



SOUTH AYRSHIRE COUNCIL PARKING STRATEGY
2020 – 2024

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Foreword

Roads services within South Ayrshire have been provided by the Ayrshire Roads Alliance since its inception in April 2014. The ARA is a collaboration between South Ayrshire Council and East Ayrshire Council which is governed by a joint committee of elected members from both Councils which delivers roads services including roads maintenance, winter maintenance, design and infrastructure, traffic and transportation, road safety and also parking.

In June 2011 South Ayrshire Council published its previous Parking Strategy after a consultation process and this has been the underpinning document on which parking services have been provided since then. As a result of the completion of various policy objectives, the changing parking landscape and the need to identify new objectives which will address current issues, ARA has been commissioned to prepare a new parking strategy which sets out the Council's objectives over the next four years.

Hierarchy

At a national level strategic transport policy direction is provided through the National Transport Strategy and at the regional level there are seven Regional Transport Partnerships (RTP) whose role is to strengthen the planning and delivery of regional transport so that it better serves the needs of the people and business.

Our RTP, Strathclyde Partnership for Transport (SPT), has in place a Regional Transport Strategy which details strategic priorities for the improvement of the regional transport network and SPT also works with local authorities and other stakeholders to help them deliver Local Transport Strategies which set out local policy objectives.

This South Ayrshire Council Parking Strategy 2020 – 2024 recognises its position within the Scottish transport hierarchy and draws inspiration and direction from the various policy objectives set out within each strategy.

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1. Introduction

1.1. Background

The previous South Ayrshire Council Parking Strategy introduced in 2011 was prepared and implemented to address identified objectives designed to ensure a coherent and consistent approach to parking within South Ayrshire.

The Council recognises the contribution which parking policy can make to traffic management, transportation policy, and its wider budget and commercial position. It plays a significant role in terms of accessibility to towns, influencing the choice of travel modes and so is a crucial component of any integrated transport strategy.

1.2. Objectives

Transport and parking are vital public amenities which contribute towards the local economy, communities, environment and quality of life. A clearly set out parking strategy which is effectively implemented helps maximise opportunities for employment, business, leisure and tourism.

This parking strategy will provide a framework for future changes to parking practice and ensures a consistent approach is applied across the Council area. This new strategy will seek to build on the success of the previous strategy and outline the new approach to parking provision in South Ayrshire over the next four years to April 2024.

It will also address the new challenges posed by forthcoming changes in legislation such as the Transport (Scotland) Bill and outline how we prepare for and address the challenges posed by these changes. It seeks the support and approval of South Ayrshire Council for the objectives identified to help address the issues identified.

1.3. Context

The strategy recognises the overarching objectives of the National Transport Strategy, Regional Transport Strategy and Local Transport Strategy. It has also been developed within the context of the Scottish Transport Appraisal Guidance (STAG) which is the Scottish Government's best practice advice in the development of transport policies and strategies. STAG based strategies encompass principles of being objective led rather than solution driven and the process undertaken involves –

- Pre-appraisal:
 - Identify problems or opportunities
 - Set objectives
- Appraisal:
 - Assess feasibility
 - Measure accessibility and inclusivity
- Post-appraisal:
 - Monitoring and evaluation arrangements

2. Previous Strategy

2.1. Review

The previous parking strategy outlined eight key measures which resulted in a range of proposed actions which were designed to address these measures within the context of national, regional and local policies including the South Ayrshire Council Local Transport Strategy (2009-2014). The resultant action plan is outlined in the table below along with the relevant actions taken.

In summary, the strategy is considered to have been a success with various key objectives met which benefit the communities served. Key achievements include the successful implementation of Decriminalised Parking Enforcement including the incorporation of a new in-house parking enforcement team which effectively manages the various parking restrictions throughout the authority. There has also been major investment in the Council's parking estate with the replacement of the antiquated voucher parking scheme with the installation of modern parking tickets machines for the payment of parking charges in Ayr town centre.

Measure	Actions taken
<i>Monitoring</i>	<i>Parking usage has been monitored and surveys undertaken to identify any underutilisation of on and off street parking with action taken such as the introduction of a competitive tariff in Charlotte Street Car Park Ayr.</i>
<i>Maximise use of available supply</i>	<i>Improvements made to signage and information available to the public in order to highlight available resources. Voucher parking scheme in Ayr replaced by more user friendly payment options in the form of parking ticket machines and a cashless payment system.</i>
<i>Meet the needs of specific groups</i>	<i>Disabled Persons Parking Places Order first introduced in 2011 which has been updated annually. Coach, HGV and motorhome parking created in various car parks.</i>
<i>Manage demand</i>	<i>Various Traffic Regulation Orders introduced to deal with specific issues such as long term parking in residential streets. Parking charges and parking zones reviewed and amendments made as required.</i>
<i>Enforcement</i>	<i>The effective enforcement of restrictions has been addressed by the implementation of a Decriminalised Parking Enforcement scheme which saw the introduction of a new in house parking enforcement team based in Ayr covering all towns and villages of South Ayrshire.</i>
<i>Provide new supply</i>	<i>Residential parking zones introduced in Prestwick and the management of shorefront car parks to make greater use of spare capacity continues.</i>
<i>Strategic links</i>	<i>Transport Scotland consulted and measures implemented to address indiscriminate parking along the trunk road network and better signage introduced giving better signage to car parks.</i>
<i>Non-locals</i>	<i>Improvements made to information available to tourists and improved transport links implemented.</i>

3. Overview

3.1. Existing parking provision

A range of parking options continues to be provided throughout South Ayrshire. Ayr has a mixture of public and privately operated charging car parks within the town centre with further free public car parks located at the edges of the town centre. The on street parking provision is also a mixture of charging spaces (pay & display) and free spaces (limited waiting). There is also a mixture of designated residential permit zones.

In Prestwick, the off street parking provision is mainly publicly operated and is free of charge or time restriction. There are also free on street limited waiting spaces provided in streets such as Main Street and there is a resident's permit scheme covering streets off Main Street in which residents can park for an unlimited length of time with a permit and visitors can park for a limited amount of time.

Troon also has free on and off street public parking provision along with further limited waiting on street restrictions covering the busier town centre streets. Most other towns and villages throughout South Ayrshire are served by free off street car parks.

3.2. Existing issues

Despite the successful implementation of the measures from the previous strategy further issues remain surrounding the use of free car parks including the shorefront car parks with a need to better manage these facilities to encourage a turnover of spaces, especially during peak times or periods. These car parks are located within easy reach of town centres and experience a high volume of use and low turn-over.

In Ayr it is also recognised that the provision of free and unrestricted parking along the Esplanade is unique compared with other similar sized seaside towns throughout the UK. Also, the existing limited waiting parking restrictions around the County Buildings prove difficult to manage and enforce. There is a need to ensure visitors to the town are able to locate a parking space whilst still providing the necessary parking options for those requiring long term parking sessions.

The existing pay and display regime has been in operation since 2013 and requires to be reviewed including consideration of the ongoing suitability of the charging periods. There is also a greater need to further review the existing permit systems as well as review residential requirements to ensure the needs of town centre residents are met whilst dealing with any displacement parking created by any agreed changes to the pay and display regime.

There are numerous different types of permit available for different purposes around Ayr town centre and the system is still managed by South Ayrshire Council. There are also known issues surrounding the application of two different types of residents' permit schemes along with the need to consider new streets for inclusion in the system.

Current modes of collecting payments for parking also require to be reviewed. The existing assets need to be assessed and managed in a way which can ensure their continued use for the foreseeable future. Suitable alternative means of collecting payment should also be investigated with consideration given to the introduction of these means either in conjunction with, or in place of, those options already available.

Future legislation in terms of a Transport (Scotland) Bill which is designed to address irresponsible parking on pavements amongst other things, and the move from petrol to electric modes of transport are also going to have major impacts on how we manage parking. The possible implications of such legislation and the measures required to be introduced in order to ensure our towns and villages are able to cope with these new demands have to be considered.

4. New Parking Strategy

4.1. Introduction

A new four year strategy needs to be developed to address the overall demand for on and off-street car parking within South Ayrshire that is safe, secure, well maintained, affordable and which meets the needs of residents, shoppers, businesses, visitors and commuters in a way that contributes to the long term economic, social and environmental wellbeing of South Ayrshire.

The strategy should review existing parking practices and demand throughout the area and address problems associated with parking in key areas in and around town centres where there is an imbalance between free and charging parking and different charging arrangements.

Cars remain the dominant mode of transport in Scotland. In 2017 65% of all journeys were made either as drivers or passengers in a car or a van, up 4% since 2012. Of these journeys the proportion of single occupancy car trips also showed an underlying increasing trend, up 4% since 2012.

In 2018, the total number of people who passed a driving test in Ayrshire was 3634. In 2019 to the month of June there were a further 1972 test passes. The number of people permitted to drive on our roads is ever increasing and if current trends continue car trips nationwide are predicted to increase over the next 20 years by 20%.

Other factors which should be taken into consideration include tourism from within the UK and beyond which is a major contributor to our economy, with tourists from within the UK mainly arriving by road. Also, changes in traditional work patterns are creating transport demands at different times from the traditional peak periods.

The National Transport Strategy outlines the Government's vision for a Scottish transport system which creates great places through the provision of a sustainable, inclusive and accessible transport system which promotes prosperity, health and fairness for all our citizens. It aims to promote equality by providing fair access to services which are easy to use and affordable for all.

It is within this context that this Parking Strategy will seek to:

- Provide an appropriate level of parking to support economic vitality,
- Ensure that parking is inclusive for all users with on and off street charges aligned,
- Ensure efficient parking and traffic management to support the local economy, provide access to key services and facilities and reduce congestion from inconsiderate and irresponsible parking,
- Use parking assets to the best advantage through pricing, promotion and information whilst safeguarding access for blue badge holders, for loading, deliveries and for emergency vehicles,
- Reinforce business and visitor confidence in available modern parking options whilst also promoting walking, cycling and the use of public transport,
- Use modern technologies and encourage low emission vehicle use, and,
- Discourage irresponsible and dangerous parking.

4.2. Parking trends

Parking charges are a traffic management tool that can route traffic to the desired locations so reducing unnecessary cross-town movements and ensure parking spaces are used in the most efficient way to maximise their effectiveness.

Short stay tariffs for parking spaces located within the centre of towns should encourage a high turnover of spaces thereby discouraging all day parkers who otherwise would monopolise the spaces. Without charges this could be detrimental to the economic performance of the town and the wider investment in highway and related services.

Expansion of the pay and display areas should provide greater options for cheap short stay parking to support local businesses. All town centres are facing a challenging period so need to adapt to changing circumstances.

Commuters taking up free convenient spaces close to local amenities cause visitors to park further away meaning some may not have the opportunity to visit town centres. Similarly, spaces taken up by staff outside shops prevent the freeing up of spaces for shoppers to visit the stores.

The free period of car parking offered by major supermarkets have the inadvertent effect of funnelling visitors to towns to their car parks. This could be seen to unfairly disadvantage the independent retailers/businesses in the towns that rely on public car parks to serve their customers.

Car park complaints often concern potholed surfaces, poor lighting and faded bay markings, yet customers are still charged for parking. A commitment to investing within these facilities using surplus revenues will help generate customer confidence and demonstrate the advantages of a properly managed charging regime.

4.3. Sustainability Implications and Future Service Developments

Parking tariffs are one of the levers for influencing travel patterns and fulfilling the Council's ambition to create a safer, cleaner and more sustainable environment. There is strong evidence that effective parking controls can have a positive influence on promoting more sustainable travel choices.

The introduction of Decriminalised Parking Enforcement (DPE) in 2012 contributed significantly to improving road safety and traffic flow along important corridors. All car parks should have at least one electric charge point and be assigned a postcode so that anyone visiting could locate, with ease on a Sat Nav or mobile phone, the location of those car parks.

The addition of a clear diagrammatic map showing the location and postcode of all car parks should be put on the South Ayrshire Council and Ayrshire Roads Alliance websites with a key illustrating the classes of vehicle that can park along with the tariffs.

4.4. Environment, Health and Economic Implications

Any proposed changes to charging will be taken into account in the decisions people take when travelling. Parking plays an important role in maintaining and improving the health of residents and others from reduced levels of car traffic. Minimising vehicle emissions should enhance road safety for all users.

This could help in the delivery of a more attractive public transport system and consideration could also be given to providing bicycle parking facilities by consulting with local cycling groups to establish the most suitable car parks for providing bicycle storage. This will also contribute towards South Ayrshire Council's commitment to reduce carbon emissions and protect the environment for future generations.

5. Existing Issues - Ayr

5.1. On Street Designated Parking and Limited Waiting Parking

Background

Parking bays in and around the town centre are controlled by two different types of restriction -

- Designated Parking (Pay & Display)
- Limited Waiting (Free)

General availability of spaces is often considered by visitors to be more important than cost in their overall decision about visiting. Whilst the majority of drivers are able to park first time in their desired location, there are greater difficulties finding a parking space in some locations covered by Limited Waiting. Modifications and minor changes to the Designated Parking zone are required to make better use of these parking facilities in order to benefit the nearby shops, amenities and local businesses.

Action is needed to ensure that the availability of on street parking is maximised to benefit Ayr's parking needs for shoppers and visitors and also help manage the effects of commuter parking.

On Street parking charges have a positive impact on influencing a driver's decision to stay for a period of time with the option to park for up to a maximum of 2 or 3 hours depending on the parking zone. In some locations, however, the streets which are subject to Limited Waiting restrictions have a maximum stay which is either too short in duration or fails to generate the desired turn over achievable by a positive charging arrangement.

Objective

Objective 1

Review existing TROs and consult on proposals to amend the on street parking provision at various locations around the boundary of the existing Designated Parking zone and proceed with the proposed actions.

The streets listed opposite are subject to this objective:	<i>Mill Street</i>	<i>Convert existing 3 hrs Limited Waiting to 2 hrs P&D</i>
	<i>Smith Street</i>	<i>Convert existing 3 hrs Limited Waiting to 2 hrs P&D</i>
	<i>Garden Street</i>	<i>Convert existing 1 hr Limited Waiting to 3 hrs P&D</i>
	<i>George Street</i>	<i>Extend existing P&D from 2 hrs to 3 hrs max stay</i>
	<i>River Street</i>	<i>Extend existing P&D from 2 hrs to 3 hrs max stay</i>
	<i>River Terrace</i>	<i>Extend existing P&D from 2 hrs to 3 hrs max stay</i>

Proposed tariff:	Location	Tariff (Mon – Sat)	
		Duration	Price
	<i>Mill Street Smith Street</i>	<i>30 min</i>	<i>£0.50</i>
		<i>1 hour</i>	<i>£1.00</i>
		<i>1 hour 30 min</i>	<i>£1.50</i>
		<i>2 hours (max stay)</i>	<i>£2.00</i>
	<i>Garden Street George Street River Street River Terrace</i>	<i>30 min</i>	<i>£0.50</i>
		<i>1 hour</i>	<i>£1.00</i>
		<i>1 hour 30 min</i>	<i>£1.50</i>
		<i>2 hours</i>	<i>£2.00</i>
<i>2 hour 30 min</i>		<i>£2.50</i>	
	<i>3 hours (max stay)</i>	<i>£3.00</i>	

5.2. Off Street Parking

Background

There are numerous car parks owned and operated by SAC which are managed in different ways depending on whose remit they fall within. There are currently three separate lists of car parks which can be categorised as:

- ARA Managed Car Parks
- SAC Neighbourhood Services Managed Car Parks
- SAC Common Good Car Parks

The existing ARA managed car parks located at Barns Crescent, Kyle Street and Charlotte Street are currently subject to parking charges as set on in the table below. Barns Crescent and Kyle Street Car Parks are located close to the town centre in prime locations and the tariffs which apply are competitive with the charges which apply in the numerous private car parks located around the town centre. Due to its location slightly further away from the town centre, Charlotte Street Car Park tended to be underutilised. Therefore a decision was taken in 2015 to amend the tariff to encourage greater use and this has led to daily usage levels which are at or near to capacity.

Existing tariff:	Location	Tariff (Mon – Sat)	
		Duration	Price
	<i>Barns Crescent Kyle Street</i>	<i>1 hour</i>	<i>£1.00</i>
		<i>2 hours</i>	<i>£2.00</i>
		<i>3 hours</i>	<i>£3.00</i>
		<i>4 hours</i>	<i>£4.00</i>
		<i>5 or more hours</i>	<i>£5.00</i>
	<i>Charlotte Street</i>	<i>1 hour</i>	<i>£1.00</i>
<i>2 hours</i>		<i>£2.00</i>	
<i>3 or more hours</i>		<i>£3.00</i>	

The other car parks contained within the SAC Neighbourhood Services and Common Good accounts are not currently subject to charging regimes. As a result these car parks are subject

to daily usage levels which regularly reach capacity with very little turn over throughout the course of the day.

SAC previously commissioned ARA to undertake a review of car parks and prepare a feasibility study which considered the potential implementation of charging regimes within a selection of locations. The brief included the need to take into account seasonal demands, future enforcement of parking regulations, potential charging options, the potential impact on surrounding areas and also existing SAC parking policies.

The study recommendations were presented to SAC and feedback received indicated there were concerns about the rationale behind the proposed charges and further work in this regard was requested. Previous feedback in relation to Common Good listed car parks suggested there was no desire to implement charges at these facilities. However, it is recommended that the question over the inclusion of the Common Good listed car parks be revisited as the absence of these from an integrated strategy weakens the Council's ability to effectively manage off street parking.

A more integrated approach to managing the off street parking provision is recommended in order to ensure a fully consistent approach to parking which ensures best use of the facilities on offer, which is beneficial to business and to customers and which is operated in a more commercial manner in the face of competition from the numerous private operators located within the town centre.

Objective

Objective 2

Seek Council approval for the amended proposals put forward for the introduction of pay and display charges within the SAC car parks contained within the Neighbourhood Services and Common Good lists.

The car parks listed opposite are subject to this objective and initial proposed charges and charging periods are given:	SAC Neighbourhood Services Managed Car Parks		
	Location	Period	Tariff
	<i>Blackburn Esplanade</i>	<i>1st April – 30th Sept Mon - Sat</i>	<i>50p / 30 mins £2 max for all day</i>
	<i>Mill Brae New Road (Tam's Brig) Riverside Place</i>	<i>Mon - Sat</i>	<i>50p / 30 mins £2 max for all day</i>
	<i>Citadel Leisure Centre</i>	<i>Mon - Sat</i>	<i>50p / 30 mins £3 max for all day</i>
	ARA Managed Car Parks		
	Location	Period	Tariff
	<i>Queens Terrace Lane Kings Court</i>	<i>Mon - Sat</i>	<i>50p / 30 mins £2 max for all day</i>
	SAC Common Good Car Parks		
	Location	Period	Tariff
	<i>Castlehill Cromwell Road</i>	<i>Mon - Sat</i>	<i>50p / 30 mins £2 max for all day</i>

5.3. Permit Parking

Background

There are numerous types of permit parking arrangements which operate within Ayr which have been in place for many years. The use of the term arrangement is deliberate as these cannot be described as properly thought out and executed schemes. The arrangements were put in place to try to accommodate the different types of needs and access requirements of various groups such as guest houses located within the existing pay and display zones. These arrangements were well intentioned but the application of such has fallen into disrepute in recent years and it has long been suspected, but difficult to prove, that there is widespread misuse of these permit arrangements.

Furthermore, much of the existing Ayr Resident's parking scheme has not been modified since its introduction in 1971 with many permits still issued for a nominal £0.50 and it is also suspected that this scheme is subject to similar abuse especially in terms of visitor permits where it is suspected many have fallen into the wrong hands. The scheme needs modifying to current standards, built around new initiatives to account for displaced parking, become shareable, removing resident only exclusivity and reduce administration costs by introducing virtual permits for a number of different types of user to make the scheme more cost effective and easier to enforce.

There are further issues concerning the ability of tradespersons, window cleaners, carers etc. to undertake their jobs in and around the town centre, including High Street, due to the fact that there is no permit scheme in place to suit their needs and there are historic issues caused by indiscriminate parking in streets close to the Ayrshire College campus.

