

Parking in Eastbourne – Summary of the Results of the Public Consultation Exercise

1. Introduction

1.1 In February 2006, in partnership with the Eastbourne Borough Council, the County Council undertook a public consultation exercise on the possible extension of on-street parking controls in Eastbourne. Alpha Parking Ltd, a firm of independent parking consultants, were commissioned to produce a report setting out the results of the consultation exercise and making recommendations about the possible development of on-street parking controls. The purpose of this document is to summarise the results of the consultation exercise.

1.2 The main purpose of the consultation was to identify those streets where there was support for the controls and those where there was not. The information gathered can then be used to help define the boundaries of areas in which a majority of people are either in support of or against parking controls.

1.3 This document includes a number of maps which show the responses to the consultation questionnaires plotted on a street-by-street basis, along with tables summarising the results across the consultation area as a whole. Before drawing conclusions it is important to review both the maps and the data tables, as the summary tables can mask variations in the responses made in different parts of the consultation area.

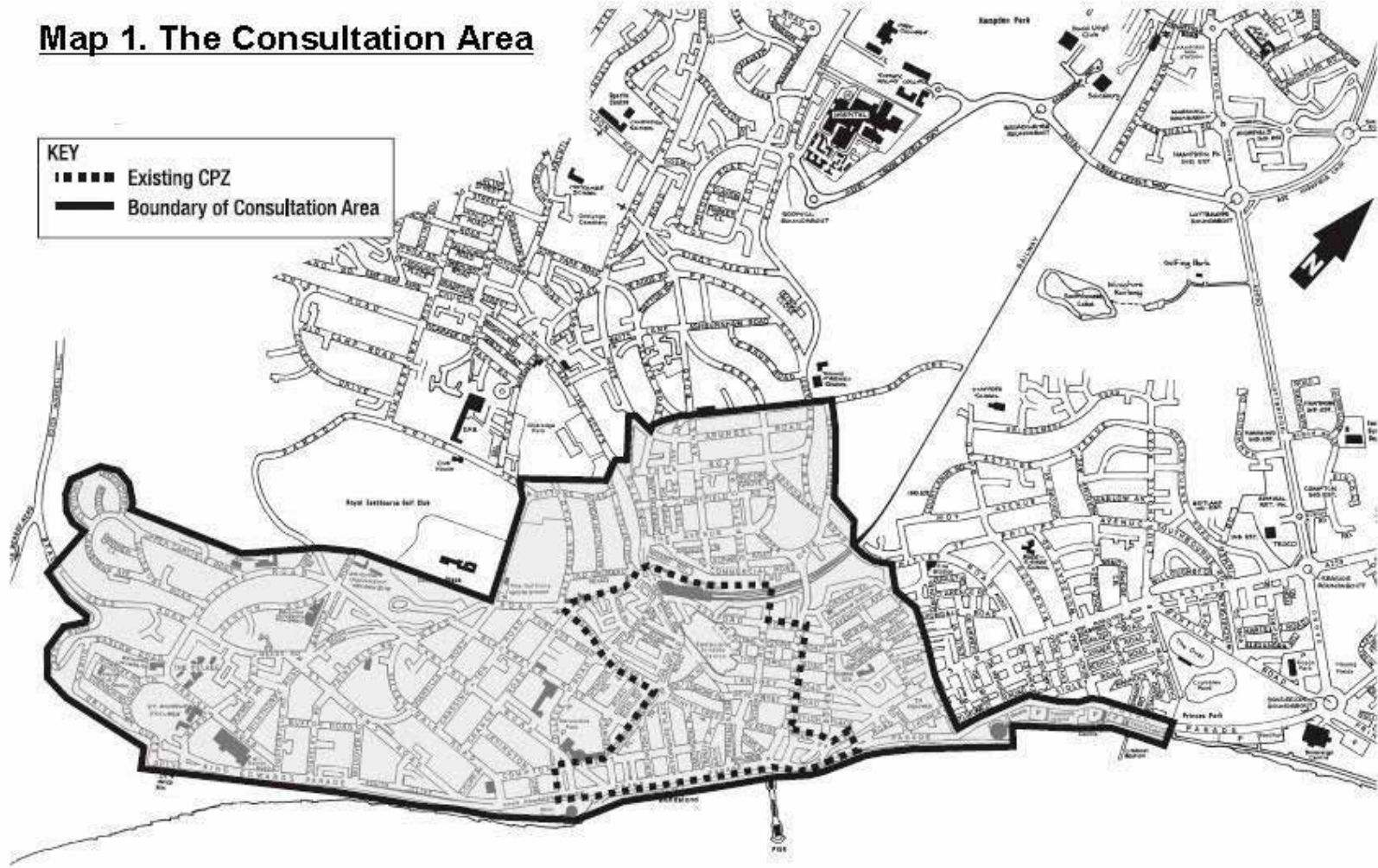
2. The Consultation Area

2.1 The extent of the consultation area and the area covered by the existing town centre Controlled Parking Zone (CPZ) is presented on Map 1. The purpose of the consultation was to establish which streets would support the introduction of controlled parking and which would prefer to remain outside the controlled zone. Accordingly, the consultation area was drawn to include all those streets where it was considered that there might possibly be support for being included in a CPZ. In general terms, the boundary of the consultation area encompassed those roads within 20 minutes walking distance of the town centre and those roads where, in a previous public consultation exercise undertaken in 2003, there was support for the introduction of on-street parking controls or where opinion was divided.

2.2 The proposals also involved the introduction of pay and display parking on the seafront. The extent of the area of the Seafront that would be subject to charging is shown on Map 1.

Map 1. The Consultation Area

KEY
Existing CPZ
Boundary of Consultation Area



3. Format of the Public Consultation

3.1 The aim of the public consultation was to obtain the views of residents and businesses within the consultation area about the proposals, to inform the wider population that the consultation was happening and to provide opportunities for input into the process. The consultation exercise consisted of the following elements:

- Consultation packs delivered via Royal Mail to 12,000 households and 1400 businesses inside the consultation area;
- Information letters delivered to 3400 households and 170 businesses in the streets immediately outside the consultation area;
- Consultation packs sent to 250 key stakeholders;
- Copy of consultation material posted on the County Council's website;
- Telephone enquiry 'hotline' with out-of-hours voicemail;
- Press releases before and during the consultation process;
- TV, radio and press interviews;
- Six staffed public exhibitions at various locations in the consultation area, including the Arndale Centre.

