



PARKING STRATEGY CONSULTATION

TOWN COUNCIL MEETING

REPORT 40/16

13 JUNE 2016

The purpose of this paper is to ask Members if they wish to submit a response to the Isle of Wight Council's Car Parking Strategy 2016-2021 in advance of the closing date of 5 July.

No. DETAIL

1) BACKGROUND

- a) The Isle of Wight Council commissioned an Island-wide Car Parking Strategy from the WYG Consultancy last year and their draft document is now out for consultation until 5 July 2016.
 - b) The Strategy runs to 77 pages with a further 44 pages of Appendices and both documents are available on the Town Council's website by clicking [this link](#).
 - c) The recommendations, consisting of 13 Primary Recommendations and 21 Secondary Recommendations, are attached to this Report.
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2) TOWN & PARISH COUNCILS

- a) Although the draft Strategy makes several references to Town and Parish Councils as stakeholders whose views need to be heard, there are only two references to *local councils* in the Recommendations section of it:
 - Section 7.11: *it is recommended that reviews of the parking provision in key areas throughout the island are required to develop more detailed local parking strategies, particularly in the main towns...The Council will work with the local councils to review parking activities.*
 - Primary Recommendation PR2: *It is recommended that the Council should work with local councils so as to assist the continued viability of the Island's town centres.*
 - b) While these are welcome, they still leave the actual management of local parking arrangements with the Isle of Wight Council.
 - c) Yet Town and Parish Councils are best placed to understand local demand and variations within it and to respond flexibly and in a timely way to changing patterns of use.
 - d) Such delegation would fit the increasing application of localism principles and practice to the management and delivery of services on the Island.
 - e) Ventnor's experience has already demonstrated the viability of a model that leaves enforcement and cash collection with the Isle of Wight Council along with income consistent with established levels while ensuring that control over tariffs and use of these important spaces lies with the local council.
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3) VENTNOR'S CAR PARKS

- a) Ventnor's eight Isle of Wight Council owned car parks provide just over 10% (514) of the Island's total of 5,013 Long Stay parking spaces; Short Stay Car parks on the Island add another 1,070 spaces.
 - b) The four car parks now managed by the Town Council – Dudley Road (44), Market Street (33), Pound Lane (28) and Shore Road (90) – provide a total of 195 car parking spaces; the other four – La Falaise (98), Central (84), Eastern Esplanade (73) and the Grove (64) hold 319 car parking spaces.
 - c) Given the success of the Ventnor model of local management to date, there is a strong basis for its extension to all eight of the town's car parks as that would significantly enhance the capacity to provide the flexible management practice that the draft Parking Strategy is based on.
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4) RECOMMENDATION

- a) The Town Council is recommended to submit a response to the current consultation on the Strategy making the case for local delegation of management responsibility to Town and Parish Councils.
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Parking Strategy – Recommendations

- 7.5 Two main factors are considered key to a successful parking strategy and these are an efficient management of assets and the provision of adequate parking provision.
- 7.6 The way in which parking is managed can potentially have a significant impact on the performance of the highway network, including in town centres and other built-up areas which can in turn affect the performance of the town centre or built-up area as a whole. If parking assets are poorly or inefficiently managed, for example they are poorly maintained, have inadequate signage or charge an inappropriate tariff, this can lead to traffic delays and congestion (and associated environmental issues) as well as driver inconvenience and frustration.
- 7.7 In addition, over-provision results in a waste of land which could otherwise be used for other purposes, whilst under-provision can lead to similar issues than poor management.
- 7.8 Bearing the above in mind, the remainder of this chapter is divided into two sub-sections, one including those policies dealing with the parking management and one including those policies dealing with the parking provision.

Overall Parking Management

- 7.9 Car parking needs to be carefully managed in order to help achieve the Council's LTP3 transport goals as included in Chapter 2.

Primary Recommendation PR1 – Overall Parking Management

Measures to control the supply, maintenance, pricing strategy, payment method and enforcement should be implemented to manage existing and future parking stock across the island in order to achieve the strategy's objectives. It is recommended that the Council should support the development of local strategies when based on a comprehensive evidence base of parking supply and demand.