The various issues require tailored solutions as part of the introduction of an overarching, modern permit system which should be self-financing with charges applicable for each parking permit. Proposed permit costs should be set taking into account administration costs, benefits offered in terms of location (e.g. ability to park unrestricted within pay & display bays) and an equitable fee should be charged, if possible, across the Council area.

Consideration should also be given to a tiered pricing structure for multiple vehicle households to help try and encourage more people onto public transport and help contribute towards the Council's aims and aspirations in relation to carbon reductions.

Objective

Objective 3

Review existing permit schemes to identify amendments required to areas covered and undertake review of existing pricing structures. Consider options available in terms of current industry best practise to identify the most effective means of providing an overarching permit database, and undertake benchmarking exercise as part of a full appraisal of a proposed tariff structure for permits.

In considering these options the following actions have been previously identified:

Residents' Permit Scheme

- *Remove certain residents' only exclusive streets*
- *Review extents of existing residents permit zone and the period of application*
- *Introduce equitable charging structure*

Guest House / Tradesperson Permit Scheme

- *Agree suitable price and amount of permits made available annually to individuals / organisations*
- *Implement a virtual permit system which enables individuals to draw down permits from "virtual wallets".*

5.4. Charging Periods

Background

The existing charging periods have been in place since 2012 and were based on established practice dating back to the mid 1990's. Charges currently apply as follows:

- On Street parking Zone A - 8am - 6pm Monday - Friday, 8am - 1pm Saturday
- On Street parking Zone B - 9.30am - 5pm Monday - Friday, 9.30am - 1pm Saturday
- Off Street Car Parks - 24 hours 7 days per week

There is no sound rationale to continue with the different charging periods across the town centre and it would be beneficial to the public to adopt a more consistent approach.

A previous Council resolution has been passed for the introduction of a 2 hours free parking period and agreement has been reached on the recommendation that this resolution can best be accommodated by altering the charging hours to 10am to 6pm Monday to Saturday.

For the purpose of this strategy, however, it is worth noting that numerous models have been trialled across the parking industry aimed at ensuring charging periods are fit for purpose and also offer incentives to conduct trips outwith the peak shopping hours of 11am to 3pm. These trials had varying degrees of success with some having been abandoned before the end of the trial period due to the fact that increased footfall targets were not realised and there was a significant drop in income.

When considering the approach to charging periods within SAC, the various options available should be measured against what the actual objectives are in terms of providing a consistent approach across towns and increased footfall outwith peak periods.

Objective

Objective 4

Undertake further consultation with the business community and the public to establish desired charging period model and undertake appropriate trials.

Potential charging period models:

8am to 6pm - Monday - Saturday

10am to 6pm - Monday - Saturday

“Free after 3” - Monday - Saturday

5.5. Esplanade & County Buildings

Background

The Esplanade is a very popular tourist destination given the large expanse of shore frontage and access to local amenities. During the peak season between April and September, the Esplanade is regularly subject to parking over its entire length and this problem is likely to be exacerbated by displaced vehicles from the Esplanade Car Park at one end and the Cromwell / Queens Terrace Car Parks at the other should parking charges be introduced within these facilities. Another key issue affecting the Esplanade is the fact that on a daily basis from its junction with Pavilion Road to a point approximately 250m south is subject all year round to all day parking by town centre workers.

The fact that parking along the Esplanade is free all year round is unique in comparison with many other similar shorefront tourist destinations throughout the UK. There is also an opportunity to create additional parking on the Esplanade north of the Bath Place junction. In 2000 cycle lanes were placed on both sides at the edge of the carriageway and whilst the carriageway is slightly narrower here than the rest of the Esplanade, the cycle lanes prevent locals, visitors and Blue Badge holders from parking in a prime seafront position.

There are further issues within the streets surrounding and nearby to the County Buildings. The existing restrictions which apply to these streets are mainly limited waiting restrictions which impose a three hour maximum stay restriction and a 1 hour prohibition of return. Despite said restrictions, the numerous parking bays within these areas are regularly occupied by workers who regularly swap spaces with their co-workers during breaks to avoid incurring parking fines with those who are unable to do so running the risk of being penalised.

This situation does workers no favours and the type of restriction is also fairly onerous to enforce tying up resources which could in fact be used elsewhere. There are also concerns surrounding the fact that there is no provision for resident’s parking.

Therefore, it is evident that along with the promotion of new parking systems along the Esplanade and within nearby car parks, consideration needs to be given to creating a new system on these streets which provides longer term parking which is easily monitored whilst creating a greater turnover for visitors and which also caters for the many residents in the area.

Objective

Objective 5

Seek Council approval to promote Traffic Regulation Orders which help better manage parking provision along the Esplanade and the various streets around the County Buildings which, amongst other things, helps provide better accessibility to local amenities and attractions, provides workers with adequate parking facilities whilst still encouraging a turn over and which also caters for the needs of residents.

Objective 5 in particular aims to implement the actions listed opposite following consultation and the promotion of Orders:

Introduce on-street parking charges with a tariff of £0.50 per 30 minutes up to a maximum of £2:00 all day with similar charging periods to the rest of the town on The Esplanade from Blackburn Drive, northwards to its junction with Bath Place from 1st April to 30th September.

Introduce on-street parking charges with similar charging periods to the rest of the town at a tariff of £0.50 for 30 minutes up to a maximum £3.00 for all day in the following streets:

- Bath Place
- Cassillis Street
- Charlotte Street (between Cassillis Street and the Esplanade);
- Pavilion Road; and
- Place-De-Saint-Germain-En-Laye

Through consultation with Sustrans, relocate the northbound cycle lane onto the Esplanade footway to become shared used between Bath Place and Cromwell Road and create 25 additional pay & display seasonal parking places.

6. Existing Issues - Prestwick

6.1. On Street Parking

Background

Existing on street parking controls along the Main Street consist of Limited Waiting with a 2 hour maximum stay and 1 hour prohibition of return. Demand for on street parking within Prestwick town centre exceeds that which is available. Furthermore, the existing restrictions do not generate the required turnover and, similar to Ayr, an integrated on and off street approach to parking making best use of the limited resources available can and should incur positive results.

Further parking controls need to be considered to encourage more walking, cycling and public transport use, without making it unaffordable for those who need to drive.

Prestwick is served by a large selection of thriving businesses ranging from gift shops to supermarkets to pubs and restaurants. The same rationale set out in the previous section in respect of on street charging applies to Prestwick.

Parking charges significantly influence parking space turnover, car use and ownership, regulating supply and demand and discouraging unnecessary car use. The increasing turnover of spaces from the introduction of charging can actually help local businesses as well as improving the quality of the local street environment.

Objective

Objective 6

Seek Council approval to undertake consultation exercise on the potential promotion of Traffic Regulation Orders for the introduction of Designated Parking (Pay & Display) which helps better manage on street parking provision and which helps provide better accessibility to local amenities and attractions.

Proposed tariff:	Location	Tariff (Mon – Sat)	
		Duration	Price
	Main Street	30 min	£0.50
		1 hour	£1.00
		1 hour 30 min	£1.50
		2 hours (max stay)	£2.00

6.2. Off Street Parking

Background

As part of the aforementioned review of SAC shorefront car parks, ARA also reviewed the Prestwick car parks which inevitably yielded similar results in terms of the need for a fully integrated parking regime targeted at getting best use of the facilities by adopting an equitable approach which is beneficial to businesses and customers and which is operated in a more commercial manner in the face of competition from private operators. Also, similar consideration should be given to the inclusion of car parks from the Common Good list.

Objective

Objective 7

Seek Council approval for the amended proposals put forward for the introduction of pay and display charges within the SAC car parks contained within the Neighbourhood Services and Common Good lists within Prestwick.

The car parks listed opposite are subject to this objective and initial proposed charges and charging periods are given:	SAC Neighbourhood Services Managed Car Parks		
	Location	Period	Tariff
	<i>Bellevue Prestwick Pool</i>	<i>1st April – 30th Sept Mon - Sat</i>	<i>50p / 30 mins £2 max for all day</i>
	<i>Prestwick Station</i>	<i>Mon - Sat</i>	<i>50p / 30 mins £3 max for all day</i>
	SAC Common Good Car Parks		
	Location	Period	Tariff
<i>Links Road Grangemuir Road</i>	<i>1st April – 30th Sept Mon - Sat</i>	<i>50p / 30 mins £2 max for all day</i>	

6.3. Permit Parking

Background

An existing resident’s permit scheme has been in operation since 2016 and it covers the mainly residential streets off Main Street. The existing scheme provides residents with the facility to purchase an annual season ticket at a cost of £45 (or £80 for two years) up to a maximum of two permits per household. Non-residents can park in the affected streets free of charge for a maximum duration of 1, 2 or 3 hours depending on the street.

The scheme was introduced following extensive consultations with the community which established the need to free up on street parking availability within residential streets located within a short walking distance to the town centre amenities which were subject to long term visitor parking to the detriment of residents. The permits allow residents to park all day without time restriction whereas visitors are subject to a Limited Waiting restriction which applies a 1, 2 or 3 hour maximum length of stay and a 1 hour prohibition of return.

Similar to the Ayr permit schemes, the current scheme is administered by South Ayrshire Council and is based on a paper permit system. Again there is currently no system in place to cater for tradespersons, window cleaners, carers etc. so similar modifications to the Prestwick scheme are recommended.

Since the scheme’s introduction feedback from residents has been positive with the desired effect of freeing up residential streets from long term visitor parking sessions thus allowing residents to go about their business throughout the day with relative ease whilst still providing free visitor parking for short term parking sessions.

There are further parking issues created by commuter parking within streets near to the Prestwick Town Train Station and there is an opportunity to address these issues all to the benefit of the local community.

There is a need for further consultation on the potential expansion of the scheme to cover streets which do not currently benefit from the scheme. There is also a need to consider options to combat potential displaced vehicles from existing on and off street parking facilities as a result of the introduction of any new Designated Parking scheme.

Objective

Objective 8

Review existing permit scheme in order to identify changes required to its application and areas covered and take measures to include the administration of the scheme within a proposed overarching permit database to be managed by ARA.

In considering these options the following actions are proposed:

Residents' Permit Scheme

- *Review extents of existing residents permit zone*
- *Implement a virtual permit system*

Guest House / Tradesperson Permit Scheme

- *Agree suitable price and amount of permits made available annually to individuals / organisations*
- *Implement a virtual permit system which enables individuals to draw down permits from "virtual wallets".*

7. Existing Issues - Troon

7.1. On Street Parking

Background

Demand for on street parking in Troon exceeds that which is available and changes in policy are needed to encourage more walking, cycling and public transport use, without making it unaffordable for those who need to drive. Parking charges significantly influence parking space turnover, car use and ownership, regulating supply and demand and discouraging unnecessary car use. The increasing turnover of spaces from the introduction of charging can actually help local businesses as well as improving the quality of the local street environment.

The existing on street parking supply is subject to Limited Waiting restrictions in various streets within the town centre. Waiting is limited to 1 hour with a 1 hour prohibition of return. The current length of stay provided by these restrictions is not long enough and there is a need to generate a greater turnover of spaces which is more easily monitored. Proposals to implement a Designated Parking scheme within Troon town centre should, therefore, be considered.

Parking supply in Templehill has become increasingly under strain due to increased demand created by the expansion of the doctors surgery where there is a need to generate a greater turnover within the parking bays which are currently not subject to any restrictions.

A further opportunity to add to the existing parking supply has also been identified within Academy Street and Portland Terrace. Academy Street is currently subject on both sides of the road to waiting restrictions whereas there is unrestricted parking on the north side of Portland Terrace and waiting restrictions on the south side.

During the busy summer months when visitors flock to the beach, both streets are regularly subjected to indiscriminate parking their full lengths. This more or less prevents effective enforcement of underlying waiting restrictions simply due to the sheer scale of the problem as it poses issues in terms of resources and the potential reputational damage which may be caused as a result of any adverse publicity generated by the serving of penalty charges numbering in their hundreds.

Both streets still lend themselves to two way traffic when these issues occur. Therefore, rather than continue to try and discourage parking at these locations, it is suggested that consideration be given to making the most of this popular tourist destination by introducing, in a similar manner to Ayr, seasonal parking charges, whilst still catering for the needs of residents.

Objective

Objective 9

Seek Council approval to consult on the promotion of Traffic Regulation Orders for the introduction of Designated Parking (Pay & Display) in Troon by replacing existing Limited Waiting areas in various town centre streets and replacing Waiting Restrictions along the shorefront streets, all to enable better managed on street parking provision which helps provide better accessibility to local amenities and attractions.

The streets opposite are subject to the objective:	<i>West Portland Street Portland Street Barassie Street Church Street Ayr Street South Beach Road</i>	<i>Convert existing 1 hrs Limited Waiting to 2 hrs P&D</i>
	<i>Templehill</i>	<i>Introduce 2 hrs P&D,</i>
	<i>Academy Street Portland Terrace</i>	<i>Introduce seasonal P&D, 50p / 30 mins £2 max for all day</i>

Proposed tariff:	Location	Tariff (Mon – Sat)	
		Duration	Price
	<i>West Portland Street Portland Street Barassie Street Church Street Ayr Street South Beach Road Templehill</i>	<i>30 min</i>	<i>£0.50</i>
		<i>1 hour</i>	<i>£1.00</i>
		<i>1 hour 30 min</i>	<i>£1.50</i>
		<i>2 hours (max stay)</i>	<i>£2.00</i>
	<i>Academy Street Portland Terrace</i>	<i>30 min</i>	<i>£0.50</i>
		<i>1 hour</i>	<i>£1.00</i>
		<i>1 hour 30 min</i>	<i>£1.50</i>
		<i>2 hours or more</i>	<i>£2.00</i>

7.2. Off Street Parking

Background

Also included in the review of SAC shorefront car parks, ARA reviewed the Troon car parks which inevitably yielded similar results in terms of the need for a fully integrated parking regime targeted at getting best use of the facilities by adopting an equitable approach which is beneficial to businesses and customers and which is operated in a more commercial manner in the face of competition from private operators.

SAC previously commissioned ARA to undertake a review of car parks and prepare a feasibility study which considered the potential implementation of charging regimes within a selection of locations. The brief included the need to take into account seasonal demands, future enforcement of parking regulations, potential charging options, the potential impact on surrounding areas and also existing SAC parking policies.

The study recommendations were presented to SAC and feedback received indicated there were concerns about the rationale behind the proposed charges and further work in this regard was requested.

Objective

Objective 10

Seek Council approval for the amended proposals put forward for the introduction of pay and display charges within the SAC car parks contained within the Neighbourhood Services lists within Troon.

The car parks listed opposite are subject to this objective and initial proposed charges and charging periods are given:	SAC Neighbourhood Services Managed Car Parks		
	Location	Period	Tariff
	South Beach (Ivy) Beach Road (Burnfoot) North Shore Rd South Beach Titchfield Road Swimming Pool	1 st April – 30 th Sept Mon - Sat	50p / 30 mins £2 max for all day

7.3. Permit Parking

Background

The shared commercial and residential nature of Templehill and Barassie Street is likely to result in the need to consider the formation of a Residents' Permit scheme in both these locations and in parts of the wider area of central Troon. With the suggested introduction of Designated Parking for on and off street locations there will also be similar needs to the other towns in terms of the need to provide permits to park for tradespersons and other groups such as health care professionals.

The aforementioned proposals for Portland Terrace will also have a significant impact on the existing residential parking supply which is already under pressure during the seasonal peak periods.

Objective

Objective 11

Consider the various parking proposals put forward and approved in this strategy and the consequential permit requirements created in order to establish suitable permit scheme for Troon town centre which meets the various needs.

8. Existing Issues - Other Locations

8.1. Maybole - Main Street Congestion

Background

The existing A77 through Maybole is subject to regular indiscriminate parking which causes delays in journey times along this strategic route linking the south of the Authority to the wider community. The current construction works taking place on the new by-pass scheme will help remove a vast majority of through traffic thereby alleviating many of the issues. This in turn will also present an opportunity to review existing parking restrictions along the route to ensure they are fit for purpose and make best use of the space available to ensure access to existing shops and businesses is maximised.

There are further issues in relation to the Kirk Wynd Car Park which is currently subject to long term parking sessions with very little turn over. Any route review should incorporate these Council parking facilities.

Objective

Objective 12

On completion of the new by-pass, undertake a route review of the A77 through Maybole town centre which reviews existing parking restrictions and identifies potential improvements which will benefit the community.

8.2. Girvan

Background

Proposals are being progressed in relation to the Flushes Car Park, Girvan which seek to provide dedicated HGV parking which will ease concerns around indiscriminate parking within the Knockcushan Street car Park which is also subject to unrestricted visitor parking by drivers of motorhomes and caravans.

A balanced approach to parking within Girvan is needed which regulates the use of the car parks whilst avoiding driving tourists away from the town. A proper scheme which directs vehicles to parking facilities in order to capitalize on this through traffic is required.

Issues in nearby residential areas caused by the large influx in traffic should also be addressed by the adoption of various traffic control measures.

Objective

Objective 13

Undertake a review of existing parking facilities and assess the feasibility of the introduction of a more regulated parking system targeted at providing local, tourist, lorry and campervan facilities which are more fit for purpose and help address residents' concerns.

9. Town Strategies in Summary

9.1. Town Centre Regeneration

The “Ayr Your View” town centre consultation highlights the fact that 60% of all journeys into the town are still undertaken by car of which 98% of those journeys were undertaken by residents. A large majority of these journeys were for shopping, socialising and appointments requiring short to medium term parking stays. These figures could easily apply to most other towns and villages throughout South Ayrshire.

The SAC Ayr Town Centre and Retail Development Plan states its vision for a town centre which is a premier destination through the promotion of a town centre first approach also ensuring the town centre is regarded as a hub not just for shopping and working but also for living and socialising.

The town of Prestwick continues to thrive with the Main Street having recently been recognised as Scottish Champion High Street by the Great British High Street Awards. The potential development of the Glasgow Prestwick Spaceport would have positive implications on the town of Prestwick potentially pouring money into the local economy through increased usage of the local shops and businesses. There also continues to be a healthy tourism industry with seasonal spikes. An advanced parking strategy will help cater for the increasing demands on parking infrastructure.

Community engagement and community action plans continue to be at the core of development and funding priorities. Parking will always be at the core of any successful action plan and attracts many reviews both positive and negative. The Troon Together Community Survey undertaken in advance of the 5 year Community Action Plan makes numerous references to the need for a better managed parking estate which meets the needs of locals and visitors to the town whilst maintaining its core characteristics of a “small town with its own identity and with services and infrastructure to match the needs of the population”.

There are further localised issues which need to be addressed in the other towns and villages which perhaps do not feature as heavily as the major towns subject to this strategy. Further engagement with the local community groups is recommended in order to identify these issues and agree appropriate action.

The objectives detailed in this strategy are considered to be vital tools to help address known issues and will help contribute towards the various aims and aspirations set out in these various consultations and plans. This strategy also recognises the specific references to parking within the SAC Local Development Plan 2014 which states in terms of land use and transport its aims to –

- Safeguard existing car parking facilities, particularly strategic car parking facilities and those identified in the LPD strategy maps
- Provide parking that reflects the role of the development, location in which it is situated and the projected capability of existing parking facilities
- Takes an integrated approach to parking

9.2. Summary

This strategy provides a fantastic opportunity to address the many issues highlighted through a fully integrated overarching approach to parking which looks at each of the towns as a whole. With a carefully planned strategic approach to delivering the many work streams outlined previously, the benefits to the community can be significant.

New residents' permit schemes which are fit for purpose and extend to the right areas are needed. Designated Pay and Display Parking which again covers the right areas and serves the public and business community well should be at the forefront of parking infrastructure. Popular myths which cast paid for parking systems in a bad light need to be dispelled. Towns and cities which have parking systems designed with the locality in mind work well and the benefits need to be promoted.

Parking provision in the vicinity of the County Buildings needs to be revised in order to better suit the needs of workers, residents and the many visitors to the area along with the promotion of parking facilities along the major tourist shorefront destinations in Ayr, Troon, Prestwick and elsewhere. These schemes should be complimented by an effective system of managing the generous off street provision and this strategy aims to succeed at achieving all these objectives.

