

**Southend-on-Sea Borough Council**  
**Report of Executive Director**  
**Neighbourhoods and Environment**  
**to**  
**Cabinet**  
**On**  
**22<sup>nd</sup> February 2022**

**Agenda  
Item No.**

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Head of Traffic Management & Highways Network

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**Result of public consultation on the draft Parking Strategy and  
Adoption of the Parking Strategy and Parking Implementation Plan**

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

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**1. Purpose of Report**

- 1.1 Cabinet, at its September 2021 meeting, agreed a draft parking strategy and authorised public consultation on its content. This report sets out the results and analysis of the public consultation and informs the finalised parking strategy which is recommended to Cabinet for adoption and approval.
- 1.2 The Parking Implementation Plan (PIP) sets out the operational detail and timeframe for the delivery of the parking strategy over the next decade. Cabinet are recommended to approve and adopt the Parking Implementation Plan.
- 1.3 The report is also presented **for information only** to the Traffic Regulations Working Party in its role as strategic oversight of the Parking Service.

**2. Recommendation**

- 2.1 Cabinet are recommended to note the result and analysis of the recent public consultation on the draft parking strategy set out in Appendix 1, and:
- 2.2 Approve the adoption of the Vision for Parking and Parking Strategy set out in Appendix 3,
- 2.3 Approve the adoption of the Parking Implementation Plan for the operational delivery of the Parking Strategy over the next decade set out in Appendix 4.

**3. Background**

- 3.1 The operation and management of civil parking enforcement (CPE) is regulated by primary legislation, regulations and statutory guidance. In accordance with the Secretary of State's statutory guidance, local authorities that operate CPE are

required to publish its strategies and policies and to undertake public consultation on their content.

3.2 Cabinet in September 2021 approved the Southend Vision for Parking and authorised public consultation on the draft Parking Strategy for Southend to take place during autumn 2021.

3.3 The adopted Vision for Parking promotes four principles the Council wants to instil across the borough. These are:-

- To provide parking where possible;
- Control parking where necessary;
- Enforce parking fairly and consistently; and
- Operate parking efficiently and cost effectively.

3.4 The public consultation took place from 12<sup>th</sup> October to 2<sup>nd</sup> December 2021 via Your Say on the Southend website. The questionnaire asked a series of questions designed to inform the decision making process to finalise the Parking Strategy. There was also a comments section to enable other issues to be recorded. The analysis of the results of the public consultation is set out in **Appendix 1**.

#### **4. Detailed analysis of the public consultation**

##### **4.1 Options for verges damaged by parked vehicles**

Damage to footways and verges by overrunning vehicles is an unsightly problem in many parts of the Borough and can be a safety issue for other highway users. We wanted to assess the level of support for options to convert damaged verges to alternative uses such as parking bays as proposed. Of those responding:-

- 49% supported or strongly supported the option;
- 45% disagreed or strongly disagreed; and
- 6% had no opinion.

There response is indeterminate and accordingly, the option to consider alternative uses for damaged grass verges will not form part of the final Parking Strategy.

##### **4.2 Limiting the number of resident permits per household**

In high demand controlled parking zones the number of parking permits issued can have an affect on the ability for residents to be able to park near their home. This is particularly evident in terraced areas where multiple permits per household are issued but there is only the space for one vehicle to park outside each house. Of those responding:-

- 50% supported or strongly supported the option;
- 42% disagreed or strongly disagreed; and
- 8% had no opinion.

Accordingly, the option to limit the number of resident permits per household will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

##### **4.3 Phasing out cash payments for parking**

The use of cash for parking payment is becoming less popular year on year. The data in **Appendix 2** shows an overall reduction in the use of cash from 48% in 2019/20 to 25% in 2021/22.

The downward trend in cash payments is expected to continue going forward. There are costs to the Council for the collection, handling and banking of cash which remain the same irrespective of the reduced cash income collected from machines which is inefficient. Of those responding:-

51% supported or strongly supported the option;  
41% disagreed or strongly disagreed; and  
8% had no opinion.

Accordingly, the option to phase out cash payments will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.4 Extending parking controls where there is significant night-time activity**

We wanted to gauge the level of support for potentially extending parking enforcement into the evening where there is significant night-time activity subject to local consultation. Of those responding:

52% supported or strongly supported, the option;  
38% disagreed or strongly disagreed; and  
10% had no opinion.

