

Transport and Environment Committee

10.00am, Tuesday, 29 October 2013

Parking in Central Edinburgh during the Winter Festival

Item number	7.4
Report number	
Wards	11 – City Centre, 12 – Leith Walk

Links

Coalition pledges	P28
Council outcomes	CO7, CO8, CO9, CO26
Single Outcome Agreement	SO1

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Executive summary

Parking in Central Edinburgh during the Winter Festival

Summary

Since 2006 the Council has worked, in conjunction with city centre traders, to develop a scheme which ends pay and display parking restrictions before the normal time of 5.30pm or 6.30pm. It was considered that this would enhance and promote the Edinburgh City Centre Experience and benefit retailers and shoppers alike.

This type of parking scheme has 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 winter festival under the banner of an 'Alive after Five' campaign in the city centre. To assist traders who have been inconvenienced by the tram works, this proposal will cover the same roads as last year.

Recommendations

It is recommended that Committee:

- 1 agrees to implement a zero charge, from 2 to 28 December 2013, at the various pay and display parking places on the roads listed in Appendix 1, between the hours of;
 - a) 5.00pm to 6.30pm on the roads within the Central Zones, of the Controlled Parking Scheme;
 - b) 5.00pm and 5.30pm on the roads within the Peripheral and Extended Zones, of the Controlled Parking Scheme; and
- 2 instructs the Director of Services for Communities to advertise the relevant notices to introduce this arrangement
- 3 notes that a further report will be submitted next year to the Committee on ways in which sustainable transport contributes to positive promotion of the city centre.

Measures of success

Running the 'Alive after Five' campaign in Edinburgh will assist to promote the city centre, east and west end and boost retail activity during the winter festival.

Financial impact

Based on evidence from last year it is anticipated that the loss of revenue from the public parking scheme as a result of this campaign will be approximately £47,000, £30,000 for the city centre, £13,500 for the west end and £3,500 for the east end.

A cost sharing exercise has been agreed in principal between the City of Edinburgh Council, Essential Edinburgh and Marketing Edinburgh.

Essential Edinburgh and Marketing Edinburgh will contribute £15,000. A further £15,000 is available from Economic Development. The remaining cost of £17,000 will be contained within the existing Parking budget.

Equalities impact

Consideration has been given to the relevance of the Equalities Act 2010 and further consultation is not required, outwith that proposed, as there will be no decrease to the number of parking places available and no impact on those covered by the Protected Characteristics.

Allowing for free parking after 5.00pm in the city centre, east end and west end will foster good relations with the majority of road users and businesses.

Sustainability impact

It is expected that there will be no adverse environmental impacts as a result of this report. In the report, "Edinburgh's City Centre Evening Experience Survey Results", prepared by Marketing Edinburgh and Essential Edinburgh, which was presented to the Policy Development and Review Sub-Committee of the Transport and Environment Committee on 10 May 2013, it was noted that the parking element of the Alive after Five scheme was a minor incentive for people to come in to the city. Only a small percentage of visitors during this period thought that the ability to park free encouraged them to stay longer in the city.

However, based on the research that was conducted last year, free parking offered an opportunity to boost the city's economy by encouraging car drivers to stay later after work, or after an afternoon visit. It could also potentially encourage those from outside of town who were planning to drive to another shopping destination to visit the city centre. In the first instance no additional congestion or environmentally problematic churn would be created and in the second instance there are no additional journeys.

Stakeholders are committed to improving access to the city centre experience through the ongoing promotion of sustainable modes of transport. The city centre is easily accessed by public transport boasting a major train station, excellent bus services and the tram as well as dedicated cycle lanes and well used pedestrian routes. A coordinated campaign encouraging visitors to utilise sustainable transport options will be delivered in future years and a report will be submitted to Committee regarding this next year.

The parking incentive was seen as a positive, but not as the key driver of success. At the meeting of the Policy Development and Review Sub-Committee of the Transport and Environment Committee, on 10 May 2013, it was indicated that parking promotions could be part of future city centre promotions, where appropriate and only if in partnership with the promotion of other (more environmentally friendly) forms of transport. Taking this into account, no on-street parking incentives were sought for the Summer Festival in 2013.

For a period during the Winter Festival Essential Edinburgh and Marketing Edinburgh will seek support from NCP, who operate off-street car parks in Edinburgh, and will promote travel by train and bus as well as use of park and ride sites as part of the 'Alive after Five' communication plan. It is hoped that this communications strategy will encourage visitors to make informed choices about the best and most environmentally friendly mode of transport to use when visiting the city.

Consultation and engagement

Similar arrangements have been welcomed by retailers in the past and both Essential Edinburgh and Marketing Edinburgh are keen to carry out a similar exercise during this year's winter festival.

Local members were consulted by email on 20 September 2013, no comments received to date.