3.2 The consultation pack sent to residents and businesses consisted of an information booklet, a questionnaire, a map showing the form that the parking controls might take in their area and a freepost reply envelope.

3.3 Consultation packs were also sent to 250 key stakeholders in Eastbourne and East Sussex seeking their views on the proposals. The remainder of this document focuses on the results of an analysis of the responses received from residents and businesses. An analysis of the responses received from stakeholders will be set out in the consultants' full report on the consultation.

4 Response to Public Consultation

4.1 The levels of response to the consultation from householders, businesses and stakeholders are presented in Table 1.

Table 1. Consultation Response

Group	Number of consultation packs despatched	Number of questionnaires returned	Response rate (Percent)
Residents	12025	3422	28%
Businesses	1436	419	29%
Stakeholder	250	63	25%

4.2 Overall, the response rates achieved were extremely good for a survey of this type. Response rates for this type of survey across the country are normally well below 20 percent. On the issue of the validity of the sample, it is worth noting that MORI were commissioned to undertake research for the London Borough of Wandsworth, who wished to establish whether the responses received to a parking consultation were representative of the views of all

households. MORI were commissioned to ‘door knock’ every household in a sample of streets to establish each household’s view and then compare this with the responses obtained from the consultation. This exercise demonstrated that the response ‘for’ or ‘against’ the proposals from the ‘door knocking’ exercise on a sample of streets was within one or two percentage points of the consultation results.

5 Petitions

5.1 The County Council is aware of a total of four petitions against the parking proposals. The details of these petitions are set out in Table 2 below. None of the petitions were formally presented to the County Council. In addition to these petitions, the Eastbourne Herald undertook a poll which allowed readers to indicate whether they supported or opposed the proposals (no name and address given). A total of 1474 replies were received to the Eastbourne Herald poll of which 1448 registered their opposition to the proposals.

Table 2. Details of Petitions against Eastbourne Parking Proposals

Petitioner	Nature of Petition	Number of signatures
Mr G Taylor	We believe the new parking regulations will have a detrimental effect on our town and its residents and businesses	8601
Our Lady of Ransom & St. Gregory’s with St. Agnes Churches	Object to paying parking fees after 5pm on Saturdays or at any time on Sunday	383
St Andrew’s United Reformed Church	Restrictions will impact on church attendance	43
Barwells Solicitors	Object to the extension of the area covered by on-street parking in Eastbourne and parking tariffs	112

5.2 Whereas the consultation results relate to the views of people inside the consultation area, the petitions include people from outside the consultation area and outside Eastbourne.

6 Parking Problems in the Consultation Area

6.1 The questionnaire sent to residents and businesses in the consultation area asked respondents to indicate whether they experienced parking difficulties in their road during the daytime, at evenings or weekends. The responses to this question are summarised in Table 3.

Table 3 Parking difficulties experienced by residents and businesses

Group	Number of Respondents	No reply		Yes - daytime		Yes - evening		Yes - weekend		No		No opinion	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Resident	3422	170	5%	1391	41%	649	19%	886	26%	1596	47%	163	5%
Business	419	4	1%	225	54%	50	12%	92	22%	172	41%	12	3%

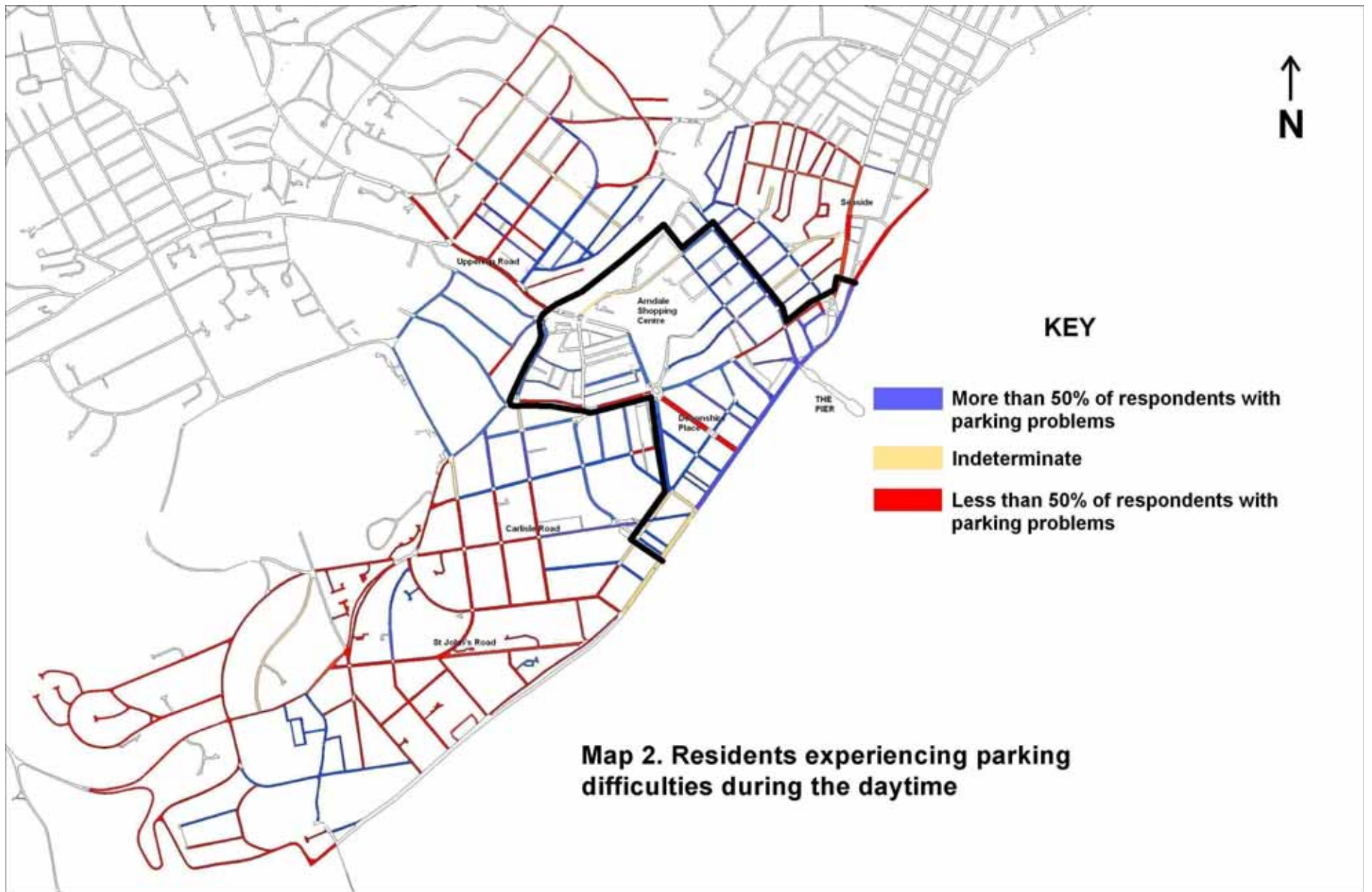
6.2 In total, 47 percent of residents and 41 percent of businesses who responded to the consultation stated that they did not experience difficulties parking on-street near their premises.