9.3. Next steps

As previously stated, parking continues to be a contentious issue throughout our towns and villages and it generates intense feelings and typically, huge response from the public and community groups, often negative.

Therefore, it is proposed that South Ayrshire Council, supported by Ayrshire Roads Alliance, identifies the objectives which require a fresh round of public consultations before establishing whether the formal procedures in relation to the preparation of Traffic Regulation Orders can commence. Having considered the views of both the objectors and supporters of the various proposals, further changes may be recommended to those currently proposed. This will demonstrate that every reasonable effort has been made to accommodate and balance the sometimes conflicting views of business interests and local communities.

Any objectives approved by the Administration for progression without the need for further public consultation, over and above the statutory consultation requirements for the Order making process described in the Legal Implications section of this document, will be prioritised.

10. General Objectives

10.1. Electric Vehicle Charging Points

In 2018/19 the Energy Trust were commissioned to produce the Feasibility Study “Switched on Towns and Cities” for 10 Scottish Local Authorities including South Ayrshire Council. The study focuses on the local predicted uptake in usage of Plug in Vehicles (PiVs). As the number of PiVs in Scotland increase, the redevelopment of town centres and the promotion of strategies such as this will require the inclusion of charging infrastructure to facilitate the use of PiVs by residents and visitors.

It is also SAC and ARA policy to invest in green fleet with the replacement of aging vehicles with PiVs seen as a priority. ARA has been successful in central government bids for capital funding for PiV infrastructure and in line with the recommendations of the Switched on Towns and Cities Study has begun to install PiV charging points at various locations. It is clear that this investment must continue and further installations will be provided at the locations identified within the study.

Parking policy for the management of PiV infrastructure across Scotland is still in its infancy. Where PiV charging points are installed within existing or proposed pay and display facilities, parking charges should be applied which encourage the switch to electric and need to be developed along with the adoption of systems for charging for electricity which are consistent across the industry and in line with policies promoted by network groups such as ChargePlace Scotland.

Objective

Objective 14

Continue to invest in PiV charging infrastructure in line with the recommendations of the Switched on Towns and Cities Feasibility Study for South Ayrshire. Also, agree parking policy in relation to PiV infrastructure and identify and implement systems to regulate charge point usage and facilitate the collection of payments for electricity (and parking as necessary).

The following table lists the existing charge point locations installed by ARA to date.

Location	Location Reference	Commission Date
Barns Crescent Car Park, Ayr	51930	22/05/2019
Mill Brae Car Park, Ayr	51793	22/05/2019
Burns Statue Square, Ayr,	51535	16/09/2015
Belleisle Park, Ayr,	52029	16/07/2019
Castlehill Road Car Park, Ayr	52030	16/07/2019
Castlehill Road Car Park, Ayr	52031	16/07/2019
Castlehill Road Car Park, Ayr	52032	16/07/2019
Cromwell Road Car Park, Ayr	51325	23/08/2018
Bellevue Car Park, Prestwick	50818	23/07/2015
Troon Swimming Pool, Troon	50817	23/07/2015
South Beach Road Car Park, Troon	50290	29/10/2018

<i>Girvan Harbour, Girvan</i>	52033	18/07/2019
<i>Girvan Harbour, Girvan</i>	50816	27/05/2015
<i>Harbour Road Car Park, Maidens</i>	52038	18/07/2019
<i>The Vennel, Ballantrae</i>	52019	18/07/2019

10.2.Disabled Parking Provision

Concerns have been raised around the ability for Disabled Persons' Blue Badge holders to access local amenities due to a perceived lack of dedicated spaces, especially in and around the High Street, Ayr. The Council's policy on Disabled Bay provision should be reviewed with any identified actions taken forward following consultation with the relevant stakeholders.

Objective

Objective 15

Review existing Disabled Bay policy and undertake stakeholder consultation to establish any required changes required to improve town centre accessibility.

10.3.Coach Parking

As South Ayrshire presents numerous tourist attractions as well as playing host to global sporting events such as the Open Golf Championship, consideration should be given to the development of a recognised network of coach parking facilities which, along with competitive charging rates, should be adequately signed and advertised.

In line with best practice guidance such as the British Parking Association's Coach Parking Facilities Guide Note, a dedicated coach parking policy should be developed which promotes the use of existing facilities and, potentially, identifies new locations as well as setting out appropriate tariffs.

Objective

Objective 16

Prepare and implement a Coach Parking Policy linked to the Council's tourism objectives.

10.4.The Transport (Scotland) Bill

The Transport (Scotland) Bill gained royal assent on the 15th November 2019. The bill is for an Act of the Scottish Parliament to make provision for low emission zones; to make provision for and in connection with the powers of local transport authorities in connection with the operation of local bus services in their areas; to make provision about arrangements under which persons may be entitled to travel on local bus and other transport services; to prohibit the parking of vehicles on pavements and prohibit double parking; to make provision in connection with the status of the office of the Scottish Road Works Commissioner, the Commissioner's functions and the regulation of road works; to make provision in connection with regional Transport

Partnerships and to adjust the number of members on the British Waterways Board; and for connected purposes.

With respect to the prohibition of pavement parking and double parking, there will be a blanket ban and the key provisions of the Bill include:

- Providing local authorities with powers to enforce the national ban
- The ability for local authorities to promote exemptions from the national ban, but they will be required to meet strict criteria
- The Bill provides exceptions to certain vehicles if they are involved in emergencies or delivering goods
- Detailed standards and guidance will be produced for local authorities to deliver a consistent approach in how they enforce the new parking restrictions
- Providing local authorities with powers to share services with other councils to enforce the new restrictions
- Requiring local authorities to keep accounts in relation to the money they receive from the enforcement of the new restrictions

This legislation has major implications which cannot be overstated for Local Authorities in terms of the manpower and the infrastructure required to implement the new Act of Parliament. Initial guidance from Transport Scotland would indicate that Local Authorities will have 18 – 24 months to implement the provisions of the Act once the agreed Code of Practice is published. From the outset, there is a need to survey every street within South Ayrshire to gather the necessary data which will help identify any streets which may meet the criteria for exemption orders.

Further consideration has to be given as to how the restrictions will be enforced with a detailed business case prepared. It is, therefore, recommended that a desk top study be undertaken at the earliest interval to establish required resources and implement a plan of action.

Objective

Objective 17

Undertake a desk top study to establish required resources for the preparation work required to implement the Transport (Scotland) Bill and prepare a business case for the future enforcement the pavement and double parking ban.

10.5.DVLA Devolved Powers

The DVLA recognises the fact that vehicle tax evasion has risen since the removal of the paper tax disc with millions of pounds lost in revenue. As a result they are promoting partnership working with Local Authorities on approval from the Secretary of State for the devolution of powers to Local Authorities for the clamping and/or removal of untaxed vehicles from the public domain.

There are numerous potential benefits to Local Authorities not least in terms of increased income as well as a reduction in crime and anti-social behaviour. Therefore, it is proposed that further consideration be given to the potential for entering into future arrangements with the DVLA for the removal of untaxed vehicles from the public domain.

Objective**Objective 18**

Enter into negotiations with the DVLA for the potential to set up a partnership working arrangement for the removal of untaxed vehicles from the public domain.

10.6.Asset Management

As the parking estate has grown since the introduction of the previous strategy and potential new measures are implemented as a result of this new strategy, further consideration should be given to preparing a parking asset management plan to establish the condition of the various parking related equipment and their future maintenance needs. A full assessment of the future needs of motorists should also be undertaken and a switch to greener or more cost effective technologies should be at the forefront of any review.

Existing contractual arrangements for all parking associated systems should be reviewed to establish continued best value. In particular, it is a key objective of this strategy that a reduction in the amount of parking ticket machines be achieved through innovative approaches to the collection of fees for parking by the promotion of existing or new cashless payment solutions. Due to concerns over a lack of inclusivity, the complete removal of ticket machines should be cautioned until such times as a 90% target can be reached for the collection of fees by cashless means.

Objective**Objective 19**

Prepare a parking asset management plan and undertake a full review of parking systems to ensure continued best value.

10.7.Future opportunities

North Ayrshire Council are in the process of preparing a draft business case for the Decriminalisation of Parking Enforcement within their Council area and this may well present an opportunity for a collaborative approach and the expansion of the ARA Parking Service to provide pan Ayrshire parking enforcement.

There are further negotiations underway with the National Health Service for the provision of parking enforcement services within hospital car parks primarily aimed at the prevention of illegal parking within disabled bays.

Further opportunities will be explored as they may arise such as the possibility of the extension of services to supermarket car parks or other privately operated car parks with the aim of promoting a more commercially viable operation which will also enable a more integrated approach to parking within our towns and villages.

11. Feasibility

Designated Parking

In order to provide additional Designated Parking (Pay and Display) in the new locations subject to this strategy, capital investment for the installation of parking ticket machines and associated equipment will be required along with the provision of associated signing and lining. Any new charging regime also has to consider the modes of payment made available to the public and this should be done on a location by location basis. It is also good practice to provide payment facilities which accept all forms of payment i.e. cash, card and contactless. There should also be a cashless pay by phone system made available.

Therefore, it is recommended that a detailed assessment be undertaken to establish capital set up costs along with a study into the potential income which could be generated to establish in the first instance if it is financially viable to introduce the measures and then to establish payback periods.

Permit Parking

SAC, who operate a permit database, administers the existing permit schemes. Applicants are required to visit the South Ayrshire Council Customer Services Centre at the Wallace Tower in High Street Ayr and present relevant paperwork in support of their applications. The applications are vetted by SAC staff who then update the database and issue paper permits for display within vehicles.

SAC have expressed a desire for the transfer of responsibilities to ARA who have committed to doing so as soon as is practicable. It is proposed to create a new permit database, which would be available to customers via the SAC website (linked to the ARA website). Customers would be encouraged to submit their documents as pdf attachments along with relevant payments through the online payment facility. Permit applications would be checked by ARA staff who would ensure relevant virtual permits are issued.

This new system would adequately cater for any new permit scheme proposed in this strategy and it would be more economical in terms of a reduction in the costs of materials. There would also be time and energy savings to customers who will no longer be required to physically present themselves at the Customer Services Centre (notwithstanding those who require assistance). In addition, the proposed permit prices will cover all costs associated with administration and provision of such a scheme / database.

Charging Periods

In terms of charging periods, Council finances are increasingly strained and there is an obvious need to protect existing revenues. Any consideration given to altering charging periods should be fully explored taking account of the fact that previous analysis of parking income revealed that 15% of parking income is generated before 10am with a further 10% generated after 3pm.

12. Accessibility & Inclusivity

12.1. Equalities Impact Assessment

All the objectives subject to this Strategy will be the subject of an Equalities Impact Assessment (EQIA) to establish whether any particular groups would be disadvantaged by any of the recommended proposals. The EQIAs will be carefully considered with any identified mitigating actions incorporated into the proposals taken forward.

12.2. On and Off Street Charging (P&D)

It is proposed to install ticket machines which have a variety of payment options including contactless technology and there will also be the ability to purchase parking sessions using cashless pay by phone technology. This will ensure citizens of all abilities are able to make payment using their preferred method. The facilities will be clearly signed and located in positions which are free from obstruction and they shall be designed to DDA compliant standards.

Motorists in possession of a Disabled Persons' Blue Badge would continue to be exempt from any parking charges or time restrictions.

12.3. Permit Parking

It is recognised that a wholly web based permit system requires a certain degree of ability to operate a computer and there will be those who require assistance in that regard. We shall ensure there will still be the ability for customers to gain assistance either in person at an SAC Customer Services Centre or over the phone by contacting the ARA Parking Service. This includes any individual who may have difficulties with reading or writing whether that be as a result of any medical condition or language barrier.

12.4. Charging Periods

The relevant objectives are designed to simplify the approach to charging periods and promote greater public confidence. As such they are deemed to promote greater inclusivity.

13. Monitoring and Evaluation

Amongst the other stated aims of this strategy it is acknowledged that income generation is a key driver. Based on existing income, various assumptions have been made in order to assess projected income and this of course shall be closely monitored on a period by period basis.

13.1. On and Off Street Charging (P&D)

Parking income shall be monitored to establish usage levels and parking trends and identify any further adjustments required in terms of TRO amendments or tariff structures. Appropriate reporting will be provided to Council administration.

The introduction of new charges is dependent on the implementation of new Traffic Regulation Orders which in itself shall be subject to a public consultation process. As a result of the implementation of a new charging regime, predicted vehicle displacement onto nearby streets not subject to charges, restrictions or inclusion in the residents' permit scheme proposals will need to be monitored with further appropriate action taken in due course.

13.2. Permit Parking

There are known issues at existing "hot spots" within the existing permit zones where there are more permits in circulation than there are spaces within the streets. There are also issues concerning the misuse of permits. The introduction of this new system should help eradicate these long standing problems and particular emphasis will be placed on monitoring the effectiveness of the new regime to highlight any further tweaks required to ensure full compliance.

13.3. Charging Periods

Research indicates there have been numerous schemes trialled across Great Britain aimed at stimulating town centre footfall and boosting the night time economy through a range of free parking period initiatives. The "Alive after Five" parking scheme introduced in Aberdeen city centre in October 2018 was abandoned after three months when studies showed there was no effect whatsoever on city centre footfall. The scheme was based on a similar initiative introduced in 2012 in Newcastle city centre and the fact that the scheme still operates within selected car parks to this date would indicate success rates have been somewhat different.

Another scheme introduced in Kilmarnock in 2012 involved the removal of parking charges from all public car parks on Saturdays. The aim of the scheme was similar in that it was seen as a great incentive for shoppers. In reality though, the desired effect has not been achieved as the car parks fill to capacity every Saturday by 9.30am. Town centre footfall has not increased and it is clear the spaces are being occupied long term by town centre workers or commuters and has resulted in actually minimising parking availability for shoppers.

Therefore, any agreed alterations to charging hours taken forward as a result of this strategy will be closely monitored to establish the effect on desired outcomes and appropriate reporting shall be provided in due course.

14. Legal Implications

All of the proposals recommended for implementation shall also be subject to Traffic Regulation Order (TRO) amendments or revocations. Should any of these proceed to implementation, they would require promotion following statutory TRO implementation procedures.

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 normally takes up to three or four weeks. Thereafter, the proposals would be subject to a wider public consultation where objections could be raised during the 21 days consultation period.

Any valid objections raised have to be resolved before the TRO making process can proceed. Thereafter, the date for the making of the TRO is set having established realistic timescales for the introduction of any lines, signs and / or other equipment necessary for the implementation of the TRO restrictions.

Timescales for the preparation and implementation of new TROs are entirely dependent upon the scope of the proposals, the nature of any objections raised and the ability to mitigate these. Therefore, it is prudent to allow for a period of 6 to 12 months for the conclusion of each TRO consultation process.

15. Risk Management

Due to the continuing strain on public finances, the Council has identified the need to make ongoing savings. Services across the Council have to be scrutinised and appropriate actions must be taken in relation to how services continue to be delivered – if at all. The opportunities presented in this strategy provide a means in which to create significant additional income which could potentially remove the need to cut services elsewhere.

It should also be acknowledged that the policies proposed in this strategy might create a resistance from motorists who do not wish to pay for the convenience of parking close to their town centre destinations, choosing to park elsewhere instead. This would present a risk to projected parking income which should be factored into the relevant calculations. However, it is a fair assumption that the number of non-essential journeys would in that case reduce which has a positive environmental impact.

It is also a reasonable assumption to make that there will inevitably be negative publicity surrounding many of the proposals put forward. Parking is a fundamentally contentious issue which polarises opinion and Officers and Members should be prepared for this and seek to mitigate the effects by promoting the positive impacts of the strategy in relation to the potential benefits to the economy and the Council as a whole.

There are a number of environmental factors that can impact on parking income, including the attractiveness of the current retail offer and the underlying economy of our town centres. As a consequence, there is a risk to any income forecasts.

In reality, if the strategy objectives are not implemented, it is predicted that parking income may stagnate and savings targets will not be met. The opportunity to better manage the parking estate and address known issues will also be lost.

16. Summary of Objectives

Objective 1 - Ayr

Review existing TROs and consult on proposals to amend the on street parking provision at various locations around the boundary of the existing Designated Parking zone and proceed with the proposed actions.

Objective 2 - Ayr

Seek Council approval for the amended proposals put forward for the introduction of pay and display charges within the SAC car parks contained within the Neighbourhood Services and Common Good lists.

Objective 3 - Ayr

Review existing permit schemes to identify amendments required to areas covered and undertake review of existing pricing structures. Consider options available in terms of current industry best practise to identify the most effective means of providing an overarching permit database, and undertake benchmarking exercise as part of a full appraisal of a proposed tariff structure for permits.

Objective 4 - Ayr

Undertake further consultation with the business community and the public to establish desired charging period model and undertake appropriate trials.

Objective 5 - Ayr

Seek Council approval to promote Traffic Regulation Orders which help better manage parking provision along the Esplanade and the various streets around the County Buildings which, amongst other things, helps provide better accessibility to local amenities and attractions, provides workers with adequate parking facilities whilst still encouraging a turn over and which also caters for the needs of residents.

Objective 6 - Prestwick

Seek Council approval to undertake consultation exercise on the potential promotion of Traffic Regulation Orders for the introduction of Designated Parking (Pay & Display) which helps better manage on street parking provision and which helps provide better accessibility to local amenities and attractions.

Objective 7 - Prestwick

Seek Council approval for the amended proposals put forward for the introduction of pay and display charges within the SAC car parks contained within the Neighbourhood Services and Common Good lists within Prestwick.

Objective 8 - Prestwick

Review existing permit scheme in order to identify changes required to its application and areas covered and take measures to include the administration of the scheme within a proposed overarching permit database to be managed by ARA.

Objective 9 - Troon

Seek Council approval to consult on the promotion of Traffic Regulation Orders for the introduction of Designated Parking (Pay & Display) in Troon by replacing existing Limited Waiting areas in various town centre streets and replacing Waiting Restrictions along the shorefront streets, all to enable better managed on street parking provision which helps provide better accessibility to local amenities and attractions.

Objective 10 - Troon

Seek Council approval for the amended proposals put forward for the introduction of pay and display charges within the SAC car parks contained within the Neighbourhood Services lists within Troon.

Objective 11 - Troon

Consider the various parking proposals put forward and approved in this strategy and the consequential permit requirements created in order to establish suitable permit scheme for Troon town centre which meets the various needs.

Objective 12 - Maybole

On completion of the new by-pass, undertake a route review of the A77 through Maybole town centre which reviews existing parking restrictions and identifies potential improvements which will benefit the community.

Objective 13 - Girvan

Undertake a review of existing parking facilities and assess the feasibility of the introduction of a more regulated parking system targeted at providing local, tourist, lorry and campervan facilities which are more fit for purpose and help address residents' concerns.

Objective 14 – Plug in Vehicles

Continue to invest in PiV charging infrastructure in line with the recommendations of the Switched on Towns and Cities Feasibility Study for South Ayrshire. Also, agree parking policy in relation to PiV infrastructure and identify and implement systems to regulate charge point usage and facilitate the collection of payments for electricity (and parking as necessary).

Objective 15

Review existing Disabled Bay policy and undertake stakeholder consultation to establish any required changes required to improve town centre accessibility.

Objective 16 – Coach Parking

Prepare and implement a Coach Parking Policy linked to the Council's tourism objectives.

Objective 17 – Pavement Parking

Undertake a desk top study to establish required resources for the preparation work required to implement the Transport (Scotland) Bill and prepare a business case for the future enforcement the pavement and double parking ban.

Objective 18 – DVLA Partnership

Enter into negotiations with the DVLA for the potential to set up a partnership working arrangement for the removal of untaxed vehicles from the public domain.

Objective 19 – Asset Management

Prepare a parking asset management plan and undertake a full review of parking systems to ensure continued best value.

