

**South Ayrshire Council**

**Report by Depute Chief Executive and Director  
of Housing, Operations and Development  
to Cabinet  
of 17 January 2023**

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**Subject: South Ayrshire Parking Strategy 2020 - 2024 Update**

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**1. Purpose**

1.1 The purpose of this report is to update members on the current status of the parking strategy and the progress made on its stated objectives.

**2. Recommendations**

**2.1 It is recommended that the Cabinet:**

**2.1.1 notes the contents of the Ayr parking consultation report contained within [Appendix 1](#) and approves its recommendations;**

**2.1.2 approves proposals to re-engage the public in a second round of consultations on the town of Ayr parking proposals which takes account of previous feedback relating to the format of the questions and supporting documentation;**

**2.1.3 approves proposals to further engage the public in consultations for parking proposals relating to the towns of Prestwick and Troon; and**

**2.1.4 requests officers to update Cabinet, on completion of each consultation referred to in para 4.4 below, on the consultation results and further recommendations along with a commitment to progress all other parking strategy objectives.**

**3. Background**

3.1 The Leadership Panel of 15 September 2020 approved the [South Ayrshire Parking Strategy 2020 - 2024 \(south-ayrshire.gov.uk\)](#) which provides a framework for future changes to parking provision across South Ayrshire which is consistent in its application.

3.2 Progress on the various actions contained within the strategy commenced with the [Ayr Parking Consultation](#) which concentrated on the various topics related to parking issues within the town of Ayr. The consultation ran from 05 July 2021 to 16 August 2021 where stakeholders were invited to review proposals in relation to on-street and off-street parking provision, permit parking, charging periods and

proposals relating to the Esplanade and adjacent streets in the vicinity of the County Buildings.

- 3.3 The consultation posed nine questions which were broken down by topic and this generated 1,199 responses.
- 3.4 Consultees were signposted to the parking strategy for the background to the various topics discussed within the consultation. Having reviewed the feedback it can be deduced that the underpinning factors driving the need for change were not in many cases adequately explained within the consultation.
- 3.5 Feedback received would also suggest that the questions posed were too general in nature and there was some criticism received due to the fact that there were no free text boxes provided for consultees to further expand on their views. There were further issues relating to the quality of the supporting drawings provided for clarity around the subject matter.
- 3.6 A report detailing the results of the Ayr parking consultation was contained within a Members' Bulletin dated 28 October 2021 whereby officers were requested to hold in abeyance any further work on the strategy. Work on the strategy recommenced following the Head of Roads discussing the document with the Leader of the Council and Portfolio Holder for Ayrshire Roads Alliance.
- 3.7 The report submitted in October 2021 has been reviewed and refined in line with current external factors such as the impact of the Covid-19 pandemic on parking trends and the current cost of living crisis and it is contained within [Appendix 1](#).

#### **4. Proposals**

- 4.1 Members are requested to consider the contents of the Ayr Parking Consultation Report contained within [Appendix 1](#). The report details the outcomes of the consultation which forms the basis on which it is proposed to proceed. Members are asked to fully consider and approve its contents and recommendations.
- 4.2 A second consultation will enable a more refined breakdown and explanation of the subject matter presented along with clearer drawings and/ or maps.
- 4.3 The consultation questions will also be developed with previous feedback in mind where consultees will be given greater scope to expand upon their answers and give more detailed opinion.
- 4.4 Also due to the timeline slippage, it is proposed to bring forward plans to commence consultations for the towns of Prestwick and Troon. These consultations were initially planned to commence on completion of the reporting requirements and traffic order promotional work resulting from the Ayr consultations. It is now proposed to accelerate these consultations and overlap the various work streams in order to achieve the strategy objectives by 2024. This will also include all other objectives contained within the strategy.
- 4.5 The work involved in progressing these actions will be significant. Staff resources will be allocated accordingly and consideration will also be given to engaging external consultants to help progress matters within the lifetime of the strategy.

4.6 On completion of each consultation, a report will be submitted to Cabinet on the consultation findings and resultant recommendations for the promotion of the required traffic regulation orders which will underpin future parking provision.

## **5. Legal and Procurement Implications**

5.1 There are no other legal implications arising from this report.

5.2 There are no procurement implications arising from this report.

## **6 Financial Implications**

6.1 All associated costs for the progression of the various parking strategy workstreams will met from the existing Ayrshire Roads Alliance (ARA) revenue budget.

## **7. Human Resources Implications**

7.1 Not applicable.

## **8. Risk**

### ***8.1 Risk Implications of Adopting the Recommendations***

8.1.1 There are no risks associated with adopting the recommendations.

### ***8.2 Risk Implications of Rejecting the Recommendations***

8.2.1 Rejecting the recommendations may result in the Council's inability to achieve its long term objectives for improvements to parking provision across South Ayrshire which would be to the detriment of its communities.

## **9. Equalities**

9.1 The proposals in this report have been assessed through the Equality Impact Assessment Scoping Process. There are no significant positive or negative equality impacts of agreeing the recommendations and therefore an Equalities Impact Assessment is not required at this stage. A copy of the Equalities Scoping Assessment is shown in [Appendix 2](#).

9.2 Should any proposals be taken forward following the consultation process, further impact assessments shall be undertaken at that time.

## **10. Sustainable Development Implications**

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

## **11. Options Appraisal**

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

## 12. Link to Council Plan

12.1 The matters referred to in this report contribute to Commitment 4 of the Council Plan: South Ayrshire Works/ Make the most of the local economy.

## 13. Results of Consultation

13.1 There has been public consultation on some the contents of this report as referred to within.

13.2 Consultation has taken place with Councillor Bob Pollock, Portfolio Holder for Economic Development, and the contents of this report reflect any feedback provided.

