

Southend-on-Sea Borough Council

Report of Executive Director Neighbourhoods and
Environment

To

Cabinet

On

14 September 2021

Report prepared by: Sharon Harrington, Head of Traffic
Management & Highways Network

Agenda
Item No.

Draft Parking Strategy 2021-2031

Relevant Scrutiny Committee(s): Place Scrutiny
Cabinet Member: Councillor Ron Woodley

1. Purpose of Report

- 1.1. This is the first parking strategy to be implemented within the Borough. Before being fully adopted it is important that we have all the views of all residents and business to enable us to provide a fair and consistent approach to the way in which we manage parking whilst supporting the six priorities for the borough;
- Pride and Joy
 - Active and Involved
 - Safe and Well
 - Connected and Smart
 - The Future of Southend High Street
 - Opportunity and Prosperity
- 1.2. As part of its Strategic Parking Review, the Council recently carried out the first stage of consultation on its draft Parking Strategy 2022-2032 which involved internal stakeholders. The draft Parking Strategy has been updated to reflect the comments received during the first stage and the revised draft Strategy is attached at Appendix A. It is proposed that the revised draft Strategy is now approved for external consultation with local residents, businesses and other key stakeholders.

2. Recommendations

- a) Approval to consult on the draft parking strategy (attached at Appendix A) to the consultation timetable as outlined in section 6.4 below
- b) Approval for the results of the consultation and parking implementation plan to be returned to Cabinet early in 2022 for approval

3. Introduction and Background

- 3.1. The draft Parking Strategy attached at Appendix A is a key output of the Council's Strategic Parking Review which commenced in 2019. It proposes an overarching aim and related objectives which will form the basis of the Council's approach to parking in the borough for new and existing parking schemes in line with the enabling projects / changes that have already been made.
- 3.2. The Parking Strategy once adopted will promote four principles the Council wants to instil across the borough which include Safety, Fairness and a Consistent and Transparent approach.

4. Proposals and issues

- 4.1 It is important to note that the draft Parking Strategy is a non-statutory document. Parts of the document relate to the civil enforcement activity of parking contraventions and in accordance with the statutory guidance issued by the Secretary of State under section 87 of the Traffic Management Act 2004.
- 4.2 The usual consultation process for policy documents of this nature will be undertaken and all persons potentially affected will have been given the opportunity to respond and comment. After adoption of the strategy there will be an expectation that future parking decisions will be taken in accordance with the strategy.
- 4.3 The introduction of the Parking Strategy is proposed to make it easier for local residents and businesses to challenge unfair, disproportionate or unreasonable parking policies and have invited views on how this could be achieved.
- 4.4 The challenge in delivering a fair, consistent, safe and transparent Parking Strategy, will be getting the right balance between the competing needs of road users, pedestrians, businesses, commuters and visitors.
- 4.5 Having an effective parking strategy can be one of the most useful tools available to local authorities in helping us to achieve our economic, social and environmental objectives.
- 4.6 The benefits will be that we will adopt an area-based approach to parking controls rather than a road-by-road approach, thereby reducing displacement.
- 4.7 By offering lower parking charges for low-emission vehicles the strategy will play a positive role in reducing our carbon footprint. The strategy will support local businesses but not to the detriment of the local environment, use future regeneration programmes for the borough will meet the four principles set out above.
- 4.8 Moving forward the strategy will provide the opportunity to manage car parking so that it allows people to access local services and support local businesses, but without causing significant traffic congestion or environmental impacts, for example, by encouraging more car use or providing too many parking spaces.

5. Options Appraisal

5.1 The strategy outlines the proposals the Council and how we expect to deliver on these. This is a public consultation documentation.

6. Consultation

6.1. Internal benchmarking has been undertaken prior to this report being presented at Cabinet. We have listened to the views of members and their constituents via the complaints and members enquiries and hope that we have shown in the document that these have been considered.

6.2. The strategy is now ready to embark on external consultation with residents and businesses and formally with members.

6.3. Consultation will open on-line on the 1 October and close on the 27 November 2021.

6.4. Below is a table showing all levels of consultation:

| Date | Activity | Group |
|----------------------------------|---|---|
| 14 September 2021 | Approval for consultation on the Draft Parking Strategy | Cabinet |
| 1 October 2021 | Consultation commences with members and the wider community | Community groups, On-Line survey, Businesses, Chamber of Commerce |
| 1 October – 14 November 2021 | Ongoing review of feedback | As above |
| 27 November 2021 | Public consultation closes | N/A |
| Week commencing 13 December 2021 | Review of outcomes of the Parking Strategy Consultation | CMT and Portfolio Holder |
| March 2022 | Cabinet to approve adoption of strategy, policy and parking implementation plan | Cabinet |
| | | |

7. Financial Implications

7.1. Implications approved by finance

7.2. The report is for information on the consultation of the Draft Parking Strategy 2021-2031. There will be a full financial assessment undertaken alongside the development of the Strategy.

8. Legal Implications

8.1. Implications agreed by John Williams

- 8.2. As observed in the main body of this report, elements of enforcement practice are subject to the need to be compliant with statutory guidance issued by the Secretary of State under section 87 of the Traffic Management Act 2004.
- 8.3. This does mean that the Parking Strategy document will need to be kept under review from time to time to ensure it is consistent with current guidance.

9. Background Papers
N/A

10. List of appendices

- 10.1 Appendix 1; Draft Parking Strategy