

LONDON BOROUGH OF HAMMERSMITH & FULHAM

Report to: Cabinet

Date: 04/03/2024

Subject: Parking Strategy

Report of: Councillor Sharon Holder, Cabinet Member for Public Realm

Report author: Mark Fanneran, Head of Service Development Parking Services

Responsible Director: Bram Kainth, Strategic Director of Environment

SUMMARY

Hammersmith & Fulham Council (H&F) is committed to being on the side of residents and businesses through the cost-of-living crisis while also supporting our ambition to promote healthy living and active travel towards our net carbon zero 2030 target.

Following extensive feedback on attitudes to parking and the environment from residents and businesses, this report proposes a series of new parking initiatives. These address issues raised including parking stress, changes in transport behaviour and climate change adaptation against the continuing backdrop of the cost-of-living crisis and its effect on the local economy.

H&F currently has the highest density of EV charging points in London. This is in line with our ambition to be the No 1 council for electric charging points in the UK with at least one charging point in every street.

By introducing dedicated EV charging points for residents, we are encouraging more residents to go green as they can be assured that the charging infrastructure is readily available, near their home.

In line with the increase in cycling in H&F, we proposed to introduce Cycle Hub Permits to support the borough-wide development of secure cycle parking and to reduce bike theft. Along with safe cycling routes, this will encourage more active travel and forms part of our sustainable transport strategy.

To support businesses and traders and their clients and provide extra support during the current cost-of-living crisis, we propose to introduce a Business Visitor Parking Permit, an All-Day Trader Parking Permit and a new dynamic pricing scheme for pre-booking loading bays.

In line with neighbouring boroughs, we propose to introduce motorcycle parking permits for residents. These will enable parking space to be prioritised for residents while clamping down on the burgeoning problem of anti-social behaviour, littering, noise and nuisance caused by fast food delivery motorcyclists in residential streets.

Together these proposed measures support residents, the environment and the local economy.

RECOMMENDATIONS

- To approve the parking related initiatives set out as follows:
 - Business Visitor Parking Permit – section 1
 - Motorcycle Parking Permit – section 2
 - All day Trader Parking Permit – section 3
 - Cycle Hub Permit – section 4
 - EV charging for residents – section 5
 - Prescribed loading and places – section 6

- To delegate the implementation of those initiatives to the Strategic Director of Environment, in consultation with the Cabinet Member for Public Realm.

Wards Affected: All

Our Values	Summary of how this report aligns to the H&F Values
Building shared prosperity	A business visitor parking permit will stimulate the local economy by allowing businesses to provide cheaper parking rates for their customers.
Creating a compassionate council	These initiatives are aimed towards supporting travel into and staying in the borough for residents, visitors, and local businesses.
Doing things with local residents, not to them	A number of these initiatives have been requested by residents and business groups, and we have translated their feedback into initiatives as set out in this report.
Being ruthlessly financially efficient	Some of these schemes will create new income streams for the Parking Service, others will generate a cost to the Council. The net financial effect of the schemes will be financed from existing parking budgets.
Taking pride in H&F	These initiatives will help support local businesses, residents and its visitors, as

	well as promoting cycling within the borough, to build towards a better Hammersmith & Fulham.
Rising to the challenge of the climate and ecological emergency	The introduction of dedicated resident EV charging bays and cycle hubs will encourage residents to adopt 'green' behaviours and initiatives.

Financial Impact

The net cost of the initiatives listed above have been modelled using various assumptions about travel and parking volumes. The overall cost will be financed from existing parking budgets.

Gary Hannaway, Head of Parking Finance, 21 August 2023

Implications verified by James Newman, Assistant Director of Finance, 25 October 2023

Legal Implications

The Council has the power to impose charges for parking within the borough and bring forward the proposals set out in this report as part of its functions under the Road Traffic Regulation Act 1984.

Under s122 of that Act these powers must be exercised for the purposes of securing the expeditious, convenient, and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway.

John Sharland, Senior solicitor, (Contracts and procurement), 22 August 2023

BACKGROUND DOCUMENTS

None

DETAILED ANALYSIS

Proposals and Analysis of Options

The purpose of this document is to identify key proposals which will support the ever changing demands of parking within the borough. They are designed to improve resident's, visitors, and businesses' experience of travel within the borough. Each proposed parking initiative is detailed below:

Business Visitor Parking Permit

1. The Parking Service has carried out significant engagement with businesses in South Fulham as part of the Clean Air Neighbourhood trial. Feedback on current initiatives from other businesses within the wider borough was also collected through other platforms. A key request from business owners was for the Council to consider creating a Business Visitor Parking Permit, allowing a business to self-administer a reduced cost parking solution for their customers and clients.
2. Our new emissions-based parking tariffs were introduced in March 2023 in response to the cost-of-living crisis. Table 1 below shows the current hourly rates being charged.

