

Cabinet

2 SEPTEMBER 2010

**DEPUTY LEADER
(+ ENVIRONMENT
AND ASSET
MANAGEMENT)**

*Councillor Nicholas
Botterill*

**MATCH DAY PARKING SCHEME
PROPOSALS FOR ZONES SOUTH OF THE
TALGARTH ROAD**

This report details two match day parking scheme proposals for 12 Controlled Parking Zones situated south of the Talgarth Road. The report details issues relating to the schemes and recommends a consultation in the 12 Zone area.

Wards:
Fulham Reach,
North End,
Munster, Fulham
Broadway, Town,
Parsons Green &
Walham, and
Sands End.

CONTRIBUTORS

DENV
DFCS
ADLDS

Recommendations:

- 1. To approve the proposal to consult Controlled Parking Zones D, T, H, F, S, Q, R, U, W, X, Y, and Z on match day parking schemes covering match days for Chelsea FC and Fulham FC;**
- 2. That proposals for match day restrictions of 9am-9.30pm on match days using VMS sign technology are consulted on in each of the 12 Zones, covering matches for both Fulham FC and Chelsea FC;**
- 3. That residents and businesses are clearly informed that a broad consensus on the consultation is required in order to implement match day controls, and that the match day schemes will require residents to pay a higher parking permit rate than the rest of the borough in order to fund the cost of the scheme;**
- 4. That the questions in para. 5.6 of the report are included in the match day consultation for each of the 12 Zones.**

<p>HAS A PEIA BEEN COMPLETED? YES</p>
--

1. STRATEGIC OBJECTIVE

- 1.1 This report relates to Chapter 7 of the Local Implementation Plan For Transport 2005-09 whereby the Council will:

“develop, monitor and periodically review its policies for parking control, making adequate provision for the essential needs of both Borough residents and business communities, and discourage the increasing use of cars to areas of parking stress.”

2. INTRODUCTION

- 2.1 The Council’s administration made a key commitment on election in May 2006 to seek to introduce a match day scheme that would reduce the inconvenience caused to local residents when professional football matches take place in the borough. This commitment was fulfilled with the successful introduction of Fulham match day controls in Zones X & Y (explained in para. 2.8 below). The Council administration has renewed the commitment, with the aim being to bring in extra parking restrictions to prevent supporters from being able to park in nearby Zones on match days. Unlike the scheme previously introduced in Zones F and S, where the extra restrictions apply every day from Monday-Saturday, the aim was that the restrictions would apply on the match day only.
- 2.2 The Council carried out a provisional consultation in November 2008 with all residents and business in the 10 Controlled Parking Zones (excluding Zones X & Y) located south of the Talgarth Road. This consultation sought to gauge which zones residents and businesses believed were the most affected by Fulham FC or Chelsea FC match day parking. Introducing a match day scheme into all affected zones will take a number of years due to cost and the complexity of the work, so it was deemed to be important in order to prioritise the zones accordingly.
- 2.3 The consultation followed the successful introduction of a flexible match day parking scheme close to Fulham FC in Zones X & Y. This scheme involved the use of electronic Variable Messaging Signs (VMS) to communicate when matches were being played, and therefore when match day restrictions were applicable. Notification is displayed five days prior to any match being played.
- 2.4 Results from the consultation indicated that the majority of respondents from all zones favoured match day controls similar to those in Zones X & Y, as shown in Figure 1 below. Although the numbers of respondents in favour of, and opposed to, the proposals were similar for most zones, the response rates for each of the zones varied between 4.6% (Zone D) and 15.3% (Zone T). A complete analysis is provided in Appendix 1.

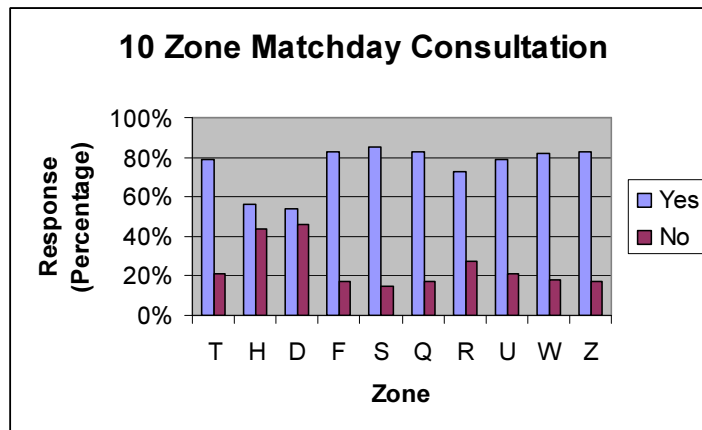


Figure 1: Responses to consultation seeking view on match day controls

- 2.5 Zones F and S currently experience little impact as they have a non match day only visitor permit system (known as the residents priority scheme) which requires both a visitor permit and pay and display ticket to be displayed at particular times of the week (6.30pm-8pm Monday-Saturday and 2pm-4pm on Saturday). The overall reaction to the introduction of a blanket evenings and Saturday resident priority parking scheme at key times was positive. This is largely due to the variety of parking demands in this area generated by local bars, restaurants and local amenities, as well as the demand generated by the football ground.
- 2.6 This residents priority scheme was implemented in Zones Q and R in 2004 and subsequently withdrawn in 2005/06.
- 2.7 The key areas of concern were as follows: -
- (a) The evening restrictions were too restrictive for residential and business visitors on non-match day;
 - (b) The one-hour bays that were introduced to provide for the local businesses were not fully utilised, which reduced capacity for residents;
 - (c) The extension of the yellow line restriction up to 8pm Monday to Saturday reduced capacity for residents; and
 - (d) The signage was confusing.
- 2.8 On 17 December 2007, following a full consultation with local residents, a match day only scheme was introduced in Zones X and Y .

The scheme introduced the following changes: -

- Match day controls Monday to Friday 9am to 9.30pm and Saturday 9am to 5pm;
- A one hour maximum stay for pay and display on controlled match days;
- A Smart Visitor Permit to ensure that the one hour maximum stay did not adversely impact on residents having visitors on match days;

- Variable message entry signs to communicate the next applicable match day date;
- A one hour maximum purchase on match days from the pay and display machines;
- Match day fixture dates on side panels on the ticket machines to ensure that visitors could not misunderstand parking restrictions, and;
- Introduction of double yellow lines on all corners and in front of dropped pedestrian kerbs to improve accessibility and maximising parking bays, where viable to do so.