Accordingly, the option to introduce evening/night-time controls where there is evidence of need and subject to local consultation will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.5 Adoption of emissions-based parking charges**

The Council has a commitment for the borough to be carbon neutral by 2030. To help achieve this there is a need to encourage car owners to switch to less polluting vehicles. We asked, “do you support the concept that the most polluting vehicles should pay more than less polluting vehicles?” Of those who responded:-

54% strongly supported or supported the principle;  
36% disagreed or strongly disagreed; and  
10% had no opinion.

Accordingly, the adoption of emissions based charges will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.6 The conversion of controlled parking zones (CPZ) to shared use bays**

The use of shared use parking bays can optimise the efficiency of use of parking zones. Of those responding:-

57% supported or strongly supported the option;  
30% disagreed or strongly disagreed; and  
13% had no opinion.

Accordingly, options to convert bays in CPZs to shared use, where appropriate will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.7 A review of existing town centre loading bays to provide more parking bays**

Options to review the use of loading bays and consideration to convert some loading bays to general parking use. Of those responding:-

59% supported or strongly supported the option;  
19% disagreed or strongly disagreed; and  
22% had no opinion.

Accordingly, a review of the existing loading bay provision with options to convert bays to shared use or parking where appropriate will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.8 A review of the Seafront and consideration of partial pedestrianisation**

We wanted to gauge the level of support for the potential introduction of part-time pedestrianisation of the Seafront. Of those responding:-

- 61% supported or strongly supported the option;
- 29% disagreed or strongly disagreed; and
- 10% had no opinion.

Accordingly, options for part-time road closures/pedestrianisation of the Seafront will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.9 A borough-wide review of business parking and loading provision**

We recognise that with changes to retail and business operation and the increase in on-line purchase and goods collection/delivery there may be a need for additional loading bay/business parking provision. Of those responding:-

- 74% supported or strongly supported the option;
- 4% disagreed or strongly disagreed; and
- 22% had no opinion.

Accordingly, a borough-wide review of loading bay and business parking provision will be included in the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.10 A borough-wide review of all limited waiting bays**

It is good practice to review the use of parking bays to ensure they remain fit for purpose. Of those responding:-

- 78% supported or strongly supported the option;
- 7% disagreed or strongly disagreed; and
- 15% had no opinion.

Accordingly, the borough-wide review of all limited waiting bays will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.11 Stronger parking controls around schools**

Parking and vehicle movements around schools especially around times of the 'school run' can be problematic for residents and other highway users. Of those responding:-

- 82% supported or strongly supported the option;
- 11% disagreed or strongly disagreed; and
- 7% had no opinion.

Accordingly, the option to introduce additional measures around schools will form part of the final Parking Strategy and the Parking Implementation Plan sets out the operational process for its delivery.

#### **4.12 Additional comments**

In addition to the fixed questions there was an opportunity for participants to make comments and suggestions. A total of 135 individual responses were received covering a range of subjects. Of the comments made, the five main threads were:-

- Improve public transport;
- Increase electric charging points;
- Park & Ride;
- Parking Costs;
- Review of all double yellow lines.

- 4.13 Improving public transport sits outside the remit of the parking strategy except for the provision or enforcement of bus stops/bus stop clearways which is a parking enforcement function.
- 4.14 Park and Ride can seem to be an effective tool in the management of traffic in and around towns. Such schemes are effective where there is extensive demand from commuters working in a town centre who are travelling into the centre to park at the beginning of the day, parking all day and then leaving in the evening. This is not the pattern in Southend where the main employment for residents is outside the Borough. In these circumstances Park and Ride would not be beneficial.
- 4.15 The review of double yellow lines, parking costs and electric vehicle charging provision are covered in the Parking Strategy and the Parking Implementation Plan sets out the operation approach for delivery.