## 14. Next Steps for Decision Tracking Purposes

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

<i>Implementation</i>	<i>Due date</i>	<i>Managed by</i>
Parking strategy consultations	30 November 2023	Head of Roads

**Background Papers**    **Report to Leadership Panel of 15 September 2020 - [South Ayrshire Council Parking Strategy 2020 - 2024](#)**

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**Date: 4 January 2023**

**Appendix 1 – Ayr Parking Consultation Report**



**SOUTH AYRSHIRE COUNCIL PARKING STRATEGY 2020 – 2024**

**Ayr Parking Consultation 05/07/21 - 16/08/21**  
**Report and Recommendations**

## Document Control

Revision	Author	Description	Effective Date
0	BMcD	Draft for Elected Member consideration	28/10/21
1	BMcD	Updated to take account of current external factors and incorporating officer report.	01/11/22

## Introduction

The [Ayr Parking Consultation](#) took place between Monday 5 July 2021 and Monday 16 August 2021. The consultation covered all the various topics described within the [Parking Strategy](#) and there were nine general overview questions posed in relation to the following key areas -

- Pay and Display and Limited Waiting On-Street Parking
- Off Street Parking
- Permit Parking
- Parking Periods (When Charges Apply)
- Ayr Seafront and the Streets Leading off the Esplanade

Consultees were guided towards the Parking Strategy document for a detailed explanation of the background and rationale behind the various topics and recommendations contained therein. The consultation page was designed to give a brief summary and description of each of the topics up for discussion with appropriate questions posed against each. Details of the consultation and the results are as follows:

## Pay and Display and Limited Waiting On-Street Parking

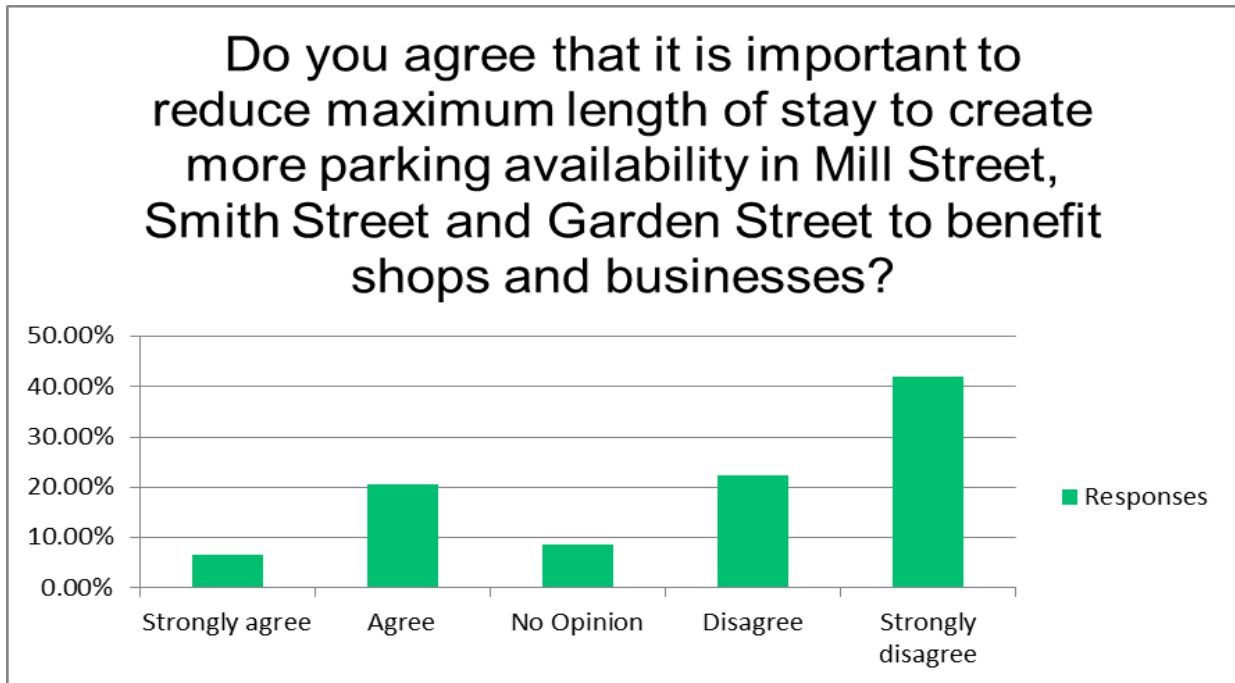
There is a mixture of Limited Waiting parking restrictions within streets located on the outskirts of the existing town centre controlled pay and display parking zone. The current arrangements were implemented many years ago when there were different demands for parking within the specific locations.

Mill Street and Smith Street are currently subject to 3 hours Limited Waiting. These restrictions were implemented prior to the construction of Ayr Central and were designed to create parking bay turnover through discouraging long term commuter parking associated with e.g. the nearby train station. The various shops and businesses concentrated within this end of the town are not adequately served by the current arrangements.

In Garden Street the existing Limited Waiting restriction is 1 hour. This is prohibitive compared with the 2 hour maximum stay applied within the busier town centre streets.