17. List of Car Parks

Common Good

Mill Brae Car Park, Mill Brae, Ayr
Castlehill Road Car Park, Castlehill Road, Ayr
Cromwell Road Car Park, Cromwell Road, Ayr
North Esplanade Car Park, Links Road, Prestwick

SAC Neighbourhood Services

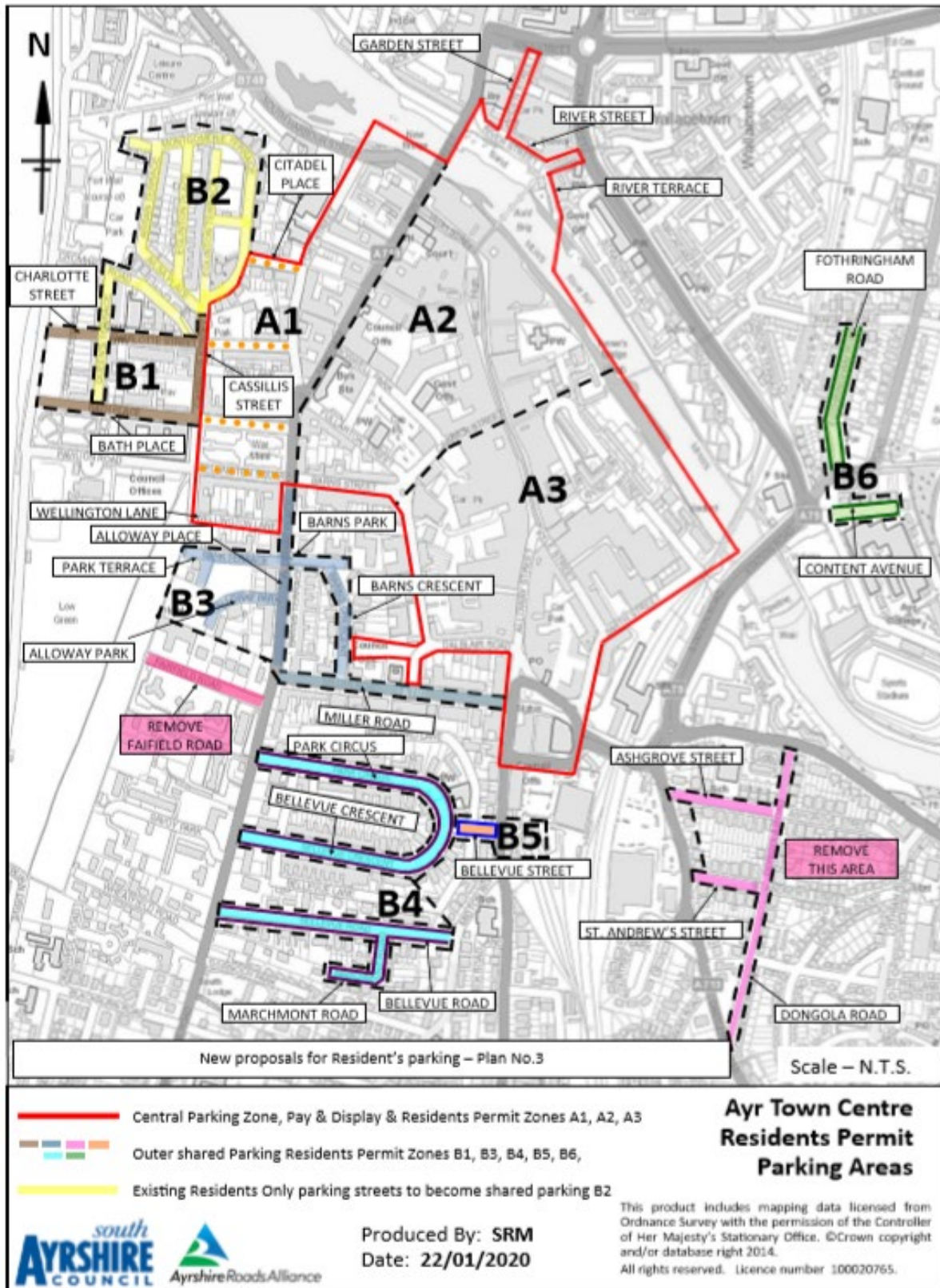
Blackburn Car Park, Seafield Road, Ayr
Queens Terrace Car Park, Queens Terrace Lane, Ayr
Shellknowe Car Park, Shellknowe, Ballantrae
Promenade Car Park, Promenade, Girvan
Shallochpark Car Park, Shallochpark, Girvan
Maidens Foreshore Car Park, Harbour Road, Maidens
Grangemuir Road Car Park, Grangemuir Road, Prestwick
Beach Road Car Park, Beach Road, Troon
Portland Factory Car Park, Brown Avenue, Troon
South Beach (North) Car Park, South Beach, Troon
South Beach (South) Car Park, South Beach, Troon
Titchfield Road Car Park, Titchfield Road, Troon

ARA

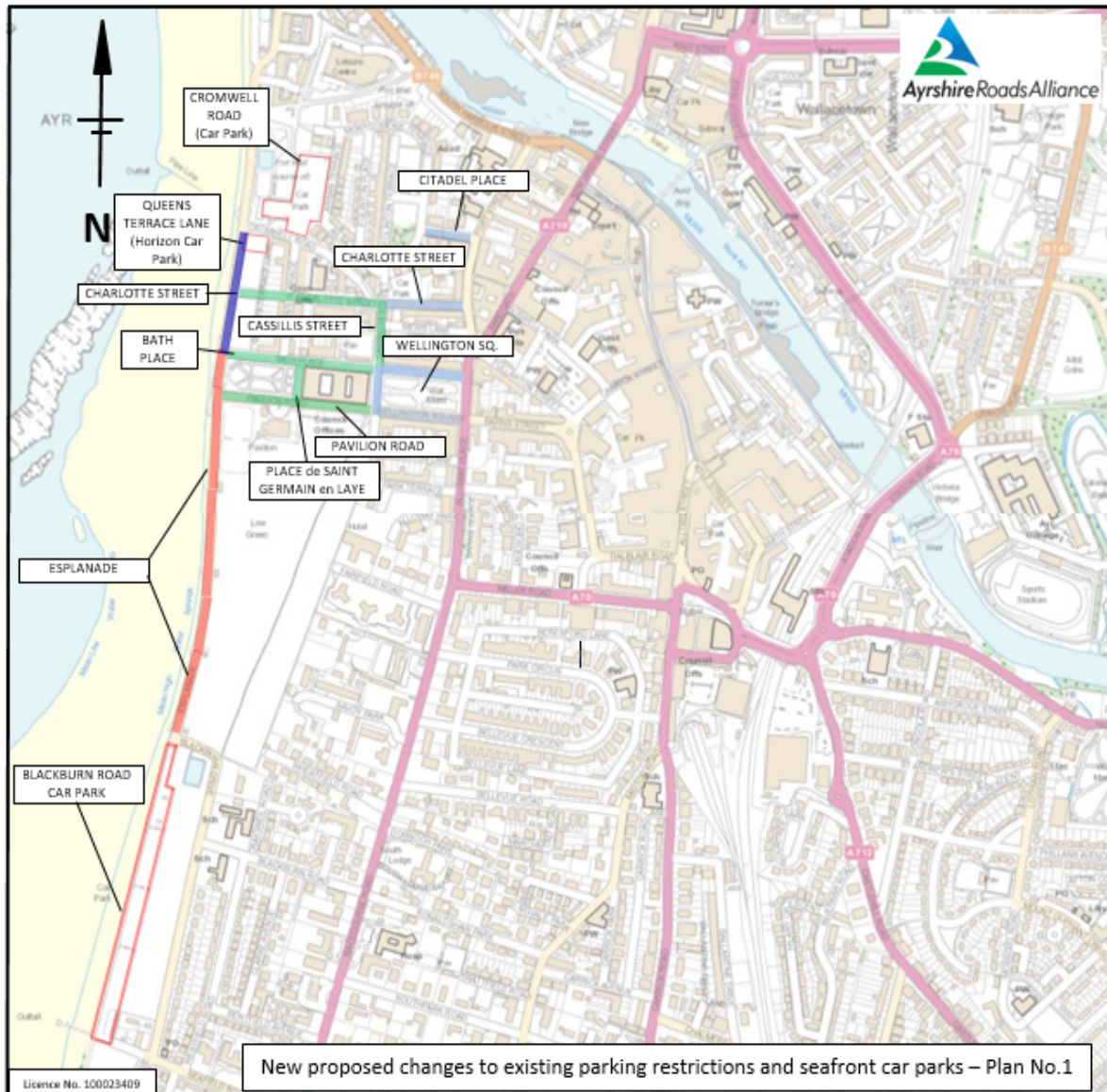
Barns Park Car Park, Barns Park, Ayr
Riverside Place Car Park, Riverside Place, Ayr
Kyle Street Car Park, Kyle Street, Ayr
Limonds Wynd Car Park, Limonds Wynd, Ayr
Charlotte Street Car Park, Charlotte Street, Ayr
Mill Wynd Car Park, Mill Wynd, Ayr
The Flushes Car Park, The Flushes, Girvan
Hamilton Place Car Park, Hamilton Street, Girvan
Kirk Wynd Car Park, Kirk Wynd, Maybole
Burnside Road Car Park, Burnside Road, Monkton
Bellevue Road Car Park, Bellevue Road, Prestwick
Station Road Car Park, Station Road, Prestwick
Pleasantfield Road Car Park, Pleasantfield Road, Prestwick
Montgomerie Street Car Park, Montgomerie Street, Tarbolton
Academy Street Car Park, Academy Street, Troon

18. Maps

18.1. Ayr Permit Parking Area Proposals



18.2.Ayr County Buildings and Esplanade Proposals



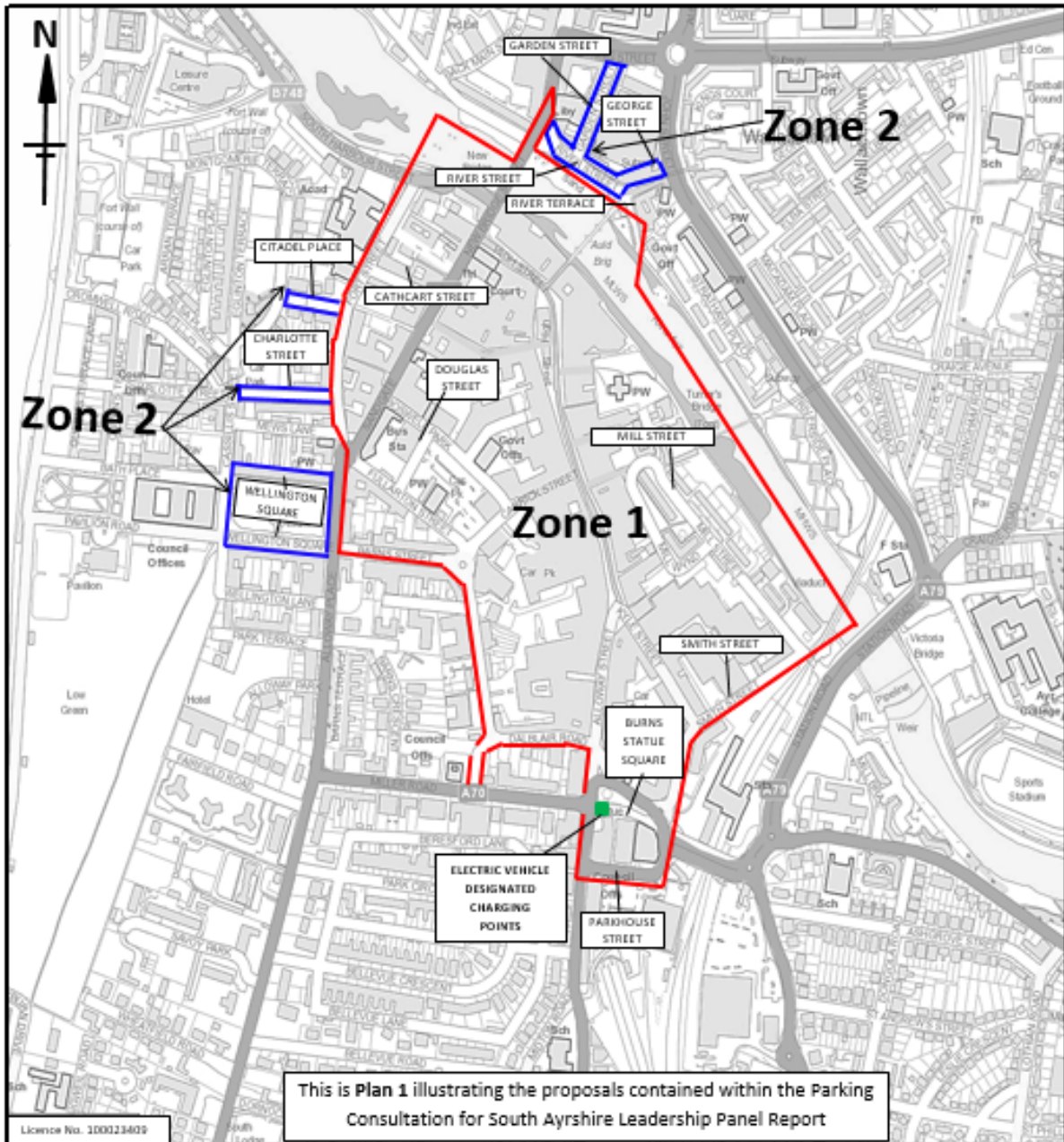
- **Existing:** Free parking on all days - **Proposal:** 50p for 30 mins up to a maximum £2 All Day 1st April – 30th September Mon-Sat 10:00am-6:00pm, Sunday's Free
- **Existing:** No Waiting At Any Time - **Proposal:** 50p for 30 mins up to a maximum £2 All Day 1st April – 30th September Mon-Sat 10:00am-6:00pm, Sunday's Free. subject to relocating the existing Cycle Lane onto The Esplanade
- **Existing:** Free parking on all days up to a maximum of 3 hours - **Proposal:** 50p for 30 mins up to a maximum £3 All Day year round Mon-Sat 10:00am-6:00pm Residents Permit holders excepted – Sunday's Free
- **Existing:** 30p for 30 mins up to a maximum £3 for 3 hours 9:30am-5:00pm Mon-Fri, 9:30-1:00pm Sat
Proposal: 50p for 30 mins up to a maximum £3 for 3 hours Mon-Sat 10:00am-6:00pm Residents Permit holders excepted – Sunday's Free



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Date: 22/11/2019
Scale – N.T.S

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18.3.Charging Periods
(based on previous resolution)



Scale – N.T.S. **Ayr Town Centre - Variation of Pay & Display enforcement parking hours**

- Existing: Mondays-Fridays 8:00am-6:00pm, Saturdays 8:00am-1:00pm Permit Holders Exempted
Proposed: Mondays-Saturdays 10:00am-6:00pm Permit Holders Exempted
- Existing: Mondays-Fridays 9:30am-5:00pm, Saturdays 9:30am-1:00pm Permit Holders Exempted
Proposed: Mondays-Saturdays 10:00am-6:00pm Permit Holders Exempted

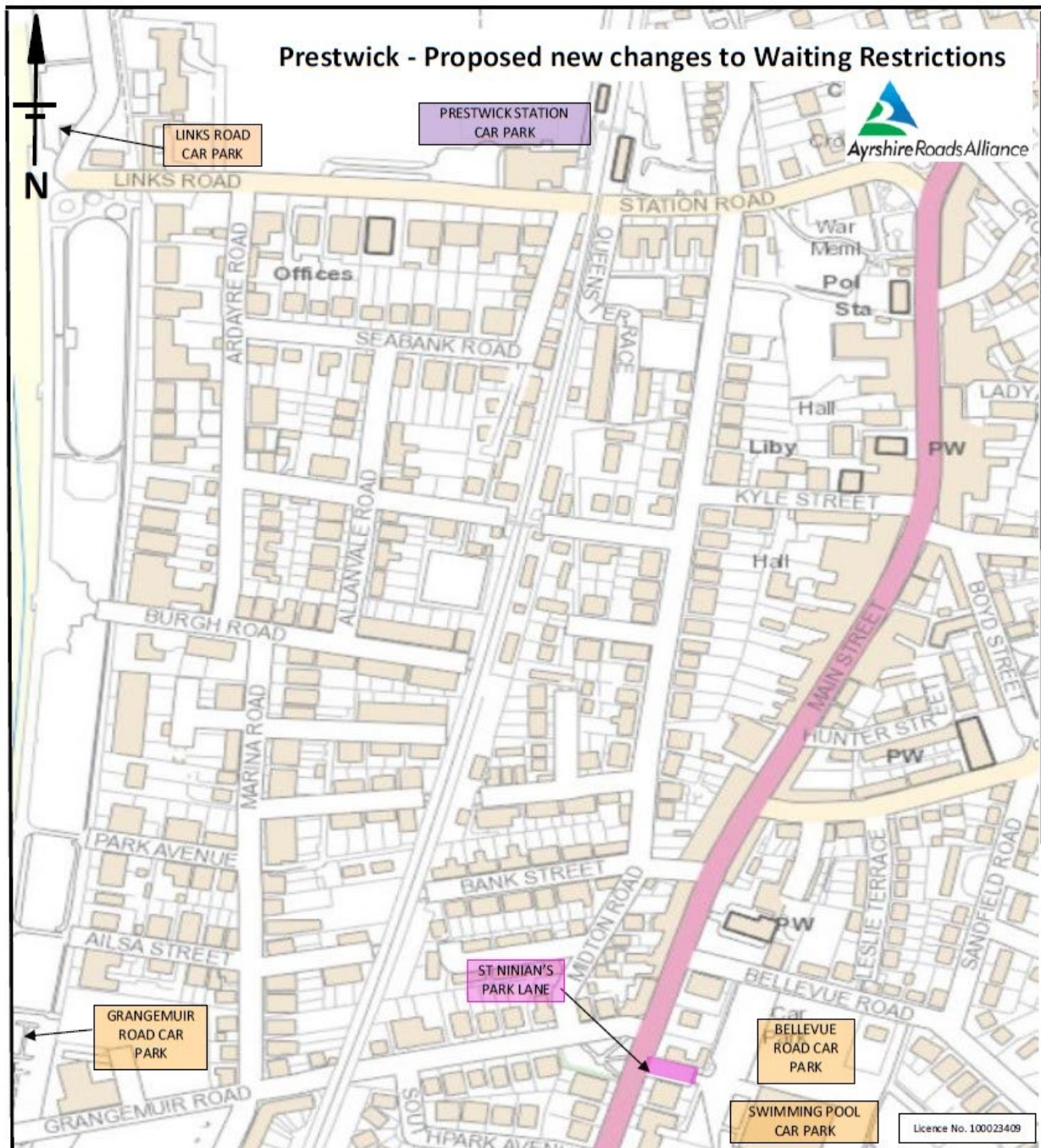
Out-with these hours, no charges will apply



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Date: 22/01/2020

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18.4. Prestwick Map



- Main Street & St Ninian's Park Lane - Existing: 2 hour limited waiting or unrestricted waiting - Proposal: 50p for 30 mins up to a maximum £2 All Day year round Mon-Sat 10:00am-6:00pm, Sunday's Free.
- Prestwick Station Car Park - Existing: Free parking on all days - Proposal: 50p for 30 mins up to a maximum £3 All Day year round.
- Car Parks – Bellevue, Grangemuir, Links Road & Swimming Pool - Existing: Free parking on all days - Proposal: 50p for 30 mins up to a maximum £2 All Day 1st April – 30th Sept.

