

HILLSBOROUGH PERMIT PARKING SCHEME - OUTCOME OF THE CONSULTATION PROCESS

1 SUMMARY

- 1.1 The aim of this report is to inform Members of the outcome of the consultation exercise on the detailed design of a proposed Permit Parking Scheme in Hillsborough.
- 1.2 It is proposed to proceed with advertising a Traffic Regulation Order to implement the scheme subject to alterations based on consultation responses to dates. This will not include May Road, Holme Close, parts of Hammerton Road, parts of Clarence Road, and streets around the Sheffield Wednesday Football Ground.

2 WHAT DOES THIS MEAN FOR SHEFFIELD PEOPLE

- 2.1 Consultation with residents and businesses has taken place to develop the proposals for a permit parking scheme in Hillsborough. Responding to requests for progressing a permit parking scheme within Hillsborough District Centre should make it easier for residents to park nearer their properties.
- 2.2 The process involved in consulting on the permit parking scheme supports the 'City of Opportunity' objectives of communities having a greater voice and more control over services which are focussed on the needs of individual customers. Our open, honest and transparent way of working with local residents has increased public confidence in our consultation process.

3 OUTCOME AND SUSTAINABILITY

- 3.1 The public consultation has contributed to the 'Putting the Customer First' objective of the 'City of Opportunity' plan, with proposals that respond to customer comments about how to (or whether to) develop a permit parking scheme in different parts of Hillsborough. In addition, the overall project contributes to the 'Reducing Congestion' objective by reducing the availability of longer stay commuter parking in the area, whilst introducing better management of the available road space. These restrictions encourage individuals to consider more sustainable forms of transport, including car sharing, thus reducing an individual's carbon footprint. In addition, the removal of densely parked cars in urban areas will improve the environment for residents and visitors alike.
- 3.2 A key outcome will be the approval to advertise the Traffic Regulation Order associated with a permit parking scheme.

4 REPORT

- 4.1 The scheme is proposed in response to survey results from the Hillsborough Traffic Management Study 2001 and specific requests from individuals since the mid-1990s. On the basis of these it was resolved at the Cabinet Meeting held 22 November 2006 that, "*approval be given for trial sites being set up in the Hillsborough/Middlewood area during the 2007/08 financial year to test the effectiveness and cost of residents'*

parking schemes in tackling parking difficulties around colleges, park and ride sites and suburban shopping areas”.

- 4.2 Previously, the streets in an area bounded roughly by Holme Lane-Bradfield Road/Penistone Road/Langsett Avenue-Leppings Lane/Dykes Hall Road-Dykes Lane were consulted via an initial leaflet and postcard questionnaire between 3 October and 6 November 2009.
- 4.3 Of 5575 questionnaires delivered, 1397 (25%) were returned. The survey results demonstrated a wide range of views on the subject of a proposed scheme, ranging from those very much in favour to those very much opposed. This variation was seen to mirror our analysis of the surveyed measurements of the severity of the parking problem in different areas of Hillsborough. On that basis, the wide area of the study was condensed down to the two proposed areas. One around Sheffield Wednesday Football Ground, and the other around Hillsborough Corner shops, areas where residents were more in favour of the proposal than elsewhere.
- 4.4 The development of the permit parking scheme was discussed with the Central Community Assembly on 21 January 2010, which supported proceeding to detailed design stage based on consultation responses thus far, and the reduced size of the scheme. The Briefing Note presented to the Central Community Assembly is attached in Appendix A.

Proposals

- 4.5 The area around the Hillsborough Corner shops is generally proposed to be in operation from 0800 to 1830 Mon – Sat with a mixture of permit holder only, limited waiting (free), pay and display (20p per hour) and shared parking bays. The hours of operation of a small number of streets around Rudyard Road were extended to 2200 to help with the parking problems caused by the evening economy. Parking spaces for non-permit holders have been prioritised according to convenience. Short stay pay and display bays are placed closest to the shops. Longer stay limited waiting and unrestricted bays are placed progressively further away. The areas covered are shown in the consultation leaflets (1A to 1F) included as Appendix B.
- 4.6 The streets around the Sheffield Wednesday Ground were proposed to be controlled by a part time scheme which would come into operation four hours before until two hours after each home first team football match, whenever that might be. The parking bays within the area would be predominantly permit holder only with short lengths of limited waiting for the convenience of shoppers visiting local shops during match times. The dates and times of forthcoming matches would be posted in advance on variable message perimeter signs by Parking Services Civil Enforcement Officers. The areas covered are shown in the consultation leaflets (2A and 2B) included as Appendix C. The streets included are mainly those which the Police block on match days to accommodate away supporter coaches.