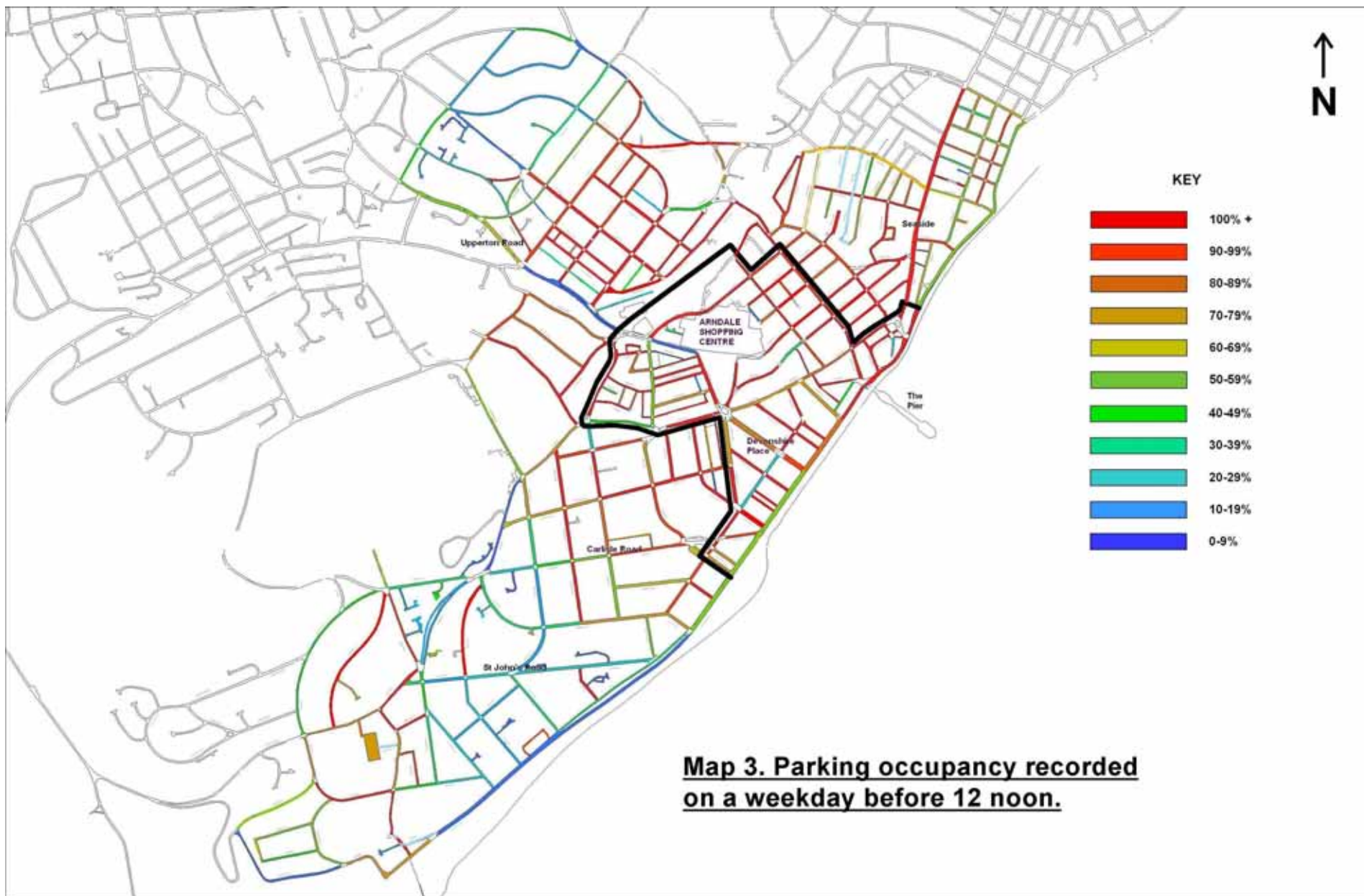
However, 41 percent of residents and 54 percent of businesses stated that they did experience parking difficulties during the day.

6.3 The percentage of residents who indicated that they experienced parking difficulties during the day is presented on a street-by-street basis on Map 2. Only the results for streets where there were more than 3 responses are shown on the map. Overall, the map shows that in the majority of streets in and immediately around the existing CPZ, more than 50 percent of residents stated that they experienced parking difficulties during the day. In addition, more than 50 percent of residents in a number of roads in the Meads area to the west of the existing CPZ also stated that they experienced parking difficulties. This is likely to be due to the presence of the University of Brighton Campus, all Saints Hospital and a number of schools attracting commuters and visitors, many of whom park on-street. The results for businesses have not been plotted as the majority of those that replied were within the existing CPZ.

6.4 Parking occupancy surveys were undertaken in the consultation area to provide objective means of assessing where parking problems occur. The occupancy on each street was calculated from an assessment of the number of cars that could legally there. Counts were then undertaken in each street of the number of vehicles present at different times of the day and on different days of the week. The level of parking occupancy recorded during the occupancy surveys on one weekday before 12 noon is shown on Map 3. The map uses a colour scale to indicate the level of parking occupancy with red indicating high occupancy levels and low occupancy levels indicated in blue. An occupancy level of more than 100 percent was recorded in some streets where cars were illegally parked on single or double yellow lines.