- 2.9 In March 2008, feedback cards were distributed to all properties in Zones X and Y. 68% of respondents felt that it was easier to park on match days since the start of the scheme in December 2007.
- 2.10 70% of respondents also supported the extension of the scheme to include Saturday evenings, Sundays and Bank Holidays. As a result, match day restrictions were amended to Monday-Sunday, 9am to 9.30pm, including bank holidays, in November 2008.
- 2.11 Analysis of pay and display revenue data for the 12 Zones indicated that there was a large influx of visitor parking, particularly on Chelsea match days (graphically represented in Appendices 2 and 3).
- 2.12 On weekends, the Zones that were most affected by Chelsea match day parking were Zones Z, W, Q and R which showed an increase in pay and display income of 183%, 100%, 66% and 59% respectively.
- 2.13 On weekdays, the pay and display revenue figures indicated a lower impact on the Zones; however, this may be due to the fact that many Zones in the area do not currently have evening controls. Zone W, however, reported an average of 30% increase in pay & display revenue on weekday Chelsea match days.
- 2.14 Zones U and W had an increase of 38% and 97% in pay and display revenue respectively on Fulham weekend match days.
- 2.15 Zones F and S currently experience little impact as they have a non match day only visitor permit system (known as the resident priority scheme) which requires both a visitor permit and pay and display ticket to be displayed at particular times of the week (6.30pm-8pm Monday-Saturday and 2pm-4pm on Saturday). This scheme was implemented and subsequently withdrawn in Zones Q and R.

- 2.16 The number of matches played at Fulham FC and Chelsea FC home Stadia during the 2009/10 season is detailed in table 1 below.

	Chelsea	Fulham
Weekday	10	14
Saturday	10	10
Sunday	7	8
BHM	1	0
Total	28	32

Table 1- 2009/10 Season home games

3. MATCH-DAY SCHEME PROPOSALS

- 3.1 In February 2010, two proposals were presented at ECM meeting, which were:

OPTION 1: VMS SCHEME

How would the scheme operate?

- 3.1.1 Variable messaging sign (VMS) scheme, similar in principle to the Zone X & Y scheme, with VMS Zone Entry Signs installed on each entry point into a particular zone communicating the next applicable match date, as indicated in figure 2, along with the associated parking place signage indicated in figure 3.
- 3.1.2 With a reduction in the price of technology, amendments to the current design of signs and the possible quantity of signs that may be required, the price of the General Packet Radio Service (GPRS)-enabled VMS signs would be reduced by up to 50% per unit. This would greatly reduce the cost per zone of the scheme, given that the VMS signs are the costliest element.
- 3.1.3 Each VMS sign would be mounted onto a 116mm post currently used for lamp columns, and associated civil works would be carried out in order to provide a power supply to the signage.
- 3.1.4 All VMS signs would be fitted with GPRS modems and Vodafone (date enabled) SIM cards. Although GPRS does have a running cost associated with it (the cost is for the amount of data transferred over the network) the VMS signs system use as little data as possible thus keeping the running costs to a minimum.



Figure 2 & 3 - Indicative signage for the VMS scheme

OPTION 2: PRINTED-LABEL FLAP SIGN SCHEME

How would the scheme operate?

3.2 The Arsenal FC match day parking scheme currently in operation in the London Borough of Islington operates a 'flap sign' scheme. This scheme requires a team of four people to manually change all Zone Entry signs a minimum of 3 days prior to a football match being played. This scheme currently covers approximately 50% of the borough.

3.2.1 A similar scheme in our borough would include:

- Zone entry signs with removable printable panels indicating the next match day (figures 4 & 5 below). Both sides of the detachable 'flap' plate would be used to minimise delays in communicating match day restrictions to motorists.
- Thermal label printers which are currently employed by Arsenal FC would be used to print the match dates for the Zone Entry signs. This would reduce cost and time, with match dates printed on a transparent, removable strip. The average cost of the material used per season is estimated at a maximum of £35,000 p.a. for all 12 Zones.



Figures 4 & 5 - Indicative signage for the printed label scheme

WHAT EITHER SCHEME OPTION WOULD ALSO INCLUDE

3.3 Aside from the differences in the two options indicated above, either scheme proposal could include the following:

- A one hour maximum stay for pay and display would be introduced for the entire day on match-days. Since match start times vary, restrictions specifically for the duration of each match would require variable messaging elements or flap sign elements relating to controlled times on each of the parking place signs and Zone Entry signs. This would make the scheme unduly complicated and expensive;
- On a match-day, pay and display machines will only issue one-hour tickets for the entire day. Ticket machines will be re-programmed to allow this and will be controlled centrally. The restriction must apply for the whole day in order to prevent people arriving early and purchasing a standard ticket that would allow them to stay whilst the game was on. This will prevent the public from misunderstanding the restrictions;
- The details of the signage will depend on what options the residents choose within the consultation (see section 5). However, it is suggested that uniform match day proposals are offered to all zones in order to prevent overspill effects. The signs will require special approval from the Department for Transport since they deviate from the Traffic Signs Regulations and General Directions 2002;
- Match day fixtures list on side panels on each ticket machine. This is not a legal requirement but it does provide an extra facility for motorists and residents at little cost;
- Introduction of a select number of 90 minute maximum stay bays in some locations close to commercial areas, since the one hour maximum stay for

non-residential visitors on match days may be less well-received by businesses. In the case of Zones F & S, the existing one hour pay & display only bays could be converted into 90 minute maximum stay bays or offered a reduced tariff (discussed in points 3.4 – 3.7 below);

- Additional waiting restrictions signage for each stretch of single yellow line, indicating match day and non-match day restrictions (discussed in points 3.8 - 3.10 below), and;
- The introduction of the Smart Visitor Permit (SVP) scheme in each match day zone. Residents who wish to have visitors for longer than an hour on match-days can do so using a electronic visitor permit which will not restrict the length of stay for residential visitor parking.