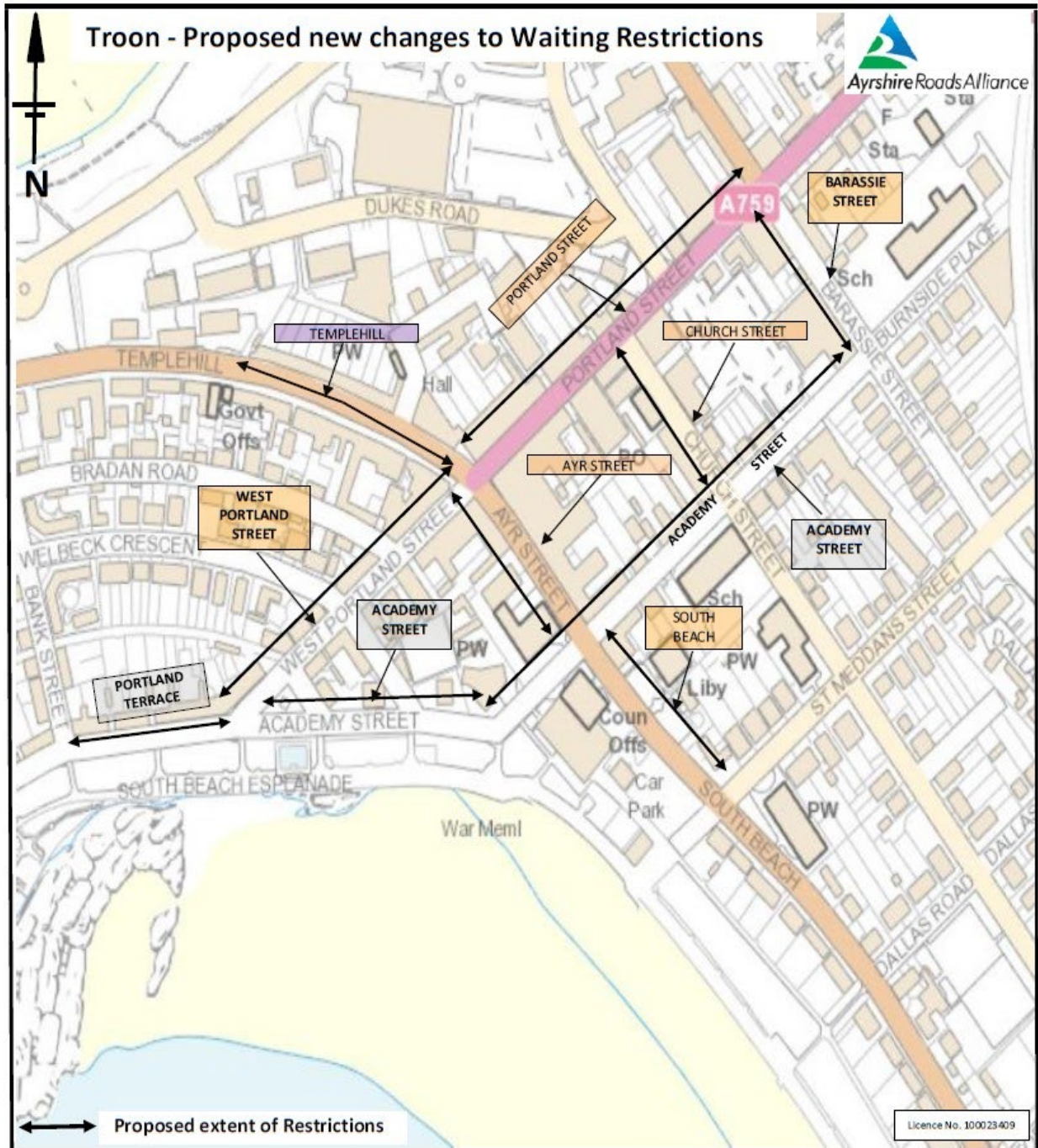


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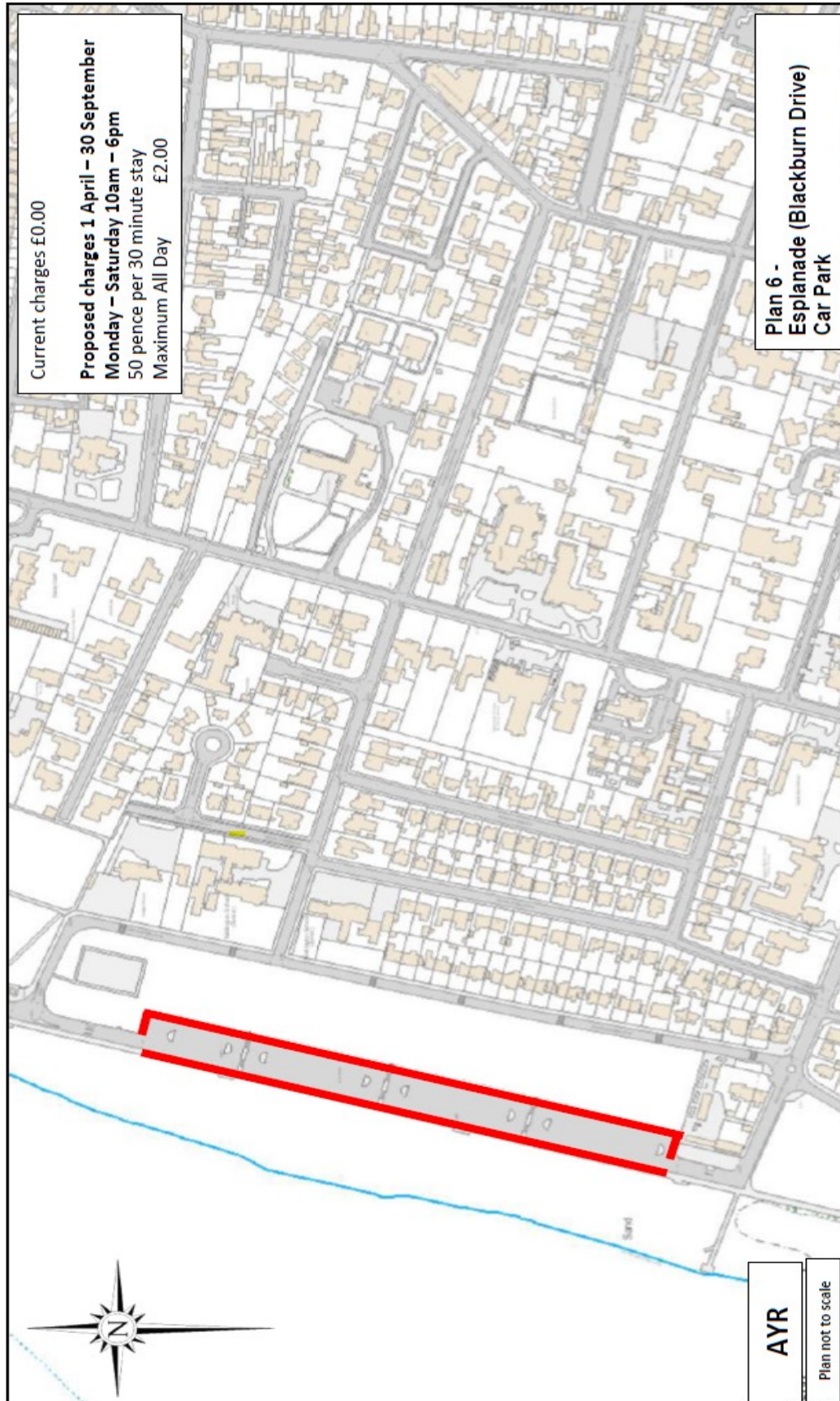
18.4. Troon Map



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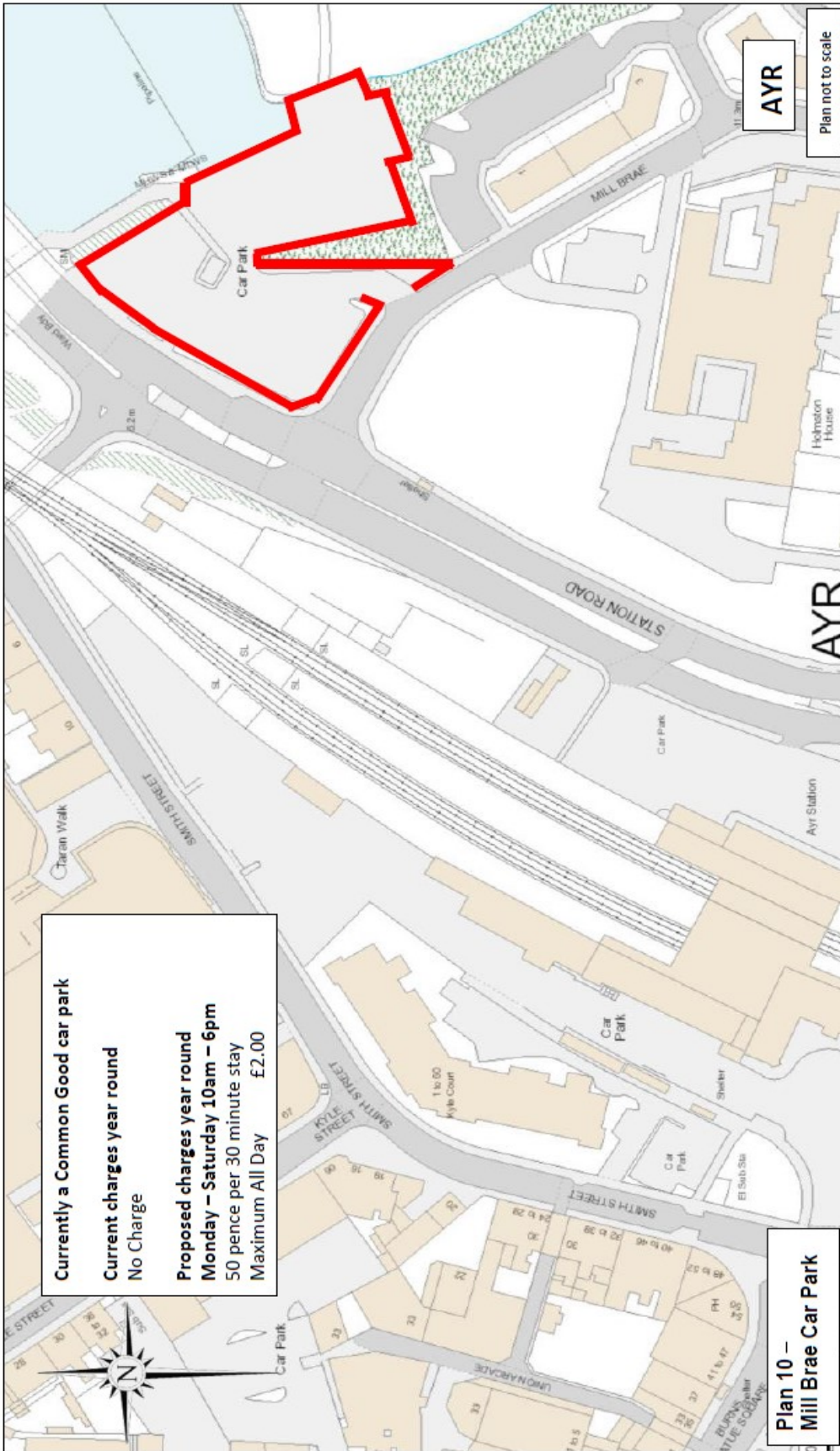

18.5.Ayr Car Parks



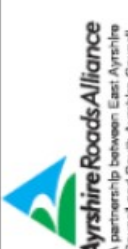
Enquiries to:-
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Head of Roads – Ayrshire Roads Alliance
Opera House
8 John Finnie Street, Kilmarnock KA1 1DD
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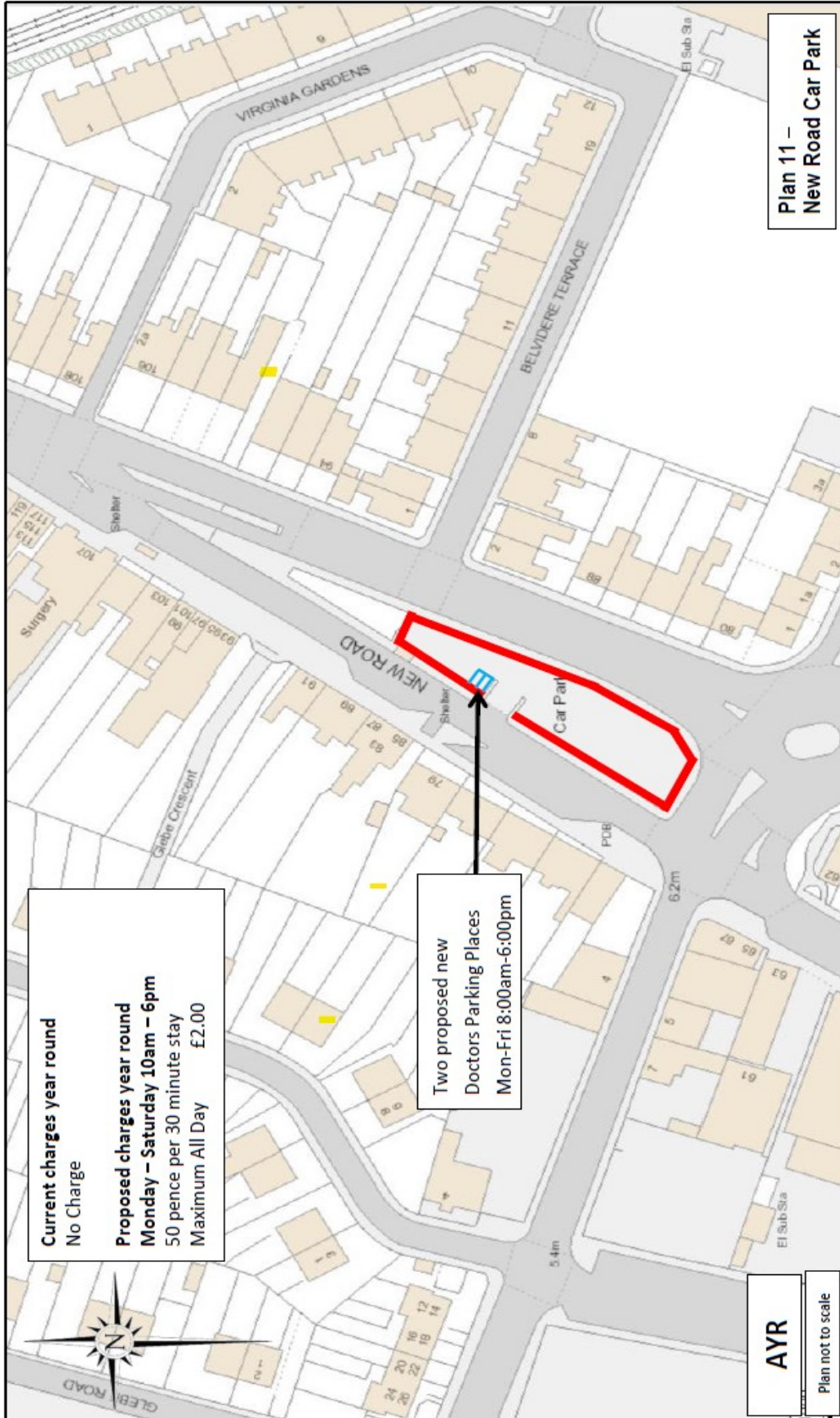
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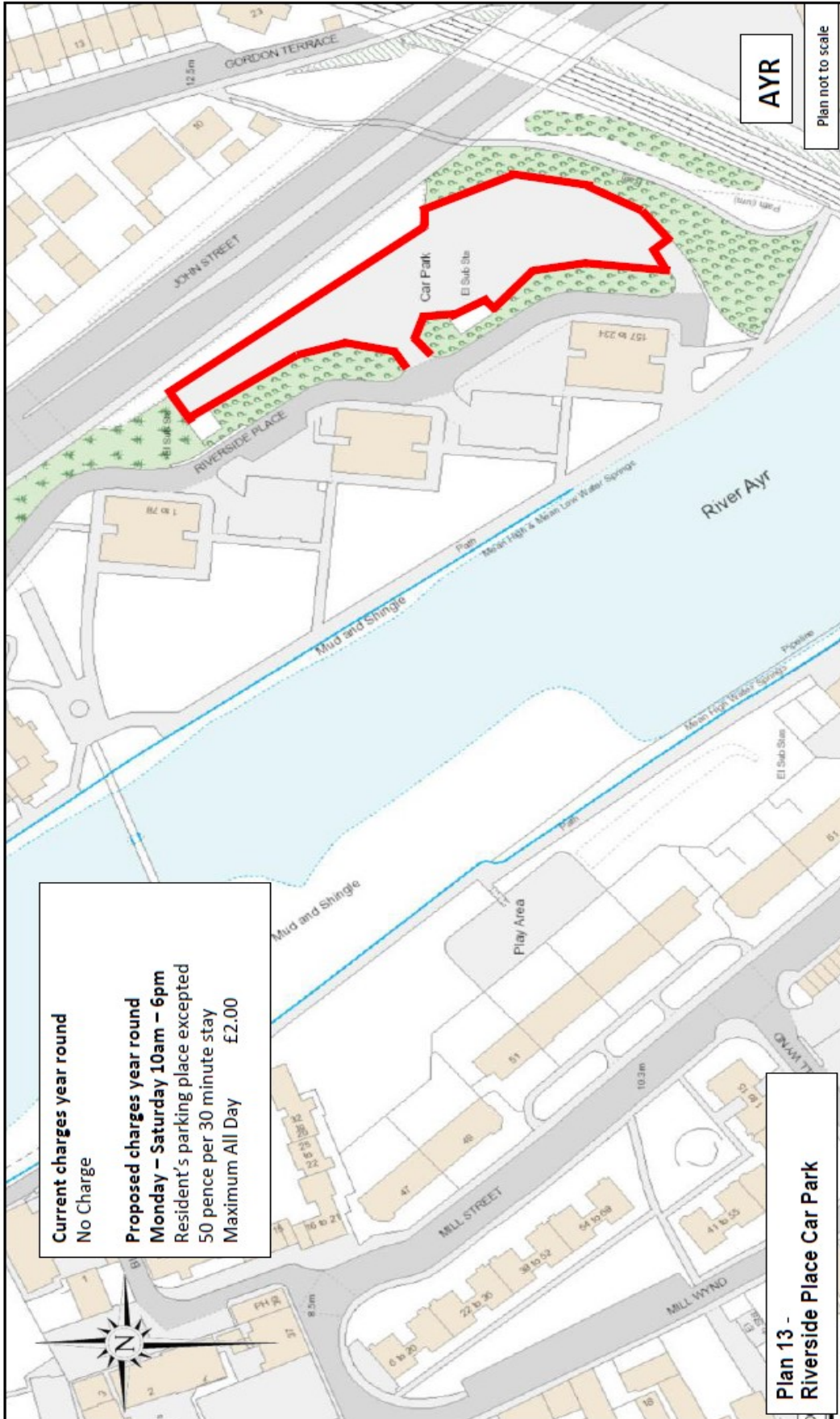
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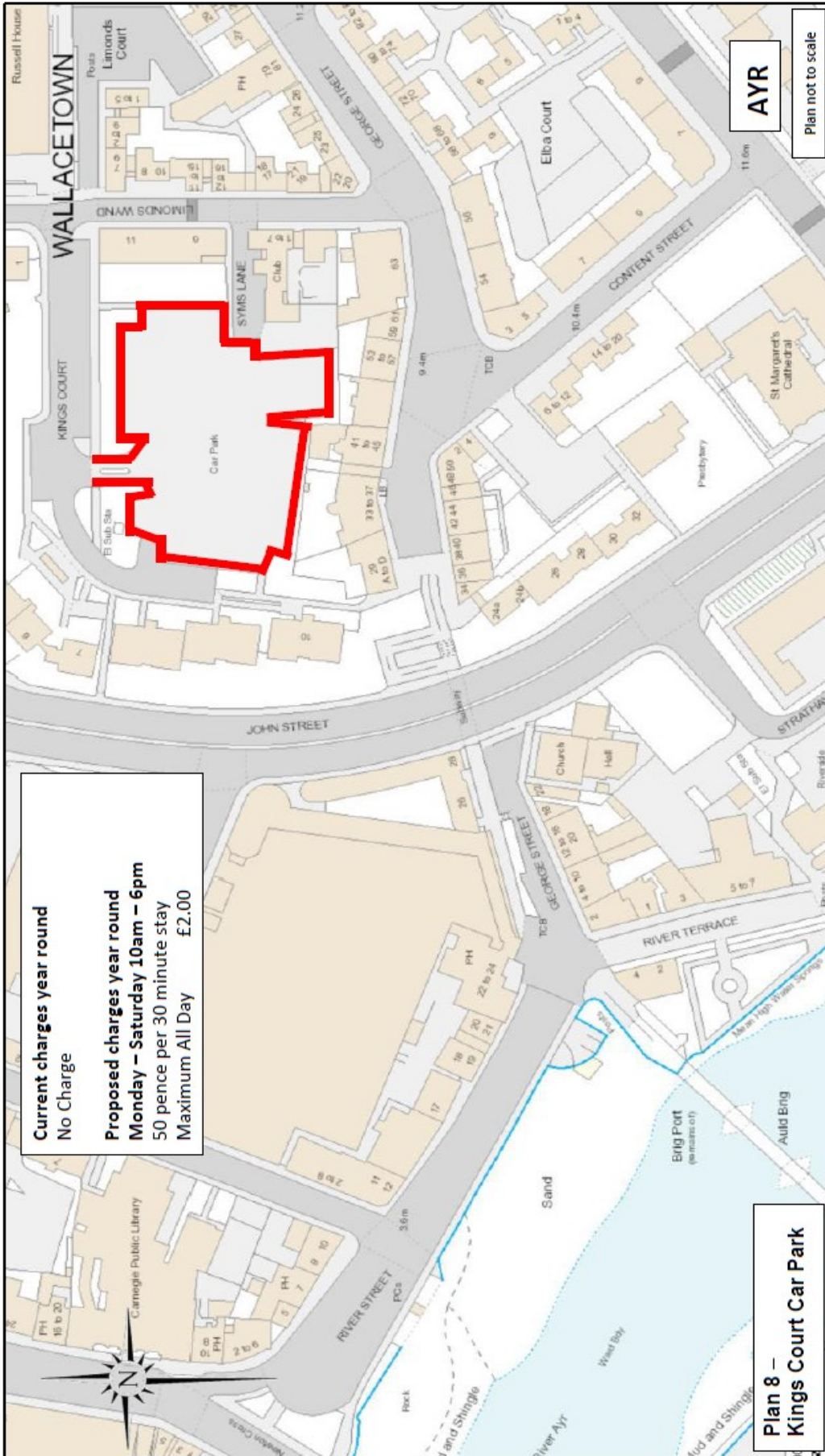
**Plan 12 -
Queens Terrace Lane Car Park**



