Isle of Wight Council

Isle of Wight Parking Strategy 2016-2021

Final Report

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100 St John Street, London, EC1M 4EH

Tel: +44 (0)20 7250 7500

Email: transport@wyg.com

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Prepared by:	Cesar Calvo	Signed:	

Contributed by:	Robert Davies / Hannah Rowlinson	Signed:	H. Rowlinson.

Checked by:	Stephen Evans	Signed:	

Verified by:	Paul Smith	Signed:	

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Contents

Tables

Figures

Appendices

1 Introduction

Introduction

1.1 WYG is commissioned by the Isle of Wight Council (the 'Council') to develop an island-wide parking strategy for the period 2016-2021. The purpose of this strategy is to provide a consistent island-wide policy framework for the management of parking across the island, both within Council-managed off-street car parks and on-street.

1.2 The parking strategy set out within this document provides a high level island-wide recommended policy position for the Council with regard to a number of key factors, including the following:

- The effective management of parking on the Isle of Wight, consistent with both national and local policies regarding parking and sustainability;
- Management of Council owned car parking stock;
- Car parking standards/guidelines;
- Setting of appropriate parking tariffs, which aim to maximise revenue whilst ensuring that Council owned and managed parking is well utilised;
- Parking for tourists and visitor attractions;
- Parking at the Isle of Wight's ferry terminals; and
- Appropriate parking provision for specific user groups including mobility impaired users.

1.3 The overarching aims and objectives for this strategy are set out as follows:

Aims

- Provide a consistent island-wide policy framework with specific objectives and targets;
- Support retail, business and leisure economy;
- Protect the interests of residents, businesses and tourists; and
- Achieve consistency with relevant transport policy and guidance (at national and local levels), and regeneration and community strategies and objectives.

Objectives

- Identify existing and potential future parking issues, related to both on and off-street parking;
- Improve the experiences of residents, business users, visitors and tourists in respect of car parking;
- Increase the efficiency of on and off-street parking areas to reduce congestion and searching times, and to ensure that different types of users are able to park in the most appropriate car parking areas for their needs;
- Protect the interests of residents and their visitors regarding parking in residential streets, business users and commuters in commercial areas, and tourists in holiday destinations.
- Concentrate demand for off-street parking in the most efficient and accessible car parks, which could in turn lead to the re-purposing of under-utilised car parking assets and the further ability to release the value of these re-purposed assets; and
- Provide additional car parking capacity where it is most needed (instead of continuing to provide under-utilised parking at newly re-purposed sites).

The Need for an Effective Parking Strategy

1.4 The ease and convenience with which residents, business users and their customers, tourists and visitors can access a location by car can have a major influence on a local area's economic vitality.

1.5 The benefits of an effective parking strategy are self-evident. Improving the management of parking in a particular area can provide:

- Greater support for local residents and visitors;
- Support for local businesses;
- A reduction in traffic congestion;
- An improved local environment, including reduced carbon emissions; and
- Optimised and more reliable revenue streams.

1.6 However, it is increasingly important for local authorities to recognise the significance of striking a balance between effective management of car parking and providing a suitable number of spaces, and maximising potential revenue streams.

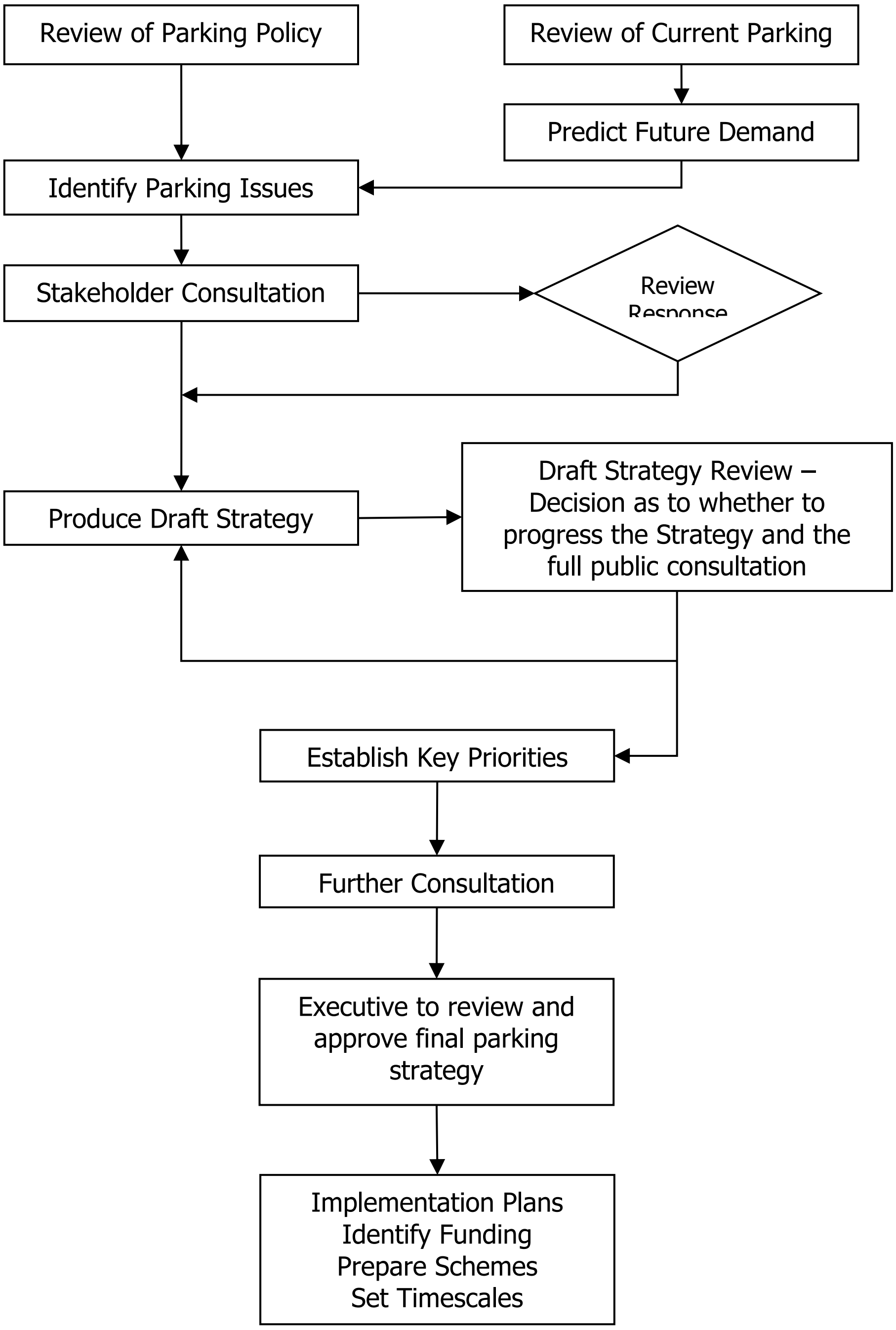
1.7 Car parking plays a key role in facilitating and supporting the Isle of Wight's retail, business and leisure economy, for the residents, tourists and visitors to the island. The needs of these different users with regards to car parking can vary greatly, between for example short stay / high turnover parking requirements in town centres for shopping and business visitors, and long stay parking in outer areas for commuters and tourists. It is vital that this parking strategy addresses the needs and concerns of all potential users of car parking on the island.

Development of the Parking Strategy

1.8 This strategy has been developed following an initial consultation with town and parish councils, business associations and local transport operators; as well as an extensive course of information gathering. Information reviewed which has informed this parking strategy includes existing on and off-street car parking provision, car park usage and ticketing, and a detailed review of parking policy.

1.9 A Strategy Development Flowchart, detailing the extensive process that has been followed in developing this strategy thus far, and is anticipated will continue to be followed in the lead up to the finalisation of this strategy, is presented in **Figure 1.1**.