3.4 Following the introduction of the residents priority scheme in Zones F & S in 2002 a number of pay and display only bays were introduced at a charge of £2.40 per hour to facilitate parking by commercial visitors during the permit holders only hours. The bays were designed to encourage motorists to park for short periods and create opportunity for others to park and access shops. However, whilst the higher tariff was successful in achieving the aim of drivers parking for short periods, the overall occupancy of the bays was low, and therefore the bays were replaced with one hour pay and display bays with a tariff that was in line with shared-use bays.

3.5 The one hour maximum stay bays in Zones F & S seem to meet the commercial parking demands during the permit holders priority hours (Monday to Friday, 6.30pm – 8pm, and Saturdays, 2pm-4pm and 6.30pm-8pm). However, with the introduction of a match day scheme, there would be a maximum stay of one-hour for all non-residential visitors for the duration of match days, which some businesses such as hairdressers and restaurateurs may deem to be insufficient for business needs.

3.6 In order to ensure business needs are addressed, the Council could consider the introduction of one hour ~~or~~ 90 minute pay and display only bays at a reduced tariff, which could also prove to be advantageous for residential visitors (since a limit on the number of SVPs issued per household would apply).

3.7 There are a number of one hour maximum pay and display only bays currently in operation on Askew Road, Fulham Road and Goldhawk Road, with a tariff of 40 pence per hour. These bays have a high level of occupancy and have been welcomed by local businesses.

Single yellow line signage & parking demand

3.8 Whilst single yellow lines which follow CPZ controlled hours do not require associated signage at the moment, the introduction of waiting signage would need to be considered at these locations should a match day scheme similar to Zones X & Y be introduced.

3.9 This signage would be required to indicate match day and non-match day waiting restrictions in order to clarify to residents and visitors that the waiting

controls are consistent with the parking controls, similar to the one indicated below in Figure 6.



Figure 6 – indicative signage for waiting times on match days/non-match days

- 3.10 During the trial of the residents priority match-day scheme in Zones Q and R between 2004 and 2005/06 (as referred to in paras. 2.5 and 2.6), a major concern for residents and businesses was parking restrictions on single yellow lines having been extended from 5pm in the previous scheme, to 8pm, which reduced parking capacity. This was one of the main factors in the scheme proving unpopular and was subsequently removed.

Uniformity of signposts

- 3.11 Currently a variety of 50mm, 60mm and 76mm diameter signposts of different heights exist on-street with mounted parking place signs. Match day parking place signs are larger than standard parking place signs and therefore Borough Lighting Services have recommended to replace all posts in any future match day parking zones with standard 76 mm diameter posts, which they suggest would require replacing less frequently, given the larger size of sign.
- 3.12 The estimated cost of replacing all 50mm and 60mm parking place signposts south of Talgarth Road with 76mm posts is £480,000. These works may take up to 6 months to complete.

Smart Visitor Permit

- 3.13 The Smart Visitor Permit (SVP) scheme has been successfully introduced in 10 zones (Zones A, B, C, CC, D, E, G, J, X and Y) to date, and will include a further 3 Zones by August 2010 (Zones I, L and M).
- 3.14 So far the SVP scheme has been introduced as part of the CPZ review process of individual zones.
- 3.15 Since July 2009, the Council has received an average of 16 requests a month for the introduction of the SVP scheme from residents who do not currently

have the scheme operational in their Zones. The majority of these requests come from residents of Zones Q, R, and W.

- 3.16 Since the SVP scheme is an integral aspect of any match day parking scheme proposal, an early borough-wide introduction of the SVP scheme would facilitate the rapid introduction of match day schemes across a large area, given that it would be time intensive.
- 3.17 Households in all the other zones are currently entitled to a maximum of one SVP, whereas households in Zones G, X and Y are entitled to a maximum of two SVP due to the nature of restrictions in place. However, as Table 2 below indicates, the number of households utilising the second SVP facility for their visitors is minimal in all three zones, when compared to the numbers utilising just one SVP.

Zone	G	X	Y
One SVP permit	446	520	465
Two SVP permits	2	8	5

Table 2: Numbers of SVP being utilised in Zones G, X and Y

- 3.18 Options for the operation of the SVP permit scheme will be included in the post-consultation report to Elected Members. A summary of the parking controls in all 12 Zones is summarised in Appendix 5.

4. ANALYSIS OF MATCH DAY SCHEME OPTIONS

VMS Scheme compared with Flap-sign Scheme

- 4.1 The latest label-printing technology and associated transparent labels are currently being used by Arsenal Football Club and provide a significant time saving for printing, installing, and removing the labels compared to previous technology.
- 4.2 The printed-label flap 'next match' section of the entry signs is manually changed in the Islington scheme. For enforcement purposes, these must be changed at least 3 days prior to a game and evidence of the change must be documented. This means that reactivity to late changes in match fixtures is limited with this option. Arsenal FC are solely responsible for changing the variable next match signs on the zone entry plates and they cover the cost of performing this task. We do not have any such agreement with Fulham FC or Chelsea FC therefore the cost of changing and maintaining the signage rests with the Council.
- 4.3 By comparison, the VMS signs are instantly changeable from a central computer with match dates in Zones X & Y currently displayed five days prior to matches. The cost of changing all VMS signs for each season would amount to a few pence for each change (the cost of data sent and power).

- 4.4 The costs of VMS signage is now comparable to the lifetime costs of installing and operating a flap signage match day scheme, especially given the additional administrative costs of recording, photographing and maintaining a log of when flap signage was changed which would be required should the flap sign option be considered. This would be necessary to supply evidence of enforcement practices in cases of parking appeals.
- 4.5 In light of the successful implementation of the VMS match day parking scheme in Zones X and Y, the VMS option would enable the Council to maintain consistency in operations and enforcement procedures with the current match day scheme.
- 4.6 An extra line of variable text on the VMS signs adds around £1000 to the overall price of each sign (based on a line length of 10 characters).
- 4.7 Increases to the overall dimensions of the sign case may impact upon the price significantly more. Estimating this figure is more difficult and it can change with the commodity price of aluminium over time.
- 4.8 The maintenance of VMS signs will shortly be managed by Metric, the suppliers of the Council's ticket machines. To take the maintenance on board means extending the scheme significantly which should cause no problems from a maintenance point of view, especially since the VMS signs technology has now been fine-tuned to make it very reliable.
- 4.9 Table 3 provides a close estimate of the costs of implementing a match day scheme in each of the 12 effected zones. It should be noted that the most significant cost of these schemes is the Variable Messaging Zone Entry Signs. Additionally, the Department for Transport have stated that they may require additional repeater VMS signs within the boundaries of larger zones as part of match day schemes.