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Current charges year round
No Charge

Proposed charges year round
Monday – Saturday 10am – 6pm
50 pence per 30 minute stay
Maximum All Day £2.00

Plan 8 – Kings Court Car Park

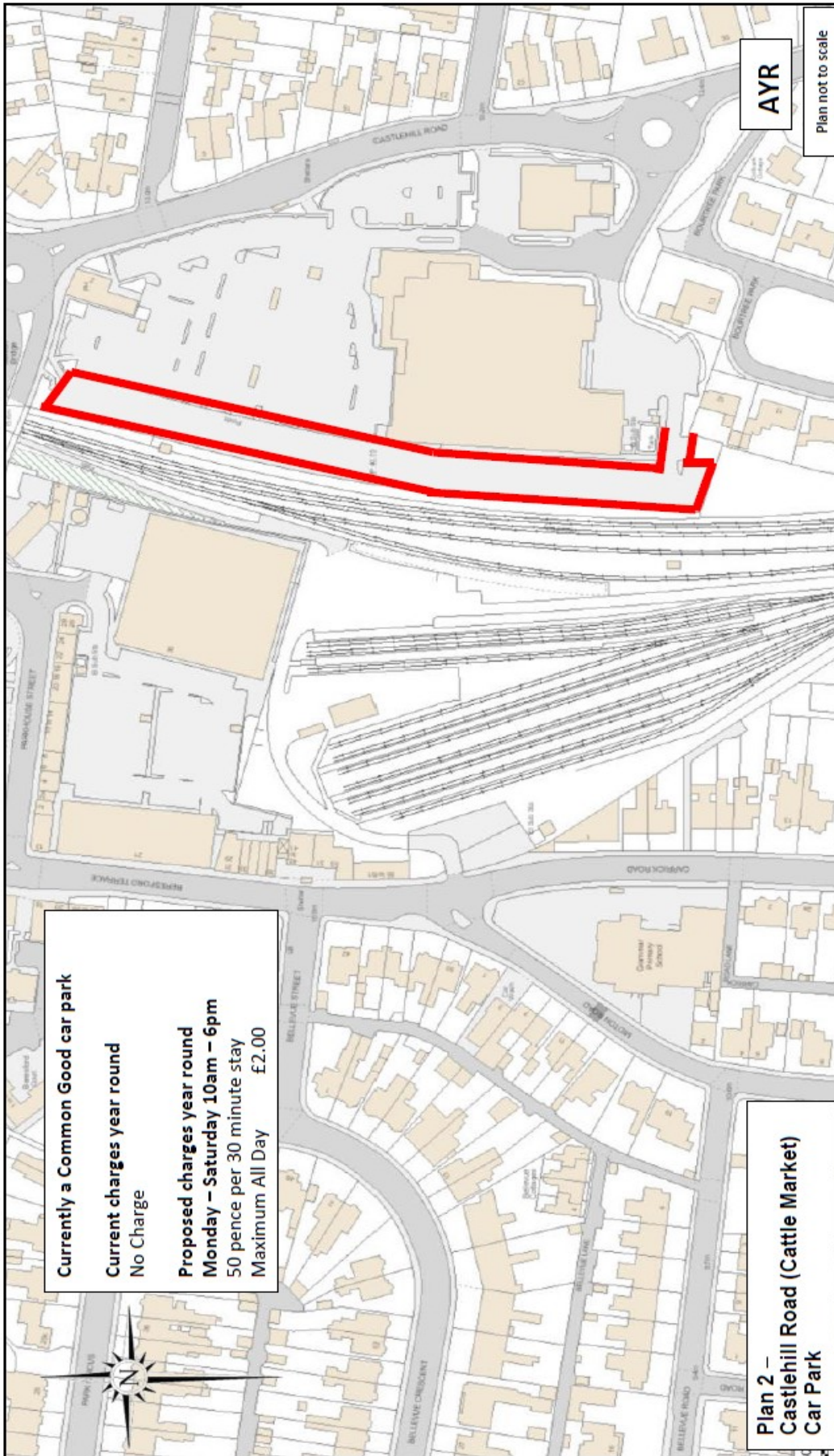
AYR
Plan not to scale



Enquiries to:-
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Currently a Common Good car park
Current charges year round
 No Charge
Proposed charges year round
Monday – Saturday 10am – 6pm
 50 pence per 30 minute stay
 Maximum All Day £2.00

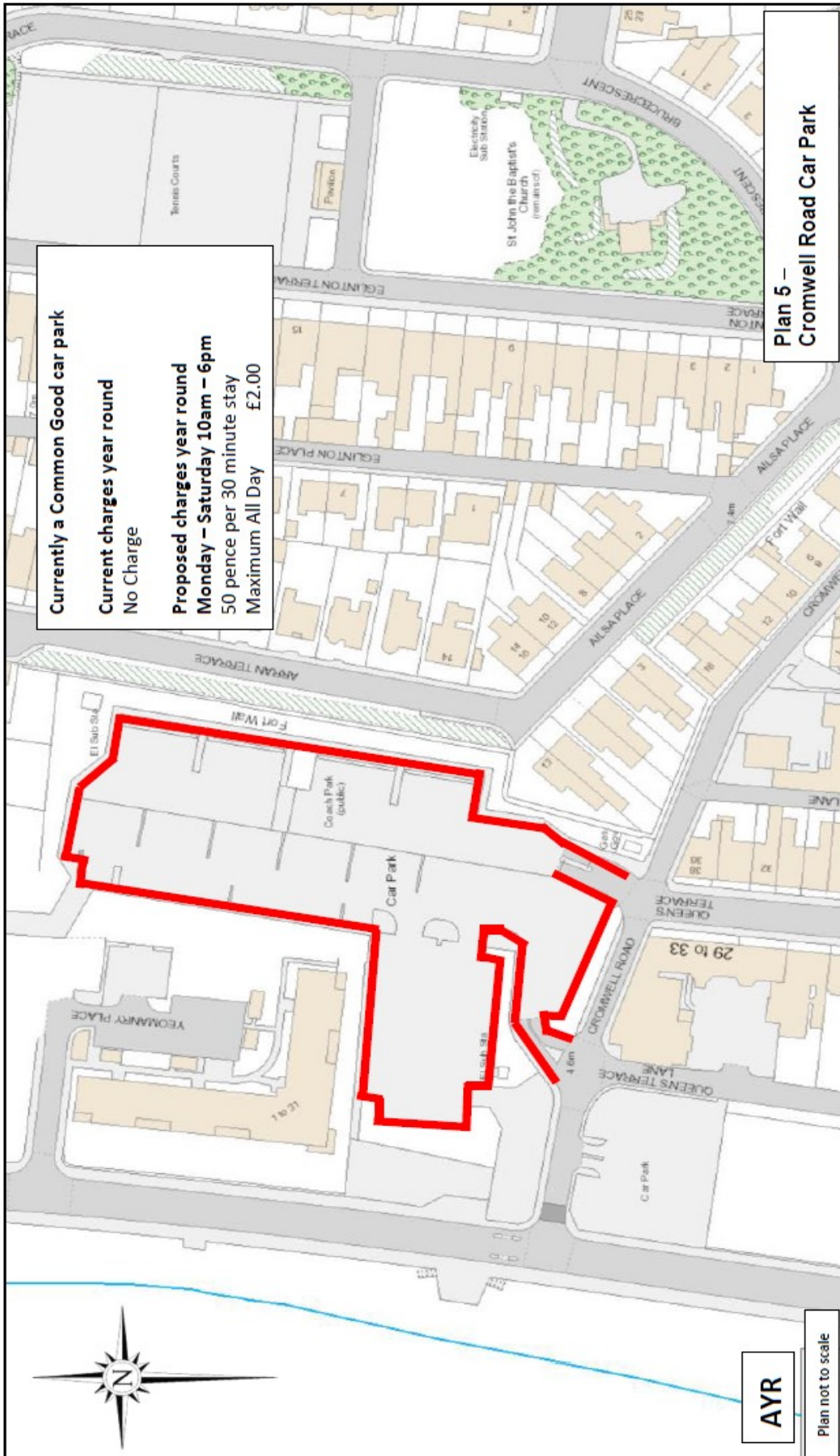
**Plan 2 –
 Castlehill Road (Cattle Market)
 Car Park**



Enquiries to:-
 Kevin Braidwood BSc(Hons) LL.M, MCIQB, MCIT, AIRCS, AMICE, AB eng
 Head of Roads – Ayrshire Roads Alliance
 Opera House
 8 John Finnie Street, Kilmarnock KA1 1DD
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Currently a Common Good car park
Current charges year round
 No Charge
Proposed charges year round
Monday – Saturday 10am – 6pm
 50 pence per 30 minute stay
 Maximum All Day £2.00

Plan 5 – Cromwell Road Car Park



AYR

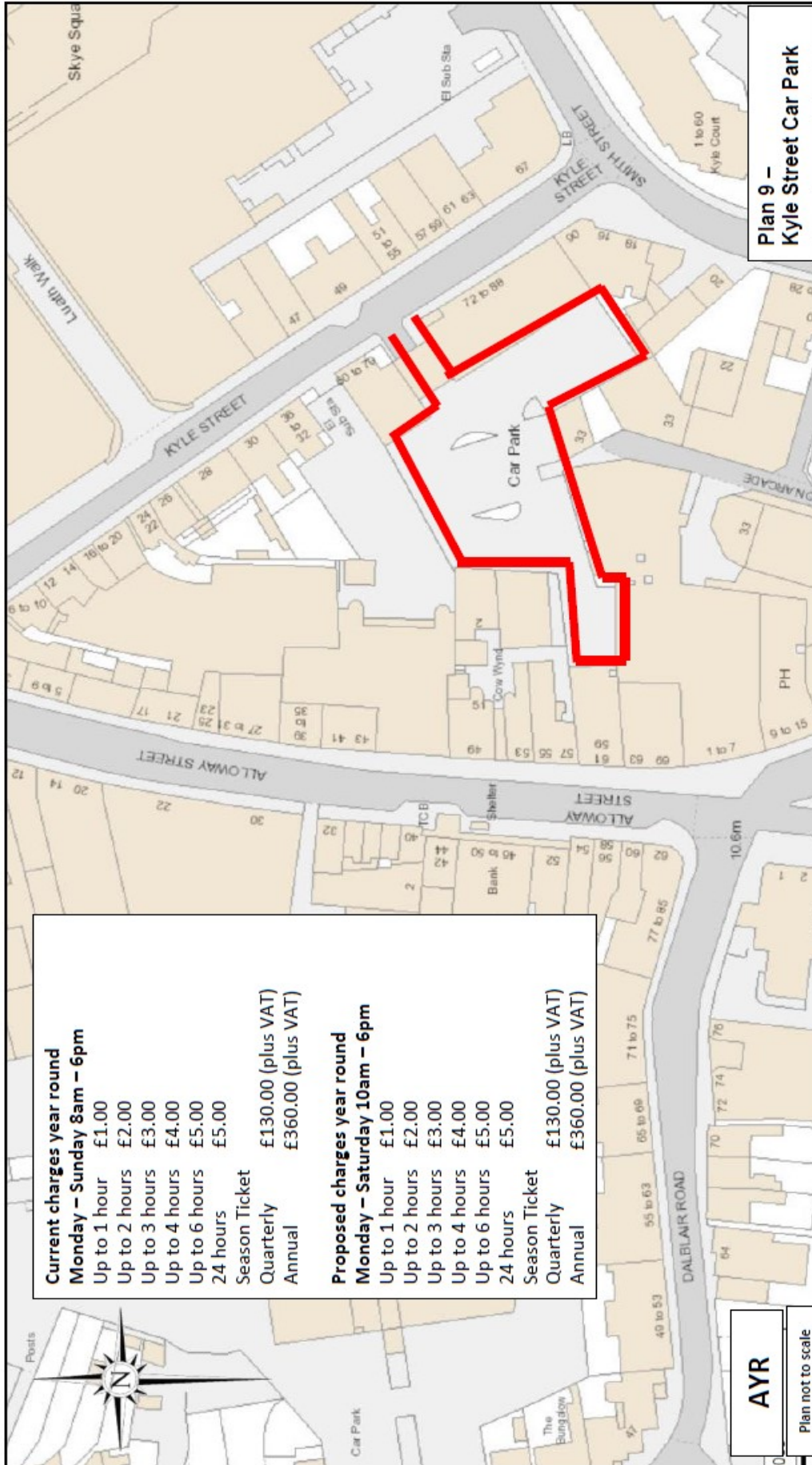
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Enquiries to:-
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 8 John Finnie Street, Kilmarnock KA1 1DD
 Tel: 01563 503160



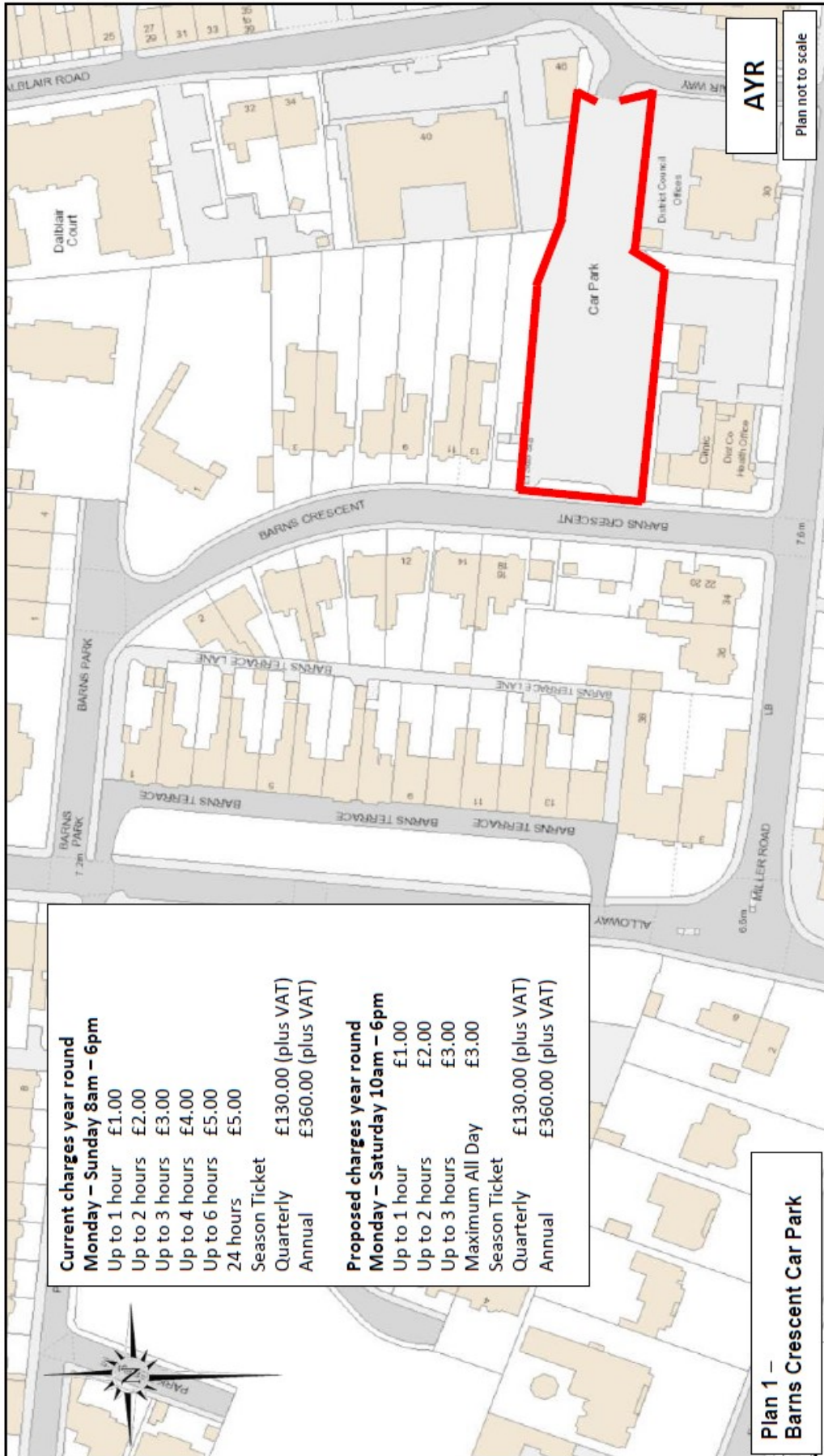
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Current charges year round	
Monday – Sunday 8am – 6pm	
Up to 1 hour	£1.00
Up to 2 hours	£2.00
Up to 3 hours	£3.00
Up to 4 hours	£4.00
Up to 6 hours	£5.00
24 hours	£5.00
Season Ticket	
Quarterly	£130.00 (plus VAT)
Annual	£360.00 (plus VAT)
Proposed charges year round	
Monday – Saturday 10am – 6pm	
Up to 1 hour	£1.00
Up to 2 hours	£2.00
Up to 3 hours	£3.00
Maximum All Day	£3.00
Season Ticket	
Quarterly	£130.00 (plus VAT)
Annual	£360.00 (plus VAT)

**Plan 1 –
Barns Crescent Car Park**



Enquiries to:-
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Opera House
8 John Finnie Street, Kilmarnock KA1 1DD
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Plan 4 – Charlotte Street Car Park