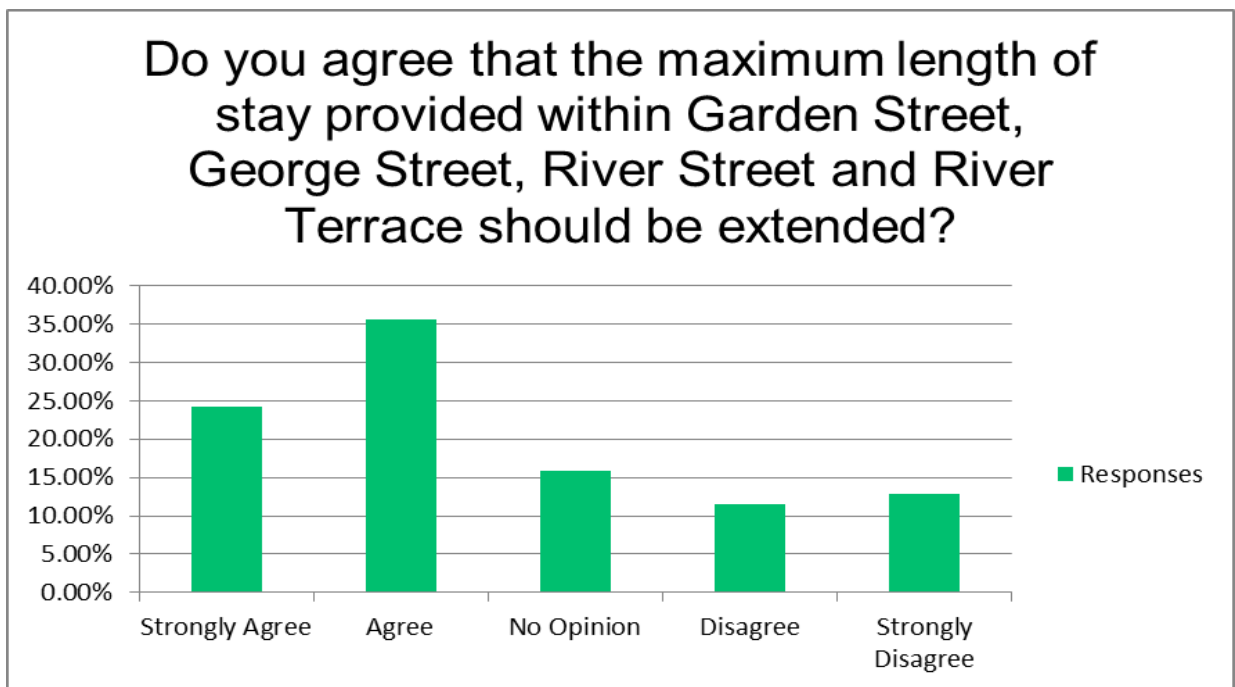
Nearby streets, namely George Street, River Street and River Terrace are subject to a maximum length of stay which is also out of alignment. The current 2 hour limit should be increased to 3 hours. As a result, the following three questions were posed and the results generated are shown in the associated graphs:-

Question 1



27.12% of responses received were positive whereas 64.37% were negative.

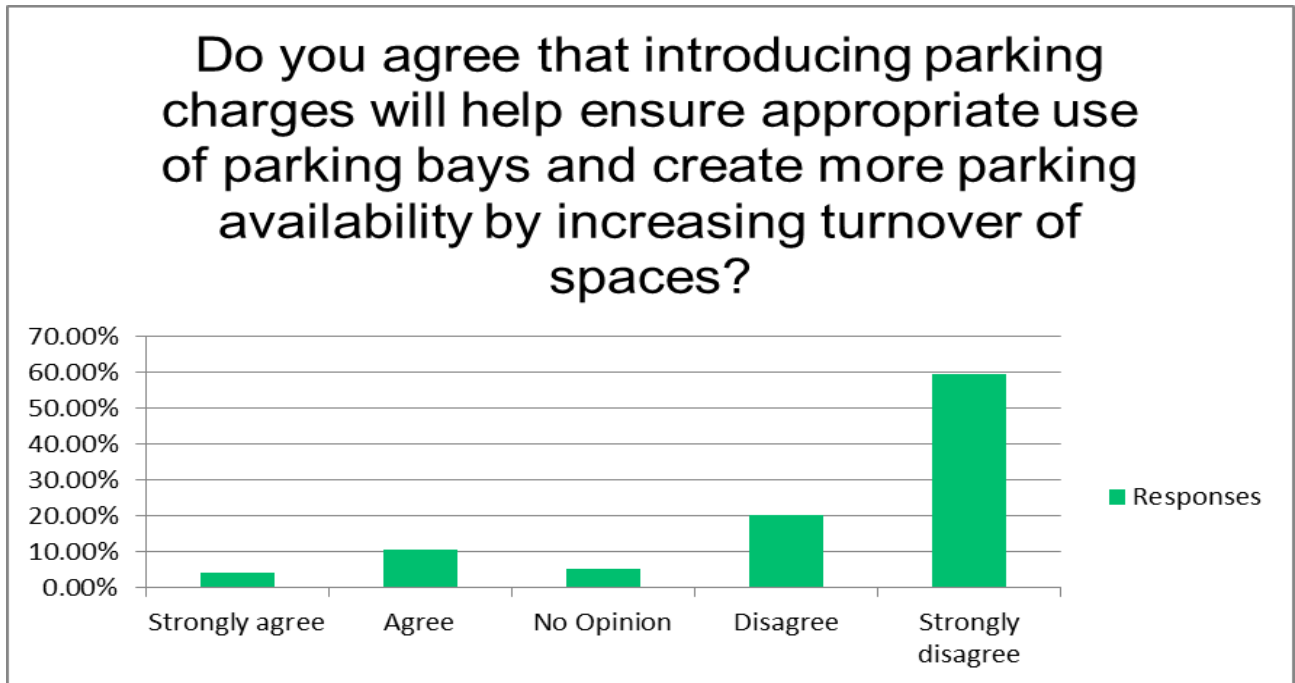
Question 2



59.76% of responses received were positive whereas 24.36% were negative.



