



## London Borough of Hammersmith & Fulham

### COMMUNITY SAFETY, ENVIRONMENT & RESIDENTS SERVICES POLICY & ACCOUNTABILITY COMMITTEE

2<sup>ND</sup> SEPTEMBER 2014

#### FOOTBALL MATCH DAY PARKING

#### Report of the Executive Director for Transport & Technical Services

#### Open Report

**Classification:** For PAC Review & Comment

**Key Decision:** No

**Wards Affected:** All

**Accountable Executive Director:** Nigel Pallace, Bi-Borough Director, Transport & Technical Services

**Report Author:** Naveed Ahmed, Parking Projects & Policy Manager

**Contact Details:**

Tel: 020 8753 1418

E-mail:

[Naveed.ahmed@lbhf.gov.uk](mailto:Naveed.ahmed@lbhf.gov.uk)

## 1. EXECUTIVE SUMMARY

- 1.1 The Council has responded to complaints about parking stress on football match days at the three football clubs in the borough by extending the parking controls where there was support amongst residents. This report presents an outline of the existing football match day parking controls in the borough.

## 2. RECOMMENDATIONS

- 2.1 That the report be noted and that the Committee consider whether recommendations should be made to the Cabinet Member for Environment, Transport & Residents Services.

## 3. 'BLANKET' EXTENDED CONTROLS

- 3.1 Parking controls were extended in Controlled Parking Zones (CPZs) F & S, around Fulham Broadway in May 2002. The controls operate Monday to Saturday 9am – 8pm (permit holders only hours operate Monday-Saturday, 6.30-8pm, and Saturdays 2-4pm). The blanket controls mean that the extended parking controls operate regardless of whether there is a football match. This was supported by local residents who felt that the controls were needed to address parking stress from the evening economy in the area. CPZs F & S were last reviewed in January 2011 when the majority of

residents who responded indicated that they were happy to retain the extended controls.

- 3.2 Residents and businesses in CPZ Q & R (close to Parsons Green) asked for a similar extended parking controls in 2004, which was implemented. However the scheme was then removed in 2005 at some expense, as residents and businesses felt the restrictions were too restrictive for their visitors and customers.

#### 4. MATCH DAY ONLY PARKING CONTROLS

- 4.1 In December 2007 the Council introduced an innovative match day scheme in CPZ X & Y (around Craven Cottage) which was designed to come into force on match days and could be activated remotely. The scheme was granted special approval by the Department for Transport (DfT) for its use and won a National Transport Award in 2009. The scheme uses digital displays to advise motorists of the days when extended match day controls would apply. Prior to this, systems used in other boroughs involved hinged sign plates that were manually opened on match days then closed after the event, which was hugely resource intensive and the signs could potentially be deployed mischievously.



Figure 1 & 2 - Indicative signage for the VMS scheme

- 4.2 CPZs X & Y usually operate Mon – Fri, 9am – 5pm. However on match days (Monday to Sunday, including Bank Holidays), the controls operate from 9am to 9.30pm with a one hour maximum stay period for Pay & Display visitors. The one hour maximum stay does not apply to residents' visitors using the Smart Visitor Permit (SVP), and on Sunday and Bank Holiday match days residential visitors using the SVP can park for free during the extended controls. Variable Messaging Signs (VMS) provide advanced notification of 5 days ahead of the match and extended controls operate on match days.

#### 5. MATCH DAY CONSULTATIONS

- 5.1 In December 2010, all 12 zones south of Talgarth Road were consulted on all aspects of parking and a flexible match day solution was offered. The consultation included a few road-shows where council officers welcomed residents and businesses to come and discuss the proposals and to share their concerns, comments and feedback. The consultation highlighted a couple of areas of support but provided no clear mandate.

5.2 A summary of the consultation results in relation to the match day options is provided in Appendix 1, and a summary of the response rates to this consultation is provided in Appendix 2. The results show that there was no broad consensus of opinion in favour of extended controls on match days.

## 6. CONSIDERATIONS FOR INTRODUCING MATCH DAY CONTROLS IN MORE ZONES

6.1 The variable message signs deployed in CPZ X & Y are very clear and efficient, however there is a considerable capital cost of around £7,000 for each sign which would equate to a cost in the region of £4 million if the scheme were to be introduced in the 10 zones that were consulted.