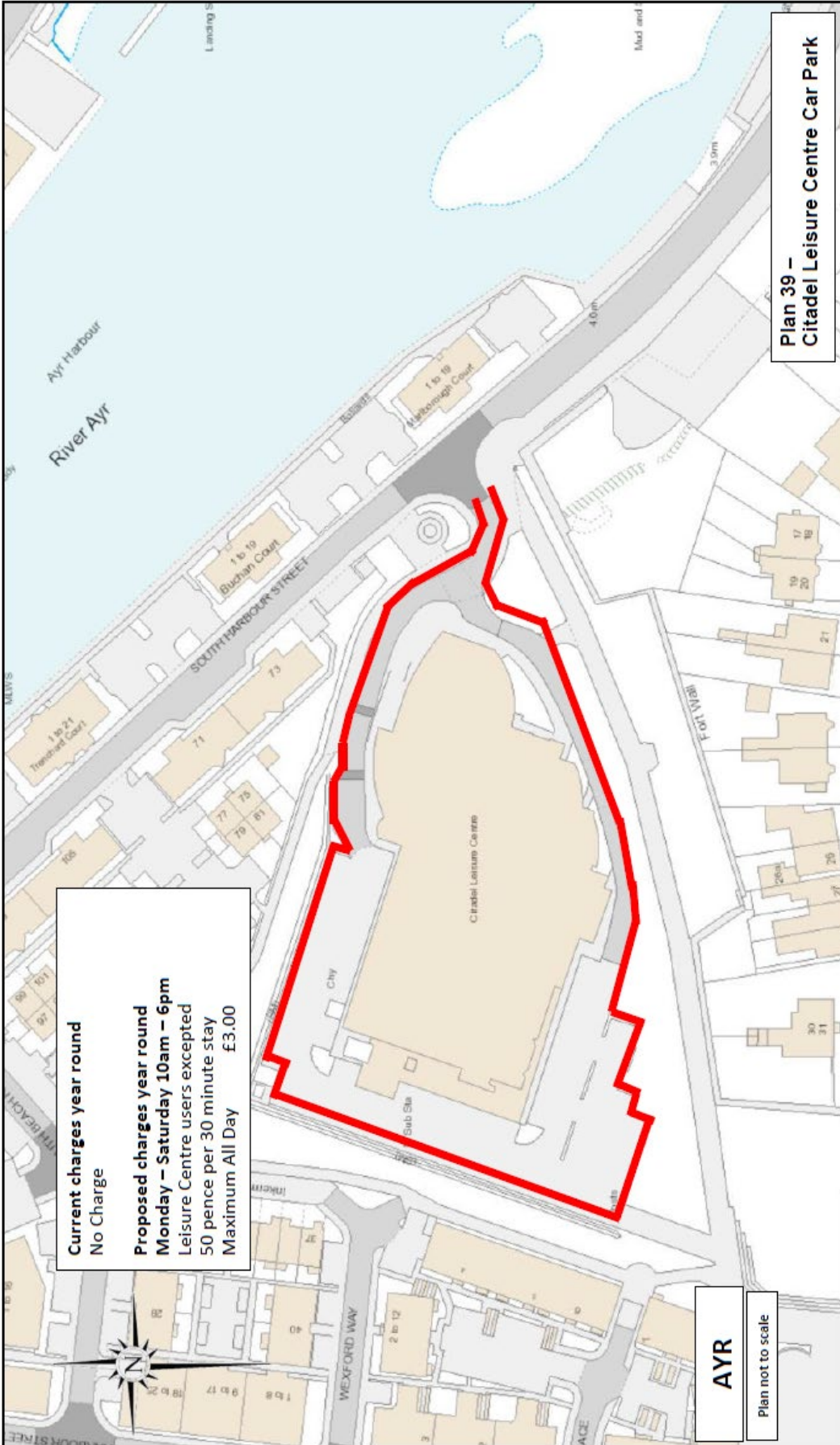


Ayrshire Roads Alliance
A partnership between East Ayrshire Council and South Ayrshire Council.

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Current charges year round
No Charge

Proposed charges year round
Monday – Saturday 10am – 6pm
Leisure Centre users excepted
50 pence per 30 minute stay
Maximum All Day £3.00

**Plan 39 –
Citadel Leisure Centre Car Park**

AYR
Plan not to scale

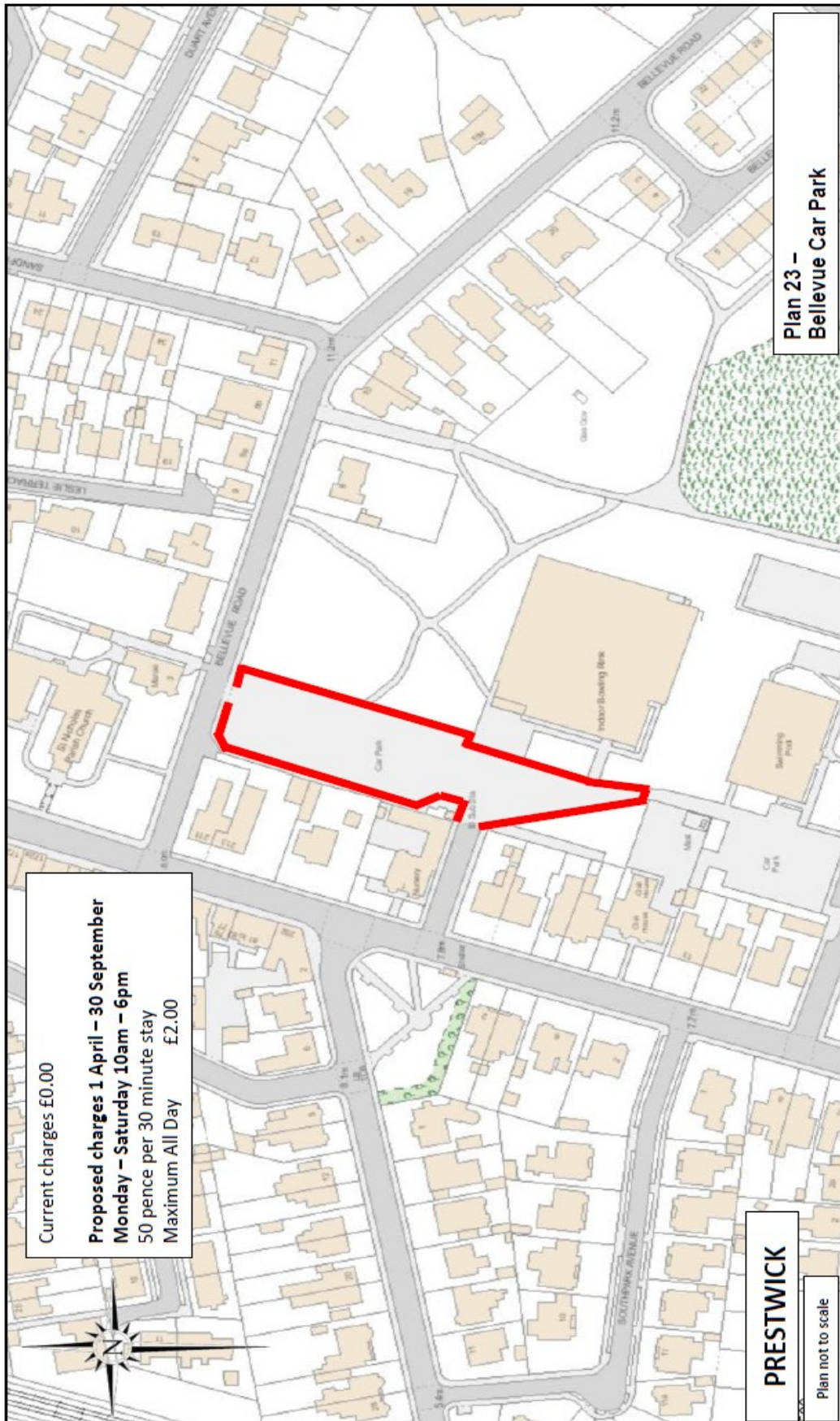


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18.5. Prestwick Car Parks



Current charges £0.00

Proposed charges 1 April - 30 September
Monday - Saturday 10am - 6pm
 50 pence per 30 minute stay
 Maximum All Day £2.00

**Plan 23 -
 Bellevue Car Park**

PRESTWICK

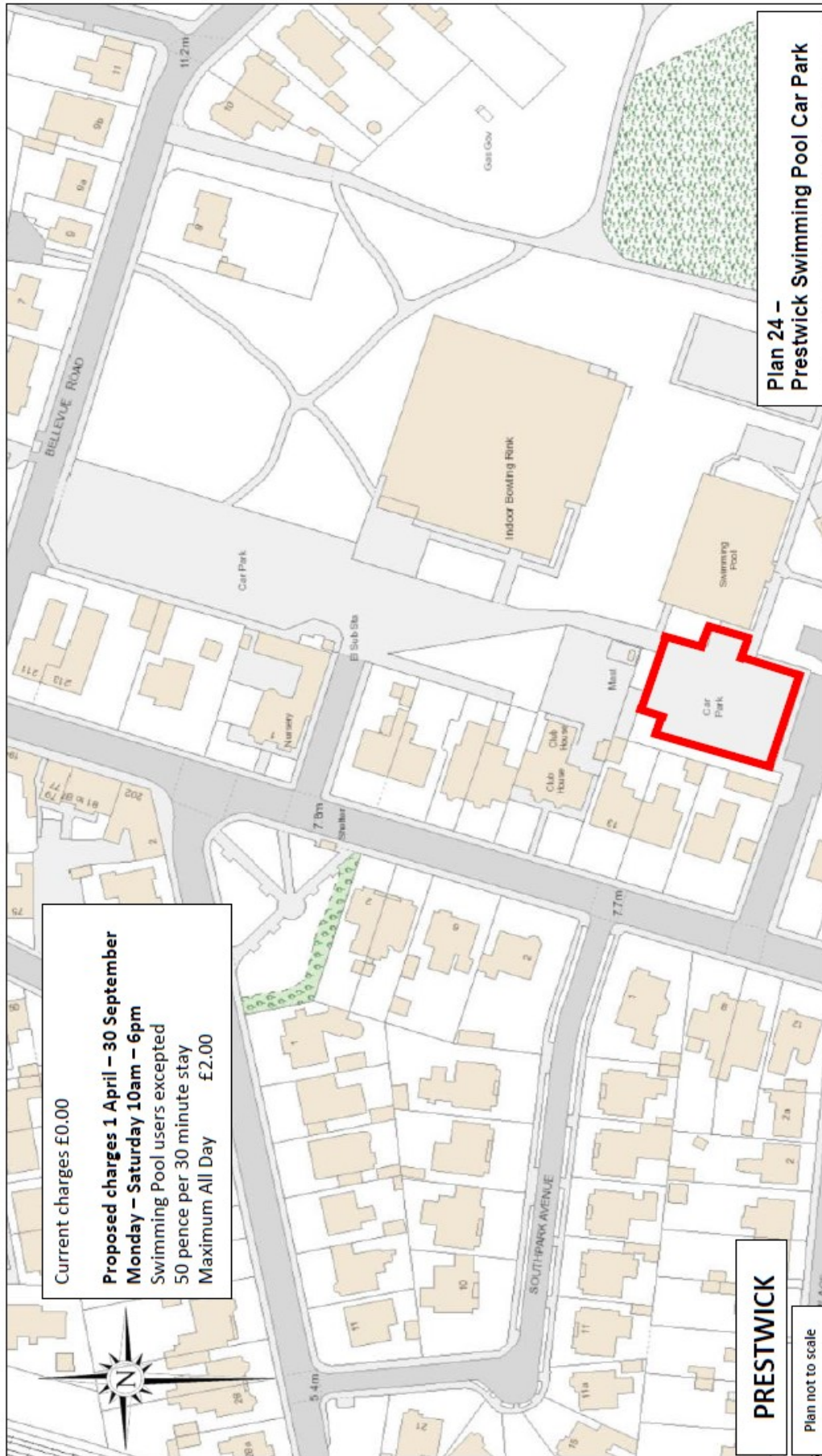
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Enquiries to:-
 Kevin Braidwood BSc(Hons) LL.M, MCIQB, MCIT, AIRCS, AMICE, AB eng
 Head of Roads - Ayrshire Roads Alliance
 Opera House
 8 John Finnie Street, Kilmarnock KA1 1DD
 Tel: 01563 503160



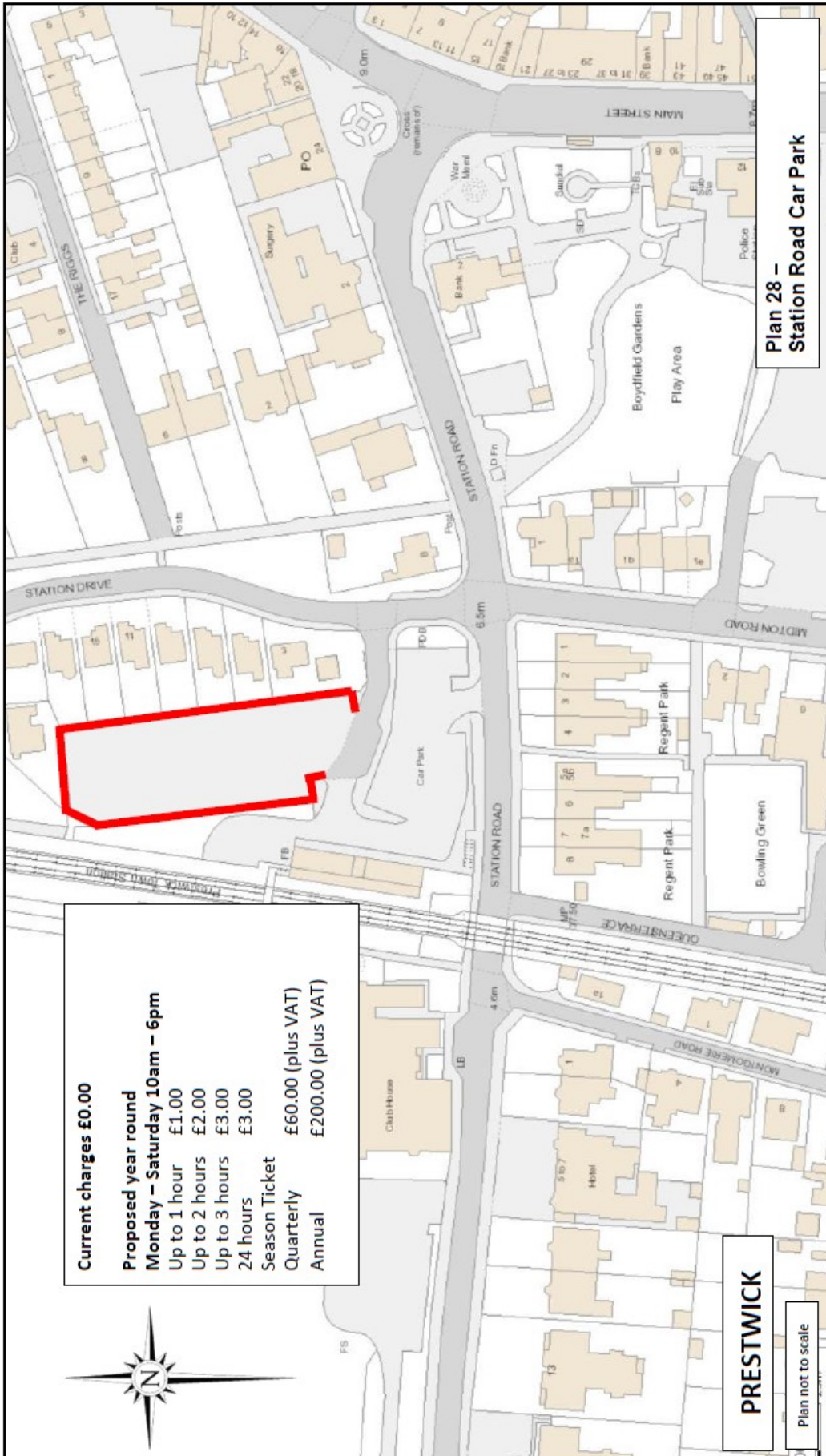
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 Tel: 01563 503160

