

# Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism and  
the Environment

to

**Traffic and Parking Working Party**

On

**2<sup>nd</sup> November 2009**

Report prepared by: Cheryl Hindle-Terry, Team Leader  
(Demand Management)

Agenda  
Item No.

---

**Parking Management Schemes  
Colchester Road Area  
Executive Councillor: Councillor Waite  
*A Part 1 Public Agenda Item***

---

## **1. Purpose of Report**

For Members to consider the outcomes of a recent informal consultation and recommendations for further action.

## **2. Recommendation**

- 2.1 That Members consider the report and agree with officer recommendations to proceed to the formal consultation stage to implement a Parking Management Scheme in the Colchester Road Area.

## **3. Background**

- 3.1 Parking is incredibly pressured in many areas of the town due to many factors such as the level of car ownership, the lack of off street parking potential and restrictions on parking due to traffic flow and access requirements. The pressure is hugely exacerbated in this area due to the numbers of local workers who park on street.
- 3.2 As part of the Local Transport Plan programmed works for 2008, surveys of parking levels ascertained that the area suffers with non resident parking which effectively displaces residents from their streets and preliminary designs were created. The designs and conditions of the schemes were reported to Cabinet on 16<sup>th</sup> June 2009 and agreement given to proceed with an informal consultation to assess residents views.
- 3.3 The Consultation commenced on 10<sup>th</sup> August 2009 and involved delivery of information and a questionnaire to each property in the areas, two "drop in sessions" held at the Civic Centre on an evening and a Saturday afternoon and high colour posters advertising the consultation and drop in sessions were erected on the affected streets.

- 3.4 This process was very effective and resulted in a good turnout at both of the sessions and a very good percentage of completed questionnaires (25.1%)
- 3.5 The responses have been analysed resulting in the recommendation and details of the responses and analysis process are set out below.

Road Name	Yes	No	Unsure	Total Road Response
Avebury Road	0	1	0	1
Baxter Avenue	15	3	5	23
Boston Avenue	18	3	6	27
Bramble Road, Eastwood	0	1	0	1
Chelmsford Avenue	5	7	2	14
Colchester Close	9	16	2	27
Colchester Road	23	4	1	28
Golden Cross Road	0	1	0	1
Harcourt Avenue	11	4	3	18
Rosemary Lodge	1	0	0	1
Sweyne Avenue	1	1	1	3
Sweyne Court	0	0	1	1
Victoria Avenue	0	1	0	1
Wallis Avenue	5	1	0	6
West Street	2	4	0	6
	90	47	21	158
Percentage	57%	29.70%	13.30%	25.1% Response Rate

- 3.6 For the analysis process we removed responses from roads unaffected by the proposal, Bramble Road and Golden Cross Road.

Road Name	Yes	No	Unsure	Total Road Response
Avebury Road	0	1	0	1
Baxter Avenue	15	3	5	23
Boston Avenue	18	3	6	27
Chelmsford Avenue	5	7	2	14
Colchester Close	9	16	2	27
Colchester Road	23	4	1	28
Harcourt Avenue	11	4	3	18
Rosemary Lodge	1	0	0	1
Sweyne Avenue	1	1	1	3
Sweyne Court	0	0	1	1
Victoria Avenue	0	1	0	1
Wallis Avenue	5	1	0	6
West Street	2	4	0	6
	90	45	21	156
Percentage	58%	28.84%	13.30%	25% Response Rate

- 3.7 The information indicates a majority in favour of a PMS

#### 4. Other Options

- 4.1 No action. This option is not viable, residents expectations of a resolution to their parking concerns have now been raised and to take no action would result in a negative perception of the Council

## **5. Reasons for Recommendations**

5.1 To improve parking priority for residents while incorporating road safety, access and traffic flow requirements

## **6. Corporate Implications**

6.1 Contribution to Council's Vision & Corporate Priorities

The proposal is based on a reduction of potential traffic hazards therefore resulting in safer roads.

Providing residents with priority parking availability is responsive to residents needs and leads to an excellent council

6.2 Financial Implications

Costs to be met from previously agreed budgets through the Local Transport Plan

6.3 Legal Implications

The formal statutory consultative process will be completed in accordance with the requirements of the legislation and any resulting objections referred to the Traffic and Parking Working Party for their consideration as required by the Constitution of the Council.

6.4 People Implications

Staff time as required to organise and monitor the required works, will be met from existing resources.

6.5 Property Implications

None

6.6 Consultation

As above

## **7. Background Papers**

None

## **8. Appendices**

None