6.2 It would also be necessary to replace the existing parking sign plates and associated sign poles. This is because the match day sign plates are taller requiring mounting on a taller pole. Replacing the sign posts in the 10 CPZs would cost around £480,000.



6.3 The signage would again require special approval from the Department for Transport (DfT), as the signs would be non-standard (example shown above). However there is currently a moratorium on authorisations for non-standard signage while the DfT carries out a major review of traffic signs leading to the revised edition of their Traffic Signs, Regulations and General Directions (TSRGD) due to be published in Spring next year.

6.4 We would continue to seek S106 opportunities from planning applications from the football clubs to help mitigate local parking pressures.

## 7. CONCLUSIONS

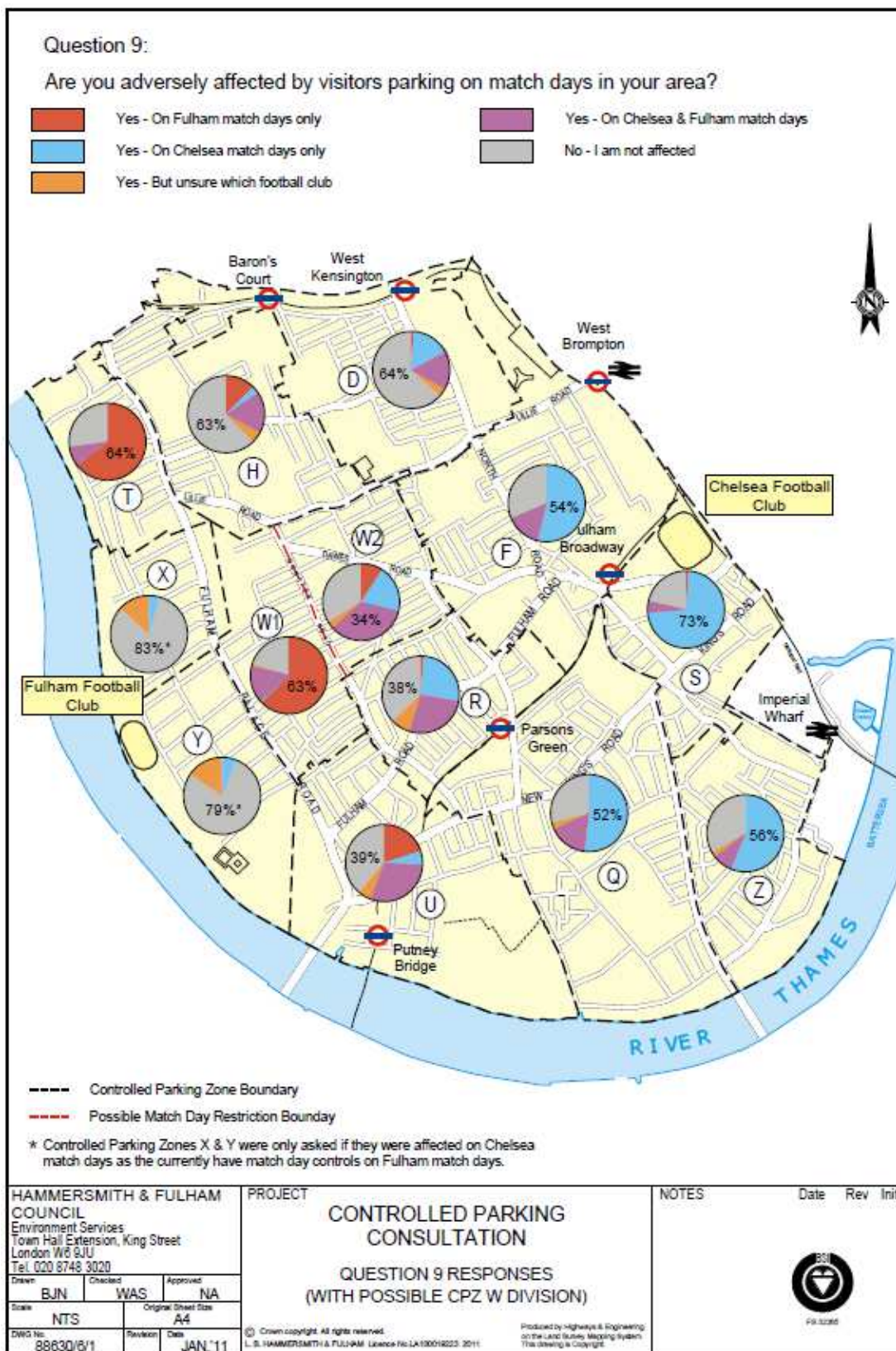
- There is no clear mandate from the public consultation in January 2011 consultation for the introduction of additional match day controls in the remaining zones south of the Talgarth Road.
- Experience in Zones Q & R of introducing controls and then subsequently removing the controls at some expense suggests that any parking schemes should only be introduced if there is a significant majority of residents and businesses in support of the scheme, representing a broad consensus of opinion.
- There have been very few complaints by residents relating to match day parking since March 2014, in comparison to in the past

