

DELEGATED POWERS REPORT NO. 1847

SUBJECT: Environment, Planning and Regeneration North Finchley Parking Review for 2012/2013

Control sheet

All of the following actions MUST be completed at each stage of the process and the signed and dated report MUST be passed to the Governance Service for publishing

All reports		
1. Governance Service receive draft report	Name of GSO Date	Paul Frost 22/10/12
2. Governance Service cleared draft report as being constitutionally appropriate	Name of GSO Date	Paul Frost 22/10/12
3. Finance clearance obtained (<i>report author to complete</i>)	Name of Fin. officer Date	John Hooton 26/10/12
4. Staff and other resources issues clearance obtained (<i>report author to complete</i>)	Name of Res. officer Date	N/A N/A
5. Strategic Procurement clearance obtained (<i>report author to complete</i>)	Name of SPO Date	N/A N/A
6. Legal clearance obtained from (<i>report author to complete</i>)	Name of Legal officer Date	Sheila Saunders 05/11/12
7. Policy & Partnerships clearance obtained (<i>report author to complete</i>)	Name of P&P officer Date	Andrew Nathan 23/10/12
8. Equalities & Diversity clearance obtained (<i>report author to complete</i>)	Name of officer Date	Andrew Nathan 23/10/12
9. The above process has been checked and verified by Director, Head of Service or Deputy	Name Date	Pam Wharfe 30/10/12
10. Signed & dated report, scanned or hard copy received by Governance Service for publishing	Name of GSO Date	Paul Frost 05/11/12
11. Report published by Governance Service to website	Name of GSO Date	Paul Frost 05/11/12
12. Head of Service informed report is published	Name of GSO Date	Paul Frost 05/11/12
13. Expiry of call-in period	Date	N/A
14. Report circulated for call-in purposes to Business Management OSC members & copied to Cabinet Members & Head of Service	Name of GSO Date	N/A

ACTION TAKEN BY CABINET MEMBER (EXECUTIVE FUNCTION)

Subject	North Finchley Parking Review – Experimental introduction of Parking Changes.
Cabinet Member	Cabinet Member for Environment
Date of Decision	05 November 2012
Date of decision comes into effect	05 November 2012
Summary	This report recommends the introduction of parking changes on an experimental basis following the completion of a North Finchley Town Centre parking review.
Officer Contributors	Adrian McWhinnie - Engineer, Traffic and Development Environment, Planning and Regeneration
Status (public or exempt)	Public
Wards affected	Woodhouse, West Finchley
Enclosures	Appendix A – Parking Review Area Appendix B – Analysis general quest responses Appendix C – NFTC Parking Analysis Appendix D – NFTC EXST PB Info Appendix E - North Finchley - Town centre parking review
Reason for exemption from call-in (if appropriate)	Not applicable
Key Decision	No

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1. RELEVANT PREVIOUS DECISIONS

- 1.1 Leader of the Council's Delegated Powers Report 1727 of 9 July 2012 approved new parking initiatives and charges in Environment Planning and Regeneration.

2. CORPORATE PRIORITIES AND POLICY CONSIDERATIONS

- 2.1 The three priority outcomes set out in the 2012/13 Corporate Plan are:

- Better services with less money
- Sharing opportunities, sharing responsibilities
- A successful London suburb

- 2.1 Introducing amendments to parking controls in the borough will contribute to the priority "A Successful London Suburb" by keeping traffic moving.

- 2.2 The London Mayor's Transport Strategy also addresses these areas through: "Proposal 30: The Mayor, through TFL, and working with the London boroughs and other stakeholders, will introduce measures to smooth traffic flow to manage congestion (delay, reliability and network resilience) for all people and freight movements on the road network, and maximise the efficiency of the network. These measures will include ...c) "... keep traffic moving ..." , e) Planning and implementing ... improvements to the existing road network, ... to improve traffic flow on the most congested sections of the network, and to improve conditions for all road users.

3. RISK MANAGEMENT ISSUES

- 3.1 It is considered that the issues involved are likely to give rise to policy considerations as failure to sustain and enhance Barnet's town centres will impair their key contribution to the social, economic and environmental well-being of the borough.

- 3.2 The proposed measures and reductions in tariff have been designed to cater for local trading demands and to encourage a higher patronage and turnover of spaces in the North Finchley area. There is a theoretical risk that the reduced parking tariffs may not improve turnover and patronage to achieve the increase in parking income. This has been assessed against existing generated income, which is currently significantly below the level predicted for the current financial year. Should income not match currently achieved parking revenue, then a recovery plan will be developed by the EPR directorate to mitigate the loss in revenue.

- 3.3 The proposals have been formulated having given serious consideration to the comments contained within the questionnaires, similar comments made at public meetings and council priorities. The introduction of the measures on an experimental basis will allow the Council to monitor and make changes if necessary to any or all elements of the scheme, or abandoning the scheme should it think fit.

