

Parking in Central Edinburgh during Summer and Winter Festivals

Transport, Infrastructure and Environment Committee

13 September 2012

1 Purpose of report

- 1.1 To notify the Committee that in order to implement free parking in on-street pay and display parking bays in the city centre, east end and west end over the summer festival period, the Director of Services for Communities, in consultation with the Convener of this Committee, proactively advertised the relevant Notices in advance of the Committee.
- 1.2 To notify the Committee of action taken under the delegated authority of the Director of Services for Communities amending parking charges in order to support the 'Alive after Five' summer campaign.

2 Summary

- 2.1 During the run up to Christmas in 2006, a pilot scheme was developed in conjunction with city centre retailers to end pay and display parking restrictions at 5.30pm instead of 6.30pm. It was considered that this would enhance and promote the Edinburgh City Centre Experience and benefit retailers and shoppers alike.
- 2.2 Similar Christmas parking arrangements have been welcomed by retailers in the past and both Essential Edinburgh and Marketing Edinburgh were keen to carry out a similar exercise during this year's summer and winter festivals under the banner of an 'Alive after Five' campaign in the city centre. To assist traders during the tram works, this proposal has been extended to include the east end and west end.

3 Main report

- 3.1 During the 'Alive after Five' campaign, there is no charge for parking after 5.00pm, Mondays to Saturdays inclusive, across the city centre, east end and west end.

- 3.2 Parking charges are normally in place until 6.30pm across most of the city centre, east end and west end, however charges on some of the streets around Leith Walk finish at 5.30pm. There are no parking charges in place north of McDonald Road in the east end. A full list of affected roads is contained in Appendix 1.
- 3.3 The summer 'Alive after Five' campaign ran from 6 August 2012 to 1 September 2012 inclusive.
- 3.4 It is proposed that Essential Edinburgh and Marketing Edinburgh should commission a study which will report on the success or otherwise of the summer campaign which will be presented to all stakeholders.
- 3.5 If the summer campaign is deemed to have been a success there are plans to repeat the campaign in December 2012 to support the winter festivals.
- 3.6 The proposals have been supported by city centre retailers from the outset, who agreed to open later whilst the 'Alive after Five' campaign is in place.
- 3.7 The Notice to introduce the parking charges for this year's summer festivals was advertised in the Scotsman on 13 July 2012 and the scheme was introduced on 6 August 2012. There was no right of objection to the Notice.
- 3.8 The Director of Services for Communities and the Convener considered that Standing Order 63 should be invoked and the Notice advertised in advance of this Committee.

4 Financial Implications

- 4.1 Based on historical evidence it is anticipated that the loss of revenue from the public parking scheme as a result of this campaign will be approximately £55,000 per month, £36,000 for the city centre, £14,000 for the west end and £5,000 for the east end.
- 4.2 A cost sharing exercise, for the summer campaign in the city centre, has been agreed in principle between the City of Edinburgh Council, Essential Edinburgh and Marketing Edinburgh.
- 4.3 Essential Edinburgh and Marketing Edinburgh will contribute £7,000 each, totalling £14,000, for the summer Campaign.
- 4.4 The remaining cost of £41,000, for the summer campaign, will be split between the Council's Economic Development division (£20,000) and Parking Operations (£21,000). Both these contributions can be contained within existing budgets.
- 4.5 Possible funding options to mitigate the anticipated loss of revenue for running a winter campaign, a further £55,000, have yet to be discussed and will be based upon the findings of Essential Edinburgh's and Marketing Edinburgh's report on the summer campaign.

5 Equalities Impact

- 5.1 An Equalities Impact Assessment (EqIA) pre assessment has been carried out by the author of this report. The EqIA pre assessment score was three meaning a full EqIA is not required.
- 5.2 Allowing for free parking after 5.00pm in the city centre, east end and west end could foster good relations with the majority of road users and businesses and could allow greater opportunity for access to the city.

6 Environmental Impact

- 6.1 There is a risk that free parking after 5.00pm in the city centre, east end and west end will encourage more visitors to the area by car which could contribute to perceived congestion and have an effect on air quality due to vehicle emissions.
- 6.2 However, it is considered that the perceived environmental impact will be minimal. Edinburgh's public transport network continued to be well utilised during previous Christmas parking campaigns and clear marketing and information will be used to encourage the public to consider all modes of transport when visiting the city.

7 Conclusions

- 7.1 Running 'Alive after Five' campaigns in Edinburgh will help to promote the city centre, east end and west end and hopefully boost retail activity during the busy summer and winter festival periods.

8 Recommendations

- 8.1 It is recommended that the Committee:
- a) note the decision taken by the Director of Services for Communities in consultation with the Convener of the Committee to implement free parking in on-street pay and display parking bays in the city centre, east end and west end over the summer festival period from 6 August 2012 to 1 September 2012 inclusive.
 - b) note that Essential Edinburgh and Marketing Edinburgh should commission a study which will report on the success or otherwise of the summer campaign which will be presented to all stakeholders
 - c) in future, to delegate to the Director of Services for Communities, in consultation with the Convener of this Committee, the power to amend the parking charges as required, in order to support proposals such as the 'Alive after Five' campaign.

Appendices	1 List and map of affected roads
Contact/tel/Email	Gavin Graham - 0131 469 3551 - gavin.graham@edinburgh.gov.uk
Wards affected	11 – City Centre 12 – Leith Walk
Single Outcome Agreement	Supports National Outcome 1 - ‘Edinburgh’s economy delivers increased investment, jobs, and opportunities for all’
Background Papers	n/a *

LIST AND MAP OF AFFECTED ROADS

City Centre (normally 6.30pm finish)

Charlotte Square	Frederick Street	George Street
Glenfinlas Street	Hill Street	North Castle Street
North St Andrew Street	Queen Street	St Andrew Square
St Colme Street	Thistle Street	Young Street

West End (normally 6.30pm finish)

Ainslie Place	Alva Street	Atholl Crescent
Chester Street	Coates Crescent	Drumsheugh Gardens
Great Stuart Street	Manor Place	Melville Crescent
Melville Street	Palmerston Place	Randolph Lane
Randolph Place	Rothsay Place	Rothsay Terrace
Rutland Square	Rutland Street	Stafford Street
Walker Street	William Street	

East End (normally 6.30pm finish)

Forth Street	Little King Street	Picardy Place
Register Place	Union Street	Waterloo Place

East End (normally 5.30pm finish)

Annandale Street	Barony Place	Barony Street
Broughton Place	Brunswick Road	Brunswick Street
Elm Row	Gayfield Square	Gayfield Street
Hart Street	Hopetoun Crescent	McDonald Road
Montgomery Street	New Broughton	Windsor Street

Note – roads within the area not included;
 Broughton Street – peak hour loading prohibitions, bays not available between 4.00pm and 6.30pm.
 Leith Walk – “Greenway” parking bays, no charge.