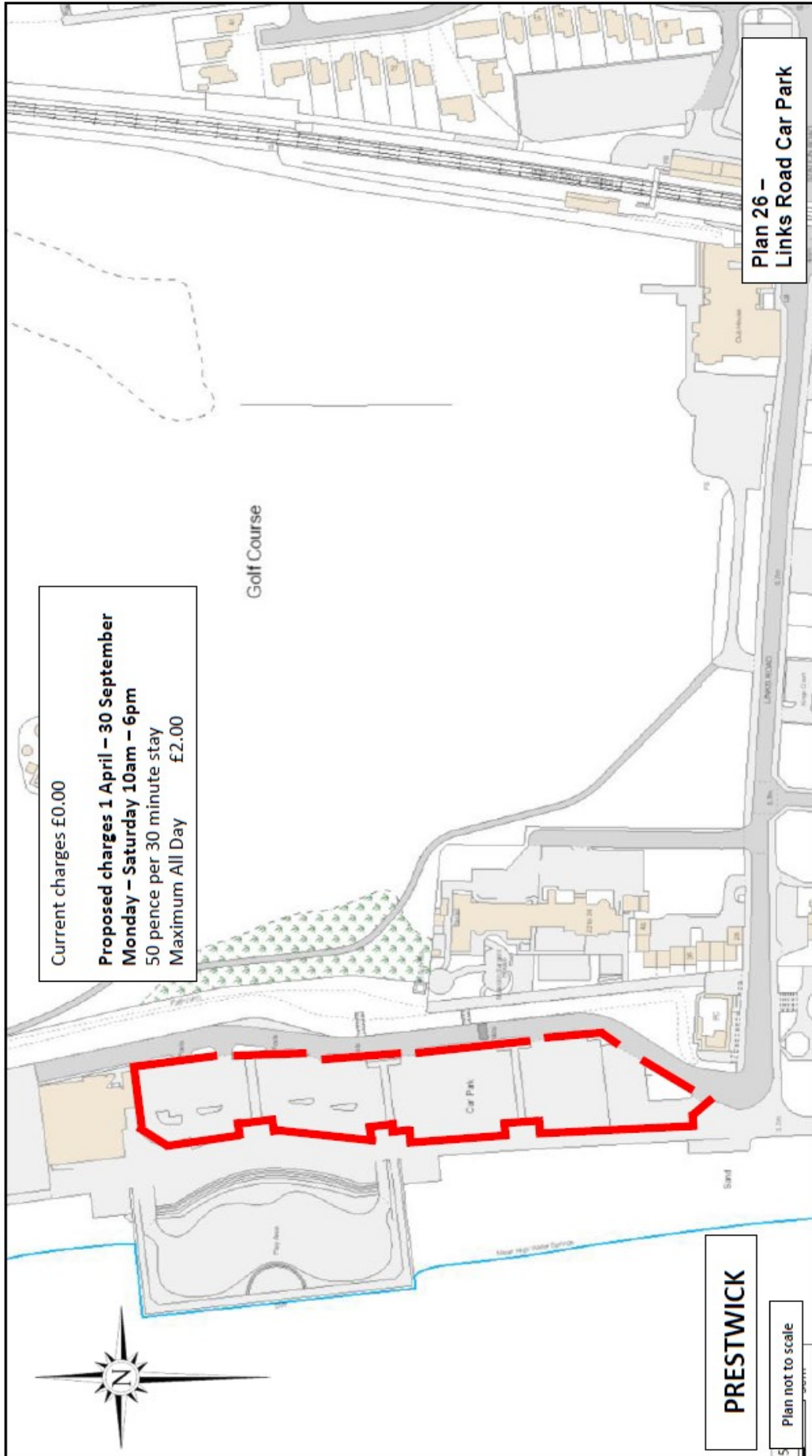


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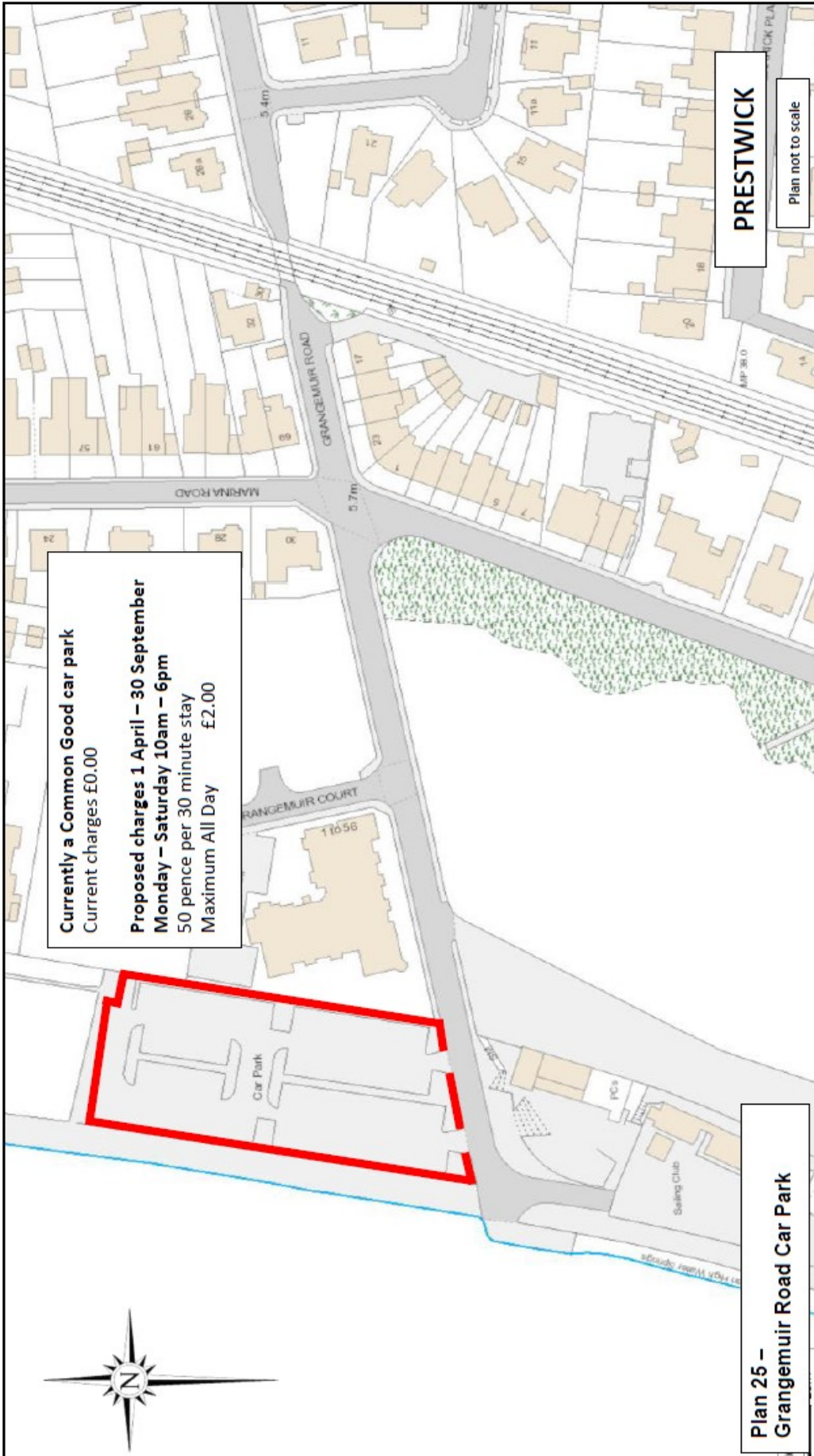




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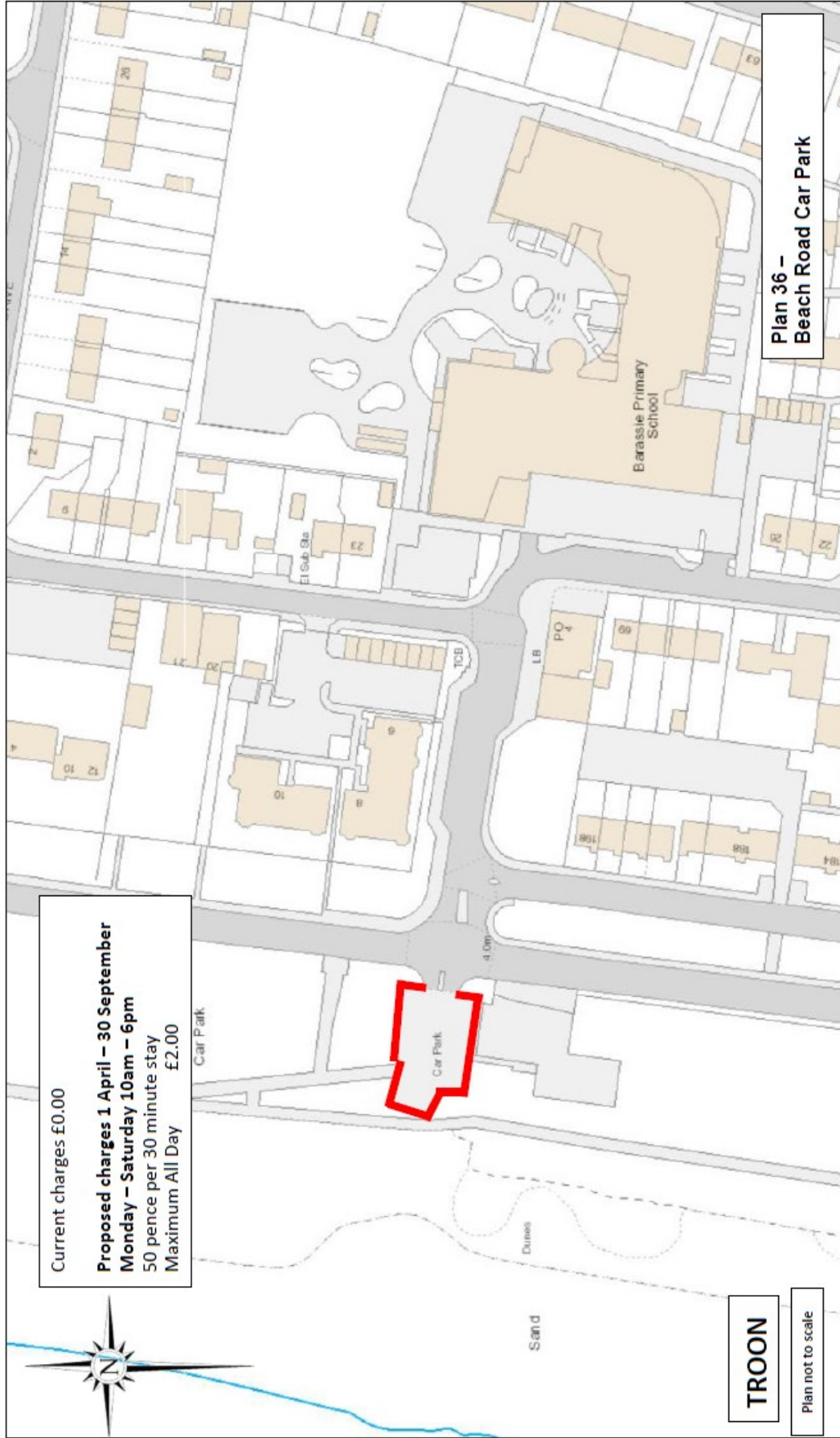
18.6. Troon Car Parks



Ayrshire Roads Alliance
 A partnership between East Ayrshire Council and South Ayrshire Council.

Enquiries to:-
 Kevin Braidwood BSc(Hons) LL.M, MCOB, MCIT, AIRCS, AMICE, AB Eng
 Head of Roads – Ayrshire Roads Alliance
 Opera House
 8 John Finnie Street, Kilmarnock KA1 1DD
 Tel: 01563 503160

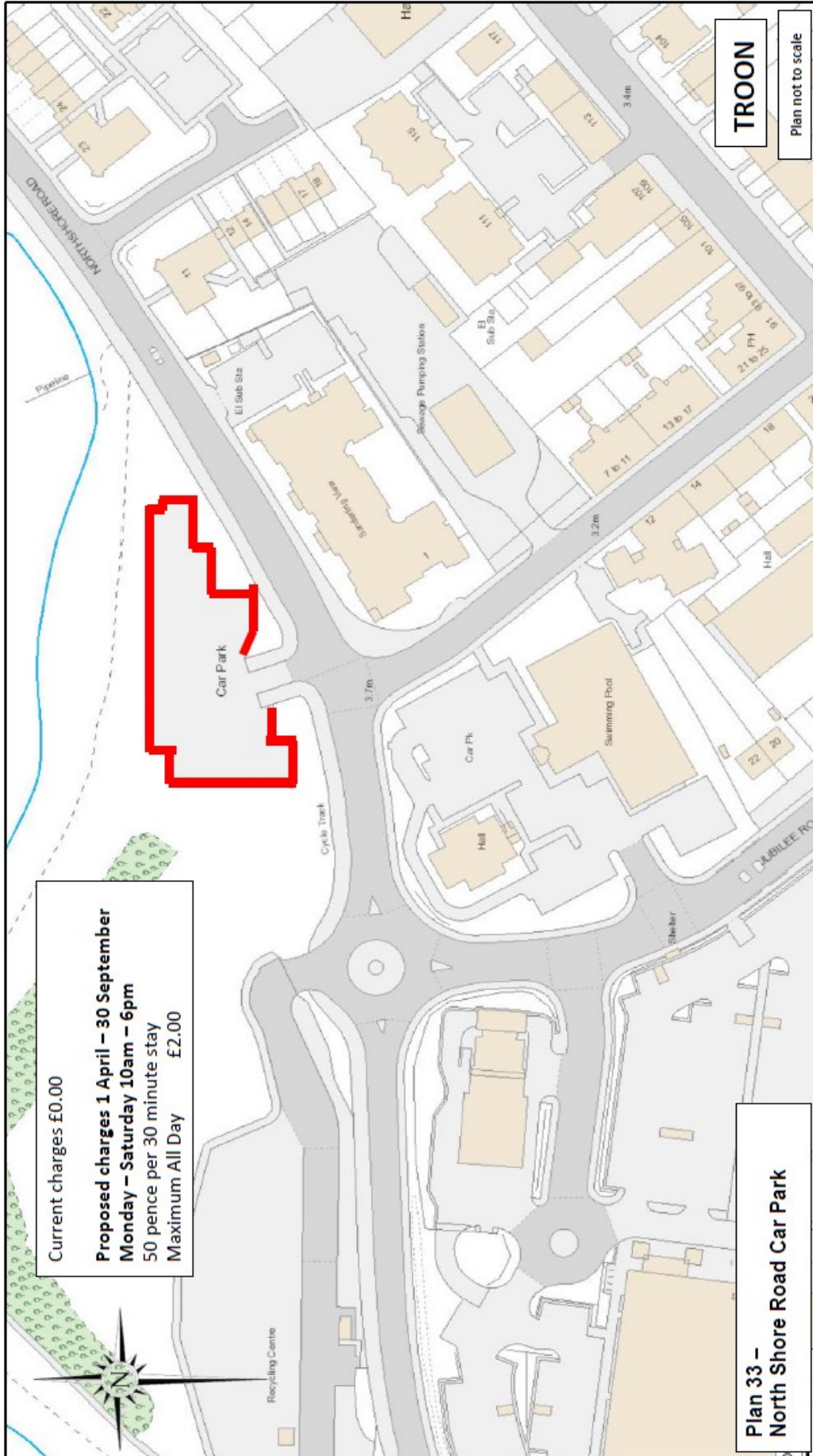
South Ayrshire Council
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 Head of Roads – Ayrshire Roads Alliance
 Opera House
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Current charges £0.00
Proposed charges 1 April – 30 September
Monday – Saturday 10am – 6pm
 50 pence per 30 minute stay
 Maximum All Day £2.00

TROON
 Plan not to scale

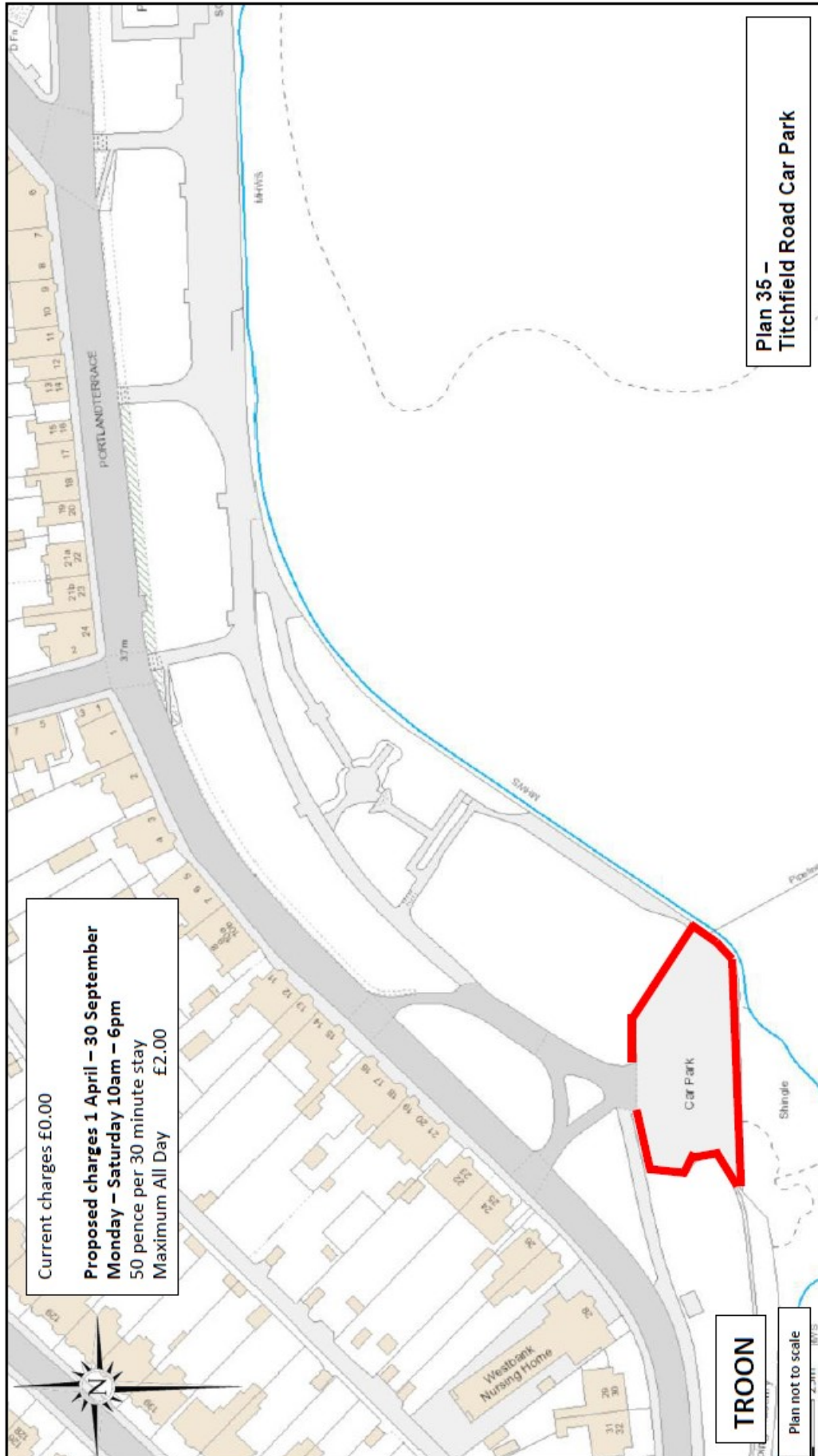
Plan 30 –
South Beach Esplanade Car Park



Enquiries to:-
 Kevin Braidwood BSc(Hons) LL.M, MCIQB, MCIT, AIRCS, AMICE, AB eng
 Head of Roads – Ayrshire Roads Alliance
 Opera House
 8 John Finnie Street, Kilmarnock KA1 1DD
 Tel: 01563 503160



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Current charges £0.00
Proposed charges 1 April – 30 September
Monday – Saturday 10am – 6pm
 50 pence per 30 minute stay
 Maximum All Day £2.00

**Plan 35 –
 Titchfield Road Car Park**

TROON

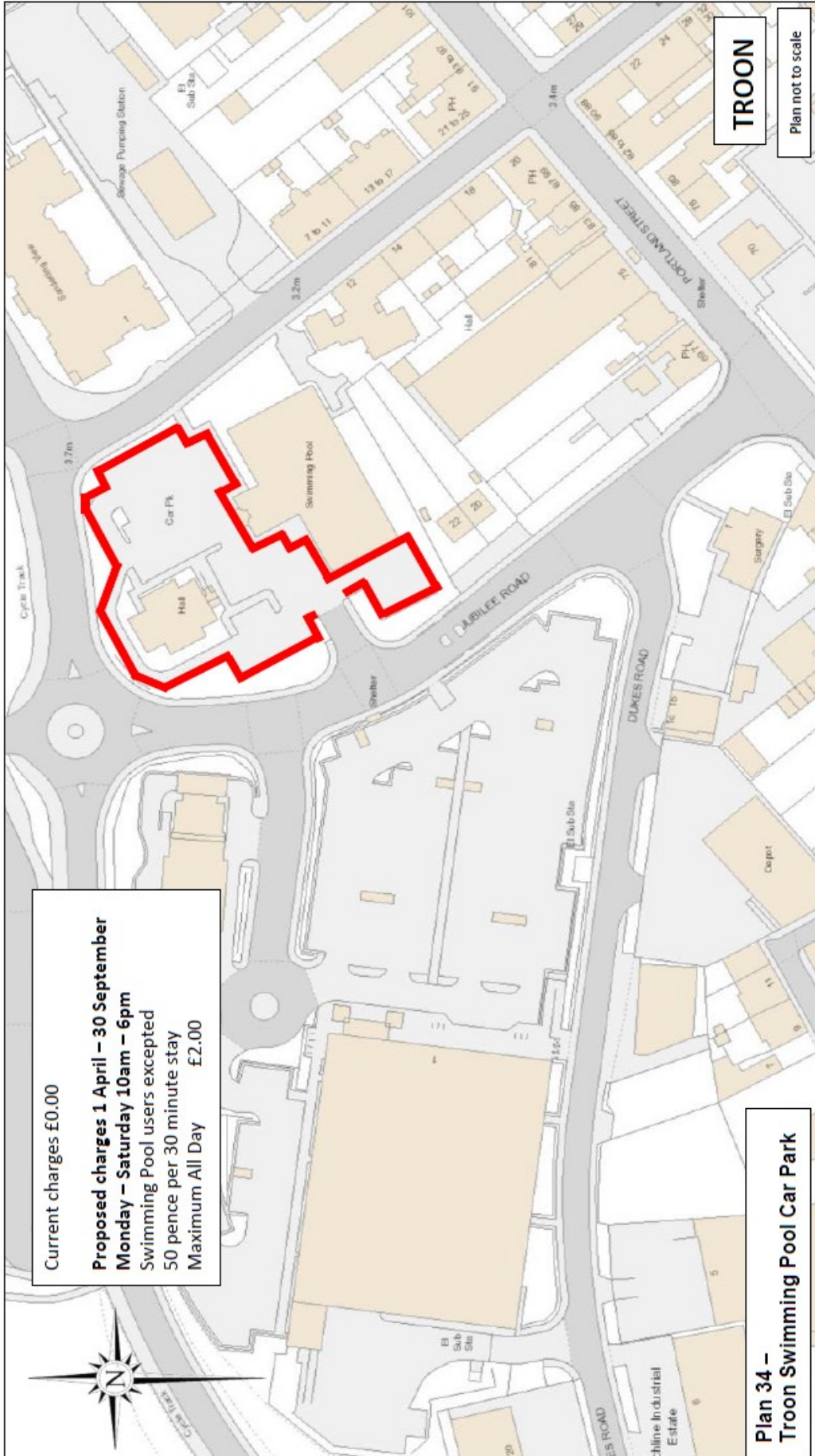
Plan not to scale



Enquiries to:-
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Current charges £0.00
Proposed charges 1 April – 30 September
Monday – Saturday 10am – 6pm
 Swimming Pool users excepted
 50 pence per 30 minute stay
 Maximum All Day £2.00

**Plan 34 –
Troon Swimming Pool Car Park**

TROON

Plan not to scale



Enquiries to:-
 Kevin Braidwood BSc(Hons) LL.M., MCIQB, MCT, AIRCS, AMICE, AB eng
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