## **5. The Parking Implementation Plan (PIP)**

- 5.1 The adoption of the Parking Strategy provides the over-arching principles for the development of the Parking Service for the next decade 2022-2032. The operational delivery of the Parking Strategy is set out in more detail in the Parking Implementation Plan which is attached at **Appendix 3**.
- 5.2 The PIP provides greater detail on the approach we will adopt for the delivery of the Parking Strategy and twenty-two specific statements setting out how the Parking Service will deliver the objectives. The PIP is a living document setting out the operational approach and indicative timeframes for achieving its objectives. It is recognised that these may vary or change over time. The PIP will be reviewed and updated annually. The progress on the delivery of the PIP and any updates of the PIP will be reported for information to the first quarter meeting of the Traffic Regulations Working Party in its new scrutiny role of the Service.
- 5.3 There is clearly a need through discussions with Members and the consultation that a review of all bays across the borough need to be reviewed to ensure the right bays are in the right location for the right usage. This will include all public bays and those for Blue Badge use where there maybe a need to formalise them to ensure they are enforceable where not used correctly.

## **6. Corporate Implications**

### **6.1 Contribution to the Southend 2050 Road Map**

The adoption of the Parking Strategy and Parking Implementation Plan are seen as key contributors to the Road Map particularly in their ability to influence modal shift to other modes of transport and through the adoption of emissions based charging to the use of less polluting vehicles. The full reference of Parking

Implementation Plan actions and the contribution to the Southend 2050 Road Map is set out in **Appendix 5**.

## **7. Financial Implications**

- 7.1 The intention to continue to operate the Parking Account so it remains in surplus remains a Parking Strategy objective for the next decade. Aspects of the service delivery set out in the PIP that cannot be covered by surpluses within the Parking Account will be reported to Members for a decision.

## **8. Legal Implications**

- 8.1 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. Consultation**

- 9.1 External consultation was carried out via the Council's 'Your Say' Southend platform and ran from 6<sup>th</sup> October to 2<sup>nd</sup> December 2021 inclusive. In addition to the online survey, hard copies would also be made available to any requests received. A number of press releases and social media reminders were circulated and which encouraged public response.
- 9.2 A total of 2,600 people accessed the online consultation and 1,400 people visited the consultation page and viewed the survey and associated documents. 206 people took the time to respond online. The analysis of the results of the public consultation can be found in **Appendix 1**. The detailed review is set out in section 4 of this report.
- 9.3 The low numbers engaging and responding to the public consultation is disappointing particularly after the amount of effort put in to publicising the consultation through press and social media. The low response rate may have been influenced by the relatively high number of questions asked and a reluctance for people to spend time on a questionnaire. It may also be an indication that residents and business owners are relatively comfortable with how parking is operated and delivered by the Council in Southend. Low response rates to parking consultations is a national trend and can give rise to questions about the reliability of the results as a means to inform the decision making process.
- 9.4 The London Borough of Wandsworth commissioned Mori to undertake research on the viability of low parking response rates. The research involved 'door knocking' residents to assess if a greater number of responses changed the overall response rates between the ratio of the yes/no/don't know response rates. The result of the research showed the response rate ratio remained within 1-2 percentage points irrespective of a low or higher overall response rate.
- 9.5 It is reasonable to assume that similar results to what Mori found in Wandsworth would be applicable to other parking consultations in other boroughs. It is therefore reasonable that the Wandsworth research would also apply to the ratio

of response rates of the recent parking consultation in Southend. On this basis the analysis of the results of the consultation are considered to be valid and can be used to influence the decision making process in this report.

## **10. Equality analysis**

10.1 The equality analysis is set out in **Appendix 6** to the report.

### **Background Papers**

Parking Strategy 2021-2031

Cabinet Report 14<sup>th</sup> September 2021

[\(Public Pack\)Agenda Document for Cabinet, 14/09/2021 14:00 \(southend.gov.uk\)](#)

### **Appendices**

#### **Appendix 1**

Analysis of the results of the parking consultation

#### **Appendix 2**

Analysis of the paid for method of payment for parking charges

#### **Appendix 3**

Southend Parking Strategy 2022 – 2032

#### **Appendix 4**

Southend Parking Implementation Plan 2022 -2032

#### **Appendix 5**

Parking Implementation Action Plan

#### **Appendix 6**

Equality Analysis



## Parking Strategy Questionnaire

**Results.****Questions 1 – 2 were address based questions and are not shown here**

4. Do you support the concept that the most polluting vehicles should pay more than less polluting vehicles?

	Number of Responses	Percentage
Strongly agree	44	22.8%
Agree	59	31.2%
Neither agree nor disagree	19	10.1%
Disagree	35	18.5%
Strongly disagree	33	17.5%

*Optional question (189 response(s), 3 skipped)*

5. Do you support the concept of extended parking controls in areas with a large evening/night-time activity, subject to local consultation?