4. EQUALITIES AND DIVERSITY ISSUES

- 4.1 Section 149 of the Equality Act 2010 requires a decision-maker to have 'due regard' to achieving a number of equality goals: (i) to eliminate discrimination, harassment,

victimisation and any other conduct that is prohibited by the Act; (ii) to advance equality of opportunity between those with protected characteristics and those without; and (iii) to foster good relations between persons with a relevant protected characteristic and those without. The relevant protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

- 4.2 The North Finchley Town Centre (NFTC) parking review aims to create the right environment for vibrant and viable town centres in Barnet. Integral to this is the need to respect the diversity of the town centre network and to take into account the different requirements of each town centre, and the different needs and preferences of those who use them.
- 4.3 The NFTC parking review will identify opportunities to enhance the public realm and improve accessibility for all users and will seek to support the provision of a wide range of shops and services to meet the needs of diverse local populations.

5. USE OF RESOURCES IMPLICATIONS (Finance, Procurement, Performance & Value for Money, Staffing, IT, Property, Sustainability)

- 5.1 The costs of preparing the NFTC parking review have been contained within the North Finchley Outer London Fund budget.
- 5.2 The changes to parking controls would require amendments to existing Traffic Management Orders. Statutory procedures require a public consultation to take place. Total estimated costs for the necessary statutory process, including advertising, printing, and all officer time, including consideration of any comments received, report writing and the introduction of the measures, are estimated to be approximately £15-20,000 , dependent on the final measures introduced, the costs of which can be met from the North Finchley Outer London Fund Budget.
- 5.3 Should there be a need to consider additional measures as a result of the public consultation, funding has been identified from other capital budgets to support the initiatives.
- 5.4 The lines and signs will require periodic ongoing routine maintenance.

6. LEGAL ISSUES

- 6.1 The Traffic Management Act 2004 places an obligation on authorities to ensure the expeditious movement of traffic on their road network. Authorities are required to make arrangements as they consider appropriate for planning and carrying out the action to be taken in performing the duty.
- 6.2 The Council's charging powers are regulated by the general duty on Authorities under Section 122 of the RTRA to have so far as practicable having regard to the matters specified in subsection (2) to secure the expeditious, convenient and safe movement of vehicular and other traffic and the provision of suitable and adequate parking facilities on and off the highway.

7. CONSTITUTIONAL POWERS

7.1 Council Constitution, Part 3, Responsibility for Functions, Section 3.3 provides that Cabinet Members may discharge the executive functions that fall within their portfolio, whether or not they are also delegated to officers except for matters specifically reserved to Council, Cabinet or cabinet committees.

8. BACKGROUND INFORMATION

8.1 As part of the North Finchley Outer London Fund, a review of car parking in North Finchley Town Centre (NFTC) was conducted during July and August 2012. The NFTC Parking Review is seeking to obtain knowledge of the on-street parking requirements from businesses and traders in the Town Centre, with a view to establishing whether the current arrangements could be improved to better serve the town centre community.

8.2 The review focused specifically on the town centre as defined on the map shown within Appendix A. This report summarises the analysis of the review and makes recommendations for changes to improve both customer service and turnover of space through appropriate controls.

8.3 The overarching aim of this study is to comprehensively review the effectiveness and impact of the parking controls in NFTC through public consultation; to ensure the current parking arrangements caters for the current and future needs of residents, visitors and businesses.

8.4 The main focus of the review was a letter and questionnaire, circulated to all businesses and traders within the NFTC parking review area. In total, 500 leaflets were distributed, which people were encouraged to complete and return by 27 July 2012. In total, 102 questionnaire responses were received from businesses by the closing date, which represents a response rate of 20.4%.

8.5 A further 500 letters were sent to businesses and traders, to inform them that the review period was to be extended to 10 August 2012. The extension of the closing date from 27 July was intended to allow as many people as possible to take part in the review. A further 17 (3.4%) questionnaires were received from businesses and traders after the original closing date. A total of 119 (24%) questionnaire responses were received up to the final closing date of 10 August. A tabulated analysis of the results of the questionnaire is contained within Appendix C.

8.6 Section 2 of the questionnaire, asked businesses and traders a range of specific questions regarding the type of business and its business functions.

- Of the 119 respondents 94(79%) were retail establishments
- 321 business vehicles and 341 employee vehicles were separately identified as parked on street.
- Only 24 business vehicles and 13 employee vehicles were separately identified as parked in a public car park

8.7 Section 3 of the questionnaire, asked businesses and traders a range of specific questions regarding their loading requirements:

