

Great Yarmouth Car Parking Strategy Steering Group Review of Strategy 2012-14

In accordance with the Steering Group's revised 2006 Terms of Reference "to produce and review a comprehensive strategy and a set of policies for the provision and management of parking designed to enhance the attractiveness of the town centre and holiday areas" the Steering Group in 2012 produced **a map of the "Core" CPE area in the town** (see attached) where pressure of parking and civil parking enforcement was most significant.

With the exception of 2 Pay and Display Car Parks in Gorleston High Street and Caister Beach (together responsible for less than 1% of total parking income), ALL of the Borough Council's Pay and Display Car Parks are situated within the Core "CPE" area. Similarly the bulk of Norfolk County Council's On-Street Pay and Display provision is also confined to the Nelson and Central & Northgate wards of Yarmouth.

It had been 20 years since the last parking audit within the town and seafront area. This was by then seriously "out of date" and took no account whatsoever of retail and other developments which had taken place between 1993 and 2012 nor the introduction of Residents Permit Parking in the Central Seafront Area (2006) and the CPE regime where Council Staff had recently taken over the role of enforcement from Police and Traffic Wardens.

With the support of County and Borough Officers the attached **Audit of Car Parking Spaces in Yarmouth's "Core" CPE area 2013-14** was produced to underpin the development of future parking strategy. This was also fed into the process of developing the Borough's Local Plan 2014.

Controlled Parking Zones

Following the 2012 local elections the new Borough Council leader Trevor Wainwright pledged that the **Zone A Residents Parking scheme** would be retained and improved. The Car Parking Strategy Steering Group set up a cross-party "task and finish" group with officer support to expedite arrangements for this.

A package of increases in the price of permits for residents and businesses was subsequently agreed (from 2013) to make sustainable the costs of administration and enforcement associated with the scheme and in addition 2 pilot schemes were proposed for additional visitor parking in discreet areas where there was surplus parking capacity. Those pilots will become operational in August 2014 and will be closely monitored with a decision on making them permanent to be made in 2016.

Initial public consultation on a proposed **Zone B** to cover the town centre area helped refine the optimum boundaries for such a zone and ruled out once and for all the need for any measures in the Northgate area to the north of the Maygrove Estate and Garrison Road. The Steering Group has budgeted up to £40,000 in 2016 to progress the cost of public consultation and set-up costs for a scheme on suitably reduced boundaries subject to generating sufficient permit incomes to make the scheme sustainable. This may involve an element of “On-Street” Pay and Display as part of the overall package with lessons to be learnt from the Zone A visitor parking pilots.

With regard to a proposed **Zone C** in the Seafront area south of St Peters Road the Norfolk Constabulary initially suggested that a seasonal scheme be introduced (April – October) but a desktop study conducted by NCC officers indicated a £20,000 per annum shortfall. It is hoped that the scheme can now be revisited as an “all-year-round” scheme given the increased activity in the South Denes which is making parking particularly difficult for residents in the Peggotty Road area and well in advance of the construction of “The Edge” Regional Casino complex – where a voluntary s106 contribution is promised to assist with the start-up costs of a Zone C scheme. An element of voucher visitor parking in discreet areas may assist with the building of the business case. The Steering Group has budgeted up to £40,000 in 2015-16 to progress a suitable Zone C scheme.

Enforcement Issues

The Steering Group gave attention to particular problems in the Market Place, Regent Road and Marine Parade/South Beach Parade areas. These involve legal notices and it anticipated that these will be resolved full within 2014-15 to the satisfaction of residents, police and local businesses.

Parking issues elsewhere in the Borough

Although outside of the specific remit of the Car Parking Strategy Steering Group, Parish Councils were asked during 2013 if they had specific parking problems in their areas. There were also localised issues raised e.g. with particular regard to “on-street” visitor parking in the Beach Road area of Caister-on-Sea, student parking in the roads around the Great Yarmouth College in Southtown, and a large-scale **problem of staff and patient “on-street” parking in the streets around the James Paget Hospital in Gorleston.**

With regard to the JPH issue, the Gorleston Area Committee set up a “task and finish” group specifically to look into measures that might be taken to assist affected residents.

There was no support demonstrated for paid permit parking in that location, however County Officers worked up an alternative regulated parking scheme for the Jenner Road area which went out to public consultation in Spring 2014 and which is now being implemented. The “start-up” costs are being met jointly by the JPH and Persimmon Homes and the scheme will function without the need for yellow lines and with no annual permit charge for residents to pay. The Borough Council also worked up a scheme for extra parking in certain locations on the Magdalen Estate area and the Steering Group made a contribution towards the cost from Pre-CPE On-Street Pay and Display Surpluses - and a further £10,000 is earmarked for 2015-16 for waiting restrictions in streets around the JPH.

Funding issues 2014-19

With the introduction of Civil Parking Enforcement there is no longer £250,000+ per annum available to help fund parking and transport initiatives within the town. The Steering Group has done its utmost in the short-term to continue contributions to both the Great Yarmouth and Gorleston CCTV schemes but both have been advised that no more annual contributions can be made beyond that outlined in the Surplus Funds A/C Budget (see attached). The residual funding will be needed to progress key parking related schemes within the “Core” CPE area.