Scheme Consultation

- 4.7 The consultation process consisted of approximately 2500 leaflets and postcard questionnaires being distributed to local residents and businesses on 24 April 2010, with a return date of 24 May 2010. The

consultation area was split up into eight smaller zones and each leaflet contained a map of the proposals in its particular zone; six zones in the area around Hillsborough Corner and two around the Sheffield Wednesday Ground (as contained in Appendices B and C respectively). The postcard questionnaire asked three simple questions: the respondent's address; the degree of support for the proposal; and reasons for that decision.

- 4.8 Large copies of plans of the whole scheme were posted at the Hillsborough Firstpoint for the duration of the consultation and on the Council's website. At the same time as the leaflets, letters were sent to all those initially consulted to explain why proposals were not being pursued in their area any further. Temporary signs were erected on lamp posts at the beginning of the consultation period to notify to those passing through the area that permit parking proposals were being consulted on in the area.
- 4.9 Officers visited a number of residents groups, individuals and businesses, in answer to correspondence or when invited, to explain the proposals, take comment and seek solutions to particular parking requirements. In many instances officers were able to amend proposals to satisfy individual requests. Discussions were held with Parking Services' staff to take comment on the proposals in terms of ease of enforcement and understanding.
- 4.10 In parallel with the consultation process, a petition from the residents of the Hillsborough Road and Hillsborough Place area was received requesting the early implementation of the scheme on their streets. The petition was submitted to the Highways Cabinet Committee of 10 June 2010 where it was resolved that:
- (a) following consideration of the consultation results from Hillsborough Road, Hillsborough Place and Taplin Road (between Middlewood Road and Hawthorn Road) the Head of Transport and Highways be requested to use his delegated authority to advertise the Experimental Traffic Regulation Order to introduce permit parking for residents, if there was over 50% of residents in favour of the proposal;
 - (b) the restrictions be monitored and any necessary changes be ultimately incorporated into the Traffic Regulation Order for the full scheme, should it go ahead; and
 - (c) if the full scheme does not go ahead, a permanent Traffic Regulation Order covering the streets in question be consulted on before the 18 month period of the Experimental Traffic Regulation Order was over.
- 4.11 The outcome of further consultation is that the threshold figure of residents in favour of the proposal has been achieved and the Experimental Traffic Regulation Order process has begun. This scheme went live on 16 August 2010.

Consultation Responses

- 4.12 Of the 2500 postcards delivered, 532 were returned (a response rate of 21%). A number of letters, emails and telephone calls were also received independently. The summaries of responses from the two study

areas around the Sheffield Wednesday Ground and Hillsborough Corner shops are included in Appendix D.

4.13 The summary results shown in Table 1 would suggest that both study areas show majority support for the proposals. See table below:

Table 1: Questionnaire Results Summary

	Fully Support (%)	Partly Support (%)	Don't Support (%)	Not Sure (%)
Hillsborough Corner Shops	49.1	20.6	27.5	1.8
Sheffield Wednesday Ground	28.3	24.1	43.4	4.1

4.14 However, a large number of those who partly supported the proposals only did so with the proviso that permit charges should be dropped. As charging for permits is the policy basis upon which the proposed schemes are offered, the results table has been revised to convert all the responses which raised permit charges as an issue into 'Don't Support'. The revised and representative summary results are shown in Table 2:

Table 2: Summary Table (Taking into account objections and permit charges)

	Fully Support (%)	Partly Support (%)	Don't Support (%)	Not Sure (%)
Hillsborough Corner Shops	47.8	18.2	32.1	1.9
Sheffield Wednesday Ground	26.7	11.6	59.6	2.1

4.15 The result of the above revision shows that the majority of respondents around the Sheffield Wednesday Football Ground do not support the proposal. Detailed street by street analysis on the drawing in Appendix E shows less than 50% support for the proposal on all but Fielding Road and Winster Road.

4.16 Support for the Hillsborough Corner Shops proposal is diminished but is still in the majority. Further analysis on a street by street basis was undertaken to identify individual streets around Hillsborough Corner Shops which show less than 50% support for the proposal. The street by street analysis of the results is included on the drawing in Appendix F. This plan identifies May Road, Holme Close, Hunter Road, Rider Road,

Langsett Road, Ripley Street, Borough Road and parts of Hammerton Road and Clarence Road with less than 50% support for the proposal.