### Question 3



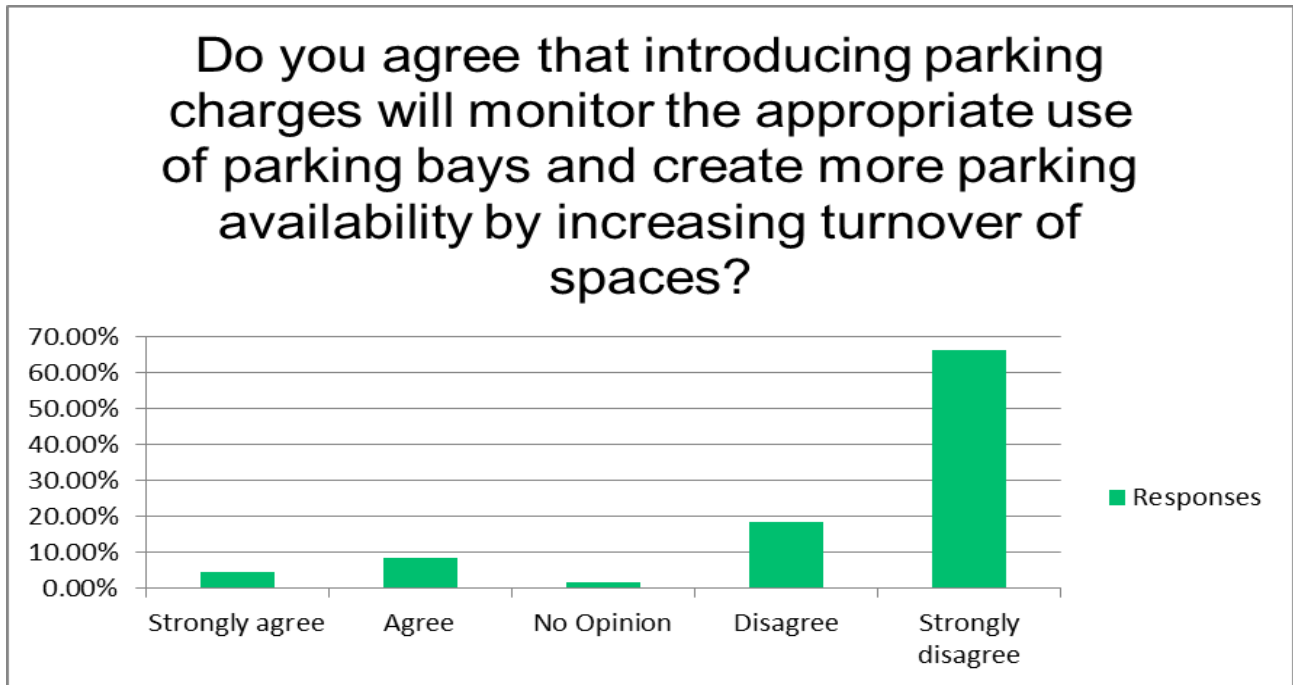
15.01% of responses received were positive whereas 79.56% were negative.

### Off Street Parking

There are currently three charging car parks within the town centre located at Kyle Street, Barns Crescent and Charlotte Street. All other existing Council car parks are free of charge. The Strategy recognises the need to better manage these facilities to encourage a greater turnover of spaces particularly during peak periods.

A more integrated approach to managing the Council’s car parks which takes account of seasonal and peak period demands which also ensures a consistent approach and the best use of the facilities on offer, all to the benefit of customers of the town centre businesses and amenities, needs to be developed. Only one question was posed in this regard as detailed below:

## Question 4



13.08% of responses received were positive whereas 85.03% were negative.

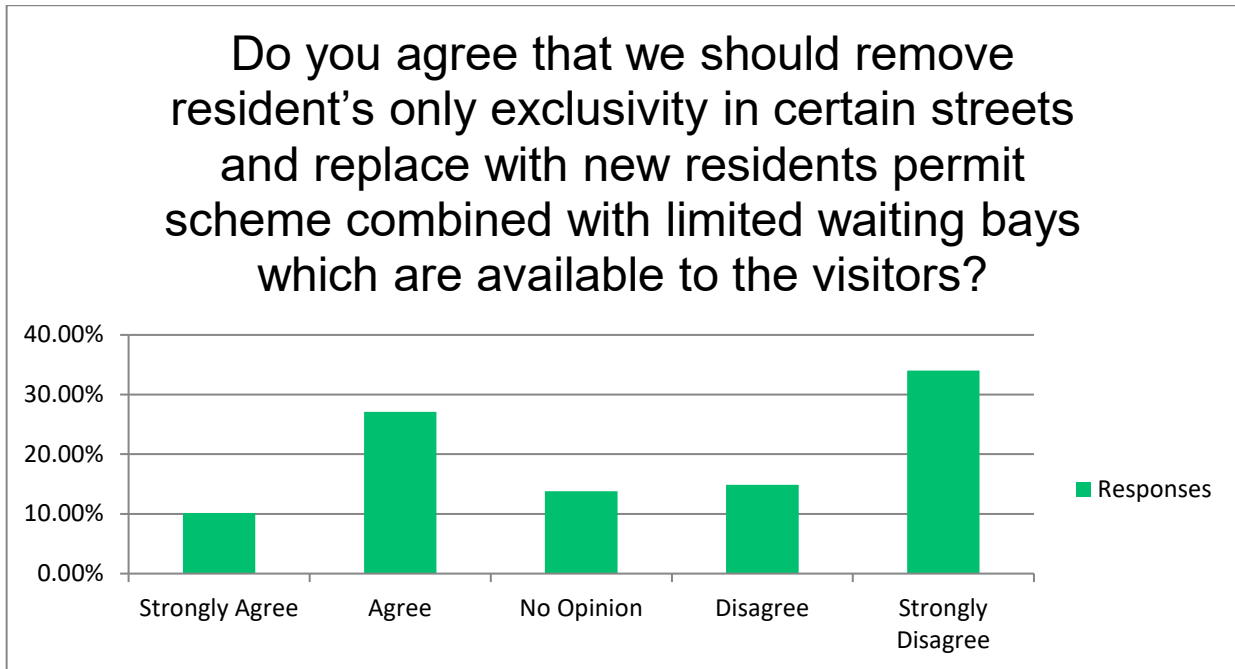
## Permit Parking

Again, as detailed in the Parking Strategy, the existing permit systems in operation within Ayr require modification and overhaul. There are numerous types of permit parking arrangements in operation which have been in place for many years and are no longer fit for purpose. There is an existing scheme which offers street exclusivity to residents at the nominal cost of £0.50. There is insufficient provision to support various groups such as tradespersons, window cleaners and carers and there are further historic issues caused by indiscriminate parking in streets close to the Ayrshire College campus.

Proposals put forward to resolve these issues include the removal of residents only exclusivity within certain streets, review of the existing residents permit zone and the period the permits apply along with the introduction of an equitable charging structure.

