

South Ayrshire Council

**Report by Director of Housing, Operations and Development
to Cabinet
of 27 August 2024**

**Subject: South Ayrshire Council Parking Strategy 2020 – 2024
Ayr Parking Consultation**

1. Purpose

- 1.1 The purpose of this report is to present the Outcome Report for the 2023 Ayr Parking Consultation which sets out the feedback received in relation to proposals for residents and designated parking, along with the resultant officer recommendations. The report also contains observations relating to off street car parks and the 2 hours free parking initiative.

2. Recommendations

2.1 It is recommended that the Cabinet

- 2.1.1 notes the contents of the Ayr Parking Consultation Outcome Report contained within Appendix 1;**
- 2.1.2 notes the statutory process to promote Traffic Regulation Orders associated with new parking restrictions;**
- 2.1.3 instructs the Head of Roads to prepare draft TROs based on the Outcome Report recommendations and commence said consultation process,**
- 2.1.4 agrees to consider future recommendations made by the Regulatory Panel arising from the consultation process; and**
- 2.1.5 notes the Head of Roads' commitment to further consider and report back on matters relating to off street parking provision and the 2 hours free parking initiative.**

3. Background

- 3.1 At the Cabinet meeting of [17 January 2023](#), Members [approved](#) proposals for the re-engagement of the public in a second round of consultation relating to parking proposals for Ayr.
- 3.2 The [Ayr Parking Consultation 2023](#) commenced 27 November 2023 and concluded 31 January 2024. The primary aim of the consultation was to present refined proposals for residents parking and designated parking (pay & display) designed to

address long standing issues concerning visitor and tradesperson parking and the aspiration to rationalise existing designated parking charging periods.

- 3.3 The consultation pages contained all the relevant information relating to the parking strategy with a range of associated drawings to help inform consultees and invite their feedback through a range of focused questions and free text boxes. The feedback received has been analysed and used to help inform the further recommendations contained within the Ayr Parking Consultation 2023 Outcome Report attached as Appendix 1.
- 3.4 Members are invited to review the Outcome Report where a full breakdown of the questions posed along with all responses and recommendations can be found.
- 3.5 The first Ayr parking consultation which concluded in August 2021 helped shape the revised proposals put back out in the 2023 consultation and the further feedback has been carefully considered and used to shape the proposals within the Outcome Report.

4. Proposals

Residents and Designated Parking

- 4.1 Residents parking schemes operate within numerous towns and cities across the UK where the control of on-street parking is required to preserve the characteristics of residential streets located within the catchment areas of town centres.
- 4.2 Without control measures, residential streets can be subject to non-residential shopper, worker or commuter parking to the detriment of residents and their visitors particularly those households without access to off-street parking.
- 4.3 Whilst residents parking schemes by their nature aim to serve the needs of residents, there are additional benefits in terms of a reduction in CO2 emissions through encouraging travel behaviour change and a reduction in non-residential traffic.
- 4.4 Permit charges should be set at levels which ensure schemes are self-financing with any surplus revenues re-invested into roads related projects such as maintenance programmes or traffic calming schemes.
- 4.5 Designated parking (or pay & display parking) is a proven effective means of controlling limited and in demand on-street parking bays and the proposals detailed within the Outcome Report are designed to further enhance the existing town centre offer.
- 4.6 The 2023 consultation generated 751 responses and a summary of the feedback is also contained within the Outcome Report. The resultant recommendations have been shaped by this feedback and Members are asked to note the Head of Roads intention to proceed on this basis and to also note the next stages in the process outlined in the following paragraphs.

TRO Statutory Consultation Process

- 4.7 Both previous consultations were conducted via on-line questionnaires aimed at gauging public opinion. The feedback received has been carefully reviewed and it is noted that the amount of households which were reached, and the level of detail

provided does not allow for the presentation of recommendations which can confidently be considered as having majority public support.

- 4.8 The mechanism which does allow for such is the statutory consultation process required for the promotion of the underpinning Traffic Regulation Orders. In the first instance the proposals would be presented to Police, Fire and other statutory bodies for their consideration and this stage of the process shall be concluded after 21 days.
- 4.9 Thereafter, the proposals would be subject to a wider public consultation where each individual household would be notified and informed of the proposals and the right to object during the 21 day consultation period (this can be extended as required). After an engagement process any maintained objections shall be subject to a further report presented to the Regulatory Panel for further consideration and subsequently presented to Cabinet for noting.
- 4.10 In summary, at this stage in the process officers seek approval, in principle, to proceed with the TRO statutory consultation process for the implementation of the parking schemes based on the Outcome Report recommendations. Thereafter, further recommendations shall be presented based on the results on the statutory consultation.

Off Street Car Parks

- 4.11 The Cabinet Members decided at its meeting on [17 January 2023](#) to note the contents of the Outcome Report for the first Ayr parking consultation in 2021 and approve its recommendations, one of which was the removal of proposals to extend parking charges within the Council's free off-street car parks.
- 4.12 At that time it was considered that there was insufficient support for the proposal, however, Members are asked to note the further proposal to revisit this subject through a fresh review of the use and availability of facilities in order to establish whether these assets can be better utilised to help support the Council's wider parking strategy.