Zone	VMS Scheme	Printed label scheme
T	£330,000	£230,000 (*£3k)
H	£385,000	£240,000 (*£3.9k)
D	£292,000	£230,000 (*£1.9k)
W	£453,000	£280,000 (*£5.6K)
F	£405,000	£295,000 (*£4.4k)
R	£305,000	£230,000 (*£2.6k)
S	£420,000	£295,000 (*£3.4k)
U	£425,000	£255,000 (*£4.8k)
Q	£318,000	£240,000 (*£2.9k)
Z	£355,000	£240,000 (*£2.9k)
X	£200,000	£210,000 (*£2.1k)
Y	£210,000	£220,000 (*£2.6k)
TOTAL	£3,688,000	£2,965,000

Table 3 – Estimated costs for rolling out the match day scheme. * indicates annual maintenance & labelling costs.

- 4.10 Should a match day scheme be introduced in all 12 Zones, the equivalent cost for the scheme to each first permit holder is given in the table 4 below (based upon permit information provided in Appendix 4).

	VMS Scheme	Printed label scheme
Cost per permit	£215.27	£173.07

Table 4 – equivalent cost to each first permit holder of introducing a 12 zone match day scheme over a one year period.

5. CONSULTATION

- 5.1 The 12 Zone match day area includes a total of just under 58,000 properties. It is proposed that the options provided for each of the Zones are kept uniform in order to minimise any possibility of spill-over effects from one Zone into the other as a result of any possible match day parking control differences.
- 5.2 Television scheduling changes mean that football matches are increasingly being scheduled to start earlier or later than the traditional 3pm kick-off at weekends, and therefore they also end earlier or later. The preferred proposals for match day restrictions could be:
- 9am-9.30pm on weekday match days (with option of including Bank Holidays), and 9am-8.30pm on Saturday/Sunday match days, **or**;
 - 9am-9.30pm on weekday and Saturday/Sunday match days (with option of including Bank Holidays). This is in line with the current controls operating in Zones X & Y and is the preferred option as the Department for Transport have already provided authorisation for this in principle.
- 5.3 With the proposals stated above, there is the possibility of a Zone opting for match day controls on all days apart from Bank Holidays, whilst an adjoining zone opts for match day controls including Bank Holidays, which may cause overspill effects. However, there was only one match played on a Bank Holiday Monday during the 2009/10 football match season, which was at Stamford Bridge.
- 5.4 Whilst any match day consultation would present an opportunity to carry out Zone reviews, for non-match controls at the same time the current resident priority controls in Zones F & S on non-match days in conjunction with additional match day controls would lead to large and confusing parking place signs, which the Department for Transport would be unlikely to authorise. An example of what the signage would look like is given in figure 7 below.

P Mon - Fri	P Sat - Sun
9 am - 6.30 pm Permit holders S or Pay at machine opposite Display ticket	9 am - 2 pm 4.00 - 6.30 pm Permit holders S or Pay at machine opposite Display ticket
6.30 - 8.00 pm Permit holders S only	2 - 4 pm 6.30 - 8.00 pm Permit holders S only
MATCH DAY RESTRICTIONS 9 am - 9.30 pm including Sunday and bank holidays Max stay 1 hour for pay and display	MATCH DAY RESTRICTIONS 9 am - 9.30 pm including Sunday and bank holidays Max stay 1 hour for pay and display

Figure 7 – An example of what parking place signage for match day with resident priority signage would look like.

- 5.5 Another option is the removal of the 2pm-4pm permit priority hours on Saturdays and maintaining the 6.30pm -8pm priority hours, in addition to the introduction of match day restrictions. The DfT has approved the signage for this option in principle, which is indicated in figure 8 below.

P Mon - Sun
9 am - 6.30 pm Permit holders S or Pay at machine opposite Display ticket
6.30 - 8.00 pm Permit holders S only
MATCH DAY RESTRICTIONS 9 am - 9.30 pm including Sunday and bank holidays Max stay 1 hour for pay and display

Figure 8 – parking place signage for match day, with 6.30pm-8pm resident priority hours approved in principle by DfT.

- 5.6 With the view that permit prices would be increased in zones that opted for match day parking controls, the key considerations that the residents and businesses will need to consider are: -

- Is there a need for longer controls in the evening on match and/or non-match days?

- Is there a need for controls on Saturdays on match and/or non-match days?
- Is there a need for controls on Sundays on match and/or non-match days?
- Is there a need for a one-hour maximum stay to deter long-stay non-residential visitors on days when weekday evening matches take place, bearing in mind the one hour restrictions would need to apply for the entire day and extended to at least 9.30 in the evening to be effective?
- Is there a need for a one-hour maximum stay to deter long-stay non-residential visitors on Saturday and/or Sunday and/or Bank Holiday match-days?
- If the adjacent zone opts for a match day scheme would the residents and businesses like to be included in the scheme, as they may be affected by overspill effects at a future date.
- A comments box in order to allow residents to express any more localised parking concerns.

5.7 The effects of match day parking on each of the 12 Zones described in 2.9-2.14 indicates that some Zones are clearly affected by both Stamford Bridge and Craven Cottage match days, whereas others are affected by one or the other. Whilst residents and businesses would be likely to know if they are adversely impacted by match day parking it is unlikely that all would know which particular stadium they have been affected by. The options are:

- For Zones to be offered controls relating to either Chelsea/Fulham match days in a consultation;
- For all Zones to have match day controls operating for all match days;
- For the Council to decide which match day controls are appropriate for which Zones based on information like appendices 2 and 3;

5.8 It is estimated that the average motorist is willing to walk approximately a mile from their car to the destination, therefore it is conceivable that the impact of Chelsea football match day parking is felt as far as Zone T (which is 1.4 miles away) without match day restrictions since football fans are willing to walk further.