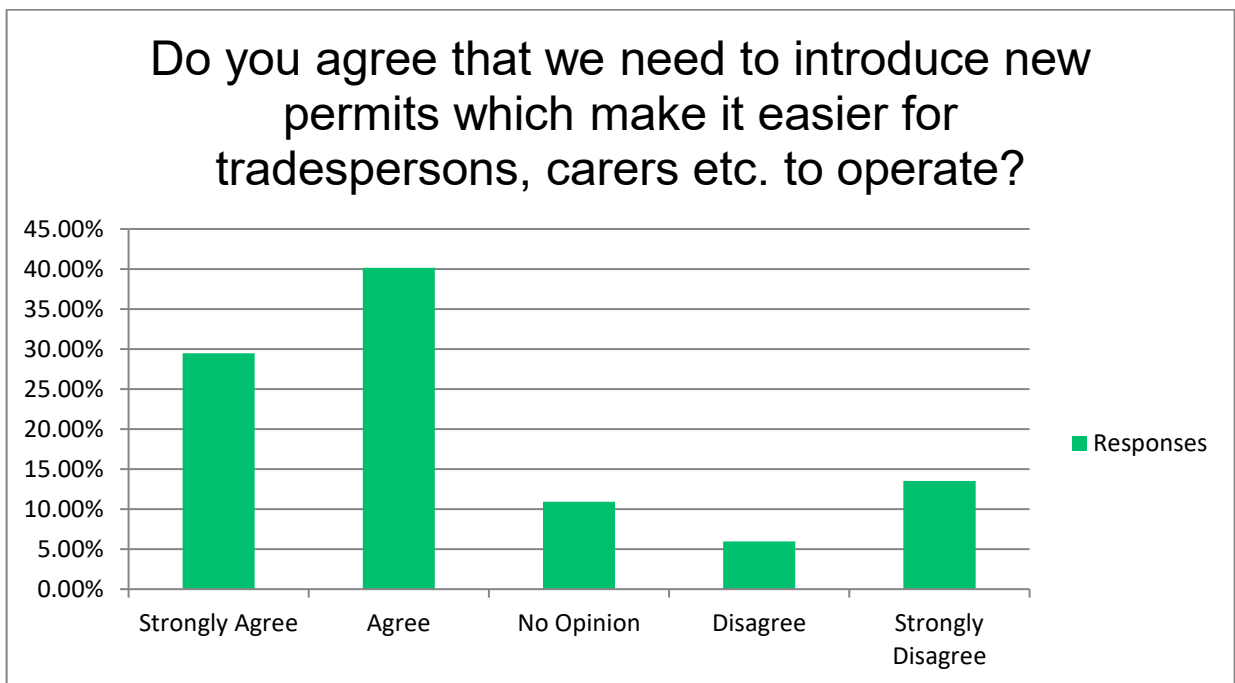
It is also proposed to introduce a permit system which accommodates the needs of visitors, tradespersons and others. The areas subject to these proposals were listed in the consultation pages and the following two questions were posed:

Question 5



**37.29% of responses received were positive whereas 48.91% were negative.**

Question 6



**69.62% of responses received were positive whereas 19.45% were negative.**

## Charging Periods

South Ayrshire Leadership Panel have previously reviewed the charging periods across the town's on and off street pay and display areas. The existing charging periods have been in place since 2012 and are based on established practise dating back to the mid-1990s. Charges currently apply as follows:

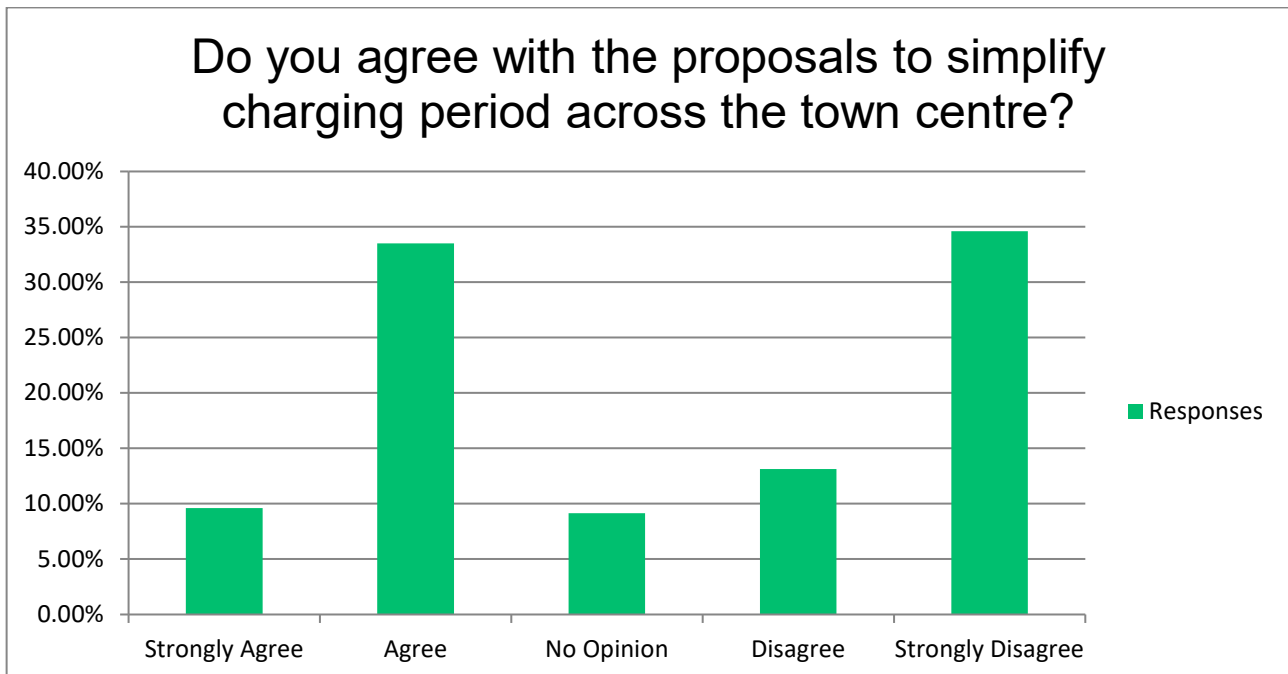
- On street parking Zone A - 8am - 6pm Mon - Fri, 8am - 1pm Sat
- On street parking Zone B - 9.30am - 5pm Mon - Fri, 9.30am - 1pm Sat
- Off street car parks - 24 hours 7 days per week