- 7.10 The different measures to control the parking stock across the island will be set out further within this chapter and will fall in the context of wider demand on the island. As such, the Council should:
- Define the provision of parking associated with new developments/re-developments to ensure future demand is covered.
 - Efficiently manage competing demands for on-street parking through the implementation of appropriate measures (e.g. Residents' Parking Zones).
 - Effectively manage and maintain the council owned public car parking stock (both on and off-street).
 - Provide an overarching pricing structure in line with general trends in the island.
 - Introduce appropriate payment methods to reflect local circumstances.
 - Enforce parking regulations effectively.
- 7.11 It is recommended that reviews of the parking provision in key areas throughout the island are required to develop more detailed local parking strategies, particularly in the main towns. These strategies should include proposals for the management of all types of parking (i.e. not only parking



for cars but also for cycles, motorcycles, commercial vehicles and coaches). The Council will work with the local councils to review parking activities, particularly within the main towns on the island. Evidence of local parking supply and demand is required to complete detailed strategies for individual towns and other local areas.

Council Parking Stock Management

- 7.12 The review of the parking survey data shows that, in terms of duration of stay, both long and short-term parking has been utilised in a similar manner, with users parking in long-stay car parks for short periods of time, whilst some users parked in short-stay car parks for longer periods than those permitted by the tariff regime. This suggests that:
- Greater differentiation between long and short stay parking is needed;
 - long term parking rates at long-stay car parks are not currently encouraging a proper usage of these facilities;
 - there might be a lack of parking enforcement to ensure that a suitable car parking turnover is achieved on short-stay car parks as users park for periods of time longer than allowed; and
 - there might be a need for long-stay parking instead of short-stay at certain locations.
- 7.13 Responses received as part of the consultation process suggested that local businesses are experiencing a reduction in trade that might be partly caused by the lack of parking in their immediate vicinity. Moreover, when parking was readily available, existing payment methods that include a fixed parking duration seemed to discourage longer shopping times.
- 7.14 With the aim of supporting the vitality and vibrancy of local economies as much as possible, this parking strategy will seek to manage demand on a more active basis.

Primary Recommendation PR2 – Council Parking Stock Management

It is recommended that the Council should work with local councils so as to assist the continued viability of the Island's town centres. This should attempt to negate conflicts in demand for parking between commuters and shoppers.

Where possible, payment methods should be reviewed to make the use of town centre car parks more flexible for shoppers. Additionally, where appropriate, longer stay car parking should be directed to less centrally located car parks and park and ride sites as well as those located in close proximity to the ferry terminals and train stations.

Appropriate and effective signage should be provided to direct motorists to the most suitable car parks within their destination area. This should help to manage traffic delays and congestion (and associated environmental issues) as well as driver inconvenience and frustration.



Primary Recommendation PR3 – Variable Message Signage (VMS) Strategy

In line with Primary Recommendation PR2, it is recommended that a VMS strategy is developed to maximise car park utilisation in town and commercial centres. The required infrastructure should be implemented on relevant car parks so as to and provide real-time information in relation to the occupancy levels (available spaces) at those car parks. This should also improve customer's experience by reducing searching times and, in turn, potential congestion.

Primary Recommendation PR4 – Council Off-Street Parking Stock Management

It is recommended that Council off-street parking stock should be managed in accordance with the following principles:

- Short-stay parking (up to three hours) should be prioritised on sites within a short walking distance* of shopping and commercial centres to ensure adequate accessibility for shoppers.
- Long-stay parking should be prioritised on sites further away from shopping and commercial centres as well as those located in close proximity to the ferry terminals and train stations.
- Providing appropriate pricing strategies for both short and long-term parking in order to encourage each use as needed in accordance with the above.
- Parking permits should continue to be made available to both residents and tourists / visitors so as to allow and promote the use of off-street parking where on-street parking is not available.
- The mix, number and usage of off-street parking spaces should be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances.

(*) Short walking distance suggested to be up to a maximum of 400m (approximately 5 minutes walk distance) as recommended by the Institution of Highways & Transportation for acceptable walking distances within town centres.