Band	CO2	Petrol
1	0-75	£2.50
2	76-130	£3.50
3	131-190	£4.25
4	191+	£5.00

*A diesel surcharge of £1 will be applied to vehicles in any of the above bands due to the extremely negative impact of diesel vehicles on local air quality.

Table 1 – current parking tariff rates

3. The cost-of-living crisis has seen inflation rates increase sharply. This is having a negative impact on travel activity, which in turn may impact shopper footfall, both nationally and locally.
4. The Council are proposing the introduction of a Business Visitor Parking Permit. This is in line with the solution currently set for residents and their visitors, through the Resident Visitor Permit scheme, which has a fixed £1.80 per hour tariff. This solution would allow business customers to park at a reduced cost.
5. This would form part of a wider set of initiatives to support local businesses, such as the introduction of 20p shopper parking bays in busy shopping areas, to stimulate the local economy.

Borough-Wide Motorcycle Parking Permit

6. Currently, any motorcycle can park free of charge in any resident, shared use, or dedicated motorcycle bay in the borough, without the need of a parking permit.

7. The increased number of motorcycles parking in the borough is causing higher parking stress on residential streets, often leading to a situation where there is limited availability in certain parts of the borough.
8. The Council have also received consistent complaints from residents regarding fast food motorcycle delivery vehicles who park on residential streets whilst they wait to pick up orders from local eateries. Residents have complained that those delivery drivers create a number of issues, such as anti-social behaviour, littering and general noise and nuisance.
9. To address this excess demand, the Council are proposing to introduce a motorcycle parking permit for residents. It is also recommended that motorcycle visitors parking in the borough, in a shared use or pay and display bay, will pay the standard tariff charges.
10. On average, neighbouring boroughs set their motorcycle parking permits charges at 50% of the resident permit for cars. The Council proposes to adopt the same pricing and set motorcycle resident parking permits at 50% of the price of the car resident parking permit, currently at £119 per annum.
11. Visitors would still be able to use dedicated motorcycle bays free of charge and would only have to pay for parking when parked in a shared use or pay and display bay.
12. The Council would also propose introducing new motorcycle bays on the main roads, close to the food takeaway premises, meaning any delivery bikes displaced from the residential streets had somewhere to park whilst they waited for deliveries. These types of bays have been implemented already on Uxbridge Road and Wood Lane and have been well received.

All Day Trader Visitor Parking Permit

13. The Council has received concerns from residents, businesses and Councillors about the lack of parking solutions for tradespeople working on residential and business properties in the borough.
14. Currently, tradespeople must pay an hourly rate based on the emissions of their vehicle. As the vehicle is parked in the same location for several hours, and in some instances, for days and weeks whilst works are being undertaken, the cost of parking can be considerable. For example, vehicles which are in band 4 of the pay and display tariff (191+ of CO2 emissions) would pay £48 for eight hours of parking (this includes £1 per hour of diesel surcharge).
15. An all-day Trader Parking Permit would allow tradespeople to pay for parking for the duration period of eight hours at a set price, with a recommendation that the price be set at £30 per day.

16. Trader Parking Permits are used effectively in other boroughs, most notably in Westminster, Richmond and Lambeth. Table 3 sets out the costs of those boroughs:

Borough	Cost of all day Trader Permit
Westminster	Ranging from £19.20 - £58.00 (dependent on parking zone)
Lambeth	£28.00
Richmond	Ranging from £16.50 - £33.00 (dependent on parking zone)

Table 4 – All day Trader Parking Permits

17. Payment for the permit would be administered through our pay and park provider, RingGo, meaning permits can be purchased in real time and without the need for any back-office administration.
18. Any traders who need to park for less than the 'all day' duration would use the existing parking tariffs to pay and park.