There is no practical basis to continue with the different charging periods and it is considered it would be beneficial to adopt a more consistent approach and the Leadership Panel have, therefore, proposed to adopt a new charging period of:-

- 11am - 6pm Monday - Saturday

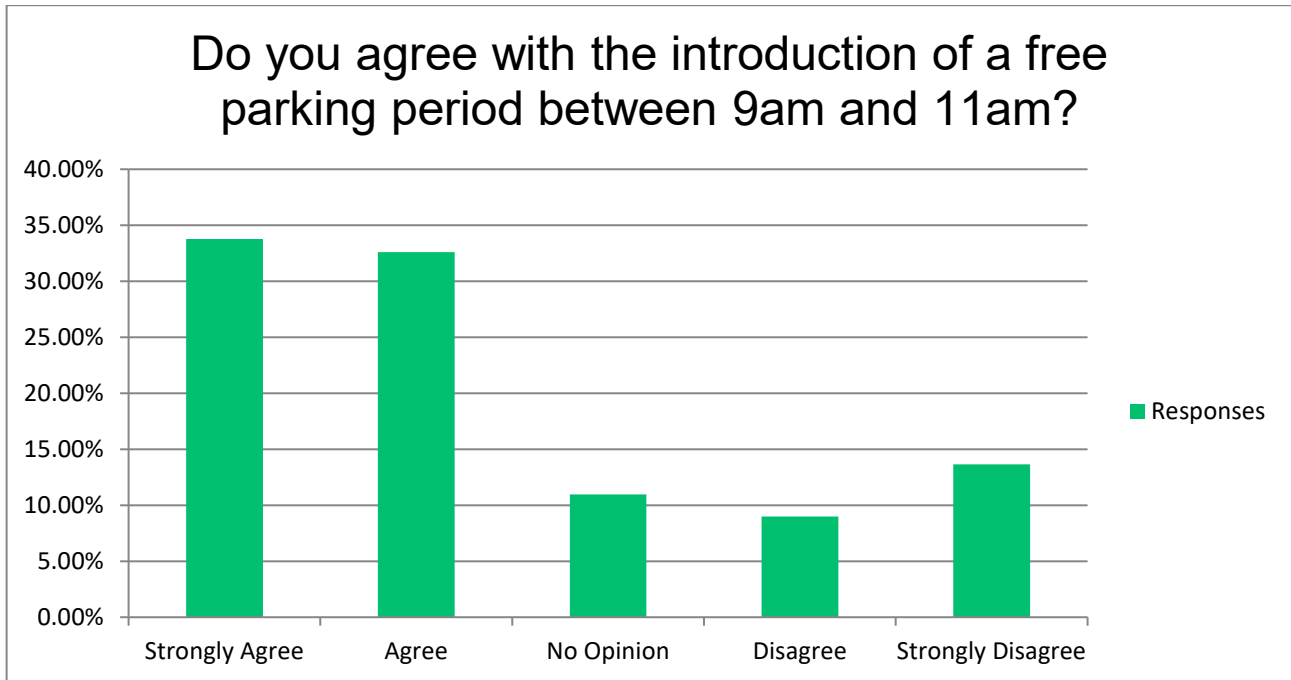
Therefore, the following two questions were posed:

### Question 7



43.11% of responses received were positive whereas 47.73% were negative.

## Question 8



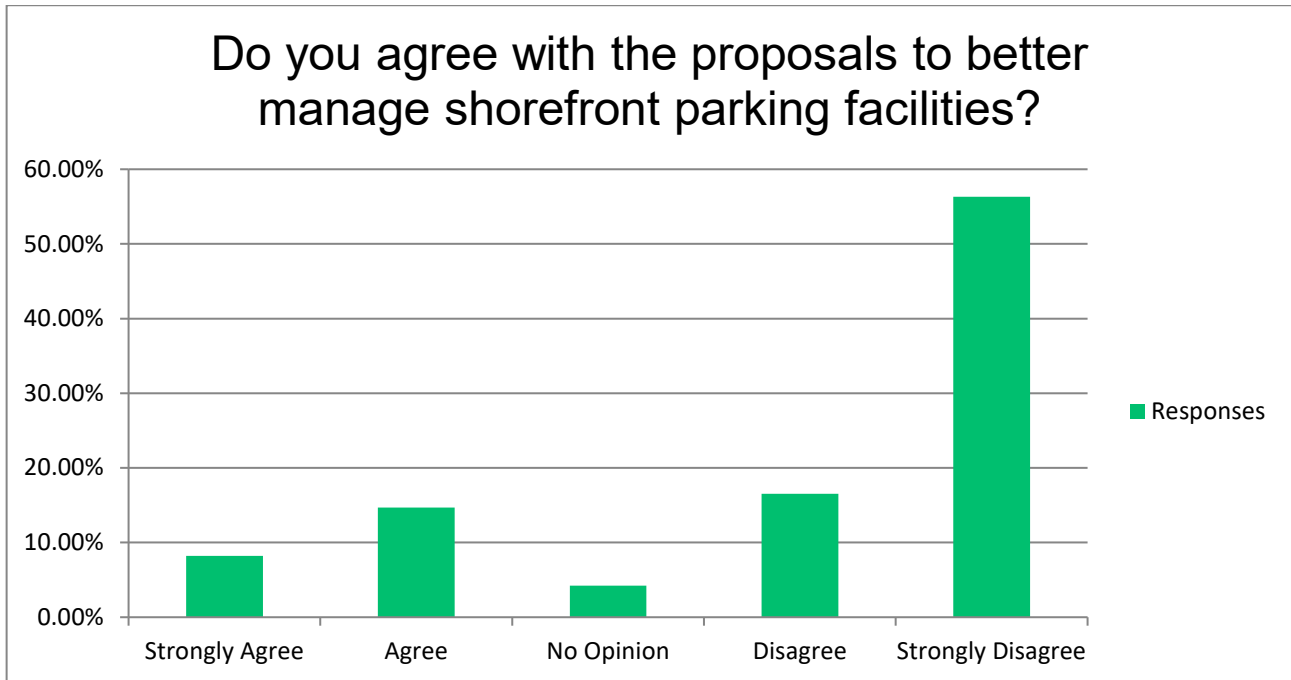
66.39% of responses received were positive whereas 22.64% were negative.

