

# Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism and  
the Environment

to

**Traffic and Parking Working Party and  
Cabinet Committee**

on

5<sup>th</sup> January 2012

Agenda  
Item No.

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(Traffic Management and Road Safety Team)

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## Beresford Road Area Parking Management Scheme

Executive Councillor: Councillor Cox

*A Part 1 Public Agenda Item*

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### 1. Purpose of Report

- 1.1 For the Traffic and Parking Working Party and Cabinet Committee to consider objections to the advertised scheme and to be informed so as to make an appropriate decision.

### 2. Recommendation

- 2.1 That the Traffic and Parking Working Party agree to proceed with the implementation of the scheme incorporating any required minor amendments to the advertised order with regard to the parking layout.
- 2.2 That the Cabinet Committee agrees to proceed with the implementation of the scheme incorporating any required minor amendments to the advertised order with regard to the parking layout.

### 3. Background

- 3.1 Members agreed to progress the parking scheme following the outcome of a consultation with residents and affected businesses which supported the introduction of parking controls.
- 3.2 The proposals were advertised on 23<sup>rd</sup> November 2011 inviting comments to be received by the 14<sup>th</sup> December 2011. Following advertisement of the proposals, comments have been received and these are detailed in Appendix 1 to this report, along with officer comments.
- 3.3 There are a small number of objections which generally relate to suggested improvements or amendments which can be incorporated however the majority of residents have indicated support to the scheme during the previous consultation.

### 4. Proposals

- 4.1 The proposals are for a Parking Management Scheme in the area shown on the plan in Appendix 2, which includes the provision of residents parking bays,

limited waiting parking bays, a loading bay, single and double yellow lines. The scheme is proposed to operate from 9am to 9pm daily.

## **5. Other Options**

5.1 Take no further action, which would not address the underlying issues.

## **6. Reasons for Recommendations**

6.1 To reduce parking pressure for residents and as a consequence to improve accessibility and highway safety.

## **7. Corporate Implications**

### *7.1 Contribution to Council's Vision & Corporate Priorities.*

7.1.1 The proposals are designed to increase the parking potential for residents, provide parking for non residents and generally control all inappropriate parking leading to a safer and excellent Southend.

### *7.2 Financial Implications*

7.2.1 The estimated cost of the scheme is £35,000.00. All costs are within existing agreed contributions and budgets.

### *7.3 Legal Implications*

7.3.1 The formal statutory consultative process has been completed in accordance with the requirements of the legislation.

### *7.4 People Implications*

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

### *7.5 Property Implications*

7.5.1 None

### *7.6 Consultation*

7.6.1 Formal consultation has been undertaken including advertisement of the proposal in the local press and on the street.

### *7.7 Equalities and Diversity Implications*

7.7.1 None

### *7.8 Risk Assessment*

7.8.1 None

### *7.9 Value for Money*

7.9.1 The proposals offer good value for money in terms of investment from the Council's funds against revenue and this is monitored and delivered through contracts offering good value for money in terms of quality and cost.

### *7.10 Community Safety Implications*

7.10.1 The correct policy for implementing schemes has the ability to make what is already a safe borough an even safer one, from a highways perspective.

### *7.11 Environmental Impact*

7.11.1 Good quality schemes, making use of good design, good materials and furniture have the ability to significantly lift the quality of the highway and public realm.

**8. Background Papers**

8.1 Report to Traffic and Parking Working Party and Cabinet Committee 8<sup>th</sup> September 2011

**9. Appendices**

Appendix 1 – Details of comments received

Appendix 2 – Map showing details of the scheme