- There would be considerable capital costs associated with expanding the match day only scheme, and additional resources would be required to add this work to the Transport and Highways Work Programme.
- There has been interest for match day controls in CPZ J and a decision is expected by Cabinet later this year.

**LOCAL GOVERNMENT ACT 2000**  
**LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT**

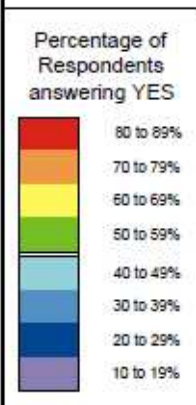
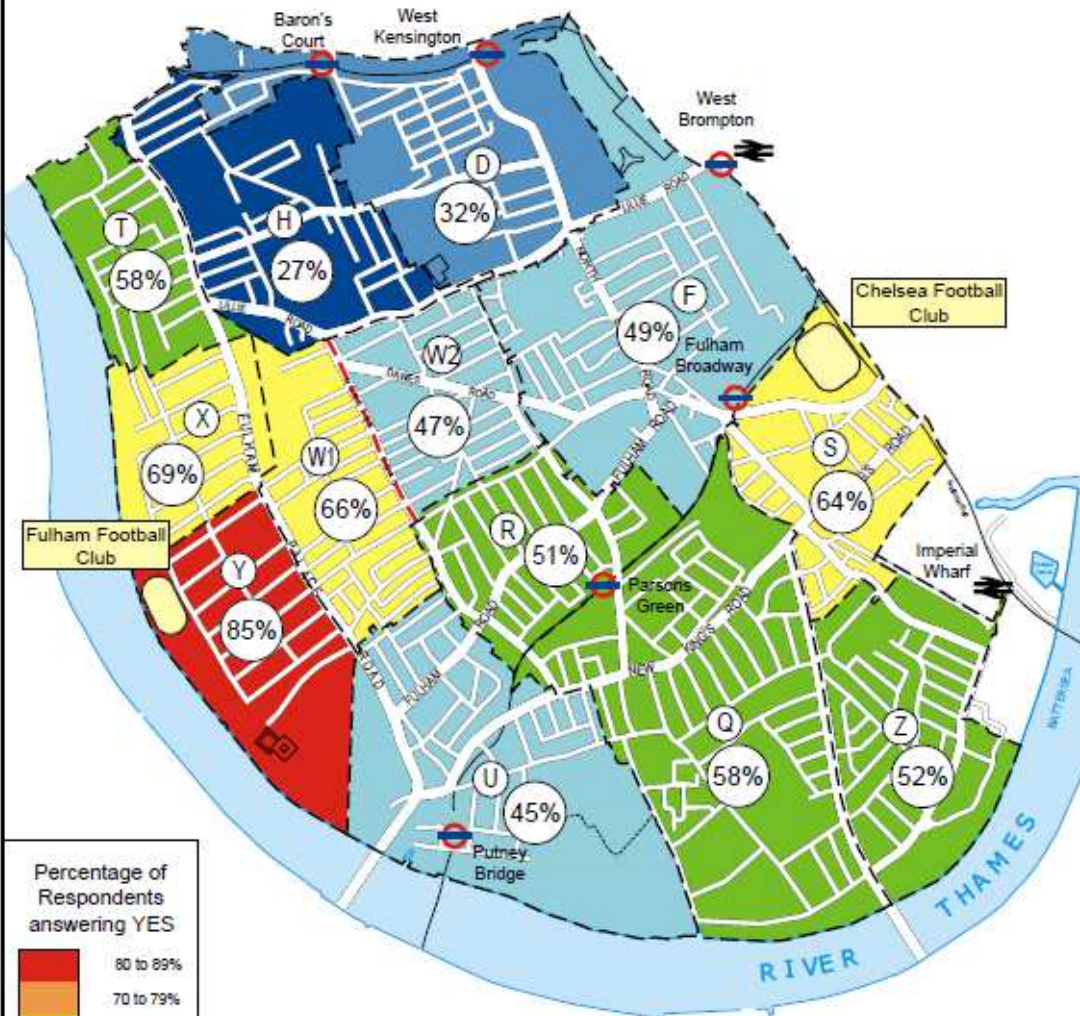
<b>No.</b>	<b>Description of Background Papers</b>	<b>Name/Ext of holder of file/copy</b>	<b>Department/ Location</b>
1.	None		