Primary Recommendation PR5 – Council On-Street Parking Stock Management

It is recommended that Council on-street parking stock should be managed in accordance with the following principles:

- Controlled short-stay parking (up to two hours) should be given priority at available on-street parking locations in or near shopping or commercial centres; whereas long-stay parking should be prioritised on sites further away from these locations.
- Where comprehensive evidence base of parking supply and demand is provided, the Council should consider the provision of resident / business or combined Controlled Parking Zones (CPZs) in order to ensure that designated residential/business parking areas are safeguarded. Residents living in or business located within an area in which a CPZ applies should be able to apply for the relevant parking permit. Additionally, existing Residents' Parking Places should be upgraded to CPZs and should be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances.
- Where comprehensive evidence base of parking supply and demand is provided, the Council should consider the provision of free on-street short-stay parking (up to 1 hour, with no return to the street/parking area within 2 hours) to be available at parking locations in or near shopping or commercial centres. This should include the shared utilisation of on-street parking areas reserved for residents (Residents' Parking Places/CPZs).



- Adequate provision should be made for the delivery of goods and for public service and emergency vehicles.
- Provision for disabled Blue Badge holders should be made in line with recognised national standards (as a minimum).
- On residential roads, priority should be given to meeting residents' parking needs. Further attention should also be given to on-street parking areas located in the vicinity of ferry ports or rail stations so as to avoid commuter parking on residential streets.
- The mix, number and usage of on-street parking spaces will be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances.

Supporting Recommendation SR1 – Prioritising On and Off-Street Short-Stay Parking on Sites within Acceptable Walking Distance* of Shopping and Commercial Centres

Short-stay parking encourages higher turnover of spaces, which means that more parking users utilise each parking bay on a given day. As short-stay bays should primarily be used by shoppers, this recommendation aims to support the vitality of town centres and local business. Care is needed to prevent long-stay parking in short-stay areas by users abusing other technologies such as 'pay by phone' to remotely renew parking tickets in short stay car parks.

(*) Short walking distance suggested to be up to a maximum of 400m (approximately 5 minutes walk distance) as recommended by the Institution of Highways & Transportation for acceptable walking distances within town centres.

Supporting Recommendation SR2 – Prioritising Long-Stay Parking on Sites further Away from Shopping and Commercial Centres as well as those in Close Proximity to Ferry Ports and Rail Stations

Long-stay parking is intended for commuter and all-day parking and, as such, this should be provided in areas further away from local shopping and commercial centres as well as in those areas in close proximity to ferry terminals and rail stations. Care should be given to parking for staff within the local shopping and commercial centres.

Supporting Recommendation SR3 – Provide Sensible Pricing Strategies for both Short and Long-Term Parking

In order to encourage the proper use of short and long-stay parking spaces, an appropriate and effective pricing structure needs to be provided. These tariffs should discourage long-stay in short-stay parking areas and vice-versa. Suitable allocation of Civic Enforcement Officers (CEOs) will be required in order to ensure a correct use of parking spaces.

Supporting Recommendation SR4 – Provision of Free On-Street Short-Stay Parking at Parking Locations In or Near Shopping or Commercial Centres

The council should consider the provision of free short-stay parking on on-street parking locations in or near shopping or commercial centres, where comprehensive evidence base of parking supply and demand is provided. The general duration of stay permitted should be up to 1 hour, with no return to the street/parking area within 2 hours, which should be applicable Monday to Sunday. However, variations from this general duration of stay should also be considered.

Sections of on-street residents only parking areas should also be considered for as long as residents' parking needs are met. Appropriate enforcement should be provided to deter people from taking advantage of these parking areas.



Supporting Recommendation SR5 – Provision of Controlled Parking Zones (CPZs)

The provision of CPZs should be considered by the Council where comprehensive evidence base of parking supply and demand is provided. This is intended to ensure that designated residential parking areas are safeguarded. In order for a CPZ to be implemented in a given area, the majority of residents and/or businesses located within the area should need to demonstrate support for its implementation. A threshold of over 50% is recommended, whereby more than half of those consulted would have to demonstrate support through a consultation exercise.

Existing Residents' Parking Places should be upgraded to meet with the signage and control criteria of CPZs. These and any additional proposed CPZ should be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances. **Appendix A** shows the existing Residents' Parking Places within the Isle of Wight, which apply to a number of areas in Cowes, Newport, Ryde, Sandown, Shanklin and Yarmouth.

Private Parking Management

- 7.15 The quantum of private parking has a direct impact on the availability of on and off-street parking, with the primary way in which local authorities are able to influence private parking being through the planning process.

Primary Recommendation PR6 – Private Parking Management

It is recommended that where new private developments as well as re-developments include the provision of parking exceeding a defined threshold, a Car Parking Management Plan (CPMP) should be secured so as to ensure that the future operation of the car park is detailed in full.