Figure 1.1 Parking Strategy Development Flowchart



2 Policy Framework

Introduction

2.1 This chapter sets out the policy framework for the strategy, which has been developed and informed in the context of national and local transport and parking policy.

2.2 A review of 'best practice' parking strategies which have been prepared by other county councils and local authorities is also included in this chapter. The purpose of this review is to identify examples of parking strategies which have been shown to work well in particular circumstances, and which may be drawn upon in the development of the parking strategy for the Isle of Wight.

2.3 The following policy documents have been reviewed in this chapter:

2.4 National Policy

- Road Traffic Regulation Act (1984);
- Road Traffic Act (1991); and
- Government's National Planning Policy Framework (NPPF) (2012).

2.5 Regional and Local Policy

- Isle of Wight Council: Strategic Asset Management Plan (Version 3) (2006);
- Island Transport Plan (2011);
- Island Plan: Core Strategy (2012); and
- Isle of Wight Council: Corporate Plan (2015).

National Policy

Road Traffic Regulation Act (1984)

2.6 The Road Traffic Regulation Act (1994) granted local authorities powers to manage traffic on local roads including the provision and regulation of on-street and off-street parking. Parking places are specified and legally enshrined through Traffic Regulation Orders (TROs).

Road Traffic Act (1991)

2.7 The Road Traffic Act (1991) made provision for the de-criminalisation of the majority of parking related offences giving local government the authority to enforce parking regulations and, if necessary, take civil action against those committing parking offences.

2.8 This purpose of this Act was to make provisions for road network management and road works. It introduced Traffic Officers employed by the Highways Agency with powers to regulate traffic on the strategic road network.

2.9 In addition, the Act added new provisions for the civil enforcement of traffic offences including parking. Further legislation on civil enforcement was made in 2007 and came into force in 2008 setting out all general regulations and for representations and appeals. The Network Management Duty, Section 16 of the Act, requires authorities to ensure road networks are managed so as to ensure all road users can move efficiently.

Government's National Planning Policy Framework (NPPF) (2012)

2.10 The National Planning Policy Framework (NPPF) was published by the Government on 27 March 2012 and replaced all previous Planning Policy Guidance Notes (PPGs) and Planning Policy Statements (PPSs), including *PPG13: Transport*. The NPPF sets out the Government's planning policies for England and how these are expected to be applied at a local level by local planning authorities.

2.11 The key objective of the NPPF is to promote sustainable development. The document sets out three dimensions to this role:

- **An economic role** – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- **A social role** – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and
- **An environmental role** - contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

2.12 PPG13 has been replaced by 'Chapter 4: Promoting Sustainable Transport' within the NPPF, which provides guidance on transport and parking specifically. Paragraph 39 of the framework sets out the following guidance regarding parking standards:

> *"If setting local parking standards for residential and non-residential development, local planning authorities should take into account:*
>
> - *the accessibility of the development;*
> - *the type, mix and use of development;*
> - *the availability of and opportunities for public transport;*
> - *local car ownership levels; and*
> - *an overall need to reduce the use of high-emission vehicles."*

2.13 The NPPF calls on local authorities to seek to improve the quality of town centre parking, improving safety, security, convenience and charging that facilitate growth and promote the vitality of town centres. Paragraph 40 of the framework states:

> *"Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be appropriate."*

Regional and Local Policy

Isle of Wight Council – Strategic Asset Management Plan (Version 3) (2006)

2.14 The Isle of Wight Council *Strategic Asset Management Plan* (Version 3) presents the first draft of the Council's corporate property strategy and, although it was adopted in October 2006, it represents a strategic approach to the consideration of the council's property and accommodation requirements and includes a section relating directly to car parks on the Island.

2.15 Chapter 5 of the document relates to the strategy of the council with regards to property and accommodation decisions, which states that:

> *"It is anticipated that where our car parks are located on or adjacent to key opportunity sites, they may play a key role in the Island's regeneration. However, it is necessary for any change in the extent or nature of car parking provision to be carefully assessed alongside other priorities. A review of this element of the portfolio needs to consider whether car parking needs to be retained at existing levels, or whether sites can be released for development. Where levels must be retained, consideration should be given within wider regeneration proposals to the options for relocation of car parking provision, or integration within development proposals.*
>
> *It is anticipated that there may be opportunities to lever funding from the private sector for development over existing car parking sites. Our review of this element of the estate needs to categorise our car parks according to development potential, and the potential to derive social, regeneration and/or urban form improvements."*

(Paragraph 6.25)

2.16 The document also considers the action required to fully realise the strategic potential of the council's car parks. According to the document, the action required is to 'review the opportunities for the reconfiguration of community hall provision, in partnership with other community organisations'.

Island Transport Plan – Strategy 2011-2038 (2011)

2.17 The Island Transport Plan (ITP) was formally adopted by the Council on 15 June 2011, and sets out the long term transport vision for the island between 2011 and 2038. The ITP is the Council's third Local Transport Plan (LTP), building upon the first two LTPs (LTP1 and LTP2) to fit with other local plans and initiatives.

2.18 As part of the development of the plan, the council have taken into account a range of policies and procedures including:

- Locally adopted and emerging plans;
- Previous LTP's;
- Statutory assessments;
- National transport legislation;
- Government guidance; and
- Local consultation and feedback.

2.19 The transport vision of the island, as set out in the plan, is:

> *"To improve and maintain our highway assets, enhancing accessibility and safety to support a thriving economy, improve quality of life and enhance and conserve the local environment."*

2.20 The transport vision is also broken down into six core goals, as set out below:

- *'Improve and maintain our highway assets;*
- *Increase accessibility;*
- *Improve road safety and health;*
- *Support economic growth;*
- *Improve quality of life; and*
- *Maintain and enhance the local environment.*

2.21 Although the Plan covers all aspects of transport on the island, there are several specific references made to parking availability, cost and viability within the document. For example, 'C.9.2 Journey time reliability and predictability' (p.20) states that:

> *"The council recognises that issues such as parking availability, cost, duration and signage can all impact on journey time predictability and end journey experience. This plan covers 27 years during which time the council will need to consider a range of strategic options including the possible development and/or expansion of existing park and ride facilities."*

2.22 As well as the visions and goals set out, the plan also includes six objectives which relate specifically to different aspects of transport, including parking. 'Objective B – Maintain and improve journey time reliability and predictability for all road users' addresses the need to address and limit congestion caused by the sheer weight of traffic on the island, particularly during the summer. It states that:

> *"We will help maintain and improve journey time reliability and predictability by:*
> - *Making the best use of road space;*
> - *Considering suitable locations for the introduction of bus and cycle priority;*
> - *Highway improvements to increase traffic flow (e.g. remodelling of junctions, bus priority, Urban Traffic Control (UTC);*
> - *Co-ordination of road works;*
> - *Improved signage;*
> - *Development of traffic management plans for major events;*
> - *Working with others (including Hampshire Constabulary on traffic and enforcement issues); and*
> - *Parking enforcement."*

Island Plan – Core Strategy (2012)

2.23 The Island Plan Core Strategy was adopted by the Council on 21 March 2012. It forms the central policy document of the Local Development Framework (LDF), which is called the Island Plan.