6.5 As shown on Map 3, the highest occupancy levels were recorded in streets in and around the town centre. High occupancy levels were also recorded in a number of roads in the Meads area to the west of the town centre. Together the results of the resident questionnaire and the parking occupancy surveys indicate that parking difficulties occur during the day in and around the existing CPZ and on some roads in the Meads.





7 Level of support for parking controls

7.1 The consultation leaflet set out the form that the parking controls might take including days and hours of operation, level of charges for parking on-street and cost of resident, business, visitor, carer and hotel guest permits. In outline, the suggested scheme involved the introduction of controls operating on seven days a week between 8am and 6pm. The charges for parking on-street would be highest in the central area and limited to a maximum of two hours, except for permit holders. This central area would be surrounded by two further tariff zones offering permit holder parking and pay and display parking. The cost of resident permits would be £25 for the first permit and £95 for the second with a single zone business permit costing £500 and an all zone business permit costing £900. Permits would also be available for residents' visitors, carers and for hotel guests.

7.2 Each consultation pack contained a map showing the type of parking controls that might be introduced on each road, distinguishing between permit holder only bays, pay and display parking and shared use bays (available to pay and display or permit holders). The maps also showed the on-street tariffs that would apply in different parts of the consultation area.

7.3 Both the resident questionnaire and the business questionnaire asked respondents whether they were in favour of the parking controls as described in the consultation leaflet being introduced in their road. The results of the responses to this question across the consultation area are shown in Table 4.

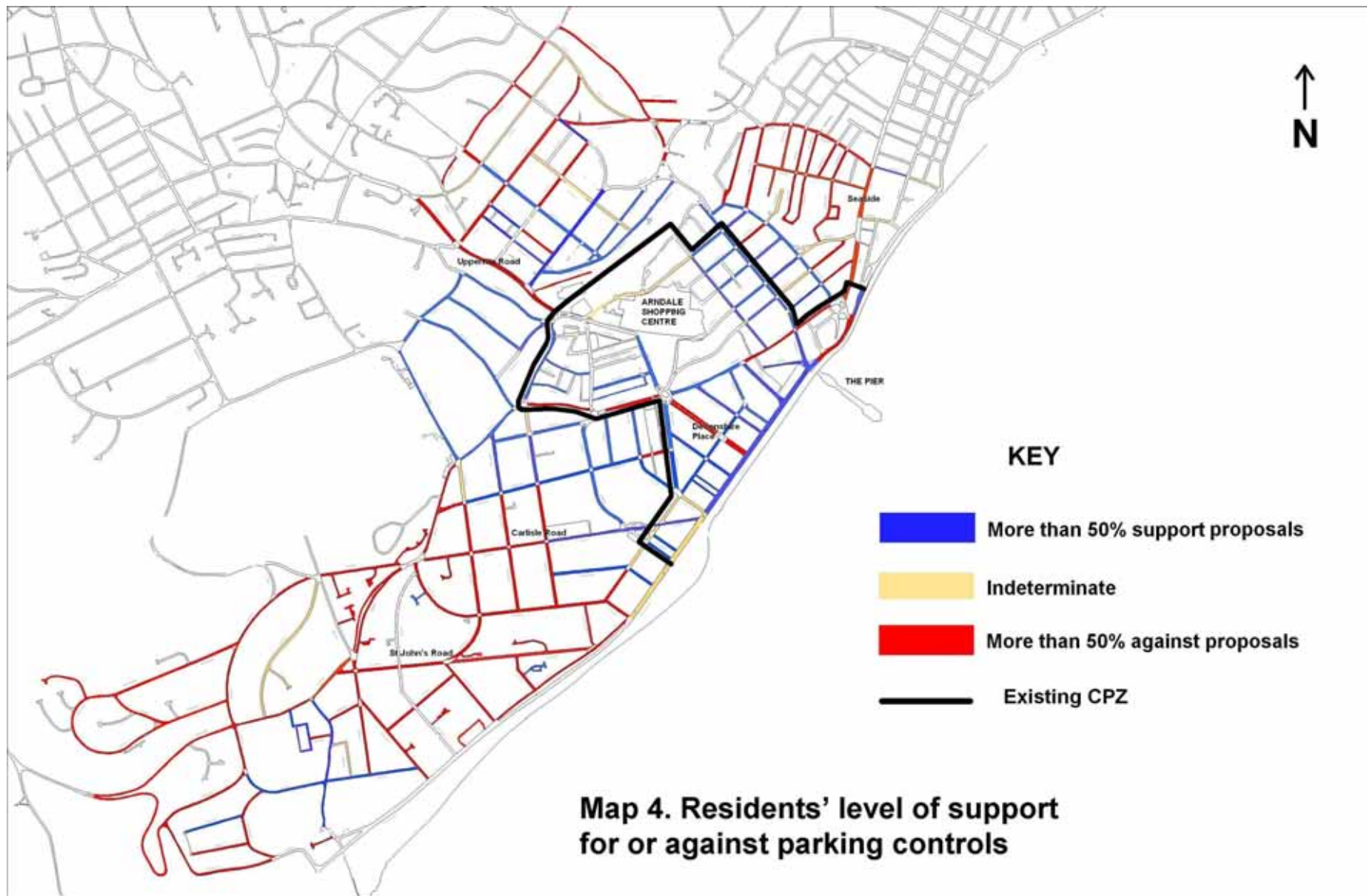
Table 4. Support for parking controls

Group	Number of Respondents	No reply		Yes		No		Don't know	
		No.	%	No.	%	No.	%	No.	%
Resident	3422	139	4%	1328	39%	1802	53%	153	4%
Business	419	4	1%	50	12%	352	84%	13	3%

7.4 Across the consultation area as a whole, 53 percent of residents and 84 percent of businesses said that they did not support the introduction of parking controls as described in the consultation leaflet in their road.

7.5 An examination of the results of the response from businesses on a street by street basis indicates opposition to the proposals across the entire consultation area.

7.6 An examination of the responses from residents on a street by street basis reveals support for the introduction of the proposed controls in and around the existing controlled parking zone. Map 4 shows the roads in which the majority of residents did or did not support the introduction of the proposed controls. Only respondents giving a 'yes' or a 'no' answer to the question are included. Map 4 clearly indicates that a majority of residents who live in and around the existing CPZ supported the introduction of the proposed parking controls in their road. The results also indicate that a majority of residents support the introduction of the parking proposals in a small area in the Meads to the west of the town centre.