Where the proposals include public parking, a CPMP should be provided including details in regard to duration of stay, charging regime, security and enforcement. This is to ensure that the proposed public parking area follows the car parking management considerations as set out by the IoW.

Supporting Recommendation SR6 – Requirement for Car Parking Management Plan (CPMP)

Thresholds should be developed for all types of development, including new developments and re-developments, in order to determine the requirement for a CPMP during the planning stage.

Parking Charges

- 7.16 A consistent charging regime is proposed across the Island in line to Recommendations PR4 and SR3 above.

Primary Recommendation PR7 – Parking Charges

In order to encourage a proper use of the Council's parking stock and support the vitality and vibrancy of all local economies within the Island as much as possible, a consistent pricing strategy should be implemented at all car parks managed by the Council. The new charging regime should separate on and off-street parking as well as short and long-stay parking and should be reviewed annually by the Council.



Supporting Recommendation SR7 – Long-Stay Parking Tariff

A long-stay parking tariff aimed at discouraging short-stay parking at long-stay Council owned car parking areas should be developed and applied across the island. In line with this, it would be recommended that parking rates for these areas exclude the allowance for short parking periods on their own (i.e. minimum stay allowed equal or greater than 3 or 4 hours).

Supporting Recommendation SR8 – Short-Stay Parking Tariff

A short-stay parking tariff aimed at discouraging long-stay parking at short-stay Council owned car parking areas should be developed and applied across the island. In line with this, it would be recommended that parking rates for these areas include an increased tariff rate for parking periods exceeding 3 hours.

Payment Methods

- 7.17 The payment method predominantly utilised at the car parks managed by the Council is 'Pay & Display' (P&D). This is a very popular and cost effective car park operating system, whereby users park in a bay and buy tickets from a pay station to then display the ticket in their vehicle. These tickets are then checked by a CEO or parking warden. A benefit of this system is that it is comparatively cheaper to implement than any other systems currently available. The main disbenefits are that it requires manual enforcement, is at risk of misuse and removes the possibility of spontaneous extension of stay.
- 7.18 The above is supported by a pay by phone system which allows users to pay remotely for parking. This offers the possibility of extending user's parking stay while away from the car park, however, relies on the phone network. Care must be given to this system so it is not abused to park in short stay parking locations for longer periods than those permitted by adding the time purchased by phone with that of an already displayed ticket.
- 7.19 It was raised during the consultation process that customers to shopping and town centres seem to spend less time than what would be desired as they have already paid for a fixed rate at a car park and they rather leave than face a fixed penalty. This should not be considered as an issue given the existing pay by phone system. However, the Council should remain sensitive to the demographic of the island and that certain car park users might be more comfortable with traditional payment methods. Also noted is that many areas of the island experience poor mobile phone network coverage, often with no 3G connection, therefore, the implementation of pay by phone apps that require data connection may not be feasible in these areas.
- 7.20 In addition, the potential introduction of parking vouchers in the form of scratch cards was also raised during the consultation stage. These vouchers would allow non-permit holders to park in zones reserved for the use of residents or business only (or both) as well as in off-street parking locations. Vouchers or scratch cards would be purchased from an on-street payment machine or a permitted shop or outlet. However, the use of these vouchers can have various associated issues. For instance, where a pay and display cash payment machine has been removed but the nearest shop or outlet selling vouchers is not immediately close by or obvious, or where the hours of parking control may extend beyond the opening hours of a permitted shop or outlet. Even where several nearby shops or outlets may offer vouchers, this can still be seen as less convenient compared to being able to pay at a machine on the street as it is currently available. Pay by Phone



is considered to be one of the most suitable alternatives to these vouchers and this is also in use on the island. Therefore, the introduction of these scratch cards is not considered to be particularly beneficial and thus, it is not recommended at this stage.

Primary Recommendation PR8 – Off-Street Car Park Payment Methods

With the purpose of supporting the aims of this strategy and in line with Primary Recommendation PR2. It is recommended that the council reviews current payment systems in car parks located in the vicinity of shopping and town centres. This measure is considered to encourage leisurely shopping in the Island's town centres.