2.24 Paragraph 7.281 of the Core Strategy states that:

> *"Through the UDP, the Council operated a system of parking zones across the Island. This established the parking provision of new development to ensure that appropriate levels were delivered and maintained across the Island. This general approach will be updated in light of evolving national policy and guidance and will be set out in the Council's Residential and Non-Residential Parking Guidance Supplementary Planning Document."*

2.25 Policy TR16 of the UDP, entitled Parking Policies and Guidelines, has been replaced by Policy DM17: Sustainable Transport within the Core Strategy. Policy DM17 states that:

> *'The Council will support proposals that increase travel choice and provide alternative means of travel to the car. Development proposals will be expected to:*
>
> 1. *Contribute to meeting the aims and objectives of the Island Transport Plan.*
> 2. *Provide and improve accessibility for pedestrian, cycling, equestrian and public transport, especially when they.*
>   a. *create sustainable routes between urban and rural areas;*
>   b. *retain former railway line routes for future sustainable transport use;*
>   c. *provide new cycle routes as part of the national and/or local cycle network; and*
>   d. *provide safer routes to schools.*
> 3. *Comply with the Council's Residential and Non-Residential Parking Guidance Supplementary Planning Document.*
> 4. *Demonstrate they are well-related to the Island's Strategic Road Network and that the network has adequate capacity to accommodate the development.'*

Isle of Wight Council – Corporate Plan 2015-17 (2015)

2.26 The Isle of Wight Council Corporate Plan 2015-17, published in 2015, sets the priorities designed to achieve the Council's vision of ensuring that 'the Island is a great place to live, work, and visit'. The Plan is one of the main immediate strategic planning documents, and sets out the local authority's focus for the two years covered by the plan.

2.27 The Corporate Plan sets out the Council's four priorities, which are:

1. Supporting growth in the economy, making the island a better place and keeping it safe;
2. Keeping children safe and improving their education;
3. Protecting the most vulnerable with health and social care, investing in support, prevention and continuing care; and
4. Ensuring that all resources available to the island are used in the most effective way in achieving the island's priorities.

2.28 Priority 1 in particular relates to transport, accessibility, and car parking in particular on the island. The Plan states that one of the ways in which the Council plan to support growth and make the island a better place to live is to '*complete the production of a car parking strategy which clearly identifies the criteria and objectives that will underpin its decisions in respect of the supply and management of parking services'*.

Best Practice Policy Review

2.29 For the purposes of providing an appropriate and effective parking strategy for the island, a number of relevant nationwide policy documents have been reviewed. These documents, which have been reviewed with the purpose of informing this strategy, have been effective in addressing similar issues in their respective areas and regions. It is considered that each of these will contribute to the overall framework of the strategy.

2.30 Each of the documents reviewed, as well as the individual best practice policies considered from each document, are provided in the following section of this chapter.

Carmarthenshire – Integrated Parking Strategy (2005)

2.31 Carmarthenshire's 'Integrated Parking Strategy' (CIPS) sets out aims and objectives of Carmarthenshire County Council to meet future travel and parking demands within the county, while balancing the needs for private and commercial parking, economic and environmental needs of the local community, and all relevant policy commitments.

2.32 Much like this developing strategy, the CIPS is not intended to provide detailed solutions to the parking needs of the region, but is rather intended to provide a framework for the next several years. As such, it has much in common with this strategy.

2.33 Given the scope of the CIPS, and its similarity to this strategy, the 'Development of Strategy' chapter of the Carmarthenshire IPS was considered to provide a useful base template for the development of this Strategy.

2.34 The development of the CIPS has been integrated into the development of this strategy, as shown in the Parking Strategy Development Flowchart presented in Figure 1.1. Aspects of the CIPS, such as consultation processes and the review of existing provision and policy, have been incorporated into this strategy.

Surrey County Council – Transport Plan: Parking Strategy (2011)

2.35 The Surrey County Council's Transport Plan: Parking Strategy, published in 2011, forms one of the key components of the Surrey Transport Plan. The objectives of the Surrey Parking Strategy (SPS) are to:

- Reduce congestion caused by parked vehicles;
- Make best use of the parking space available;
- Enforce parking regulations fairly and efficiently; and
- Provide appropriate parking where needed.

2.36 In order the achieve these objectives, the SPS focuses on three key areas:

- Management of on-street parking – manage on-street parking space to ensure optimum use;
- Operation of civil parking enforcement – fair and cost effective processes to reduce inappropriate parking; and
- Parking provision and policies – new developments to have appropriate levels for their function and location.

2.37 The management of on-street parking characteristics of the SPS were found to be relevant in informing this strategy, such as the management and enforcement of Controlled Parking Zones (CPZs) and the provision of parking permits, such as resident, business and visitor permits. Given that the Isle of Wight currently operates without any formal unified system of CPZ or resident permit facilities common across the island, these aspects of the SPS were found to be particularly useful in the formation of this strategy.

Oxfordshire County Council – Parking Policy (2014)

2.38 The Oxfordshire County Council Parking Policy, published in 2014, establishes a number of objectives for the effective management of parking in Oxfordshire, consistent with regional and national policies on travel choice and sustainable development. The Oxfordshire Parking Policy (OPP) aims to complement other local policies to reduce traffic growth by controlling the availability of parking spaces, both on and off-street, and by managing the overall supply of parking to meet priority uses.

2.39 One of the key objectives of the OPP, which is particularly relevant to this strategy, is:

> *"Sustain and enhance the vitality and viability of town centres: by the introduction of transport policies which support the prosperity of town centres and provide a balance of good public transport and short stay parking."*

2.40 The OPP sets out several Parking Management Plans, including one specifically dedicated to the management of on-street parking. Much like the Isle of Wight, the OPP states that in Oxfordshire, many parts of the county there is little or no need for on-street parking controls, while in key town centres and commercial areas, there is a need for stringent on-street parking controls. Where competition for spaces occurs in Oxfordshire, priority is given to short-stay parking, while longer stay parking is directed towards the periphery of town centres.

2.41 The structure and objectives for on-street parking controls within the OPP have provided a valuable framework for similar issues within this strategy.

Guildford Borough Council – Town Centre Parking Strategic Review (2013)

2.42 The Guildford Borough Council 'Town Centre Parking Strategic Review' (GTCPSR), published in 2013, is intended to provide a cohesive strategy for regulating parking provision within the centre of Guildford. The GTCPSR recognises the need of a Parking Management Plan as a means of managing the number of cars that enter congested urban areas, balanced against the need for parking for residents, businesses and visitors.

2.43 The GTCPSR has provided a valuable framework for the format of this strategy and is considered to provide a clear, concise and cohesive structure for the high-level policy position of this document. In addition, the policy analysis section of the GTCPSR was also found to be particularly useful as a means of positioning parking policy within relevant local, national and regional policy documents.

Wiltshire County Council – Car Parking Strategy (2011); and Somerset County Council – Parking Strategy (2012)

2.44 The Wiltshire County Council 'Car Parking Strategy' (WCPS) and the Somerset County Council 'Parking Strategy' (SPP), published in 2011 and 2012 respectively, both form part of their respective

Local Transport Plans, and provide high-level policy positions on a number of parking factors within Wiltshire and Somerset respectively.

2.45 Both the WCPS and SPP provide detailed frameworks for the provision of car parking standards for new developments within their areas, with an emphasis on parking standards for residential developments in particular.

2.46 The SPP includes details for how the methodology for the parking standards had been calculated, including the use of census data for car ownership and housing composition for different parts of the region, and the appropriate mix of parking (unallocated, on-street, visitor parking etc).

2.47 The WCPS also sets out a methodology for determining residential car parking standards, based on the following issues:

- Historic and forecast car ownership levels
- Factors influencing car ownership:
  - Dwelling size, type and tenure
  - Dwelling location
  - Availability of on-street and off-street parking
  - Availability of visitor parking
  - Availability of garage parking
- Residential car parking demand.

2.48 Both the SPP and the WCPS have been considered as a framework for the recommendation of car parking standards on the Isle of Wight, in line with local conditions and parking characteristics. Both documents have also provided a framework for the appropriate provision of disabled and accessible spaces.