7.7 As shown on Map 4, there are a few roads inside the existing CPZ where a majority of residents did not support the consultation proposals. For example, a majority of respondents in Devonshire Place, inside the existing CPZ, indicated that did not support the proposals for their road. Comments made on the questionnaires and at the exhibitions indicated that this was because the map they received in their consultation pack indicated that pay and display only parking would be provided, which could not be used by residents. Currently there are shared used bays in Devonshire Place which can be used by both residents and people wanting to pay and display. If the proposals in a number of roads in the town centre were modified to include the provision of shared use bays it is possible that this would be supported by a majority of residents in these roads.

8. Displacement Parking

8.1 One of the consequences of the introduction of a CPZ is that it can result in the displacement of parked vehicles to those roads immediately beyond its boundary where people park to avoid the charges and restrictions that apply inside the CPZ. Those residents and businesses who stated that they did not support the introduction of parking controls in their road were asked in a subsequent question whether they would want their road included in any scheme if parking controls were introduced in the road next to theirs. The responses to this question from residents and businesses are shown in Table 5.

Table 5. Response to question: 'If parking controls were introduced in the road next to yours would you want your road to be included?'

Group	Number of Respondents ¹	No reply		Yes		No		Don't know	
		No.	%	No.	%	No.	%	No.	%
Resident	1955	58	3%	358	18%	1353	69%	186	10%
Business	365	7	2%	26	7%	306	84%	26	7%

8.2 As shown in Table 5, 69 percent of residents and 84 percent of businesses would not want their road included if parking controls were introduced in the road next to theirs. A more detailed analysis of the results from residents reveals that there was only one road in which a majority of residents were opposed to the introduction of parking controls where a majority then said that they would support the inclusion of their road in the scheme if parking controls were introduced in the road next to theirs.

9. Days and Hours of Control

9.1 Residents and business inside the consultation area were asked whether they supported the proposed operational hours for the scheme of 8am to 6pm seven days a week. The response to this question is presented in Table 6.

¹ Total number of respondents who indicated in previous question that they did not support the introduction of parking controls in their road

Table 6. Level of support for proposed days and hours of control

Group	Number of Respondents	No reply		Yes		No		Don't know	
		No.	%	No.	%	No.	%	No.	%
Resident	3422	173	5%	1147	33%	1972	58%	130	4%
Business	419	13	3%	44	11%	352	84%	10	2%

9.2 In total 58 percent of residents and 84 percent of businesses in the consultation area said that they did not support the proposed days and hours of operation. Those respondents who stated that they did not support the proposed days and hours were asked what their preferred days and hours of operation would be in a subsequent question. The results of the analysis of support for different days of operation are presented in Table 7 and for different hours of operation are presented in Table 8.

Table 7. Support for different days of operation

Group	Number of Respondents ²	No reply		Monday to Friday		Monday to Saturday		Seven days	
		No.	%	No.	%	No.	%	No.	%
Resident	2102	764	36%	726	35%	358	17%	167	8%
Business	362	196	54%	95	26%	43	12%	8	2%

Table 8. Preference for different hours of control

Group	Number of Respondents ²	No reply		Start before 8am.		Start after 8am.		Finish before 6pm.		Finish after 6pm.	
		No.	%	No.	%	No.	%	No.	%	No.	%
Resident	2102	764	36%	138	7%	583	28%	614	29%	196	9%
Business	362	196	54%	9	2%	81	22%	84	23%	18	5%

9.3 Although a majority of residents stated that they did not support the proposed days and hours of control a considerable number still indicated that they did. The results of Tables 6 and 7 can be combined to show the overall preferences for different days of control amongst residents and businesses. These are presented as pie charts in Figures 1 and 2. As shown in Figure 1, a majority of residents who stated their preference indicated that they would prefer 7 day controls. As shown in Figure 2, a majority of businesses did not state their preference; of those that did a majority indicated that they would prefer Monday to Friday controls. Representation was made during the consultation about the potential impact of Sunday controls on those attending church.

² Total number of respondents who indicated that they did not support the proposed days and hours of operation set out in the consultation leaflet