	Number of Responses	Percentage
Strongly agree	49	25.9%
Agree	49	25.9%
Neither agree nor disagree	19	10.1%
Disagree	45	23.8%
Strongly disagree	27	14.3

*Optional question (189 response(s), 3 skipped)*

6. Do you support the concept of limiting the number of permits per household as a means of increasing parking capacity?

	Number of Responses	Percentage
Strongly agree	41	21.7%
Agree	54	28.6%
Neither agree nor disagree	14	7.4%
Disagree	45	23.8%
Strongly disagree	35	18.5%

*Optional question (189 response(s), 3 skipped)*

7. We propose to review all schools and the surrounding streets with the vision of installing stronger parking controls in the area? Is this something you would support in principle?

	Number of Responses	Percentage
Strongly agree	101	53.4%
Agree	54	28.6%
Neither agree nor disagree	14	7.4%
Disagree	10	5.3%
Strongly disagree	10	5.3%

*Optional question (189 response(s), 3 skipped)*

7. We propose phasing out all cash payments within the lifetime of this Strategy for paid parking and rely on card only and mobile enabled technologies. Is this something you would support in principle?

	Number of Responses	Percentage
Strongly agree	49	26%
Agree	47	25%
Neither agree nor disagree	15	8%
Disagree	30	16%
Strongly disagree	47	25%

*Optional question (188 response(s), 4 skipped)*

8. Do you support the principle that where there is evidence of ongoing damage and safety conflicts for pedestrians that grass verge areas are considered for other use, eg: formalised parking bays (hardstanding); increasing the footpath width even if ...

	Number of Responses	Percentage
Strongly agree	44	23.2%
Agree	49	25.8%
Neither agree nor disagree	11	5.8%
Disagree	43	22.6%
Strongly disagree	43	22.6%

*Optional question (190 response(s), 2 skipped)*

9. Do you support the principle that the Council undertake a review of all limited waiting bays with the vision to change the restrictions to something better suited to the location?

	Number of Responses	Percentage
Strongly agree	55	29.1%
Agree	93	49.2%
Neither agree nor disagree	28	14.8%
Disagree	7	3.7%
Strongly disagree	6	3.2%

*Optional question (189 response(s), 3 skipped)*

10. Do you support the principle that the Council undertake a review of the seafront to look at times when certain areas may be pedestrianised at specific times of the day (with deliveries unaffected)?

	Number of Responses	Percentage
Strongly agree	64	34%
Agree	52	27%
Neither agree nor disagree	19	10.1%
Disagree	27	14.4%
Strongly disagree	26	13.8%

*Optional question (188 response(s), 4 skipped)*

11. Do you support the principle of shared use bays within controlled parking zones; this would permit visitors to pay to park when there are free bays within the zone?

	Number of Responses	Percentage
Strongly agree	42	22.2%
Agree	65	34.4%
Neither agree nor disagree	25	13.2%
Disagree	34	18%
Strongly disagree	23	12.2%

*Optional question (189 response(s), 3 skipped)*

12. Do you support the principle a review be undertaken to look at the implementation of more parking bays in the town centre and restricting times for deliveries?

	Number of Responses	Percentage
Strongly agree	47	24.9%
Agree	65	34.4%
Neither agree nor disagree	42	22.2%
Disagree	28	14.8%
Strongly disagree	7	3.7%

*Optional question (189 response(s), 3 skipped)*

13. Do you support in principle a review of all business and loading bays to ensure they are in the right place and service the right groups?

	Number of Responses	Percentage
Strongly agree	44	23.8%
Agree	93	50.3%
Neither agree nor disagree	40	21.6%
Disagree	6	3.2%
Strongly disagree	2	1.1%

*Optional question (185 response(s), 7 skipped)*

**PAID-FOR PARKING**



### **Appendix 3**

Southend Parking Strategy 2022 – 2032

### **Appendix 4**

Southend Parking Implementation Plan 2022 -2032

 [Draft Parking Implementation Plan v1.0.docx](#)

### **Appendix 5**

Parking Implementation Action Plan

 [Parking Implementation Action Plan.docx](#)

### **Appendix 6**

Equality Analysis



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