3 Existing Parking Conditions and Supply

Introduction

3.1 This chapter provides an outline of the existing public car parking provision on the Isle of Wight, including Council operated car parks and on-street parking supply. It also provides a summary of existing parking restrictions currently in force on the island, including those referred to as 'Residents' Parking Places'.

Parking Restrictions

3.2 There are a number of parking controls currently in operation on the island, which restrict on-street parking where appropriate. However, there is no single coherent approach across the island.

Limited Waiting Restrictions

3.3 A number of streets across the island have limited waiting restrictions in force, which limit the time to which vehicles can park in specific areas and the time for which vehicles have to wait before returning to the area.

3.4 The type of limited waiting restrictions in operation vary depending on location, with limiting times varying between 30 minutes and four hours, and no return times varying between 15 minutes and four hours. The times for which restrictions are in force also varies, although the majority are in operation during peak business hours of Monday to Saturday between the hours of 08:00 and 18:00. Some are in operation at all times.

3.5 Detailed information regarding the times and restrictions in operation in individual areas across the island is provided at **Appendix A**.

Resident Parking Places

3.6 There are a number of streets and locations situated across the island which restrict on-street parking to local residents only, with conditions. These are known as Residents' Parking Places.

3.7 The scale of these zones where parking is restricted to resident only varies in size between a section of several bays on a street to an entire street or a several adjacent streets. The conditions of individual resident parking zones also vary in terms of enforcement times and exemptions for disabled badge holders.

3.8 Detailed information regarding the existing locations and conditions of individual residents parking zones across the island is provided at **Appendix A**.

Parking Permits

3.9 There are currently a number of parking permits available to residents and visitors to the Isle of Wight. Depending on the type of permit held these can allow permit holders to park in Council operated public car parks or on otherwise restricted on-street parking spaces.

Residential Permits

3.10 There are various permits available which allow residents to park close to their home, whether this is on-street within a parking zone, in pay and display locations, or within nearby Council operated car parks. The provision of residential parking currently operates on a town by town basis, as there is currently no consistent island-wide system for the issuing of parking permits or for the implementation of Residents' Parking Places.

3.11 A summary of all of the residents parking permits available, alongside conditions that apply to the individual permits, is provided in **Table 3.1**. It should be noted that general resident parking permits do not apply to on-street parking or parking within a defined Residents' Parking Place.

Table 3.1 Long Stay Car Park Tariff Structure

Permit	Conditions
Pay and Display Permit – Newport on-street	A resident who resides within a street in which pay and display is applicable (and who is the owner of the vehicle), may apply for an on street parking permit for that street.
Pay and Display Permit – Esplanades	A resident who resides on an esplanade in which pay and display is applicable (and who is the owner of the vehicle), may apply for a permit for that esplanade.
Pay and Display Permit – Ryde Esplanade	A resident who resides on Ryde Esplanade in which pay and display is applicable (and who is the owner of the vehicle), may apply for a permit for that esplanade.
Pay and Display Permit – The Parade	A resident who resides within a 100m radius of Cowes Parade (and who is the owner of the vehicle), may apply for a permit for Cowes Parade.
Resident's Permit – 200m Radius of Car Park	A resident who resides within a 200 metres radius of a council car park (and who is the owner of the vehicle), may apply for a permit for one named car park.
Resident's Zone Permit (car and motorcycle)	Residents' permits can be issued to residents living within an area in which a parking zone applies or to a business situated within an area in which a parking zone applies.
Resident's Zone Business Permit (car and motorcycle)	Residents' permits can be issued to residents living within an area in which a parking zone applies or to a business situated within an area in which a parking zone applies.
Resident's Zone Visitors Permit (car and motorcycle)	Residents' Visitors permits can be issued to residents living within an area to enable visitors to park within the zone whilst visiting the resident.

'All Island' Car Park Permits

3.12 'All Island' Car Park (AICP) permits allow parking for up to six hours in any Council long stay off-street car park, and for up to two hours in any Council operated short-stay car park. The cost of an AICP permit is currently £295.00 for a period of 12 months and can be paid by direct debit.

3.13 In addition to AICP permits, the Council also offers a supplementary permit, which allows unlimited parking in long stay off-street parking spaces. The cost of an AICP permit including the supplementary permit is £420.00 for a period of 12 months, which can also be paid by direct debit.

Visitor / Tourist Permits

3.14 A visitor / tourist permit can be purchased for use in on and off street pay and display parking bays managed by the Council. The permit is valid for all on and off street parking aside from the following car parks:

- Pier Square, Yarmouth;
- Yarmouth Harbour;

- Browns / Dinosaur Isle, Sandown; and
- Totland Esplanade.

3.15 The permit can be purchased to enable cars to park in designated car bays, and coaches / oversize vehicles to park within coach / oversize vehicle bays. The costs and conditions for car and coach vehicle permits are provided in **Table 3.2**.

Table 3.2 Visitor / Tourist Permits – Tariff Information

Type of Vehicle	Time	Tariff
Car	2 days	£11.50
	3 days	£17.75
	4 days	£22.75
	7 days	£39.25
	14 days	£72.75
Coach / Oversize	1 day	£10.50
	4 days	£41.25
	7 days	£62.25

Ferry Car Parks

3.16 Ferry services are available from several towns across the island, and provide the main method of travel between the island and destinations along the south coast of England. As well as functioning as key component of the island's tourism economy, they also provide a key commuter service between the island and, in particular, Portsmouth and Southampton.

3.17 Ferry services are available for both foot passengers and vehicles. Details of ferry services available from the island, together with information regarding parking provision at each of the island ferry ports (according to the respective ferry operators), is provided in **Table 3.3**.

Table 3.3 Isle of Wight Ferry Services and Parking Provision

Operator	Ferry Terminal	Destination	Ferry Type	Available Car Parking Nearby[1]
Hovertravel	Ryde Hoverport	Southsea	Passengers	- Quay Road CP: 252 spaces - St Thomas (Upper) CP: 150 spaces - St Thomas (Lower) CP: 58 spaces
Wightlink	Ryde	Portsmouth	Passengers	- Ryde Pier Head Terminal CP: 200 spaces (Approximately)[2]
	Yarmouth	Lymington	Passengers & Vehicles	- River Road CP: 253 spaces - Yarmouth Harbour: 40 spaces
	Fishbourne	Portsmouth	Passengers & Vehicles	- Limited spaces at terminal[2]
Red Funnel	West Cowes	Southampton	Passengers	- Brunswick Road CP: 42 spaces - The Parade: 91 spaces - M&S CP: 69 spaces [2] - Park Road CP: 155 spaces [2]
	East Cowes	Southampton	Vehicle	- Drop-off Parking area limited to 20 min free of charge - The Esplanade: 32 spaces

Note: [1] Car parking available within approximately 800m, about 10 minutes walk distance from ferry port terminals.
[2] Denotes non-Council managed car parks.

3.18 According to information provided by the respective ferry companies, car parking is available either at or within close proximity to each of the ferry terminals. However, aside from the Fishbourne and Ryde ferry terminals (both operated by Wightlink), passengers for ferry ports are directed to nearby short and long stay Council operated car parks. These car parks operate the standard Council car park tariff structure as detailed in the previous section of this chapter. As such they are also available to members of the public not using the ferry services.

3.19 The Fishbourne and Ryde dedicated ferry car parks operate under a separate Wightlink tariff structure. The tariff information for these ferry car parks is provided in **Table 3.4**.