Supporting Recommendation SR9 – Alternative Car Park Payment Methods

There are two main alternative payment systems to P&D, and these are discussed below:

- **Pay-on-Foot or Pay-at-Exit** – Access and exit to car parks is barrier controlled. Users retrieve a ticket upon access, payment machines are available at the car park for users to approach them and pay for the entire length of their stay before leaving. The ticket, once paid for, is used to lift the barrier upon exit. Variations of this system exist where the payment can also be made at the exit barrier; however, this slows traffic flows on exit and thus is less recommended.

The main benefit is that payment is made at the end for the entire length of stay, thus users are no longer bound to an expectation of stay due to a rate already paid for. Disadvantages of this system are the increased cost of installation and space utilised for queuing and access/exit. Furthermore, physical space constraints (particularly at small car parks) can make this system impossible to fit.

The cost to implement pay-on-exit barriers and ticketing machines would be reduced to some extent by eliminating the need for CEOs to visit the car parks where this system is implemented.

- **Automatic Number Plate Recognition (ANPR)** – The system works via an ANPR camera system being installed in the car park. Each time a vehicle enters the car park the camera records the number plate and the arrival time. Payment machines are available at the car park for users to approach them and pay for the entire length of their stay before leaving. The system therefore records which vehicle number plates are within the car park and which have received payment against. If a vehicle leaves without making a payment the system is able to trigger the dispatch of a Penalty Charge Notice (PCN).

As it is the case with Pay-on-Foot, the main benefit is that payment is made at the end for the entire length of stay, with an additional advantage of space savings as barriers are no longer needed. Disadvantages of this system are the increased cost of installation and that ANPR systems do not have a 100% read accuracy rate.

Once again, the cost to implement these cameras and payment machines would be reduced to some extent by eliminating the need for CEOs to visit the car parks where this system is implemented.

Several other payment alternatives are offered by different organisations providing parking solutions. However, it is considered that these high-tech solutions would increase the implementation costs with no palpable benefits over the systems described above. Nevertheless, proper studies including costs of implementation should be produced in order to conclude which system is the most appropriate.



The potential introduction of parking vouchers in the form of scratch cards has also been reviewed. However, given the likely associated issues with the use of these and the fact that more suitable alternatives to this payment method, P&D and Pay by Phone, are already available across the island for the use of the public; it is not considered to be particularly beneficial and thus, not recommended at this stage.

Supporting Recommendation SR10 – Variable Message Signage (VMS)

A beneficial result of implementing either Pay-on-Foot or ANPR payment systems on a car park is that VMS can be linked to it and offer real-time information as to the occupancy level (available spaces) at that car park.

It is noted however that other methods exist to provide real-time car park occupancy information. These methods should be studied further in order to provide an effective VMS Strategy in line with Primary Recommendations PR2 and PR3.

Parking Permits

- 7.21 The Isle of Wight Council currently provides the possibility of acquiring parking permits to provide both residents and tourist with the possibility of parking within certain areas/car parks at a discounted rate for a determined period of time. These permits apply to both on and off-street parking facilities.

Primary Recommendation PR9 – Off-Street Parking permits

Parking permits should continue to be offered to both residents and tourists. In terms of permits for residents, these would potentiate the use of off-street car parks and release on-street parking spaces for other uses. In relation to permits for tourists, these would support local growth and promote Island-wide travel. The cost of these permits should be reviewed on an annually basis.

Supporting Recommendation SR11 – Residents' (Pay & Display) Permit

A resident living within a 200 metres radius of a council car park (and who is the owner of the vehicle) should be able to apply for a permit for one named car park. This permit should be issued at a sensible cost. Currently, these permits are issued at the cost of £75 for 6 months or £150 for 12 months, which is considered reasonable. The cost of the permit should be reviewed by the Council annually.

Supporting Recommendation SR12 – 'All Island' Car Park Permit

Any resident should be able to apply for an annual parking permit offering the possibility of parking for up to six hours in any council managed long-stay off-street car park and for up to two hours in any council managed short-stay car park. Currently, these permits are issued at the cost of £295 for 12 months, which is considered reasonable. The cost of the permit should be reviewed by the Council annually.

Supporting Recommendation SR13 – All Island Supplementary parking Permit

To park longer than the All Island Car Park Permit allows, residents should have the possibility of purchasing a Supplementary Parking Permit, which allows unlimited parking in council managed long stay off-street parking facilities. The Supplementary Permit should only be purchased at the same time as applying for the All Island Car Park Permit and should always expire on the same date. Currently, these permits, including the cost of the All Island and the Supplementary permits, are issued at the cost of £420, which is considered reasonable. The cost of the permit should be reviewed by the council annually.