Cycle Hub Permits

19. Cycling is a cost effective and environmentally friendly form of transport, which is increasingly popular with residents of the borough. It has also been promoted by the Council to assist in working toward being carbon neutral by 2030.
20. One of the obstacles for more residents to transition away from other forms of transport to cycling is bike theft, which is common throughout London. Recent figures show that approximately 80,000 bikes are stolen every year. This has led to the demand for secure on street parking.
21. The installation of secure cycle parking comes with costs to the Council (maintenance, key management etc.) and uses public space on the footway or carriageway, so there is an understanding that a charge should be applied for access to it.
22. The Council recommends that a cycle hub permit solution is created to manage its usage and demand, as well as helping to fund the continued development of this scheme.
23. Therefore, it is recommended that permits would be obtained for a price of £2 per week.

EV Charging for Residents

24. The number of electric vehicles registered in LBHF has grown from 46 in 2013 to more than 6,500 in 2023. The borough is home to 2,800 charging solutions, with more than 2,300 of those being lamppost column charging points, providing the most extensive infrastructure for electric vehicle owners in London.
25. The lamppost column charging points are in shared use parking bays, accessible to both resident and visitors. The Council has received feedback from residents in certain parts of the borough, about the difficulty they have experienced in charging their electric vehicles, because of high demand.
26. The Council are proposing the introduction of dedicated EV charging bays for residents, where there is high demand. This would provide priority charging throughout the day and encourage more residents to go green as they can be assured that the charging infrastructure is readily available, near their home.
27. As well as creating dedicated resident EV charging bays in certain locations, we will continue to roll out EV charging points in shared use bays across the borough, to ensure that both visitors and residents have ample charging options available to them.

Prescribed Loading and Places – Pre-booking of loading bays

28. The Council receive regular feedback from businesses and their customers about the need for improved loading provisions within the borough. As kerbside demand changes, the Council needs to seek innovative solutions.
29. The Council would like to propose the introduction of dynamic priced loading bays, allowing a business or its customers to pre-book a loading bay at a cost.
30. There would be variable parking periods for purchase at variable rates to be charged, depending on the time of day. Potentially this could include short stay/high-cost periods at peak hours, and longer stay/low-cost evening and weekend rates, within the same platform.
31. The cost of the dynamic loading bay would be as follows:

Peak	Off Peak
£3.75 per hour (max 1 hour stay)	£2.00 per hour (max stay 2 hours)

Table 5 – Proposed prices for dynamic loading bay (peak and off-peak)

32. This initiative would: a) allow businesses to plan deliveries more efficiently and b) provide a benefit to delivery drivers, who would pay a small charge, to

ensure priority loading, leading to more effective delivery routeing and management.

Timeline for Implementation

Policy	Proposed Implementation
Business Visitor Parking Permit	June 2024
Resident Motorcycle Parking Permit	June 2024
All Day Trader Parking Permit	June 2024
Cycle Hub Permit	June 2024
Dedicated Resident EV Charging Bays	June 2024
Prescribed Loading and Places	June 2024

Table 6 – Proposed dates for implementation

Reasons for Decision

33. The reason for the decision to approve the proposed parking related initiatives is to allow the Parking Service to continue to maximise the use of the Council's on-street assets, as well as ensuring that the changing needs of residents, businesses and visitors to the borough are met.

Equality Implications

34. There are no expected equalities impacts from the recommendations. It is expected to provide cheaper parking for business customers and safe and secure parking for residents who own bikes.
35. Blue badge holders are not affected as they are exempt from parking charges whilst displaying their badge in parking places.

Risk Management Implications

36. The report recommends approval of a number of parking initiatives within the borough which are designed to improve resident, visitor and business experience of travel within the borough, as well as generating new revenue streams for the Council to invest in parking related activities. This is in line with the objective of being ruthlessly financially efficient and also contributes to the Council's response to the climate crisis.

David Hughes, Director of Audit, Fraud, Risk and Insurance, 28 September 2023

Climate and Ecological Emergency Implications

37. The introduction of cycle hub permits and dedicated EV charging points for residents will provide improved green solutions and support residents making the change to green travel. Of the other initiatives, introducing a business visitor permit in line with the resident visitor permit may bring a low volume increase in the number of travel trips into the borough. Most drivers, however, would still be visiting the borough, regardless of the offer.

Hinesh Mehta, Assistant Director, Climate Change, 13 September 2023

Procurement implications

38. All initiatives above will be introduced via existing suppliers and systems.

Consultation

39. Proposals as set out in this report are subject to statutory consultation.

LIST OF APPENDICES

None