Figure 1. Residents' preferences for days of operation

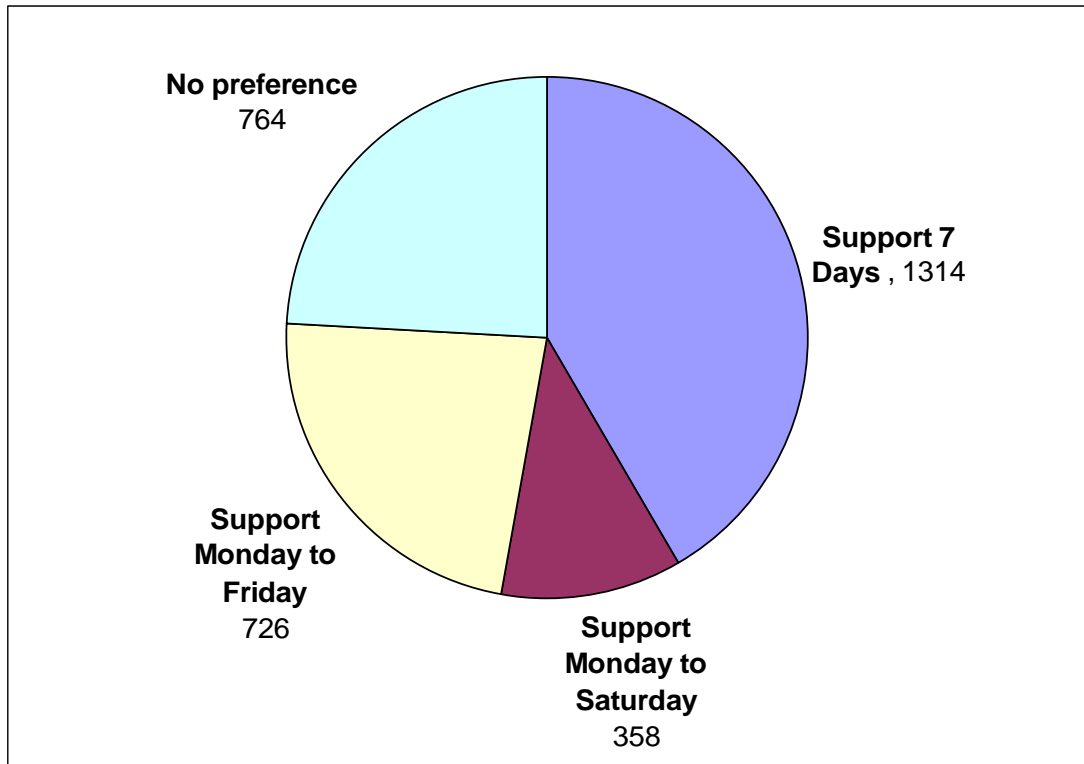
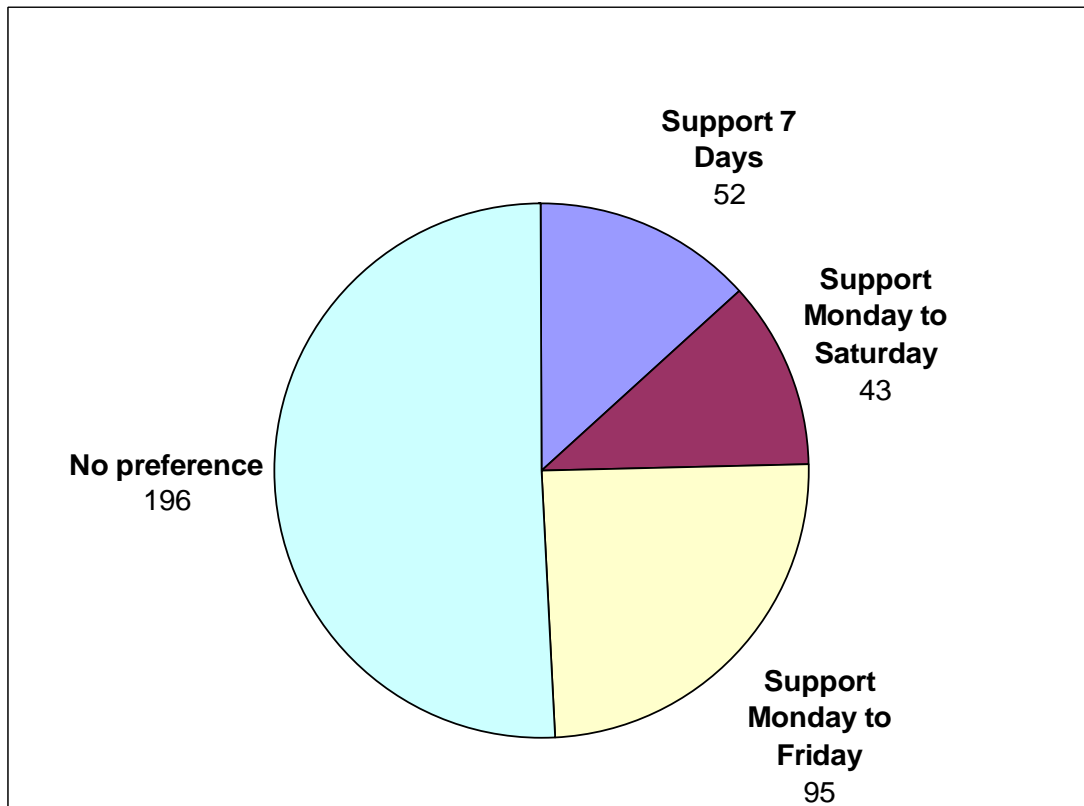


Figure 2. Business' preferences for days of operation



9.4 It is possible to combine the results shown in Tables 6 and 8 to show respondents overall preferences for different days of control. These combined results are presented in Figure 3 for residents and Figure 4 for businesses. As shown in Figure 3 a majority of residents who indicated their preference supported controls that started at 8am and finished at 6pm. As shown in Figure 4, a majority of businesses did not indicate a preference for particular times of operation. However, a majority of those who did indicate a preference supported controls starting after 8am and finishing before 6pm. The existing CPZ in the town centre operates on Monday to Saturday from 8am to 6pm.

10. Higher charges on the seafront

10.1 Respondents were asked in the questionnaire whether they supported the introduction of higher charges on the Seafront during the summer months than in the winter. The results of the analysis of the responses to this question are presented in Table 9.

Table 9 Support for higher charges on the seafront during the summer months

Group	No.	No reply		Yes		No		Don't know	
		No.	%	No.	%	No.	%	No.	%
Resident	3422	119	3%	1212	35%	1893	55%	198	6%
Business	419	7	2%	98	23%	304	73%	10	2%

10.2 As shown in Table 9, 55 percent of residents and 73 percent of businesses said that they did not support the introduction of differential charges on the seafront.

11. Use of financial surpluses

11.1 It is a requirement of Government legislation that a parking scheme of the type that is being proposed for Eastbourne must be at least self financing. If the scheme did make a surplus this can only be spent on improvements to the transport system in Eastbourne. Residents and businesses were asked how strongly they supported or opposed the use of these funds for different improvements. The results of the analysis of this question are shown in Figure 5 for residents and Figure 6 for businesses.

11.2 The results for residents' level of support for different transport improvements shows that more than 50 percent strongly supported or supported the use of any parking surplus to fund all of the transport improvements listed apart from bus priority improvements. More than 50 percent of businesses gave strong support or support for all of the measures, apart from road safety improvements and bus priority measures.