Supporting Recommendation SR14 – Tourist Permit

A Tourist permit should be able to be purchased to be used in all on and off-street pay and display parking bays managed by the Isle of Wight Council except for the following car parks:

- Pier Square, Yarmouth
- Yarmouth Harbour
- Browns/Dinosaur Isle, Sandown
- Esplanade Car Park, Totland

The permit should enable cars to park in designated car bays, and coaches/oversize vehicles to park within coach/oversize vehicle bays. Permits should expire after the full period of days purchased have elapsed (e.g. a two-day permit purchased at 4pm on a Friday will expire at 4pm on Sunday).

Primary Recommendation PR10 – On-Street Parking Permits

In line with Recommendations PR5 and SR5, it is recommended that parking permits should continue to be offered to residents living in an area subject to parking controls (existing Residents' Parking Places/proposed CPZs). This should alleviate parking stress in residential areas. The cost of these permits should be reviewed on an annually basis.

Supporting Recommendation SR15 – Residents' Parking Zone Permit

Residents living in an area in which parking restrictions apply (Residents' Parking Places/CPZs) and who are the owner of the vehicle will be able to apply for parking permits. This includes residents living within 100m radius of an esplanade, Cowes Parade, East Cowes and Newport. A maximum of two permits will be issued per postal address. This is in line with the maximum average figures recorded in relation to car availability per household. Currently, these permits are issued at the cost of £50 for motor vehicles and £10 for motor bikes, which is considered reasonable. The cost of the permit should be reviewed by the Council annually.

Supporting Recommendation SR16 – Residents' Parking Zone Visitor Permit

Residents living within an area in which parking restrictions apply (Residents' Parking Places/CPZs) should be able to apply for Residents' Visitors Permits to enable visitors to park within the zone whilst visiting the resident. The Visitor Permits are currently issued in the form of a book of 10 individual scratch cards and are issued at the cost of £5.00 per book, which is considered reasonable. Proof of residence should be provided when applying for the permits. The cost of the permit should be reviewed by the Council annually.

Supporting Recommendation SR17 – Residents' Parking Zone Business Permit

Business situated within an area in which a parking zone applies should also be able to apply for a parking permit. Currently, these permits are issued at the cost of £40 for motor vehicles and £10 for motor bikes, which is considered reasonable. The cost of the permit should be reviewed by the Council annually.

Parking Enforcement

- 7.22 In line with Supporting Recommendation SR3 and in order to ensure that parking restrictions and proposed tariffs are complied with, it is recommended that a parking is appropriately enforced by the council.



Primary Recommendation PR11 – Parking Enforcement

The council should enforce parking restrictions effectively and efficiently.

Supporting Recommendation SR18 – Parking Enforcement Strategy

In order to achieve Primary Recommendation PR11, it is recommended that a Parking Enforcement Strategy (PES) is developed so as to ensure that parking restrictions and proposed tariffs are complied with.

The main objectives of the PES would be:

- Local co-ordination of services across the island
- Reducing circulation of traffic to support the vitality and vibrancy of market town centres by increasing the turnover of short-stay spaces and encouraging the appropriate use of long-stay spaces through better enforcement
- Easier introduction of CPZs as these would be effectively enforced
- Improvement of parking patterns leading to previously illegally parked vehicles being moved to unrestricted areas
- Providing a more reliable access to designated loading bays and facilities for deliveries

It is considered that the council currently employs teams of enforcement officers to patrol the streets and car parks and that these officers have the responsibility for issuing Penalty Charge Notices (PCNs). Income from the payment of PCNs should be used to finance the operational costs of the council's parking service.

As part of the development of a parking enforcement strategy, the council should investigate the use of technology to maintain effective enforcement and ensure that traffic regulation orders are reviewed on a regular basis.

Parking Provision and Guidelines

- 7.23 Parking guidelines aim to set acceptable levels of parking provision for all modes of transport in new development, which should ensure the effective function of these developments as they are provided with sufficient parking. Therefore, the development of parking guidelines should be made in alignment with both the latest national guidance and local aspirations.
- 7.24 A set of parking guidelines should therefore be developed with the purpose of providing a consistent island-wide parking provision.