Table 3.4 Ryde and Fishbourne Ferry Car Parks – Tariff Information

Time	Tariff
Up to 2 hours*	£1.60*
2-16 hours*	£6.20*
16-24 hours	£8.20
For any hours of 24, a daily rate will apply	£8.20
Evening and Overnight parking (16:00-05:00)	£4.20

Note: (*) Denotes tariff only available at Ryde Ferry Port Car Park

3.20 As shown in Table 3.4, the minimum tariff for parking at the Fishbourne ferry terminal, which operates the Fishbourne – Portsmouth ferry, is £8.20, which is the standard daily rate for parking at the terminal. The Ryde ferry terminal, which is served by the Ryde – Portsmouth passenger catamaran, offers short stay tariffs, including a minimum tariff of £1.60 for parking up to two hours. It is unlikely that this minimum tariff will be used by ferry passengers.

3.21 As well as offering car park charging on a pay and display basis, the Ryde and Fishbourne ferry terminals also offer discounted monthly car parking rates for Wightlink season ticket holders. Information regarding discounted parking for season ticket holders is provided in **Table 3.5**.

Table 3.5 Ryde and Fishbourne Ferry Car Parks – Tariff Information

Season Ticket	Monthly Tariff
For 30 Day Season Ticket, Academic Season Ticket or Book of 60 single passenger Multilink Ticket Holders	£67.00
For 90 Day Season Ticket holders	£65.00
For Annual Season Ticket holders	£61.00

Council Operated Car Parking

3.22 The Council currently operates and manages numerous public parking areas located throughout the island (including on-street and off-street facilities), both subject to chargeable tariffs and free of charge. These include parking facilities designated for short and long stay parking.

Long Stay Parking

3.23 According to information provided by the Council accompanied by a desk-based review, there are currently 57 long stay parking areas (hereafter referred to as 'LSPAs') located on-street and off-street throughout the island, which are subject to tariff charges and operated by the Council. These provide approximately 5,000 car parking spaces, including standard and disabled / accessible spaces. Spaces are also available for motorcycles and coaches.

3.24 The existing long stay car park inventory is provided at **Appendix B**. A summary of the approximate total and type of spaces available across the 57 LSPAs is provided in **Table 3.6**.

Table 3.6 Total Number of Spaces – Isle of Wight Long Stay Parking Areas

Type	Car Parking Spaces			Motor cycle	Coach Pay & Display
	Pay & Display	Disabled	Total		
LSPAs Subject to Charges *	4853	160	5013	47	63

Notes:
1. The total number of spaces might vary slightly due to rearrangement of the parking bays and unmarked spaces;
2. (*) denotes inclusion of eight LSPAs where charges apply from 2015.

3.25 The tariff structure currently in place for off-street and on-street long stay parking at the time of writing is provided in **Table 3.7**.

Table 3.7 Long Stay Car Park Tariff Structure

Time	Tariff
Up to 1 hour	£1.00
1 to 2 hours	£2.00
2 to 4 hours	£3.40
4 to 6 hours	£4.50
6 to 10 hours	£6.60
Additional hours	Please use Pay by Phone

Note. Charges apply 8am to 6pm, seven days a week, including bank holidays.

Short Stay Car Parks

3.26 There are currently 19 short stay parking areas (hereafter referred to as 'SSPAs') managed by the Council which are operating across the island. These offer approximately 1,070 car parking spaces, including standard and disabled / accessible spaces. Spaces are also available for motorcycles and coaches.

3.27 A summary of the approximate total and type of spaces available across these SSPAs is provided in **Table 3.8**, with the full inventory breakdown is provided in **Appendix C**.

Table 3.8 Short Stay Car Park Inventory

Town	Car Park	Spaces				
		Car Parking Spaces			Motorcycle	Coach
		P & D	Disabled	Total		P & D
Total		1007	63	1070	41	6

Note. The total number of spaces might vary slightly due to rearrangement of the parking bays and unmarked spaces.

3.28 Parking at the 10 designated Council operated short stay car parks is restricted to a maximum of three hours. The existing tariff structure at the time of writing is provided in **Table 3.9**.

Table 3.9 Short Stay Car Park Tariff Structure

Time	Tariff
Up to 30 minutes	£0.90
30 minutes - 1 hour	£1.30
1-2 hours	£2.40
Up to 3 hours	£3.40

Note. Charges apply 8am to 6pm, 7 days a week, 52 weeks a year.

Non Chargeable Car Parks

3.29 In addition to the long and short stay pay and display car parks, the Council also operates 24 non-chargeable parking areas across the island. The majority of these are limited to a maximum duration of stay of 24 hours. Altogether, they offer approximately 900 marked and unmarked parking for cars, motorcycles and coaches. The full inventory breakdown is provided in **Appendix D** for information.

On-Street Pay and Display

3.30 On-street pay and display locations are provided in two designations:

- Short-stay of up to two hours is available within Newport and St Mary's Road, Cowes, to promote a higher turnover of spaces within the town centres; and
- Long-stay on street is available on esplanades, Ryde Canoe Lake, Cowes Parade and Yarmouth Common. Charges are seasonal (March – October) on esplanades, apart from Ryde, where charges apply all year.

3.31 Details and tariff information for on-street pay and display parking areas is provided in **Table 3.10**.

Table 3.10 On-street Parking Tariffs and Conditions

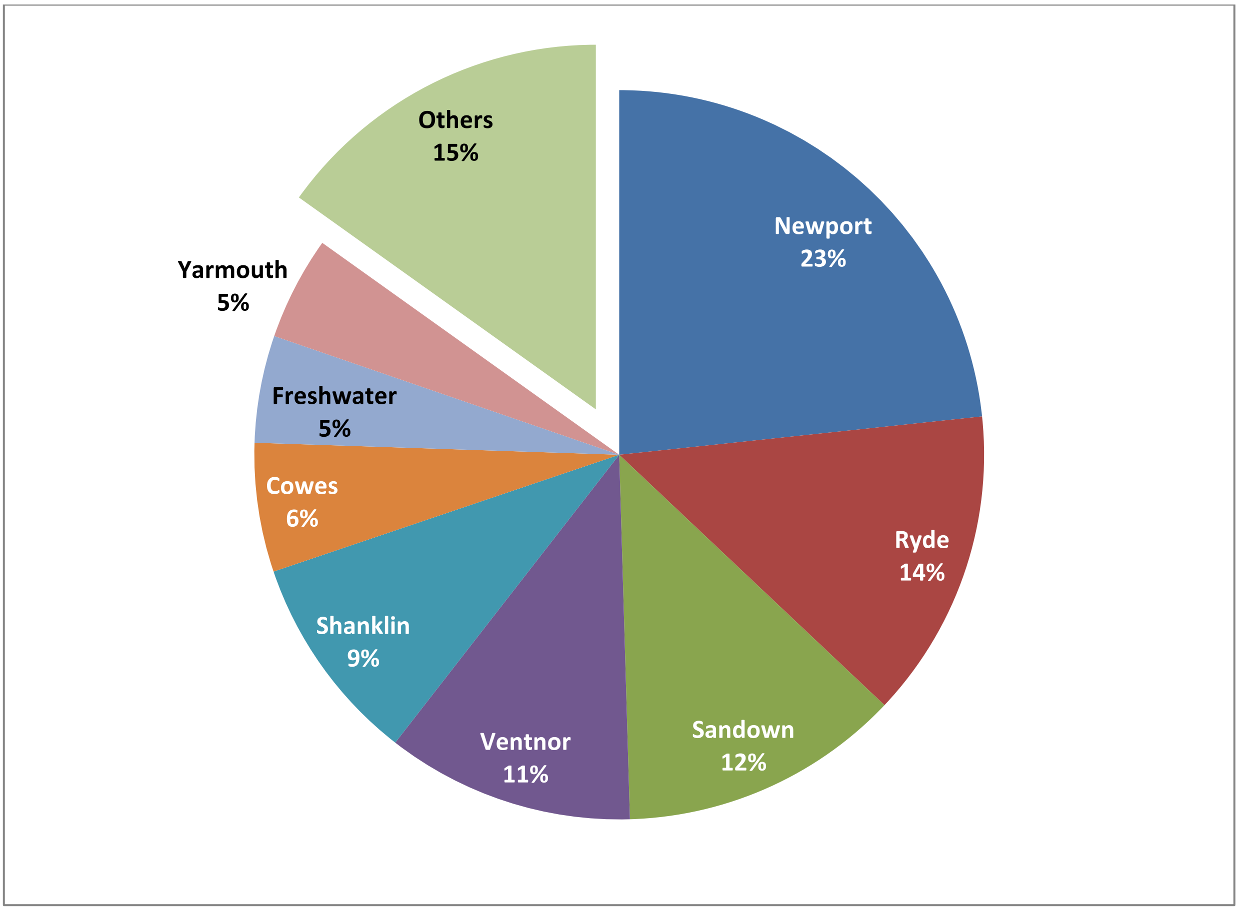
Parking	Time	Tariff	Permits Permitted
Short Stay	Up to 30m	£1.00	Disabled Badge Holders – unlimited free parking in any pay and display bay Tourist Permit – unlimited stay
	30m to 1 hour	£1.50	
	1-2 hours	£2.50	
Long Stay & Seasonal Long Stay	Up to 30m	70p	
	30m to 1 hour	£1.10	
	1-2 hours	£2.20	
	2-4 hours	£3.50	
	4-6 hours	£4.50	
	6-8 hours	£6.60	

