



London Borough of Hammersmith & Fulham

COMMUNITY SAFETY, ENVIRONMENT & RESIDENTS SERVICES POLICY & ACCOUNTABILITY COMMITTEE

16th SEPTEMBER 2015

THE PARKING TASK GROUP

Report of the Divisional Director

Open Report

Classification: For PAC Review & Comment

Key Decision: No

Wards Affected: All

Accountable Director: Kim Dero, Director of Delivery & Value

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1. EXECUTIVE SUMMARY

- 1.1 At its meeting on 2nd September 2014, the Committee received two reports on parking in the borough and heard from a number of residents about the challenges presented by the existing restrictions. At the meeting, the Committee agreed to establish a Parking Task Group to review the parking arrangements across Hammersmith & Fulham and explore options for how they could be altered to address resident concerns.
- 1.2 The Task Group has met four times and considered a range of issues. This report updates the Committee on the Task Group's work, and recommends that a Parking Issues Board be created to take the place of the Task Group.

2. RECOMMENDATIONS

- 2.1 That the Committee note the work of the Parking Task Group and recommend that the Cabinet Member for Environment, Transport & Residents Services establish a Parking Issues Board to replace the Parking Task Group

3. REASONS FOR DECISION

- 3.1 It is proposed that a Parking Issues Board would be the most effective mechanism to review all proposed changes to parking arrangements and to ensure that resident concerns are considered and factored-in to the Council's decision-making.

4. INTRODUCTION AND BACKGROUND

- 4.1 At its meeting on 2nd September 2014, the Community Safety, Environment & Residents Services Policy & Accountability Committee (CSERS PAC) received a report exploring the issues surrounding parking in Hammersmith & Fulham on football match days. The borough has three major football clubs: the Premiership club Chelsea and the Championship clubs Fulham and Queens Park Rangers. Attendances at home matches for the three clubs range from around 17,000 to over 40,000. Whilst some of these attendees arrive by public transport or by foot, a large number travel to the grounds by car. There is therefore a significant stress on local parking availability around the football stadiums on football match days.
- 4.2 At the same meeting, the Committee heard from members of the public about other parking issues, such as the Smart Visitor Permit (SVP) scheme. Many of the public comments related to the difficulties caused by the SVPs for residents' visitors, especially for the borough's more vulnerable residents, to who carers found it difficult to visit. A number of suggestions were made at the meeting, including reserving one side of each street for residents only and allowing permit holders in Hammersmith & Fulham to park in any zone. However it was highlighted at the meeting that such suggestions could well have detrimental knock-on effects.
- 4.3 The CSERS PAC meeting heard from officers that a public consultation on parking restrictions had been conducted during December 2010 and January 2011. The outcomes from the consultation had not been consistent across the borough and so different restrictions were introduced in each of the 27 parking zones. Match day restrictions have not been reviewed since this consultation. The Committee heard from officers that there were two types of match day restrictions currently in use. In the areas surrounding Stamford Bridge (Chelsea FC), there were blanket restrictions which applied at weekends even if there was not a match taking place. However around Craven Cottage (Fulham FC) the restrictions only applied when a match was actually taking place, with specially designed signage advising drivers of the restrictions in place on that particular day. The match day only controls around Craven Cottage were introduced following the 2010/11 consultation.
- 4.4 A number of members of the public attended the PAC meeting and many residents left comments complaining about the current parking

arrangements on the Council's website. It was therefore apparent that the existing restrictions caused concern for many people and that they were due to be reviewed.