Primary Recommendation PR12 – Island-Wide Parking Guidelines

It is recommended that clear car island-wide parking guidelines, applicable to every type of development across the island, should be provided. These should include a minimum requirement for the number of spaces to be set aside specifically for disabled users at every new development, which should also enable wheelchair users to get in and out of their cars comfortably. Additionally, suitable provision should be made for electric vehicle charging (both active and passive charging points).

Supporting Recommendation SR19 – Develop Detailed Residential and Non-Residential Parking Guidelines

Parking guidelines should be developed to ensure that car, cycle and motorcycle parking provided for new developments is sufficient to meet the needs of both current and future occupiers and uses whilst avoiding over-provision. This should include the minimum requirements for disabled car parking and electric vehicles charging points (both active and passive) that developers are expected to provide in new developments.

In line with national policy, parking guidelines for new developments should take into account the following:

- the accessibility of the development (i.e. rural or urban location and the availability public transport and/or car club provision);
- the type, mix and use of development;
- The availability of and opportunities for public transport;
- local car ownership levels; and
- local parking pressures.

Deviations from the island-wide guidelines should be considered where they are justified through the planning stage. Unallocated parking provision should be encouraged as this makes more efficient use of spaces in order to meet the needs of visitors.

For non-residential developments, the use of shared parking between different elements of a development should be promoted as this is likely to result in less parking land take than if elements are considered separately.

Supporting Recommendation SR20 – Design Guidelines

Design guidelines should be provided so as to ensure that developers have clear information in regard to the design and location of parking provision (of all types) in new developments, with particular attention to parking for disabled people and cycles. Alternatively, direction should be given towards national guidance (i.e. Manual for Streets 1 and 2).

Parking Provision

- 7.25 The review of the parking survey data shows that, in terms of parking provision, the existing parking capacity across the island seems to be sufficient during the day. However, some car parks located at more central locations within the main towns could be experiencing capacity issues at night-time, when parking charges do not apply.
- 7.26 Where excessive parking stress is identified, additional parking provision should be made available. This would help to reduce congestion on streets as well as searching times as traffic would not



have to circulate the parking areas seeking an empty space; as well as it would look after the interests of residents, businesses and tourists. This would be of particular application to ferry ports and town and shopping centres.

Primary Recommendation PR13 – Additional Parking Provision

In order to look after the interests of residents, businesses and tourists, the Isle of Wight Council should seek to provide additional parking where excessive parking stress is properly identified, which would help reduce congestion and searching times.

Supporting Recommendation SR21 – Additional Parking Studies

Additional parking studies should be undertaken of areas where parking stress exists in order to identify potential solutions and the level of parking capacity increase required to palliate the issue.

Supporting Recommendation SR22 – Park and Ride

Where additional parking studies identify the potential to resolve a parking stress issue by providing additional parking capacity, the council should consider the provision of Park and Ride parking areas where possible in order to reduce parking stress in town centres and in the surrounding areas of ferry and train terminals.

Park and Ride sites are primarily intended for the use of commuters. As such, they could be located on the outskirts of the main towns where there is the possibility of providing intermodal passenger journeys between a private mode of transport (e.g. car) and a shared mode (e.g. bus).