Background reading/external references

The following background reading is available:

- List and plan of the roads within the Controlled Parking Scheme where the proposal will apply.
- Correspondence with Essential Edinburgh and Marketing Edinburgh.
- [Marketing Edinburgh / Essential Edinburgh – Edinburgh's City Centre Evening Experience Survey Results.](#)

Parking in Central Edinburgh during the Winter Festival

1. Background

- 1.1 Essential Edinburgh and Marketing Edinburgh have asked for pay and display parking restrictions to end at 5.00pm instead of the present finish times of 5.30pm or 6.30pm (depending on the area).
- 1.2 The Traffic Regulation Order governing the Controlled Parking Scheme restricts parking until 6.30pm, Mondays to Saturdays inclusive, on all roads with the Central Zones, and 5.30pm, Mondays to Fridays, on all roads within the Peripheral and Extended Zones.
- 1.3 The proposal to end the restrictions earlier will introduce free parking at the pay and display parking places for one hour and thirty minutes in Central Zone parking places and thirty minutes in Peripheral and Extended Zone parking places.
- 1.4 All other restrictions such as yellow lines and residents' parking places will operate as normal.

2. Main report

- 2.1 During the 'Alive after Five' campaign, there is no charge for parking after 5.00pm, Mondays to Saturdays inclusive, on roads with the Central Zones and Mondays to Fridays inclusive, on roads within the Peripheral and Extended Zones of the Controlled Parking Scheme.
- 2.2 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 roads around Leith Walk finish at 5.30pm. There are no charges at the parking places along the Leith Walk 'Greenway' corridor, or on any of the roads north of McDonald Road. In addition, on the Broughton Street corridor, pay and display parking places only operate outwith the 'peak hour' prohibitions and as parking at these bays is only permitted until 4.00pm, this road will not be included in the proposals. A full list of roads is contained in Appendix 1.
- 2.3 Last year Albany Street was not included in the roads where the free parking was permitted, as the parking places were suspended to allow for traffic diversions. Now this arrangement has ended and as this road is within the scheme, it is proposed that the pay and display parking places should be included in the campaign area for 2013.

- 2.4 Last year the summer 'Alive after Five' campaign ran from 6 August 2012 to 1 September 2012 and the winter campaign from 3 December 2012 to 5 January 2013 inclusive.
- 2.5 A study commissioned by Essential Edinburgh and Marketing Edinburgh showed that the 'Alive after Five' campaign helped promote the City Centre, East End and West End and boosted retail activity during the busy summer and winter festival periods. It was noted that free parking was of some benefit to a small number of visitors to the City during the winter festival. Most importantly it helped to boost the city centre's competitiveness over the period. This year free parking was not provided as part of the summer festival, but it is considered it would be beneficial during the winter festival.
- 2.6 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 £47,000. £30,000 for the city centre, £13,500 for the west end and £3,500 for the east end. A cost sharing exercise has been agreed in principle between the City of Edinburgh Council, Essential Edinburgh and Marketing Edinburgh.
- 2.7 Essential Edinburgh and Marketing Edinburgh will contribute £15,000. A further £15,000 is available from Economic Development. The remaining cost of £17,000 will be contained within the existing Parking budget.
- 2.8 Research by Marketing Edinburgh and Essential Edinburgh conducted last year, indicated that free parking boosted the city's economy by encouraging car drivers to stay later after work, or after an afternoon visit. These drivers would benefit from free parking but not add to the congestion. The free parking could also potentially encourage those from outside of town who were planning to drive to another shopping destination to visit the city. As these drivers had already made the decision to travel by car there would be no additional journeys.
- 2.9 At the meeting of the Policy Development and Review Sub-Committee of the Transport and Environment Committee, on 10 May 2013, it was indicated that parking promotions could be part of future city centre promotions, where appropriate and only if in partnership with the promotion of other forms of more environmentally friendly transport.
- 2.10 For a period during the Winter Festival Essential Edinburgh and Marketing Edinburgh will seek support from NCP, who operate off-street car parks in Edinburgh, and will promote travel by train and bus, as well as use of park and ride sites, as part of the 'Alive after Five' communication plan. It is hoped that this communications strategy will encourage visitors to make informed choices about the best and most environmentally friendly mode of transport to use when visiting the city.

3. Recommendations

3.1 It is recommended that Committee:

3.1.1 agrees to implement a zero charge, from 2 to 28 December 2013, at the various pay and display parking places on the roads listed in Appendix 1, between the hours of;

a) 5.00pm to 6.30pm on the roads within the Central Zones, of the Controlled Parking Scheme.

b) 5.00pm and 5.30pm on the roads within the Peripheral and Extended Zones, of the Controlled Parking Scheme;

3.1.2 instructs the Director of Services for Communities to advertise the relevant notices to introduce this arrangement; and

3.1.3 notes that a further report will be submitted next year to the Committee on ways in which sustainable transport contributes to positive promotion of the city centre.

Mark Turley

Director of Services for Communities

Links

Coalition pledges	P28 - Further strengthen our links with the business community by developing and implementing strategies to promote and protect the economic well being of the city.
Council outcomes	CO7 - Edinburgh draws new investment in development and regeneration. CO8 - Edinburgh's economy creates and sustains job opportunities. CO9 - Edinburgh residents are able to access job opportunities CO26 - The Council engages with stakeholders and works in partnership to improve services and deliver on agreed objectives.
Single Outcome Agreement	SO1 - Edinburgh's Economy Delivers increased investment, jobs and opportunities for all.
Appendices	1. List and plan of affected roads

Appendix 1

LIST AND PLAN OF AFFECTED ROADS

City Centre (normally 6.30pm finish)

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

West End (normally 6.30pm finish)

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

East End (normally 6.30pm finish)

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

East End (normally 5.30pm finish)

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

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.