## Ayr Seafront and the County Buildings Area

During the peak season the Esplanade is regularly subject to unregulated parking over its entire length on both sides of the road. There is an opportunity to create further additional parking north of Bath Place (whilst still preserving the existing cycle route) and there are known issues within the streets in proximity to the County Buildings such as Bath Place, Pavilion Road and Cassillis Street where the existing restrictions impose a three hour limit of stay and fail to accommodate residential needs as there is no permit system currently available.

The proposals put forward to address these issues included the introduction of on street parking charges along the Esplanade and the replacement of existing limited waiting restrictions also with on street charges (and a permit system) and the following question was posed:

## Question 9



22.92% of responses received were positive whereas 72.84% were negative.

## Conclusions

### *Pay and Display and Limited Waiting On-Street Parking*

The results received to the questions posed in relation to these topics quite clearly indicate a resistance towards the imposition of new parking charges. Consultees are supportive of the proposals to increase the maximum length of stay where it is needed on-street but the parking industry established rationale put forward which outlines the belief that parking charges are a key lever to encouraging much needed parking space turnover is not accepted. The ability to monitor parking bays more effectively through the introduction of pay and display is also not commonly accepted.

The survey results also indicate that respondents do not accept the argument that Limited Waiting parking is more susceptible to abuse and more resource intensive to monitor and does not best serve the businesses they are designed to cater for. Parking Attendants have to patrol streets and record the details of every single vehicle during their first patrol. They then have to go back after the set period to repeat the process.

A more integrated approach to parking across the Council's car parking estate which takes account of seasonal and peak demands would benefit the business community. Pay and Display removes the reliance on physical recording of data to monitor compliance and establish whether the desired turnover is achieved. This in turn frees up valuable resource which could be deployed elsewhere such as schools or any future patrols undertaken in relation to pavement parking enforcement.

Income generated can be reinvested in modern technologies and the maintenance of existing parking infrastructure. In ensuring adequate parking turnover businesses will benefit from the fact that customers are able to find parking close to these businesses. People can and do pay for the convenience of being able to park as close as possible to their chosen destination.

However, as we continue to monitor the effects of the Covid pandemic and the cost of living crisis on parking trends and acknowledge the fact that the demand for spaces continues to be well below pre-Covid levels, the arguments put forward for the introduction of new charges continues to be undermined.

## *Permit Parking*

There were two questions posed to gauge the public's opinions around the required changes to the existing permit parking systems currently in operation. The two main aspirations set out in the Parking Strategy are for the replacement of the existing systems with modern fit for purpose systems and also for the provision of a system which adequately caters for the different types of visitor parking sessions which aren't currently provisioned e.g. tradespersons and carers.

The previous SAC Administration requested the introduction of an equitable charge for residents parking permits which applies across the town regardless of location. That is to say, the cost of a permit for a citizen residing within the town centre pay & display zone should be the same as a resident of a residential street out with the zone.

The existing cost within the streets currently subject to resident's only exclusivity such as Bellevue Crescent is currently £0.50 for the lifetime of the residency whereas a permit for a Fort Street resident is £50 per annum. There is no visitor permit option available under either system.

The proposals put forward, therefore, were for the removal of resident's only exclusive streets to be replaced by shared use bays (residents/visitors/limited waiting), the addition of various new streets to the existing residents permit zones and also the provision of a new visitor permit scheme catering for the various groups which aren't currently able to receive a permit.

The consultation responses to the two questions posed were not as polarised as the responses received in relation to parking charges. There was only an 11.62% difference between those for (37.29%) and those against (48.91%) the proposals for the removal of the resident's only exclusive streets. It is not possible to determine where these respondents reside. As for the question regarding the provision of a permit option for visitors, there is clear support for the introduction of such.

## *Charging Periods*

The previous SAC Administration requested a change to the on and off-street charging period to 11am - 6pm and this proposal was also put to the general public through the consultation. Further explanation around the reasons for simplifying the charging period across the town centre pay & display zone was also given, however, this has generated slightly conflicting responses.

In response to the question posed in relation to the simplification of the charging period across the town centre, there was, almost, a 50/50 split between those who were for and those who were against the proposal. It may be that the rationale put forward wasn't quite understood but despite the feedback received there is sufficient support for this initiative.

The feedback received in relation to the introduction of the free parking period between 9am and 11am was overwhelmingly in support of this proposal.

### *Ayr Seafront and the County Buildings Area*

Proposals were put forward for an integrated approach to parking along the seafront and adjacent streets which were designed to better manage the facilities on offer. These proposals attracted a lot of attention from consultees and the responses received were overwhelmingly against the proposals.

The type of issues raised were in relation to the perception that parking charges would have a negative impact on summer tourism and there were further concerns raised regarding the proposed changes to the existing cycle route and also how these proposals linked to future SAC plans to redevelop the Esplanade.

In contrast with the situation elsewhere within the town, observations indicated that parking demand along the Esplanade remained at pre-Covid levels and were perhaps more acute due to the trend towards stay at home vacations or day trips. However, it is recognised that it is prudent to link any further parking plans for the Esplanade to the aforementioned wider redevelopment plans.

This might not necessarily be true of the nearby streets around the County Buildings and surrounding areas which either adjoin or sit within close proximity with the Esplanade. These streets remain subject to Limited Waiting restrictions which may continue to prove prohibitive to workers located within the County Buildings and other businesses within the surrounding area.