Additional Comments: Hillsborough Corner Shops

4.17 A number of comments were added to the postcards, relating to both the Council's overall Permit Parking policy and the design of the scheme. The main issues raised were:

- Permit holders should not have to pay to park (24%);
- General support for the scheme (17%); and
- There must be enforcement for the scheme to work (5%).

Additional Comments: Sheffield Wednesday Ground

4.18 The main issues raised were:

- Permit holders should not have to pay to park (48%);
- Support for scheme on match days but no other time (10%);
- SWFC partly responsible and should pay towards cost of permits (8%); and
- Most residents work around match days and are happy with current arrangements (5%).

Relevant Implications

4.19 The scheme is currently fully funded through the South Yorkshire Local Transport Plan Central Fund. The funding allocated to implement the scheme was £240,000. A sum of £57,000 has been secured to implement the advanced experimental scheme around Hillsborough Place, Hillsborough Road and parts of Taplin Road. The cost of implementing the rest of the permit parking scheme around Hillsborough Corner will be reduced now that the football ground area is not to proceed. Funding of the amended wider scheme will come from future years central funding. There are no implications for property associated with this report. The scheme is intended to contribute to the Council's environmental objectives by reducing the impact of the car, whilst increasing the attractiveness of other sustainable transport modes such as walking, cycling and public transport.

5 **ALTERNATIVE OPTIONS CONSIDERED**

5.1 Officers have considered the degree of support for the proposals and the content of each additional comment received. On the basis that the majority of respondents around the Sheffield Wednesday Ground do not support the proposal, it is suggested that the proposed scheme around this area be postponed. Existing partnership working between the Council and the Police will continue on match days to introduce temporary road closures and restrictions at these times to accommodate away supporter coaches. Although Fielding Road and Winster Road show support for the proposal, they are surrounded by streets that do not and could not practically be treated as a separate scheme.

5.2 On the basis that there is majority support for the proposals around the Hillsborough Corner Shops, it is proposed that the scheme should be progressed to Traffic Regulation Order consultation stage. It is also suggested that the scheme should be amended in advance of the Traffic

Regulation Order consultation to remove where possible those streets which have shown less than 50% support for the proposal.

- 5.3 The resulting alterations to the boundary of the proposed scheme are identified on the drawing included in Appendix G. Ripley Street and Langsett Road are retained because their restrictions remain unchanged. Rider Road is retained because it will be most likely effected by displaced parking trapped in the cul-de-sac of Rudyard Road. Borough Road is retained because it acts as a gateway to the Park View Road area and it is likely that the objections from the small number of residents there can be met by providing permit holder only parking.
- 5.4 Subject to approval, the Traffic Regulation Order for the reduced-size scheme around Hillsborough Corner is programmed for consultation during September 2010. This scheme is programmed to be implemented during the Spring of 2011. At this stage it is envisaged that the scheme will be fully operational by the end of 2011.
- 5.5 The Experimental Traffic Regulation Order for the early scheme at Hillsborough Road, Hillsborough Place and Taplin Road will be made permanent at the same time as the Traffic Regulation Order for the rest of the scheme.
- 5.6 Any scheme such as this will require further amendments as parking patterns settle as a result of the new restrictions. It is proposed that the scheme will be reviewed once it has been fully operational for a period of six months. This review would seek to make minor changes to the scheme, where necessary, and would address any issues outside the scheme boundary, if appropriate.

6 REASONS FOR RECOMMENDATIONS

- 6.1 To progress a permit parking scheme to address parking issues in the Hillsborough area. However, the most recent round of consultation analysis shows further need to modify the scheme, specifically the suspension of a scheme around the SWFC football ground, whilst other street specific modifications elsewhere.
- 6.2 A third and final scheme consultation will take place in September, when residents and businesses in the area around Hillsborough Corner will be consulted on the Traffic Regulation Order that would implement the permit parking scheme.

7 RECOMMENDATIONS

- 7.1 Not to proceed with the proposed Hillsborough Permit Parking Scheme in the streets around the Sheffield Wednesday Football Ground shown in Appendix E, and to inform residents of this.
- 7.2 To progress the proposed Hillsborough Permit Parking Scheme to Traffic Regulation Order consultation stage on the basis of public responses received so far, in the streets around Hillsborough Corner shown inside the boundary shown in Appendix G.

- 7.3 To inform residents in the streets indicated outside the boundary shown in Appendix G, that they will be excluded from the scheme at this time but they will be included in the six month review process.
- 7.4 To bring a further report before Cabinet Highways Committee, setting out the results of the Traffic Regulation Order consultation, should objections be received.

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