- 4.5 The CSERS PAC therefore agreed to establish the Parking Task Group to explore the unintended difficulties caused by the existing restrictions and to seek to find a balanced way of managing the demand for on-street parking across the borough.
- 4.6 The Task Group considered a wide range of issues at its meetings. The views and preferences expressed by members of the Task Group were relayed to the Cabinet Member and taken into account in his decision-making. These included:
- Approaches of other sports stadiums to match day parking
 - Resident notification of match days
 - Revised match day controls in Zones D and J
 - The results of the Smart Visitor Permit public consultation and the resulting actions, including cash-less top-ups
 - Green parking initiatives, including car clubs and electronic charging points
 - Linking the price of parking to the emissions of a vehicle

Approaches of other sports stadiums to match day parking

- 4.7 The Task Group heard that the approach at many German and Spanish stadiums differed as many stadiums were incorporated into a larger complex which included shopping and leisure facilities with dedicated parking provision. It was also reported that the Emirates Stadium in Islington required Arsenal to pay for flap signage and the labour to change the signs on match days as part of its Section 106 planning agreement. Members suggested that such an agreement could be incorporated into QPR's new stadium, although it was noted that many fans visiting Loftus Road used public transport. Officers also explained that digital signs (as used around Craven Cottage) required a larger initial expense than flap signs. When the labour costs of manually changing flap signs were included in the costs, it would take the digital signs around twelve years to become the cheaper option, based on prices from 2010.
- 4.8 The Task Group asked for further research and was provided with information regarding how 14 local authorities addressed match day parking. Of these 14 grounds 8 had a parking scheme to give residents/permit holders priority in operation during home matches (including LBHF). All the schemes are fairly generic with flap signs having to be manually changed. Around football clubs (especially in towns in the North of England) parking controls general only operate on match days, and even then they allow permit holders and residents visitors only. The only real variation in types of scheme signage is offered in Hammersmith & Fulham with electronic variable message signs that can be automatically changed from a remote computer.

Resident notification of match days

- 4.9 The Task Group heard that the 2011 parking consultation indicated that some residents knew that they were affected by match day parking, but they did not know by which football stadia, mainly because many residents do not take any interest in football. In order to help residents better identify when match days are occurring, Islington used a scheme, funded by Arsenal FC, whereby local residents can opt into a free text messaging (standard network charges would obviously apply) service whereby they are updated with match fixtures and changes to match fixtures. The Task Group agreed that a similar scheme should be introduced as soon as possible in Hammersmith & Fulham. This has already been launched for Chelsea FC fixtures, and officers continue to work with Fulham FC and QPR FC to develop a similar system.

Revised match day controls in Zones D and J

- 4.10 With regard to match day parking, it was evident to the Task Group that the most vocal of complaints were coming from residents of the southern part of CPZ D and J, though the issues for the latter also relate to the parking pressures as a result of the evening economy in the area of Uxbridge Road. This does not mean that residents beyond the extent of the CPZ do not also experience some level of match day parking problems given that there are three football stadia in what is a fairly small borough.
- 4.11 With regard to the CPZs in question, residents complain that they are unable to leave their home by car on match days for fear of being unable to park on their return. Residents have sometimes felt the need to park injudiciously in frustration at not being able to park close to their property only to be issued with a Penalty Charge Notice (PCN).
- 4.12 The Task Group recommended to the Cabinet Member that experimental controls be introduced on match days in Zone J and that residents and businesses in Zone D be consulted on the introduction of parking controls. In Zone J it was proposed that the existing hours of control be extended to 9am-9pm, Monday to Sunday to cover additional parking stress caused by football match days. In order to avoid additional costs for local residents, it was proposed that the Smart Visitor Permits would be free to use during Sundays and some of the extended weekday hours. It was also recommended that residents and businesses in Zone D should be consulted at the start of the 2015/16 financial year regarding the introduction and options for match day parking.

The results of the Smart Visitor Permit public consultation and the resulting actions, including cash-less top-ups

- 4.13 The Task Group reviewed the results of the Smart Visitor Permit consultation which was open during September and October 2014.