Residents of these streets also continue to be at a disadvantage due to a lack of permit options. Therefore, it is proposed to separate these proposals from the Esplanade proposals and present these to the public again during the second phase consultation.



The various issues highlighted within each part of the consultation were clearly addressed within the Parking Strategy but perhaps they weren't adequately conveyed within the consultation pages. The questions posed may also have been too general or technical in their wording and the fact that there was no provision for consultees to submit their views within a free text box may have been counterproductive.

There were further issues with the quality of the mapping made available to review the proposals which we seek to address within the second phase consultation.

Having reviewed the responses and also feedback received independently of the consultation there is a clear resistance towards parking charges which are viewed as regressive or anti-business. It is, therefore, proposed to proceed with a further Ayr parking consultation based on the following revised proposals:

- **Pay & Display and Limited Waiting**

Proposals around the conversion of Limited Waiting parking bays to Pay and Display in Mill Street, Smith Street and Garden Street and the proposal to extend parking charges into the Council's free car parks shall be abandoned.

Proposals to increase the maximum length of Limited Waiting stay in Garden Street, George Street, River Street and River Terrace to 3 hours shall be promoted within the second phase consultation.

- **Permit Parking**

The further development of permit scheme proposals which take account of the feedback received shall be promoted within the second phase consultation.

- **Charging Periods**

The proposal to simplify the charging periods across the town shall be promoted within the second phase consultation. Whilst not subject to any further consultation at this stage, the proposal for a two hour free period between 9am and 11am shall be further examined and put to Members for further consideration at a later date.

- **Ayr Seafront and the County Buildings Area**

Proposals relating to the Esplanade shall be abandoned.

Proposals for the conversion of Limited Waiting restrictions to Pay & Display within the other streets within the vicinity of the County Buildings and the introduction of a residents permit system shall be refined and further promoted within the second phase of the consultation. These proposals will be linked to the proposals around permit parking in recognition of the shared use (residential/commuter) nature of these streets.

## Appendix 2 – Equalities Impact Assessment



### South Ayrshire Council Equality Impact Assessment Scoping Template

Equality Impact Assessment is a legal requirement under the Public Sector Duty to promote equality of the Equality Act 2010. Separate guidance has been developed on Equality Impact Assessment's which will guide you through the process and is available to view here: [Equality Impact Assessment including Fairer Scotland Duty](#)

Further guidance is available here: [Assessing impact and the Public Sector Equality Duty: a guide for public authorities \(Scotland\)](#)

The Fairer Scotland Duty ('the Duty'), Part 1 of the Equality Act 2010, came into force in Scotland from 1 April 2018. It places a legal responsibility on Councils to actively consider ('pay due regard to') how we can reduce inequalities of outcome caused by socio-economic disadvantage, when making strategic decisions. See information here: [Interim Guidance for Public Bodies](#) in respect of the Duty, was published by the Scottish Government in March 2018.

#### 1. Policy details

Policy Title	SAC Parking Strategy Update
Lead Officer (Name/Position/Email)	Kevin Braidwood, Head of Roads - Kevin.Braidwood@ayrshireroadsalliance.org

**2. Which communities, groups of people, employees or thematic groups do you think will be, or potentially could be, impacted upon by the implementation of this policy? Please indicate whether these would be positive or negative impacts**

Community or Groups of People	Negative Impacts	Positive impacts
Age – men and women, girls & boys	No	Yes
Disability	No	Yes
Gender Reassignment (Trans/Transgender Identity)	No	Yes
Marriage or Civil Partnership	No	Yes
Pregnancy and Maternity	No	Yes
Race – people from different racial groups, (BME) ethnic minorities and Gypsy/Travellers	No	Yes
Religion or Belief (including lack of belief)	No	Yes
Sex – gender identity (issues specific to women & men or girls & boys)	No	Yes
Sexual Orientation – person's sexual orientation i.e. LGBT+, lesbian, gay, bi-sexual, heterosexual/straight	No	Yes
Thematic Groups: Health, Human Rights & Children's Rights	No	Yes

**3. What likely impact will this policy have on people experiencing different kinds of social disadvantage? (Fairer Scotland Duty). Consideration must be given particularly to children and families.**

Socio-Economic Disadvantage	Negative Impacts	Positive impacts
Low Income/Income Poverty – cannot afford to maintain regular payments such as bills, food, clothing	No	-
Low and/or no wealth – enough money to meet Basic living costs and pay bills but have no savings to deal with any unexpected spends and no provision for the future	No	-
Material Deprivation – being unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, leisure/hobbies	No	-
Area Deprivation – where you live (rural areas), where you work (accessibility of transport)	No	-
Socio-economic Background – social class i.e. parent’s education, employment and income	No	-

**4. Do you have evidence or reason to believe that the policy will support the Council to:**

General Duty and other Equality Themes Consider the ‘Three Key Needs’ of the Equality Duty	Level of Negative and/or Positive Impact (High, Medium or Low)
Eliminate unlawful discrimination, harassment and victimisation	No adverse impact identified. Low
Advance equality of opportunity between people who share a protected characteristic and those who do not	No adverse impact identified. Low
Foster good relations between people who share a protected characteristic and those who do not. (Does it tackle prejudice and promote a better understanding of equality issues?)	No adverse impact identified. Low
Increase participation of particular communities or groups in public life	No adverse impact identified. Low
Improve the health and wellbeing of particular communities or groups	Positive impact on the local economy.
Promote the human rights of particular communities or groups	No adverse impact identified. Low
Tackle deprivation faced by particular communities or groups	No adverse impact identified. Low

**5. Summary Assessment**

<b>Is a full Equality Impact Assessment required?</b> (A full Equality Impact Assessment must be carried out if impacts identified as <b>Medium and/or High</b> )	<b>YES</b>
	<b>NO</b>
<b>Rationale for decision:</b>  There are no negative implications associated with these proposals which are designed to deal with known issues around parking provision throughout South Ayrshire. All objectives shall be applied to ensure equality in approach and inclusion.	

**Signed :** Kevin Braidwood

**Head of Roads**

**Date:** 24 November 2022