3.32 On-street parking tariffs apply from 08:00 to 18:00 seven days a week, including bank holidays. It should be noted that All Island Parking Permits are not permitted on on-street parking bays.

Total Council Managed Parking

3.33 When including Council managed car parks and on-street parking provision in major towns and settlements across the island, the percentage distribution in total car parking provision on a town by town basis is shown in **Figure 3.1.**

Figure 3.1 Percentage of Total Parking Provision



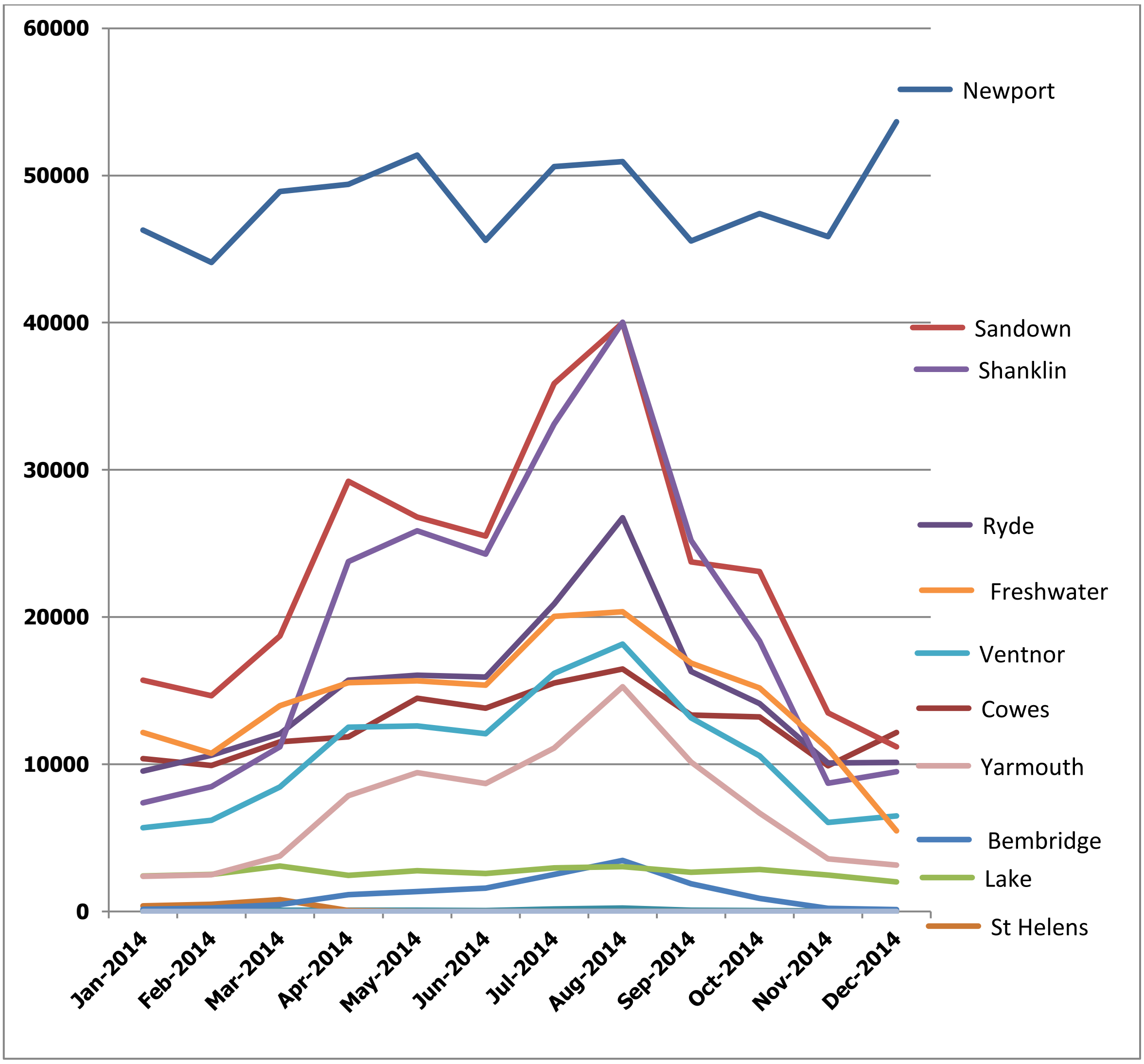
Notes:
1. Percentage (%) of parking provision including all type of parking (long-stay and short-stay; chargeable and free of charge; marked and unmarked; for cars, motorcycles and coaches);
2. (*) denotes 'Others', including, Bembridge (1.9%); Seaview (1.6%); East Cowes (1.5%); Arreton (1.4%); Brighstone (1.2%); St Helens (1.1%); Wooton Bridge (1.1%); Lake (1.1%); Totland (1%); Chale (0.9%); Carisbrooke (0.7%); Wroxall (0.6%); Godshill (0.5%); and Binstead (0.1%).

3.34 As shown in Figure 3.1, the vast majority of Council managed car parking spaces are unsurprisingly distributed across the major towns on the island. Newport, which is the County Town and main commercial area of the island, accounts for approximately 23% of the total island car parking provision and Ryde, which accounts for the largest built up area on the island, accounts for approximately 14% of the total island car parking provision.

Car Park Ticket Sales

3.35 Historical car park ticketing data has been obtained to examine the usage of car parks across the island throughout the year. Monthly ticket sale data has been obtained from the Council for 2014. Monthly ticket sale data on a town-by-town basis is shown in **Figure 3.2**.

Figure 3.2 2014 Monthly Ticket Sales by Town



3.36 As shown in Figure 3.2, the town with the most ticket sales throughout 2014 is Newport. It is notable that, aside from Newport, the remaining large towns on the island (Sandown, Shanklin and Ryde) all have identifiable peaks in car park ticket sales during July and August, whereas ticket sales in Newport remain relatively constant throughout the year.

3.37 This would imply parking demand at most major towns across the island is governed by tourism during summer months, whereas demand in these places is much lower during off-peak periods at other times of the year. Demand and parking sales in Newport, as the County Town and main town comprising predominantly business and commercial activity, rather than tourism activity, is at a relatively invariable level, and is not impacted to such an extent as other towns during typical summer tourism months.

Car Park Ticket Sales

Car Parking with Greatest Ticket Sales

3.38 Using the car parking ticketing data from April 2014 to March 2015, the five individual car parks with the highest ticket sales are outlined in **Table 3.11** below.