5.9 The provision of short stay pay and display only parking bays at a discounted rate would be discussed in any post-consultation report and does not need to form part of the consultation as it can be considered an essential facility, in view of any match day restrictions in town centres. These bays would be located away from residential frontages where possible.

5.10 Since the introduction of the match day scheme relies on financing through the increase of parking permits in the proposed match day scheme zones there is the possibility that a low response rate in approval of the scheme may require a majority who did opt for the scheme having to pay a higher parking

permit charge as a result. Therefore, it is proposed that residents and businesses are clearly informed that a minimum response rate to the consultation is required in order to implement match day controls in the body of the consultation document, and that the match day schemes will require residents to pay a higher parking permit rate than the rest of the borough in order to fund the cost of the scheme. Posters displayed in the consulted zones will also act to remind residents and businesses to respond to the consultation.

6. RECOMMENDATIONS

6.1 It is recommended: -

- To approve the proposal to consult Controlled Parking Zones D, T, H, F, S, Q, R, U, W, X, Y, and Z on match day parking schemes covering match days for Chelsea FC and Fulham FC;
- That proposals for match day restrictions of 9am-9.30pm on weekday match days (with the option of including Bank Holidays), using VMS sign technology is consulted on in each of the 12 Zones covering matches for both, Fulham FC and Chelsea;
- That residents and businesses are clearly informed that a broad consensus to the consultation is required in order to implement match day controls, and that the match day schemes will require residents to pay a higher parking permit rate than the rest of the borough in order to fund the cost of the scheme;
- That the questions raised in 5.6 are included in the match day consultation for each of the 12 Zones.

7. COSTS & RESOURCES

7.1 In order to implement the match day scheme across all 12 Zones, two dedicated works supervisors (works co-ordinator and works monitoring supervisor) would be required.

7.2 To deliver complete surveys for the entire 12 Zone area, two additional Surveyors would be required.

7.3 An additional four parking projects engineers would be required in ensure that the match day parking scheme can be delivered over the area in one continuous period.

7.4 Whilst the costs indicated in section 4.2 are for a complete scheme, any costs associated with the implementation of a supported scheme will be reported along with the post consultation feedback report. In order to deliver a match day scheme in all 12 zones over a period of one financial year, three additional project engineers would need to be employed. This would have an impact on the overall cost of the project, however, this has been accounted for.

- 7.5 Fluctuations in the commodity price of aluminium over time would affect the price of the flap or VMS signs.
- 7.6 The cost of consulting the 12 Zones on the proposals will be £240,000.
- 7.7 The cost of the consultation can be covered within the existing Controlled Parking Zone budget for 2010/11 and will require no further funding.

8. TIMESCALES

- 8.1 Since the Zone Entry signage for match day parking is non-standard, the assembly and delivery of these signs are likely to be the most time intensive element of delivering match day schemes.
- 8.2 The first 25 VMS signs would require 16 weeks from the date of agreement of the Zone Entry sign face design, following approval from the DfT, to be manufactured. Following the initial delivery, 25 VMS signs could be ready for installation every 3 weeks until the contract was complete.
- 8.3 Timescales are estimated as follows:

Time Period	Action
2010/11	
July - Nov 2010	<ul style="list-style-type: none"> • Survey of 12 CPZs
October 2010	<ul style="list-style-type: none"> • Cabinet Decision on Consultation
November 2010	<ul style="list-style-type: none"> • Consultation takes place
March 2011	<ul style="list-style-type: none"> • Cabinet Decision on proposals based on consultation response
June 2011	<ul style="list-style-type: none"> • Borough-wide roll-out of SVP
August 2011	<ul style="list-style-type: none"> • Relevant contractors appointed following tendering processes
2012/13	
January 2012	<ul style="list-style-type: none"> • Implementation of match day parking scheme in first zone
May 2012	<ul style="list-style-type: none"> • Implementation of the last of the 12 match day parking zones
May – October 2012	<ul style="list-style-type: none"> • Monitoring of the scheme

- 8.4 To implement a match day scheme in each of the 12 Zones would be programmed over a minimum two years.
- 8.5 There may be a requirement to go through the competitive tender process for the supply and/or installation of the works through the OJEU process, which may take up to 6 months to complete.

8.6 Based on the Council's previous work with the VMS sign technology provider, Microtima Ltd, the Council could carry out a competitive tender process or find applicable grounds under the Public Contracts Regulations 2006 to negotiate with one contractor. The grounds for so doing are rather limited, including though not limited to, for technical or artistic reasons or for reasons connected with the protection of exclusive rights. Officers will liaise with legal services in relation to any procurement processes.

9 COMMENTS OF THE DIRECTOR OF FINANCE AND CORPORATE SERVICES

9.1 As parking policy is not a fiscal measure in terms of generating income, no consideration should be given to the financial implications of the recommendations of the report. However, members need to be aware of the potential financial implications for financial planning purposes.

9.2 The proposal to consult on extending a match day scheme to all parking Zones in the south of the borough for both Chelsea and Fulham games. It is difficult to determine the precise impact and the pace of implementation although it is possible to set out the various areas in which income could be affected:

- Match day income foregone;
- Pay & display income affected by extra controls;
- Additional match day PCN income;
- Additional P&D income from extended hours of control, and;
- Additional P&D income from smart visitor permit.

9.3 Whilst not possible to put precise estimates against many of the areas it is possible to establish a range of forecast based on a number of variable parameters.

9.4 The loss of pay & display income from match days and the displacement effect on non-match days could cost up to £270k, with some of this being recovered through additional pay & display money from extended control hours and the use of the Smart Visitor Permit. It is expected that this could generate about £125k i.e. a net reduction of £150k.

9.5 In introducing additional controls, it is expected that there will be additional PCN income although it is not possible to faithfully extrapolate any information on the additional income that this might cost.

9.6 The rolling out of the programme is dependent upon the level of available resources and decisions as to how the cost should be financed, including from the existing budget. The ability to finance the remainder of the programme will depend upon budget availability and other priorities.