Figure 3. Residents' preferences for times of operation

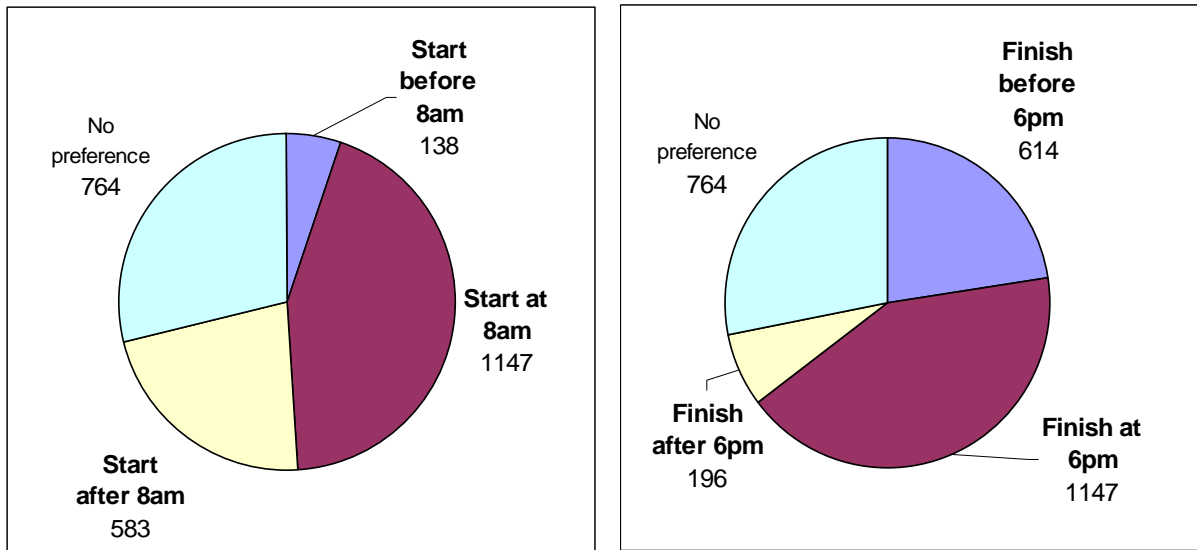


Figure 4. Business' preferences for times of operation

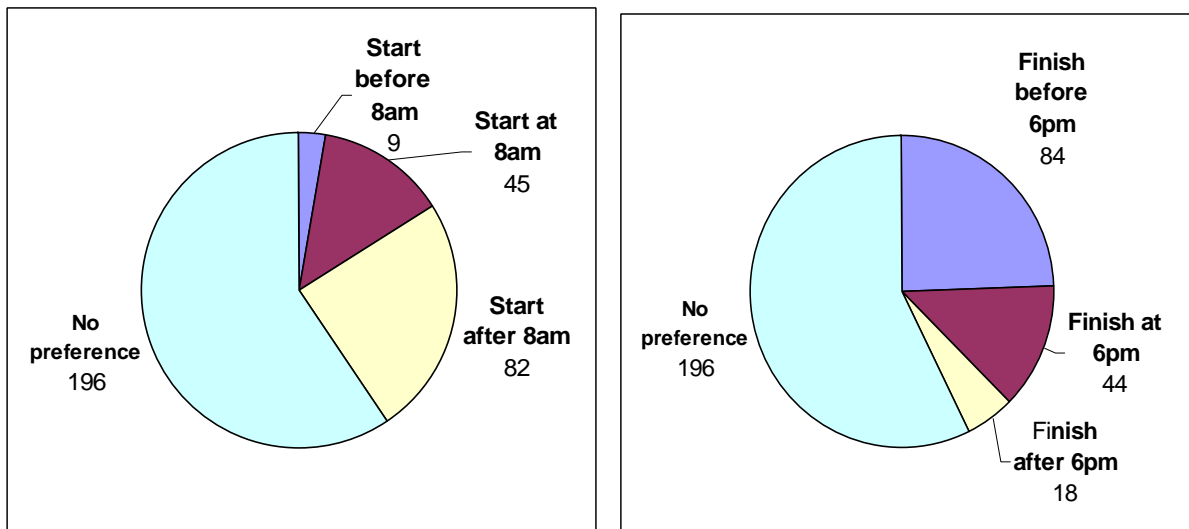


Figure 5. Residents' level of support for use of surpluses for different transport improvements

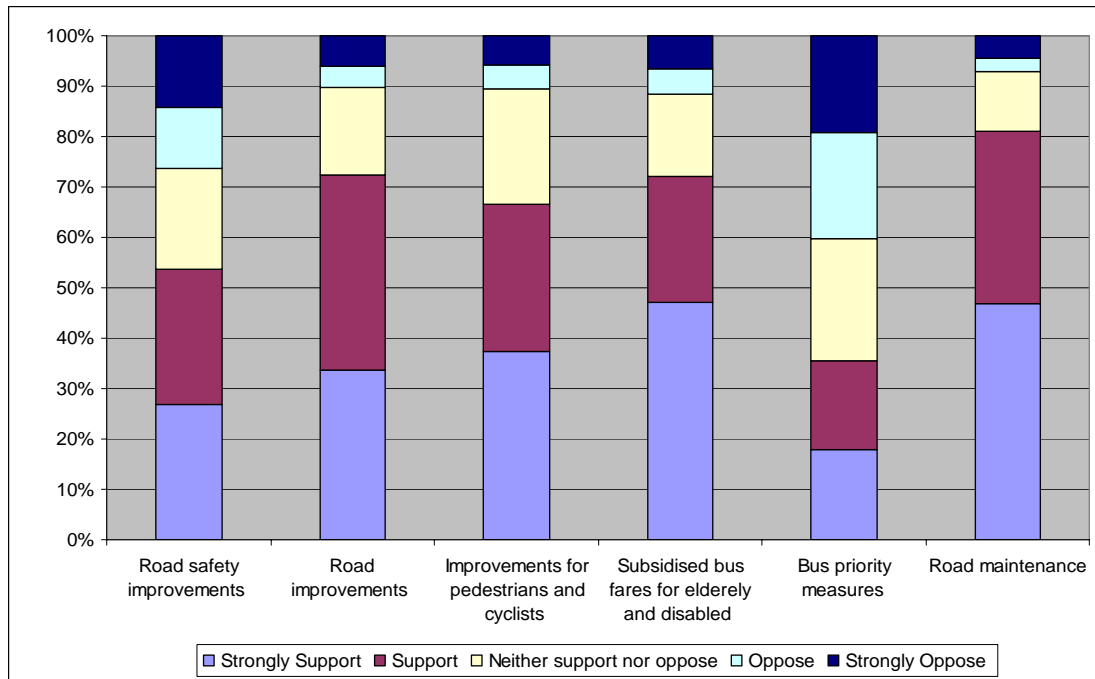
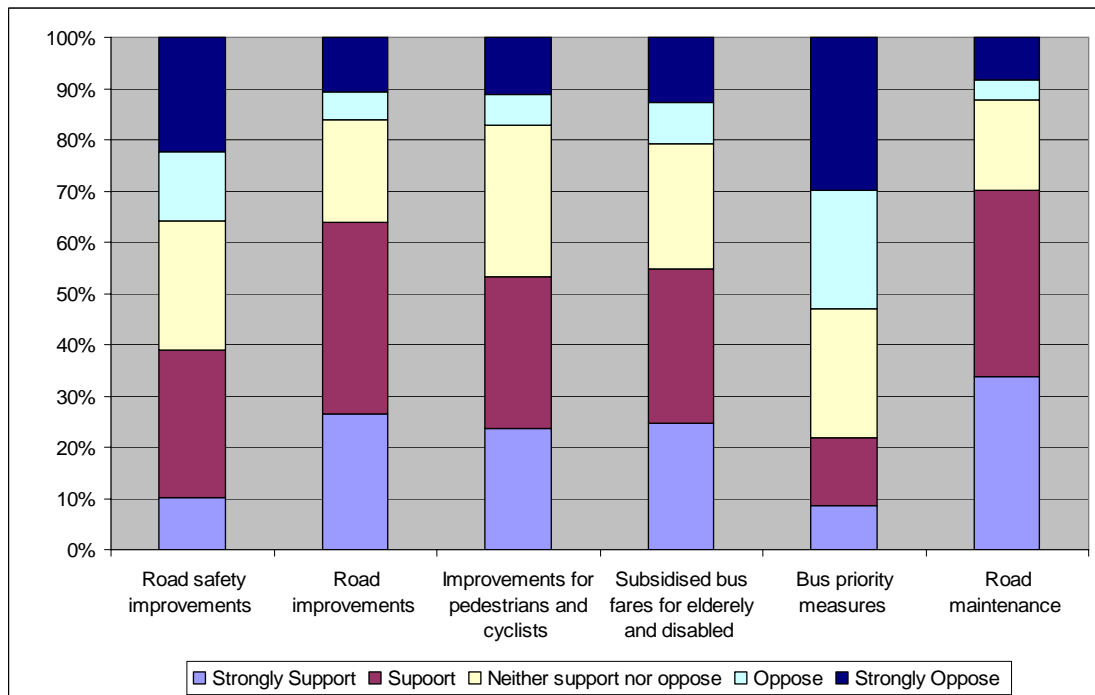