- Of the 119 respondents 70(59%) had a loading requirement

- 40(34%) were unhappy with the current loading requirements
 - 76(64%) were unaware of the permitted '40 minute' loading period.
- 8.8 Section 4 of the questionnaire, asked businesses and traders to list in order of priority, what their main concerns were with the current parking regime in North Finchley. It is important to note that this section of the questionnaire did not include any prompting from the council, as the comments page was left blank. Of the 119 businesses and traders who responded, the following was identified as being of most concern to businesses and traders:
- 54 (45%) cited cost of parking
 - 48 (40%) cited Pay by Phone
 - 24 (20%) cited lack of free parking
 - 18 (15%) cited lack of pay and display machines
- 8.9 Section 5 of the questionnaire, asked businesses and traders a range of questions in relation to their customers:
- Of the 119 respondents 97(82%) identified weekdays as their main days for trading
 - 83(70%) identified 'all day' as their main time period for trading.
 - 81(68%) identified 'passing trade' as their main customer base
 - Average shopping time for customers was between 10 minutes and 2 hours
- 8.10 Responses would suggest that NFTC retailers are convinced that by reducing car parking charges, footfall will increase. However, the downturn in the economic climate and the effect of other shopping areas on NFTC must also be considered. Businesses and traders would like to see a higher turnover of short stay parking and a reduction in parking charges to stimulate business and encourage patronage. This was reiterated at a meeting with business and traders on 10 September 2012.
- 8.11 A study of NFTC 'Pay by Phone' parking bays (including car parks) was undertaken, in order to develop an understanding of current on and off street parking revenue. Parking turnover was determined by examining the ratio of vehicles parked in duration (8am to 6.30pm, Monday to Saturday) against the number of parking spaces available (509 within the controlled parking zone, including on street and side-street parking bays). The analysis suggests that there is a marked decrease in the potential earnings of on and off street parking revenue, given the maximum uptake, in line with current charges. Further analysis is given to possibilities and refinements including:
- Identifying actual income obtained within a specific standard week (16/04/12 to 21/04/2012)
 - Determining potential earnings of existing bays within NFTC, in line with current charges
 - Identifying a theoretical income, if a reduced set of charges were applied (25%, 35% and 50% increments respectively), whilst taking into account a predictive 85% parking turnover

It is important to note that the detailed analysis carried out only reflects a week in April, and may not reflect patterns across the entire year. However, following this analysis, it has been considered that the current parking regime is one of the numbers of factors deterring visitors to the area. More specifically, the main concern

of those who responded identified cost as the issue of most concern. Therefore, following detailed consideration by LBB officers and the Cabinet Member for Environment, it is proposed to reduce parking charges within NFTC by 35% to encourage visitors to the area and increase the use of the existing parking facilities. A tabulated analysis of the results of the study is contained within Appendix C.

8.12 Following analysis of the NFTC parking review and analysis of the current revenue generated by on and off street 'Pay By Phone' parking bays, it is recommended that the following be introduced:

- Reduce parking charges by 35% to increase turnover of prime on-street and off-street parking - (Proportionately less reduction for off-street car parks to ensure overall parity)
- Focus medium and long stay parking to off-street car parks
- Introduce dedicated bespoke business parking bays within off street car parks, to maximise on street parking space
- Standardise hours of operation within on street bays to a maximum 2 hours duration
- Adapt existing on street 2 hour bays, to include a paid 15 minutes parking period, in order to increase parking turnover
- Adapt existing loading bays to allow free parking '15 minutes, no return within 1 hour' during the hours of 10am and 4pm, Monday to Saturday
- Adapt the parking bay outside of the Post Office on Lodge Lane to accommodate a free '15 minutes, no return within 1 hour' short stay bay
- Introduce a number of new 'Pay by Phone' short stay parking bays at specific locations on the High Street, to provide additional parking space for local shops
- Issue guidance to businesses and traders to inform them of the specific loading and unloading criteria applicable to NFTC

A drawing showing the proposed parking amendments is contained within Appendix E.

8.13 It is considered that the above recommendations reflect the Council's recognition of local needs and pressures, whilst still in keeping with the objectives of encouraging different travel choices and balancing the needs of different user groups. In this way, the limited resource of parking in NFTC can be managed effectively.

8.14 Given the potential wide ranging proposals that are interdependent there is a need to ensure flexibility of approach so that any or all of the measures can be modified or removed if necessary to realise the maximum benefit from making such changes in the North Finchley area, and it is therefore considered that the best approach is to introduce the changes on an experimental basis in the first instance.

8.15 The cost of developing the pilot parking scheme is estimated to be in the region of £15-20000. The change to the usage of parking bays would require amendments to Traffic Management Orders, requiring a statutory consultation to take place. Estimated costs for the necessary statutory process, including advertising, printing, officer time, including consideration of any comments received, report writing and public notification of any agreed measures, will be confirmed once they have been fully developed.

- 8.16 In terms of the list of the recommended parking projects, if the recommendations as outlined in paragraph 8.12 are agreed, then the funding will be met from the North Finchley Outer London Fund.

9. LIST OF BACKGROUND PAPERS

- 9.1 North Finchley Outer London Fund documents

10. DECISION OF THE CABINET MEMBER(S)

I authorise the following action

- 10.1 To approve the introduction of the measures as contained within this report and outlined in Paragraph 8.12 on an experimental basis. All measures are to be introduced as soon as practicable, complying with all necessary statutory requirements.
- 11.2 The measures are introduced on an experimental basis through the making of the relevant Traffic Management Orders; with
- 11.3 That the effectiveness and impact of introduced measures be monitored closely and action identified to mitigate against ineffectiveness including financial underperformance.
- 11.4 Any unresolved material objections received are dealt with by the Interim Director of Environment, Planning and Regeneration under delegated powers, in consultation with the Cabinet Member for Environment before a decision is made in due course on whether to make all or any of the measures permanent.

Signed Cabinet Member for Environment

Date 05 November 2012