8 Summary & Conclusions

- 8.1 WYG is commissioned by the Isle of Wight Council (the 'Council') to develop an island-wide parking strategy for the period 2016-2021. The purpose of this strategy is to provide a consistent island-wide policy framework for the management of parking across the island, both within Council managed off-street car parks and on-street.
- 8.2 The parking strategy set out within this document provides a high level recommended policy position for the Council with regards to a number of key factors, including, the effective management of parking on the Isle of Wight, consistent with both national and local policies regarding parking and sustainability; management of Council owned car parking stock; car parking guidelines; setting of appropriate parking tariffs, which aim to maximise revenue whilst ensuring that Council owned and managed car parking is well utilised; parking for tourists and visitor attractions; parking at the Isle of Wight ferry terminals; and appropriate parking provision for specific user groups including mobility impaired users.
- 8.3 A key aspect of informing this strategy has been through gathering the views of local stakeholders. In order to gather these views, a number of consultation sessions were held. A summary of the key issues raised during the consultation sessions, held on Wednesday 7 October 2015, is provided within this report.
- 8.4 The ease and convenience in which residents, business users and their customers, tourists and visitors can access a location by car can have a significant influence on the locations' economic viability and long term sustainability. The benefits of an effective parking strategy are self-evident, whereby improving the management of parking in a particular given area can provide, greater support for local residents and visitors; support for local businesses; a reduction in traffic congestion; an improved local environment and reduced carbon emissions (through reduced travel and searching times to and within car parks); and optimised and more reliable revenue streams.
- 8.5 In developing this strategy, WYG has undertaken a review of 'best practice' parking strategies which have been prepared by other county councils and local authorities. The purpose of this review has been to identify examples of parking strategies which have been shown to work well in particular circumstances, and which may be drawn upon in the development of the parking strategy for the Isle of Wight. Best practice examples taken into account include the Carmarthenshire County Council 'Integrated Parking Strategy' (2005); Surrey County Council 'Transport Plan: Parking Strategy' (2011); Oxfordshire County Council 'Parking Policy' (2014); and Guildford Borough Council 'Town Centre Parking Strategic Review' (2013).
- 8.6 This document includes a review of existing public car parking provision on the island, including Council operated car parks and on-street parking supply. It also provides a summary of existing parking controls currently in force on the island, including existing Resident's Parking Places. This review has shown that there is a large variation in the nature and extent of on street parking controls across the island; parking restricted areas already exist to a limited extent, but there is an apparent lack of consistency regarding how they are implemented and managed across the island. There are also various types of parking permits available; for residents, business and visitors/tourists. A review of car parking facilities at and within close proximity to the various ferry terminals has also been carried out, at Ryde, West Cowes, East Cowes, Yarmouth and Fishbourne.



The majority of car parking across the island is centred around the main towns, with Newport and Ryde together providing approximately 35% of total Council-owned parking provision.

- 8.7 A review of ticket sales data for 2014/15 supplied by the Council demonstrates that the majority of ticket sales occur in Newport. It is notable that, aside from Newport, the remaining large towns on the island (Sandown, Shanklin and Ryde) all have identifiable peaks across the year, in July and August coinciding with the peak holiday period, whereas ticket sales in Newport remain relatively constant throughout the year. It is evident that the majority of parking demand at most major towns across the island is governed by tourism during summer months.
- 8.8 In order to supplement the parking usage data supplied by the Council, and to provide a representative 'snap shot' of parking usage at specific car parks (a mix of long and short stay car parks), WYG commissioned a series of parking surveys in August and September 2015. These parking surveys were undertaken by Nationwide Data Collection (NDC), and independent transport survey company.
- 8.9 Based on the parking data supplied by Council, supplemented with the August and September 2015 surveys, and an assessment existing trends, an assessment of potential future car parking demand has been carried out. According to Office for National Statistics (ONS) Census data there has been an increase in population on the Isle of Wight of approximately 6.5% between 1991 and 2001, and 4.2% between 2001 and 2011, with a total cumulative growth of 11% in the 20 year period between 1991 and 2011. Additionally, recently released population statistics from the ONS suggests that the current population of the island will continue to grow, with 2015 population estimated at 139,957 residents and 2021 population estimate at 143,651 residents (approximately 4% growth between 2011 and 2021).
- 8.10 In terms of car availability, ONS Census Data shows that there has been a significant increase in car ownership both in the main urban areas as well as across the island as a whole, over the past 20 years, with an approximately 14% increase in the total number of cars between 2001 and 2011 and 50% increase between 1991 and 2011. It is expected that, by 2021, there will be over 10,000 extra cars on the island with an average of almost 1.3 cars per household (increase from 0.99 cars per household in 1991; 1.1 in 2001; and 1.19 in 2011). All of these additional vehicles will need to be accommodated within the island's on-street and off-street parking facilities.
- 8.11 Chapter 7 of this report sets out the recommended parking strategy for the island. The various recommendations comprise 'primary recommendations' (denoted PR1, etc) and 'supporting recommendations' (denoted SR1, etc), which have been developed to assist the delivery of the primary recommendations and to add value to them.
- 8.12 The recommendations for the strategy set out within this report will be consulted on, before a final set of recommendations is put to the Council in a revised version of this document. The various recommendations respond to the overall aims and objectives of the strategy and the various issues raised through the desk-based review, car parking surveys, discussions with Council officers and the stakeholder consultation exercise. WYG would welcome the opportunity to discuss the content of this strategy document and the issues, opportunities and potential solutions it refers to.