Table 3.11 Individual Car Parks with Greatest Ticket Sales

Car Park Name	Town	Type of Parking	Ticket Sales 14/15	Number of Parking Spaces
The Heights*	Sandown	Long Stay Car Park	136,654	146
Moa Place	Freshwater	Long Stay Car Park	115,282	93
Newport High Street	Newport	On-Street	90,618	69
Chapel Street	Newport	Short Stay Car Park	63,921	172
Pyle Street	Newport	On-Street	60,022	61

(*) It is noted that a number of free tickets were offered for this car park during this period. However, as the purpose of this table is to indicate the level of usage per car park and not the revenue, it is considered that this would not have significantly skewed the results.

3.39 As shown in Figure 3.2, Sandown, Freshwater and Cowes show clear peaks in ticket sales during the peak summer months, highlighting that a significant amount of the island's ticket sales are generated during peak season.

3.40 Purely examining the numerical count of ticket sales, of the ten highest ticket selling locations, three were off-street long stay, five were off-street short stay and two were on-street short stay. This suggests little correlation between ticket sales and parking area type. It is also noted from this examination that five of those locations were in Newport; with the other five belonging to Sandown, Freshwater, Shanklin and Ryde; which is in line with what Figure 3.2 shows.

3.41 An examination of the numerical count of ticket sales of a car parking area in relation to the number of available parking spaces in that area has been carried out using the same 2014/15 car parking ticketing data. The five car parking areas that have the highest annual turnaround and are the most utilised are provided in **Table 3.12.**

Table 3.12 Car Parking Areas with the Greatest Ticket Sales Turnaround

Car Park Name	Town	Type of Parking	Ticket Sales 14/15	Number of Parking Spaces
Church Litten	Newport	Short Stay Car Park	55,873	34
Holyrood Street	Newport	On-Street	24,931	16
High Street	Newport	On-Street	90,618	69
Moa Place	Freshwater	Long Stay Car Park	115,282	93
Orchard Street	Newport	On-Street	14,581	12

3.42 As Table 3.12 shows, the three most utilised car parking areas are within Newport, the area with the most facilities and amenities for residents, and the area in which there is year round constant car park use. Church Litten Car Park is located immediately adjacent to numerous retail opportunities and a major supermarket. It is also located approximately 150m (equal to an approximately two minutes' walking distance) of Newport High Street.

3.43 Newport Holyrood Street and High Street are adjacent, crossing streets; they are in close proximity to Church Litten Car Park. All are located in the central area of Newport with numerous facilities, amenities and retail surrounding the car parking areas.

3.44 It can be concluded that location has a significant effect on car park utilisation and those parking areas located in a central location, close to numerous facilities attract a high number of ticket sales. It can also be concluded that higher ticket sales are generated in areas in which people will be parked for short periods of time as this encourages a higher turnaround.

3.45 In addition, one of the most utilised car parks on the island is long-stay car park, namely Moa Place in Freshwater. It is located within a short walking distance of the town centre as well as many local amenities and the West Wight Sports and Community Centre, suggesting year-round use by local residents as well as by tourists during the peak summer months.

Car Parking with Fewest Ticket Sales

3.46 The same 2014/15 parking data supplied by the Council was analysed to identify the least utilised car parking areas within the Isle of Wight. **Table 3.13** highlights the five least utilised car parking areas.

Table 3.13 Car Parking Areas with the Fewest Ticket Sales Turnaround

Car Park Name	Town	Type of Parking	Ticket Sales 14/15	Number of Parking Spaces
Seaview Duver	Seaview	On-Street	816	59
Winchester House	Shanklin	Long Stay Car Park	2541	80
Shore Road	Ventnor	Long Stay Car Park	3518	90
Newport Harbour (South)	Newport	Long Stay Car Park	3554	82
St Mary's Road	Cowes	On-Street	1201	23

3.47 Analysis of the locations of the least used car parks show that the majority are located in out-of-town, suburban locations with a significant walk to many key facilities. Most of the aforementioned car parks are located in close proximity to seasonal attractions (mainly beaches) that will have few visitors during the winter months and are also long stay car parks, which will reduce the amount of tickets sold.

3.48 Newport Harbour Car Park is located in a central location but has restrictions in place as to when cars can park (no car parking allowed on Tuesdays).

Ticket Sales versus Utilisation

3.49 It is important to note that the above analysis is based on the number of ticket sales by car park and parking area. Whilst it is considered that this provides a useful measure of car park utilisation, it noted that the number of ticket sales does not provide a completely accurate representation of how utilised a car park is. For example, a car park could experience a comparatively high volume of ticket sales but could have a relatively low level of utilisation, if the majority of those ticket sales are for short duration stays; conversely, a car park could experience a comparatively low volume of ticket sales but experience a relatively high level of utilisation, if the majority of those ticket sales are for long duration stays.

3.50 In addition, as the usage of parking permits by residents was not available, this has not been covered within this data analysis. However, it might have a significant impact on parking utilisation across the island as a car park could be at capacity whilst a low number of parking tickets would have been purchased.

4 Traffic Surveys

Introduction

4.1 In order to supplement the parking usage data supplied by the Council, and to provide a representative 'snap shot' of parking usage at specific car parks, WYG commissioned a series of parking surveys in August and September 2015. These parking surveys were undertaken by Nationwide Data Collection (NDC), an independent transport survey company.

4.2 Information recorded during the parking surveys included:

- Car park inventory (total capacity);
- Spot counts at the beginning and at the end of the survey;
- Occupancy levels (parking accumulation); and
- Duration of stay at hourly intervals between 07:00 and 21:00.

4.3 The purpose of undertaking traffic surveys was to:

- Help identify different typical usage between long and short-stay car parks, including typical durations of stay;
- Aid gauging existing historical data provided by the parking authorities (including ticket sales information); and
- To provide a viewpoint on existing trends on parking on the island through comparison of both sets of results.

Methodology

4.4 Surveys were undertaken at four car parks, two of which are long-stay and two of which are short-stay.

4.5 Surveys were undertaken in August 2015 and repeated in September 2015, so as to monitor parking demand during peak and off-peak periods. Weekday and Saturday surveys were carried out at each of the car parks.

4.6 The following car parks were selected to be included within the surveys:

Long Stay

- St Thomas Street Upper (Ryde)
- Fort Street (Sandown)

Short Stay

- Chapel Street (Newport)
- Cross Street (Cowes)

4.7 These car parks were selected on the basis that they were considered to provide a representative example of typical car parks within the larger towns and settlements on the island.

4.8 As detailed in the previous section, Newport and Sandown represent the two towns with the highest number of Council-operated car parking spaces and the highest levels of car park ticket sales. Ryde and Cowes, while also representing a large proportion of car parking supply, are also the location of the primary ferry ports on the island.

4.9 Automatic Number Plate Recognition (ANPR) cameras were used to monitor the number of vehicles entering and exiting the car parks, as well as the duration of stay for each individual vehicle.

4.10 Cameras were attached to street furniture within the vicinity of access / egress points at each of the individual car parks.

Summary of Figures

4.11 In the following, Figure 4.1, Figure 4.2, Figure 4.5, Figure 4.10, Figure 4.13, Figure 4.14, Figure 4.17, Figure 4.18, Figure 4.21, Figure 4.22, Figure 4.25, Figure 4.26, Figure 4.29 and Figure 4.30 show the potential capacity levels for each of the respective car parks, for either weekday, weekend, August or September. The actual levels of cars parked are shown by the light blue line with the capacity shown in black.