Appendix 1 – Summary of responses in relation to match day parking from the 12 Zone January 2011 consultation





Question 10:  
Would you like us to introduce match day controls  
on week day and Saturday match days?



HAMMERSMITH & FULHAM COUNCIL  
Environment Services  
Town Hall Extension, King Street  
London W6 8JU  
Tel: 020 8748 3020

Drawn: BUN	Checked: WAS	Approved: NA
Scale: NTS	Original Sheet Size: A4	
DWG No: 88630/6/2	Revision:	Date: JAN '11

PROJECT  
**CONTROLLED PARKING CONSULTATION**  
**QUESTION 10 RESPONSES (WITH POSSIBLE CPZ W DIVISION)**

© Crown copyright. All rights reserved.  
L.S. HAMMERSMITH & FULHAM Licence No. LA100018223 2011

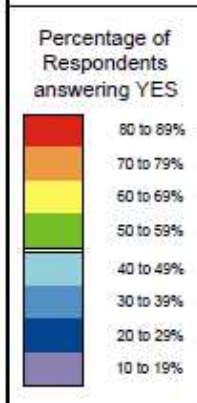
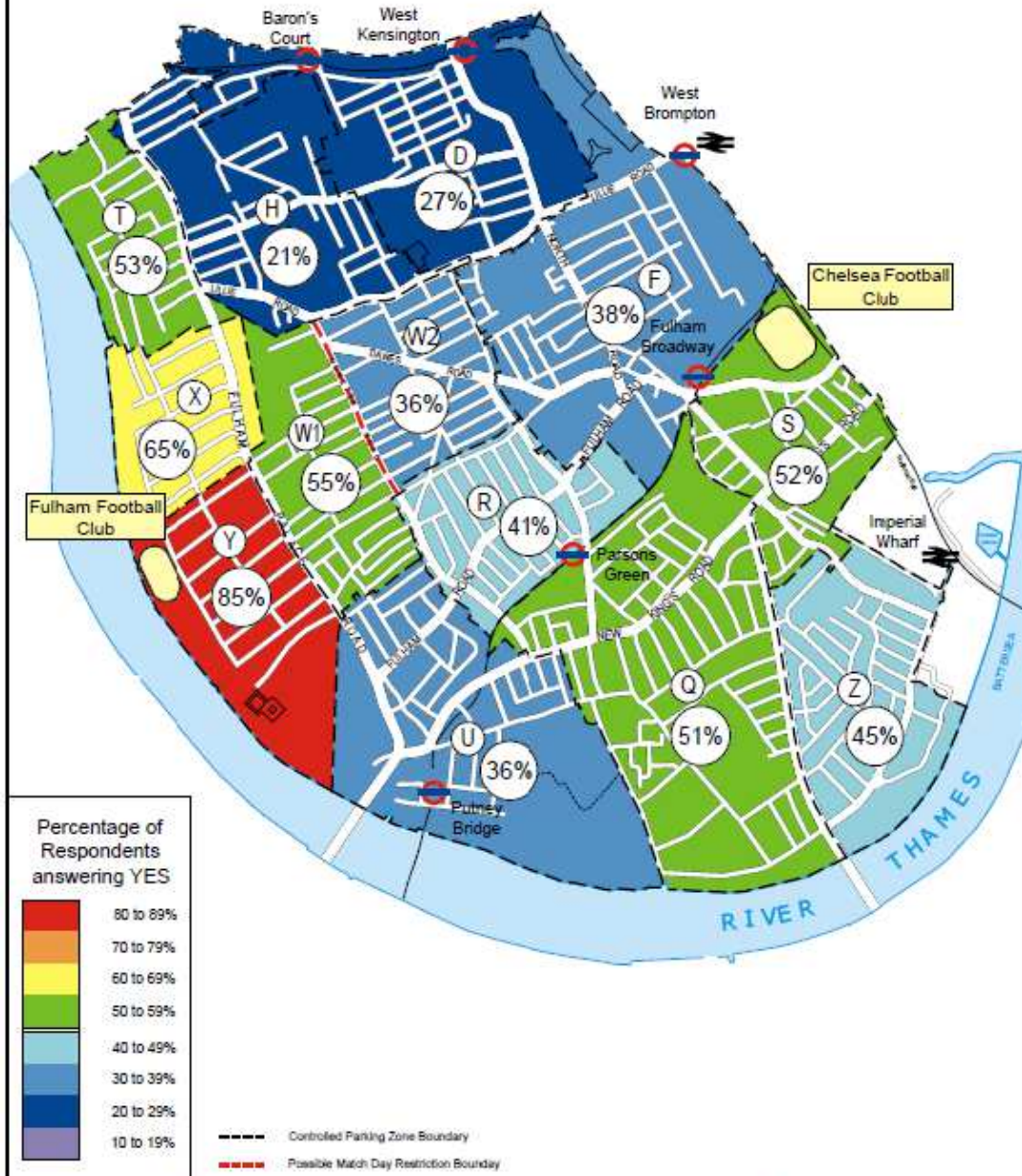
Produced by Highways & Engineering on the Laid Survey Mapping System. This drawing is copyright.

