenditure and income. As the plan is adopted and implemented the financial impact will be considered and any funding required will be approved by a separate decision.

LEGAL IMPLICATIONS

19. The authority aims to manage and promote safe and fair parking practices and to discourage anti-social parking and illegal parking, thereby creating a safer kerbside environment in line with the Road Traffic Regulation Act 1988 and the Traffic Management Act 2004 (as amended).
20. There are no legal implications of agreeing the final production of the PDP, but the implementation of any identified actions plans will need to support the Traffic Management Act 2004.

EQUALITY AND DIVERSITY

21. The council as a public body is required to meet its statutory obligations under the Equality Act 2010 to have due regard to eliminate unlawful discrimination, promote equal opportunities between people from different groups and to foster good relations between people who share a protected characteristic and people who do not share it. The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
22. At this stage there are no implications. However, if the production of the final car park delivery plan is adopted the implementation of the action plan will require the council to consider its statutory obligation under the Equality Act 2010 and undertake impact assessments as appropriate.

PROPERTY IMPLICATIONS

23. There are no direct property implications that would arise from adopting the parking delivery plan.

24. However, one of the primary recommendations in the parking strategy 2016 to 2021 was that council off-street parking stock should be managed in accordance with a number of principles – in terms of the physical assets it stated that “the mix, number and usage of off-street parking spaces should be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances”.
25. In parallel with the work undertaken by WYG, and in keeping with the parking project board objective of considering “the opportunities for rationalisation of any ‘surplus’ flat parking for redevelopment”, the council’s Property Team has undertaken a review of all Council off street parking areas, whether pay and display, free of charge, or leased to others, to identify potential regeneration opportunities. This has involved visiting all sites to identify any physical constraints, reviewing the Land Registry plans and title extracts to ascertain any legal constraints, and reviewing the Island Plan Draft Policies Map to understand the planning constraints. In addition, the utilisation, using income generation data, was also considered.
26. This information was analysed and used to advise the parking project board of the potential regeneration opportunities across the car parking portfolio, with the spreadsheet identifying those sites believed to offer regeneration potential, with these being further categorised as priority 1, 2 or 3. The spreadsheet forms a background paper to the report.
27. The priority 1 sites were those that had previously, through the Strategic Housing Land Availability Assessment (SHLAA) process, been allocated within the Island Plan Draft Policies Map as housing sites. The priority 2 sites were those which, following discussion between the parking operations manager and the Property Team, were believed to offer regeneration possibilities and have the most potential to be ‘surplus’. This resulted in four sites being identified (The Broadway, Totland; Mornington Road, Cowes; Avenue Road, Freshwater, Fort Street, Sandown) and approved by the project board for recommendation as potential SHLAA sites.
28. While the aforementioned priority 2 sites were deemed to be ‘surplus’ additional priority 2 sites were identified and, subject to the wider decisions taken regarding parking delivery, might yet be reconsidered for regeneration.

OPTIONS

29. The following options have been identified: -
 - Option 1 – Adopt the draft Parking Delivery Plan, attached at Appendix 4, taking note of the consultation, and produce/publish the final plan.
 - Option 2 – Propose amendments to the draft Parking Delivery Plan and when updated produce/publish the final plan.
 - Option 3 – Not to accept the draft Parking Delivery Plan.

RISK MANAGEMENT

30. There are no significant risks directly associated with adopting the draft Parking Delivery Plan; however, should the plan not be adopted then there will not be a strategic framework for managing and developing parking provision across the Island. This may lead to an ad hoc approach to all aspects of both on and off-street parking.
31. As each point in the action plan is developed and considered for implementation there will be risks associated with the level of resources required to deliver; this is both in terms of officer time and budget and is irrespective of whether it is revenue or capital. The Parking Project Board will need to be made aware of any resource requirements and related risks when reviewing the potential implementation of an initiative and the need to provide funding may prevent initiatives from being moved forward.

EVALUATION

32. The draft report has met the requirements of the brief and the specific objectives and has provided members and officers with information to assist future decisions on all aspects of parking across the island.
33. While the response level to the consultation was comparatively low it was extremely useful when selecting which pricing scenarios should be modelled; a clear priority for stakeholders was for the implementation of free parking for either the first hour or first two hours as it was felt it would be a positive benefit for local economies resulting in increased footfall and spending in town centres.

RECOMMENDATION

34. It is recommended that the Cabinet adopts option 1 and that it agrees: -

Option 1 – To adopt the draft Parking Delivery Plan, attached at Appendix 4, taking note of the consultation, and produce/publish the final plan.

APPENDICES ATTACHED

35. Appendix 1 – General requirements, outcome and objectives
Appendix 2 – Stakeholder letter
Appendix 3 – Stakeholder questionnaire
Appendix 4 - Draft Isle of Wight Parking Delivery Plan, WYG – November 2020

BACKGROUND PAPERS

- Car Park property Review spreadsheet

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