Based on the results of the consultation, the Task Group made the following recommendations to the Cabinet Member:

- Establish an auto top-up payment function
- Ascertain the costs and feasibility of enabling users to pay for credit on their SVP using a credit or debit card
- Explore the costs of developing a smart phone app
- Raise greater awareness of the SVP through increased marketing
- Streamline and simplify the activation/deactivation process

Green parking initiatives, including car clubs and electronic charging points

- 4.14 The Task Group reviewed the history of car clubs in the borough, which were originally trialled in 2010 with three different operators until Hertz decided it no longer wanted to participate in 2013. Following Hertz's withdrawal, 24 of the original 50 car club bays were removed, which was also in response to resident pressure as the car clubs had failed to fully utilise and fill the bays. Since then demand and interest in car clubs had increased with Zipcar seeking additional locations across the borough. The Task Group agreed that more bays should be introduced wherever possible, as doing so would then encourage more users. However it would also be important to limit the financial risk to the Council and to prevent the situation where new bays are installed and then removed due to low usage, at the Council's cost. The Task Group also supported the promotion of car clubs in the next iteration of the Local Development Framework.
- 4.15 The Task Group also discussed electronic charging points. Currently, there were no on-street charging points in the borough with off-street sites such as at Westfield being the only ones. At Westfield users were required to pay and display as usual to use the facility, whereas Source London (a Mayor of London / TfL programme) seeks to create EV charging points with free parking. The management of Source London had recently transferred from TfL to BluePoint, who were now seeking to reinvigorate the programme and create 5,000 new EV charging bays by 2018. BluePoint were offering to pay councils for the cost of creating bays in return for the subsequent revenue from resident usage. For all on-street bays with charging points, the Council's enforcement team would be responsible for ensuring non-electric cars did not use the EV bays for cheap parking. The Task Group supported the creation of new EV charge points, but is of the view that the bays would need to have maximum stay limits to prevent people using them as free long term parking and to ensure that spaces were available when needed.

Linking the price of parking to the emissions of a vehicle

- 4.16 The Task Group supports the principle of encouraging residents to drive more environmentally friendly-vehicles through reduced parking fees for green vehicles, but not penalising drivers of older, less environmentally-friendly vehicles. It is the recommendation of the Task

Group that the Euro 6 classification should be used as the benchmark to determine whether a vehicle should be eligible to a reduced price parking permit.

5. PROPOSAL AND ISSUES

- 5.1 Parking is evidently a very complex and difficult subject with any changes unlikely to please all users. However it is clear that the experiences and concerns of residents need to be captured and built-in to any future changes to parking arrangements. It is therefore proposed that the important work of the Parking Task Group be continued by a Parking Issues Board.
- 5.2 The Parking Issues Board would be a regular, informal meeting between officers and members to help guide the formation of parking policy and provide a 'sounding board' for all proposals. By being in regular contact with residents, the members of the Parking Issues Board will be able to represent the views of the local community and help to form effective policies and solutions to the borough's parking challenges.
- 5.3 The Parking Issues Board would not need to be formally constituted and would not have formal powers. This would allow it to have the flexibility it needs to meet whenever an alteration to parking policy is required. If the members of the Board feel it would be beneficial, contributions from members of the public could be invited and considered, before representations from the Board are made to the Cabinet Member.
- 5.4 The Parking Task Group was created to understand the issues related to parking in Hammersmith & Fulham and propose a way of reconciling these issues in future. Through the work of the Task Group it has become evident that solutions to parking issues evolve over time and that parking restrictions need to be regularly reviewed to meet changing circumstances and changing public preferences. A standing Parking Issues Board is therefore better suited than a time-limited task group to contribute to these policies and changes and to capture residents' experiences.

6. FINANCIAL AND RESOURCES IMPLICATIONS

- 6.1 It is proposed that the Parking Issues Board be supported by officers from Transport & Technical Services using existing resources.

Implications verified/completed by: Chris Bainbridge: Head of Transport Policy and Network Management

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

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	Notes and agendas of Task Group meetings	Craig Bowdery, Scrutiny Manager. Ext. 2278	Governance & Scrutiny