NOTES

Date	Rev	Init

18 32005

Question 11:  
Would you like us to introduce match day controls  
on Sunday and Bank Holiday match days?



HAMMERSMITH & FULHAM COUNCIL  
Environment Services  
Town Hall Extension, King Street  
London W6 6JU  
Tel: 020 8748 3020

Drawn: BJB	Checked: WAS	Approved: NA
Scale: NTS	Original Sheet Size: A4	
DWG No: 88630/8/3	Revision:	Date: JAN '11

PROJECT  
**CONTROLLED PARKING CONSULTATION**  
**QUESTION 11 RESPONSES**  
**(WITH POSSIBLE CPZ W DIVISION)**

© Crown copyright. All rights reserved.  
L. S. HAMMERSMITH & FULHAM Licence No. LA100018203 2011

Produced by highways & Engineering  
on the Land Survey Mapping System  
The drawing is Copyright

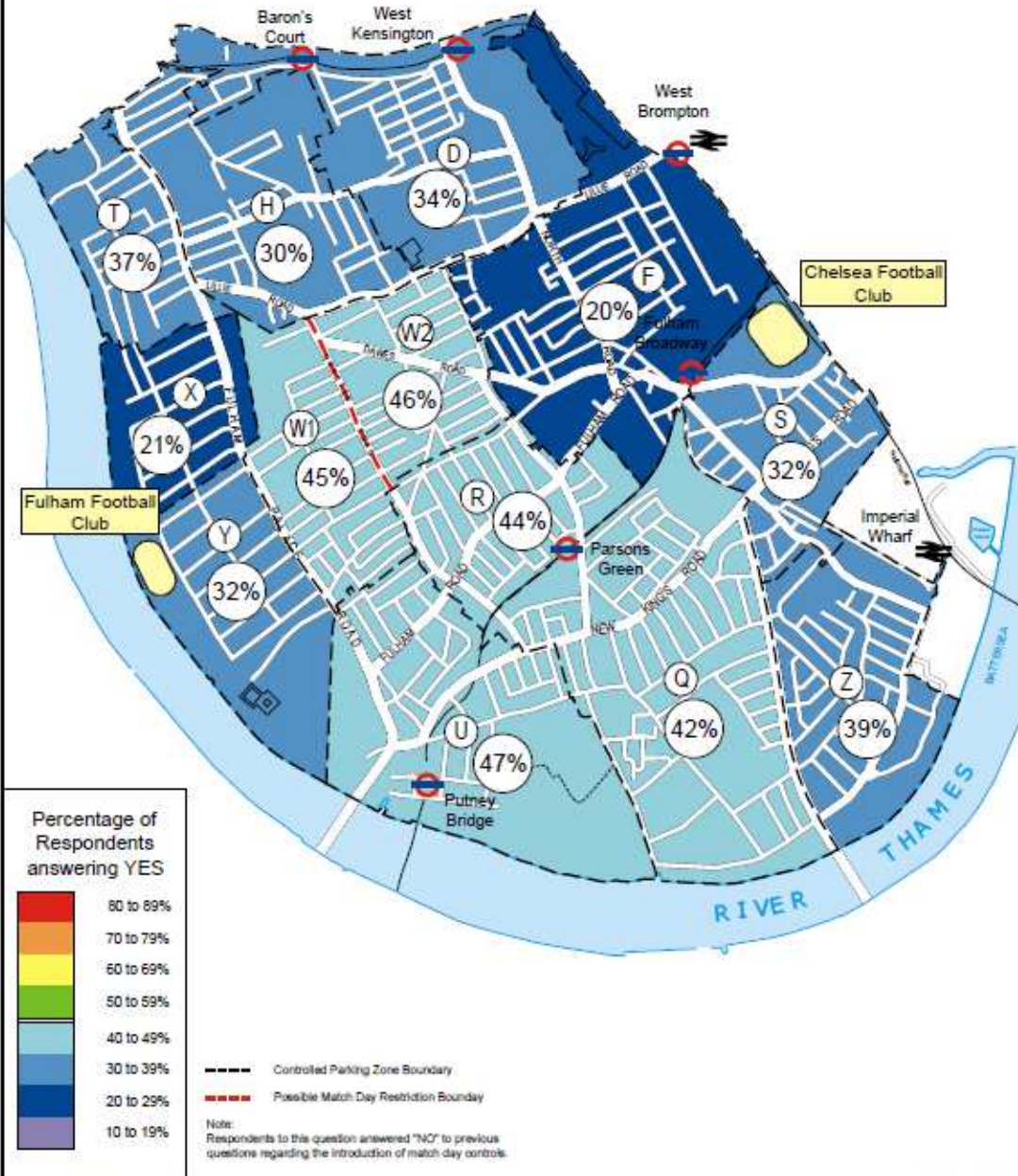
NOTES

Date	Rev	Init

FIG 22285



Question 12:  
 If you answered NO to Question 10 or 11, would you be in favour of introducing the match day controls if your neighbouring zones vote for it?



HAMMERSMITH & FULHAM COUNCIL  
 Environment Services  
 Town Hall Extension, King Street  
 London W8 6JU  
 Tel: 020 8748 3020

Drawn	Checked	Approved
BJN	WAS	NA
Scale	Original Sheet Size	