Figure 6. Business' level of support for use of surpluses for different transport improvements



12. Views on the consultation document

12.1 Both the resident and business questionnaires sought respondents' views on the amount of information provided in the consultation document. The results of the analysis of this question are presented in Table 10. The 'no replies' have been excluded from the figures presented in Table 10. The figures presented in Table 10 show that 76 percent of residents and 61 percent of businesses felt that the amount of information provided was about right.

Table 10. Views on the amount of information provided in the consultation document

Group	Number of Responses	About right		Not enough		Too much	
		No.	%	No.	%	No.	%
Resident	3015	2283	76%	594	20%	138	5%
Business	359	220	61%	121	34%	18	5%

13. Analysis of Additional Comments

13.1 The resident and business questionnaires gave respondents the opportunity to make any additional comments about the proposals. Not surprisingly comments were made on a large range of issues some of which were not relevant to the consultation on the parking proposals. Where possible these were grouped together. The comments recorded during calls to the consultation telephone hotline, in letters, e-mails and in the comments books at the exhibition have also been included in this analysis.

13.2 The results of the analysis of the comments made by residents and businesses are shown in Figures 3 and 4 respectively. The categories on these two pie charts have been plotted in the same order for ease of comparison. Overall it can be seen that the majority of comments made by both residents and businesses related to the introduction of charging, concern about the potential impact of charges and the levels of the proposed charges.

14. Conclusions

14.1 In conclusion there was a good level of response to the consultation with the responses rates from both residents and businesses well above the normal level for this type of consultation. Overall a majority of residents and businesses within the consultation area who replied to the consultation did not support the introduction of the parking proposals in their road. However, an analysis of the results on a street by street basis indicates that a majority of residents in and immediately around the existing CPZ supported the introduction of the parking controls. There was also support for the proposals in a small area in the Meads. By contrast businesses from across the consultation area were against the proposals.

Figure 3. Comments made by residents

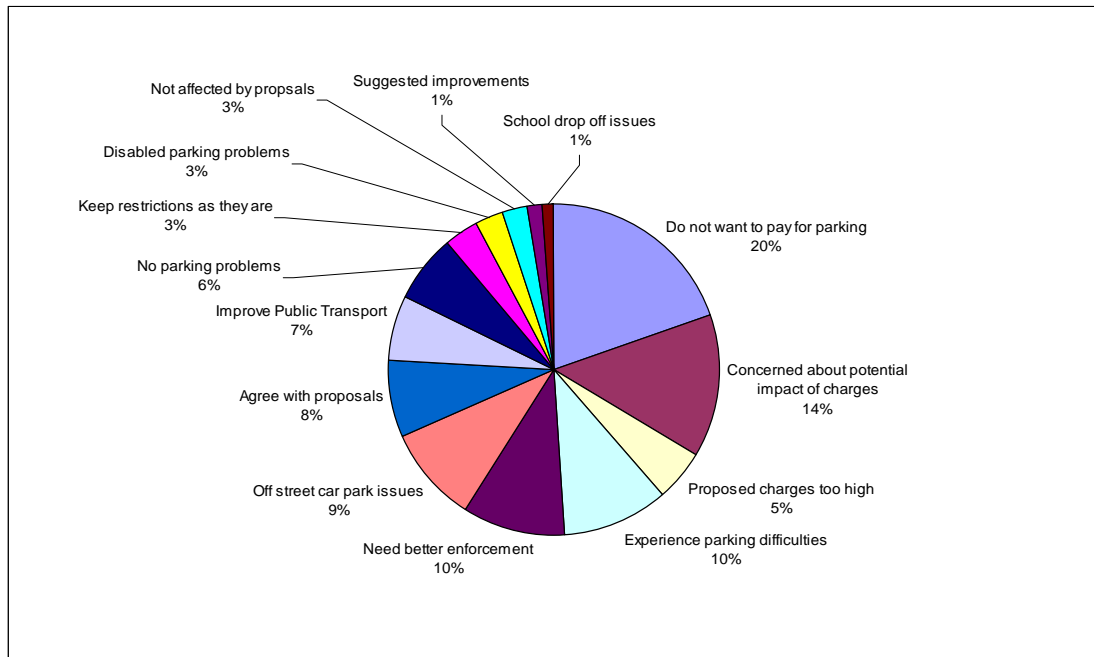


Figure 4. Comments made by businesses