9.7 Any procurement considerations would need to be taken into account in the implementation of the project.

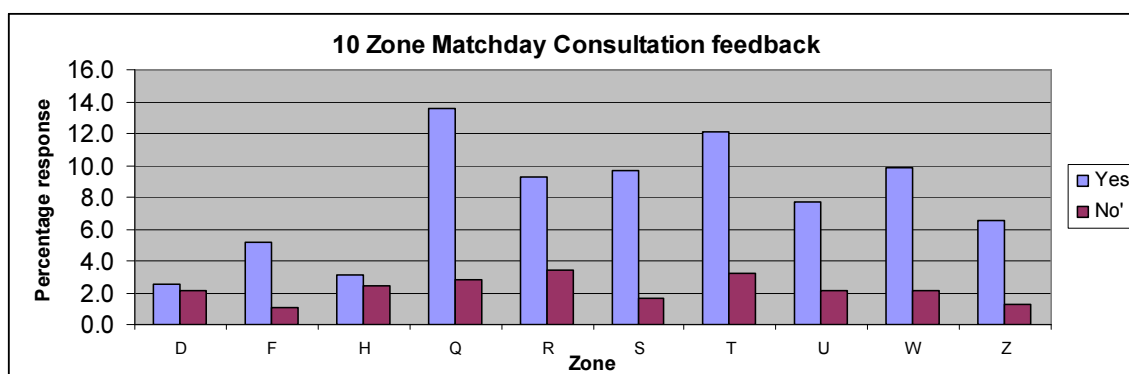
10 COMMENTS OF THE ASSISTANT DIRECTOR (LEGAL & DEMOCRATIC SERVICES)

- 10.1 As a public authority, the Council is under an obligation to ensure that all procurement processes are fair, transparent and non-discriminatory. This applies to the procurement of all goods, services and works on behalf of the Council. Unless the Council is able to show legitimate grounds under the Public Contract Regulations 2006, it will be required to carry out a competitive procurement process, appropriate to the value of the contract to be awarded, in respect of all the goods, works and services to be procured.
- 10.2 Legal services will work with officers to determine the necessary procurement processes.

LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS

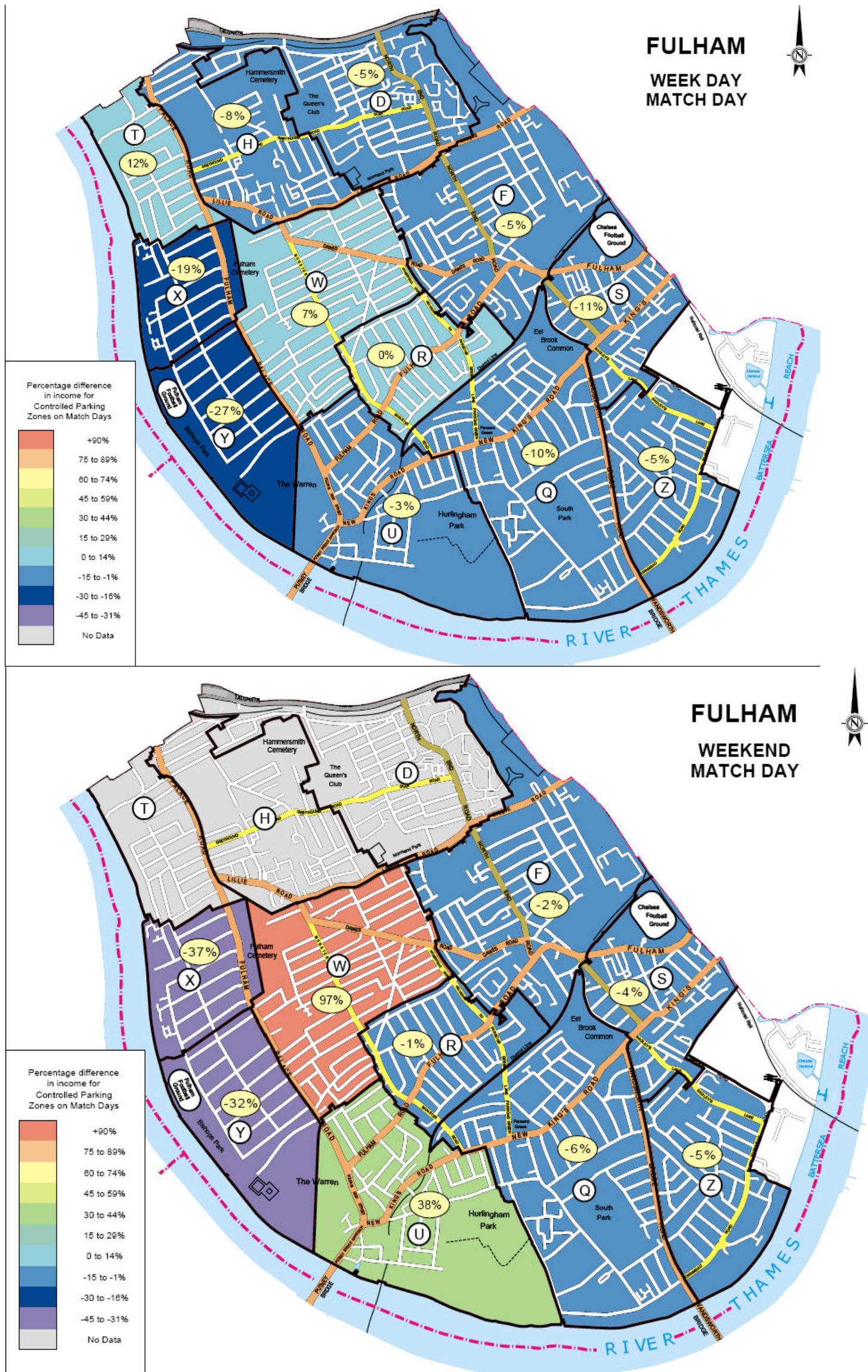
No.	Description of Background Papers	Name/Ext. of Holder of File/Copy	Department/Location
1.	Project file – Match Day Parking 2010-11	Naveed Ahmed Ext. 1418	EnvD 4 th Floor, HTHX