NTS	A4	
DWG No:	Revision	Date
88630/6/4		JAN '11

PROJECT  
**CONTROLLED PARKING CONSULTATION**  
 QUESTION 12 RESPONSES  
 (WITH POSSIBLE CPZ W DIVISION)

© Crown copyright. All rights reserved.  
 L.S. HAMMERSMITH & FULHAM Licence No: LA100018223 2011

Produced by Highway & Engineering  
 on the Land Survey Mapping System  
 This drawing is Copyright

NOTES

Date	Rev	Init

FR 12260



**Appendix 2: Response rates to the 12 Zone parking consultation in Jan 2011**

	D	F	H	Q	R	S	T	U	W	X	Y	Z
Yes' to Matchday (Mon-Sat)	32%	49%	27%	58%	51%	60%	58%	45%	57%	69%	85%	52%
Yes' to Matchday (inc Sun & Bank Hols)	27%	38%	21%	51%	41%	47%	53%	36%	46%	65%	85%	45%
Percentage response	5.3%	3.4%	5.1%	11.3%	8.0%	5.1%	11.0%	7.6%	8.6%	11.2%	16.0%	5.2%
Number of properties responding	380	245	235	558	279	165	190	307	526	209	176	215
Total properties in zone	7096	7141	4628	4935	3509	3201	1716	4041	6110	1870	1075	4168
<b>PERMITS</b>												
Total 1st resident permit holders	1658	1461	1079	2437	1462	875	659	1515	2694	817	779	1190
Number of respondents as %age of res permit holders	23	17	22	23	19	19	29	20	20	26	23	18