2 Hours Free Parking

- 4.13 The 2 hours free parking initiative was fully implemented in January 2024 and, following an initial bedding in period, the system has now been fully integrated. Officers are now in a position to commence an appraisal process involving engagement with the business community to establish the effectiveness of the initiative and Members are asked to note the Head of Roads' commitment to report back to Cabinet by December 2024.

5. Legal and Procurement Implications

- 5.1 In terms of the Council's Scheme of Delegation any proposals arising from the Traffic Regulation Order statutory consultation process shall be referred to the Regulatory Panel within whose remit matters relating to Road Traffic Regulation Legislation rests. Thereafter, any decisions would be reported to Cabinet for noting.
- 5.2 Timescales for the preparation and implementation of new TROs are entirely dependent upon the scope of the proposals. If and when approval is granted, the TRO preparation work shall commence and may take up to 6 months to complete which shall then allow for the statutory consultation process to commence.

5.3 The consultation process typically takes 2 months to complete with a period of engagement with any objectors commencing thereafter. Therefore, it is anticipated that officers shall be in a position to report back to the Regulatory Panel on the outcome of the statutory TRO consultation process within 12 months. Full implementation of any agreed proposals would then occur within a further 6 months.

5.4 Any procurement requirements shall be undertaken following Council Standing Orders and any other relevant guidelines.

6. Financial Implications

6.1 The approximate cost to configure and install a new permit database which links to Parking Attendant equipment would be in the region of £12,000 with ongoing maintenance costs of approximately £1,000 per annum. The typical cost per permit charged by the permit database provider is approximately £5.00.

6.2 There would be further costs associated with the development, promotion and advertising of Traffic Regulation Orders amounting to approximately £5,000 and approximately £20,000 costs to install associated lines and signs.

6.3 It is not possible to determine at this stage how many permits are likely to be purchased it is envisaged that this will be built up over a period of time. The income generated from this strategy will cover the installation and operational costs. Any surplus revenue incurred will be re-invested into roads related projects thereby incurring a saving as part of the future budget setting process.

6.4 The effects of the 2 hours free parking initiative continue to be monitored and current projections indicate a potential loss in parking income for the 2024/25 year of £700,000 compared to budget target of £1.02m.

7. Human Resources Implications

7.1 The work to prepare and promote associated Traffic Regulation Orders and to procure, configure and implement a permit database will be undertaken by ARA officers.

7.2 Additional enforcement patrols will be provided, and existing staff rotas are subject to review through an ongoing service review.

8. Risk

8.1 Risk Implications of Adopting the Recommendations

8.1.1 There are no risks associated with adopting the recommendations.

8.2 Risk Implications of Rejecting the Recommendations

8.2.1 Rejecting the recommendations may impact on the reputation of the Council and hinder the ability to implement the stated objectives contained within the South Ayrshire Council Parking Strategy 2020 - 2024.

9. Equalities

- 9.1 The proposals in this report have been assessed through the Equality Impact Assessment Scoping process. There are no significant potential positive or negative equality impacts of agreeing the recommendations and therefore an Equalities Impact Assessment is not required. A copy of the Equalities Scoping Assessment is attached as Appendix 2.

10. Sustainable Development Implications

- 10.1 **Considering Strategic Environmental Assessment (SEA)** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. Options Appraisal

- 11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. Link to Council Plan

- 12.1 The matters referred to in this report contribute to Commitment One of the Council Plan: Spaces and Places.

13. Results of Consultation

- 13.1 There has been a public consultation on the contents of this report and the details are contained within Appendix 1.
- 13.2 Consultation has taken place with Councillor Bob Pollock, Portfolio Holder for Economic Development and the contents of this report reflect any feedback provided.

14. Next Steps for Decision Tracking

- 14.1 If the recommendations above are approved by Members, the Director of Housing, Operations and Development will ensure that all necessary steps are taken to ensure full implementation of the decision within the following timescales, with the completion status reported to the Leadership Panel in the 'Council and Leadership Panel Decision Log' at each of its meetings until such time as the decision is fully implemented:

<i>Implementation</i>	<i>Due date</i>	<i>Managed by</i>
Prepare draft TROs and commence statutory consultation process	1 February 2025	Head of Roads, Ayrshire Roads Alliance
Prepare and submit Regulatory Panel report	30 June 2025	Head of Roads, Ayrshire Roads Alliance

<i>Implementation</i>	<i>Due date</i>	<i>Managed by</i>
Prepare and submit Cabinet report	31 July 2025	Head of Roads, Ayrshire Roads Alliance
Implement new parking restrictions	31 January 2026	Head of Roads, Ayrshire Roads Alliance

Background Papers [South Ayrshire Parking Strategy 2020 - 2024](#)

Person to Contact **Kevin Braidwood, Director of Housing, Operations and Development**
County Buildings, Wellington Square, Ayr KA7 1UT
Phone 01292 616 234
E-mail kevin.braidwood@south-ayrshire.gov.uk

Date **15 August 2024**