Appendix 1 – Analysis of 10 Zone match day consultation

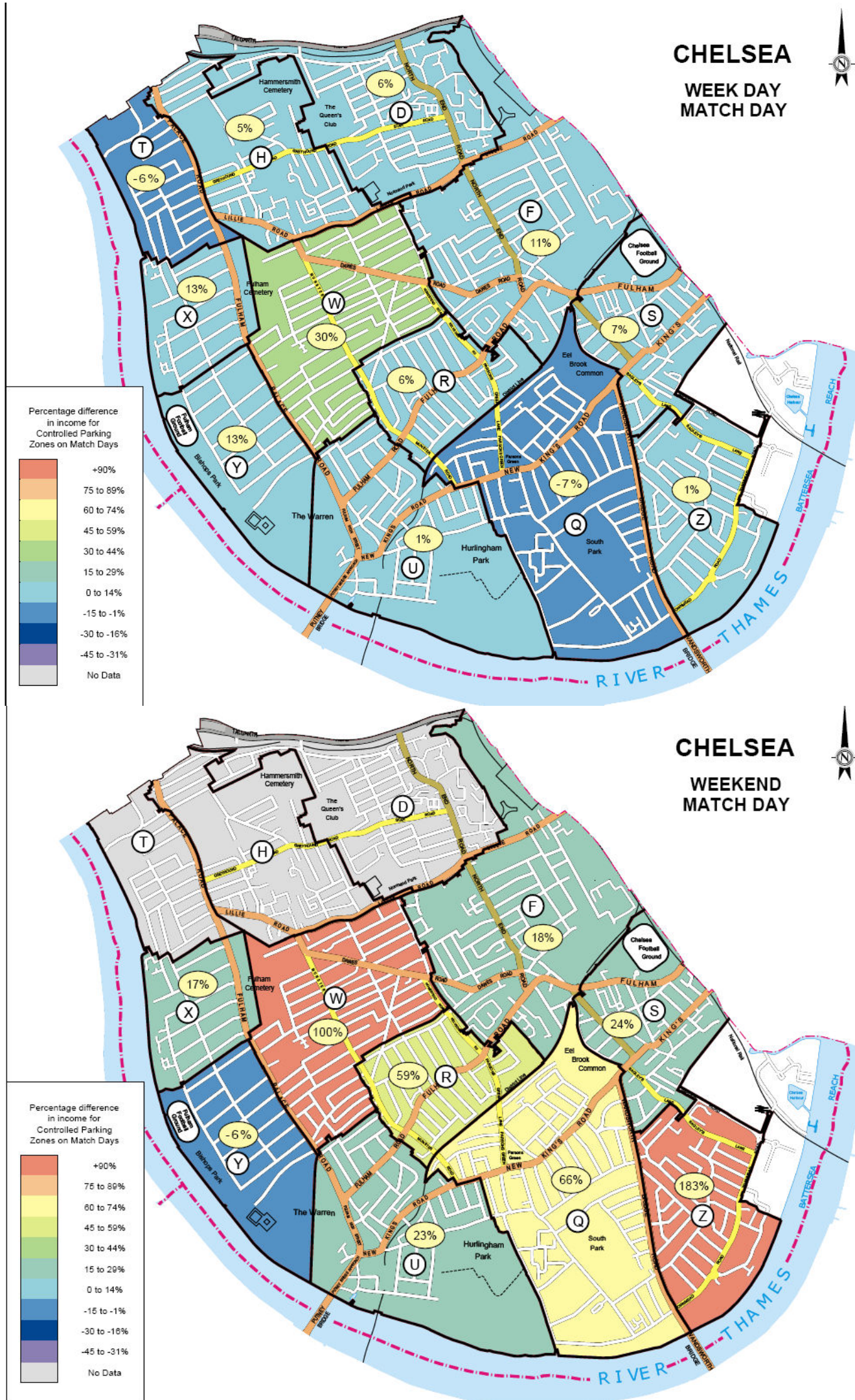


	D	F	H	Q	R	S	T	U	w	Z
Yes'	170 (2.5%)	373 (5.2%)	116 (3.1%)	677 (13.6%)	326 (9.3%)	311 (9.7%)	209 (12.1%)	318 (7.7%)	611 (9.9%)	269 (6.5%)
No'	146 (2.1%)	76 (1.1%)	90 (2.4%)	137 (2.8%)	118 (3.4%)	54 (1.7%)	56 (3.2%)	87 (2.1%)	133 (2.1%)	55 (1.3%)
Total of properties responding	316 (4.6%)	449 (6.3%)	206 (5.5%)	814 (16.4%)	444 (12.7%)	365 (11.4%)	265 (15.3%)	405 (9.9%)	744 (12%)	324 (7.8%)
Total properties who did not respond	6615 (95.4%)	6721 (93.7%)	3536 (94.5%)	4165 (83.7%)	3076 (87.4%)	2855 (88.7%)	1469 (84.7%)	3711 (90.1%)	5457 (88%)	3844 (92.2%)
Total properties in zone	6931	7170	3742	4979	3520	3220	1734	4116	6201	4168
PERMITS										
Total permit holders as a %age of total properties	26.1	23.2	30.3	50.5	44.6	29.7	40.0	38.8	45.8	30.5

Appendix 2 – Pay and Display income analysis for Fulham FC (2009)



Appendix 3 – Pay and Display income analysis for Chelsea FC (2009)



Appendix 4 – Number of first resident permits (May 2010)

Zone	Number of resident first parking permits
Zone D	1722
Zone F	1566
Zone H	1092
Zone Q	2453
Zone R	1509
Zone S	895
Zone T	701
Zone U	1539
Zone W	2755
Zone X	847
Zone Y	797
Zone Z	1256
Total:	17,132

Appendix 5 – Summary of parking control in 12 Zones

Zone D (Barons Court)

- 9am to 5pm, Monday to Friday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display
- Restrictions are extended in a large part of the zone for two weeks each year at the time of the Queen's Club Tennis Tournament, when restrictions apply from 9am to 7pm, Monday to Sunday
- SMART Visitor Permit for resident's visitors (from 3rd Nov, 2008):
 - o Users are not subject to the 8 hour maximum stay for pay and display parking
 - o One SMART Visitor permit per household
 - o Charged at £1.50/hour, by the minute (prepaid credit)
 - o Unlimited standard rate hours can be purchased on each Zone D SMART Visitor Permit account each year
 - o Disabled residents entitled to buy the first 240 hours per annum at a 50% discounted rate (i.e. 75p per hour)
 - o Zone D SMART Visitor Permits can only be used in Zone D

Zone F (streets off and around North End Road, Fulham)

- 9am to 8pm, Monday to Saturday
- Pay and display £1.80 per hour (from 7th April 08) for the first 4 hours and £2 per hour (£2.20 per hour from 7th April 08) for any additional hours
- 8 hour maximum stay for pay and display
- Parking restricted to permit holders only at the following times:
 - o 2pm to 4pm on Saturdays
 - o 6.30pm to 8pm, Monday to Saturday
- During permit holder only times, visitors must display a valid Zone F resident visitor's permit IN ADDITION TO a valid Zone F pay and display ticket
- Limited number of 1-hour maximum stay pay and display only bays (Zone F permits not valid in these bays, Zone F resident visitor permits not required)
- Market trader's bays in side streets off North End Road are for use by Market Trader Permit holders only between 7am and 6.30pm, Monday to Saturday. These bays can also be used by other Zone F permit holders between 6.30pm and 8pm, Monday to Saturday.

Zone H (around Charing Cross Hospital)

- 9am to 5pm, Monday to Friday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display

Zone Q (Fulham)

- 9am to 5pm, Monday to Saturday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display

Zone R (Fulham)

- 9am to 5pm, Monday to Saturday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display
- Trial zone for SmartPARK electronic (infra-red) permits:
 - o Permit holders are required to display an electronic smartPARK permit
 - o Permit holders can opt to use their smartPark electronic permit as a cashless method of parking in other H&F zones at regular p&d rates
 - o Cashless parking charged on a per minute basis
 - o Users of the cashless system need to abide by the maximum stay of the bay that they using when parking in other zones
- there are three 1-hour short stay pay and display only bays (approx 20 car spaces) on Fulham Road (also in Zone U):
 - o 20p per half-hour from 20th December 09
 - o operate 9.30am to 4.30pm, Monday to Saturday
 - o these bays have a waiting and loading restriction between 8am to 9.30am and 4.30pm to 8pm, Monday to Saturday.
 - o Maximum stay 1hour, no return within 1 hour

Zone S (Fulham – Kings Road/Chelsea FC)

- 9am to 8pm, Monday to Saturday
- Pay and display £1.80 per hour for the first 4 hours and £2.20 per hour for any additional hours (from 7th April 2008)
- 8 hour maximum stay for pay and display
- Parking restricted to permit holders only at the following times:
 - o 2pm to 4pm on Saturday
 - o 6.30pm to 8pm, Monday to Saturday
- During permit holder only times, visitors must display a valid Zone S resident visitor's permit AS WELL AS a valid Zone S pay and display ticket
- Limited number of 1-hour maximum stay pay and display only bays (Zone S permits not valid in these bays, Zone S resident visitor permits not required)

Zone T (South Hammersmith)

- 9am to 5pm, Monday to Friday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display

Zone U (South-West Fulham)

- 9am to 5pm, Monday to Saturday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display
- Limited number of 1-hour maximum stay bays – maximum stay applies to both permit holders and pay and display)
- there are two 1-hour short stay pay and display only bays (approx 8 car spaces) on Fulham Road (also in Zone R):
 - o 20p per half-hour from 20th December 09
 - o operate 9.30am to 4.30pm, Monday to Saturday
 - o these bays have a waiting and loading restriction between 8am to 9.30am and 4.30pm to 8pm, Monday to Saturday.
 - o Maximum stay 1hour, no return within 1 hour

Zone W (West Fulham)

- 9am to 5pm, Monday to Saturday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display

Zone X (near Fulham FC)

- 9am to 5pm, Monday to Saturday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display
- Matchday Parking Scheme:
 - o On controlled match days, restrictions apply:
 - 9am to 9.30pm, Monday to Sunday (including bank holidays)
 - Prior to 27th October 2008, matchday restrictions applied from 9am to 9.30pm, Mon-Fri and 9am to 5pm on Saturday
 - o On match days, there is a 1-hour maximum stay for pay and display for the whole day
 - o Dates of matches are displayed:
 - On pay and display machines
 - On the council's website
 - On Controlled Zone entry signs
- SMART Visitor Permit for resident's visitors:
 - o Users are not subject to the 1-hour maximum stay on match days
 - o Maximum of two SMART Visitor Permits per household
 - o Charged at £1.50/hour, by the minute (prepaid credit)
 - o Unlimited standard rate hours can be purchased on each Zone X SMART Visitor Permit account each year, to be used between the two SMART Visitor permits (prior to 14th December 2009, there was a 240 hour standard rate annual limit)
 - o Disabled residents entitled to buy their 240-hour annual allocation at a 50% discount (i.e. at 75p per hour)
 - o Zone X SMART Visitor Permits can only be used in Zone X

Zone Y (near Fulham FC)

- 9am to 5pm, Monday to Saturday
- Pay and display £1.80 per hour (from 7th April 08)
- 8 hour maximum stay for pay and display
- Trial zone for Matchday Parking Scheme:
 - o On controlled match days, restrictions apply:
 - 9am to 9.30pm, Monday to Sunday (including bank holidays)
 - Prior to 27th October 2008, matchday restrictions applied from 9am to 9.30pm, Mon-Fri and 9am to 5pm on Saturday
 - o On match days, there is a 1-hour maximum stay for pay and display for the whole day
 - o Dates of matches are displayed:
 - On pay and display machines
 - On the council's website
 - On Controlled Zone entry signs
- SMART Visitor Permit for resident's visitors:
 - o Users are not subject to the 1-hour maximum stay on match days
 - o Maximum of two SMART Visitor Permits per household
 - o Charged at £1.50/hour, by the minute (prepaid credit)
 - o Unlimited standard rate hours can be purchased on each Zone X SMART Visitor Permit account each year, to be used between the two SMART Visitor permits (prior to 14th December 2009, there was a 240 hour standard rate annual limit)
 - o Disabled residents entitled to buy their 240-hour annual allocation at a 50% discount (i.e. at 75p per hour)
 - o Zone Y SMART Visitor Permits can only be used in Zone Y

Zone Z (South-East Fulham)

- 9am to 5pm, Monday to Saturday (8 hour maximum stay for pay and display)
- Pay and display £1.80 per hour (from 7th April 08)