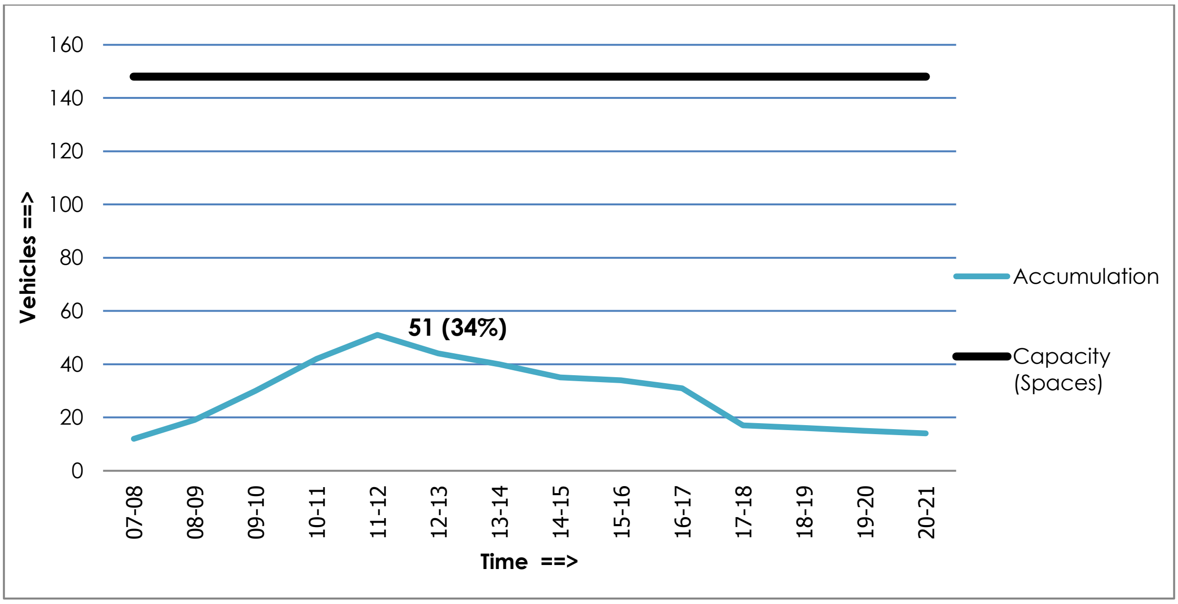
August 2015 Surveys

St Thomas Street Upper Car Park (Ryde) Long Stay Car Park

Parking Accumulation

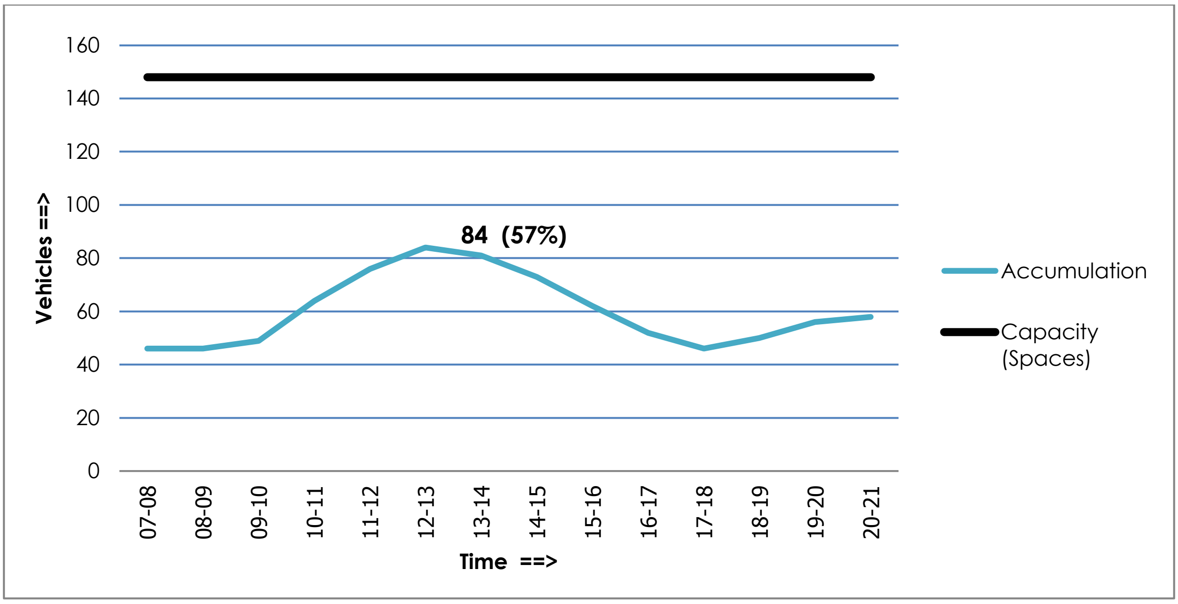
4.12 As shown in **Figure 4.1** below the parking levels for St Thomas Street Upper Car Park in Ryde do not exceed more than 34% capacity. There is a peak in parking from 10am to 4pm with low parking levels after 6pm.

Figure 4.1 St Thomas Street Upper Car Park (Ryde) – Weekday Parking Accumulation



4.13 **Figure 4.2** demonstrates that the car parking levels for this car park are significantly higher at the weekend than during the week. The peak car parking times are similar for both the weekdays and the weekends but at the weekend there was a slight pm peak from 7pm.

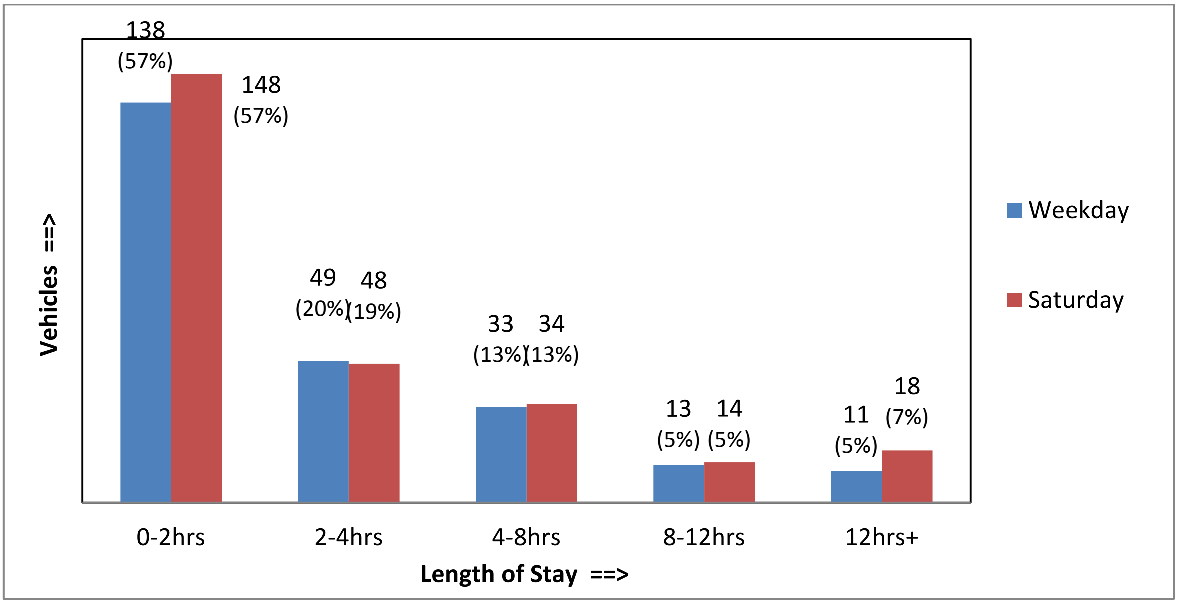
Figure 4.2 St Thomas Street Upper Car Park (Ryde) – Weekend Parking Accumulation



Parking Events and Length of Stay

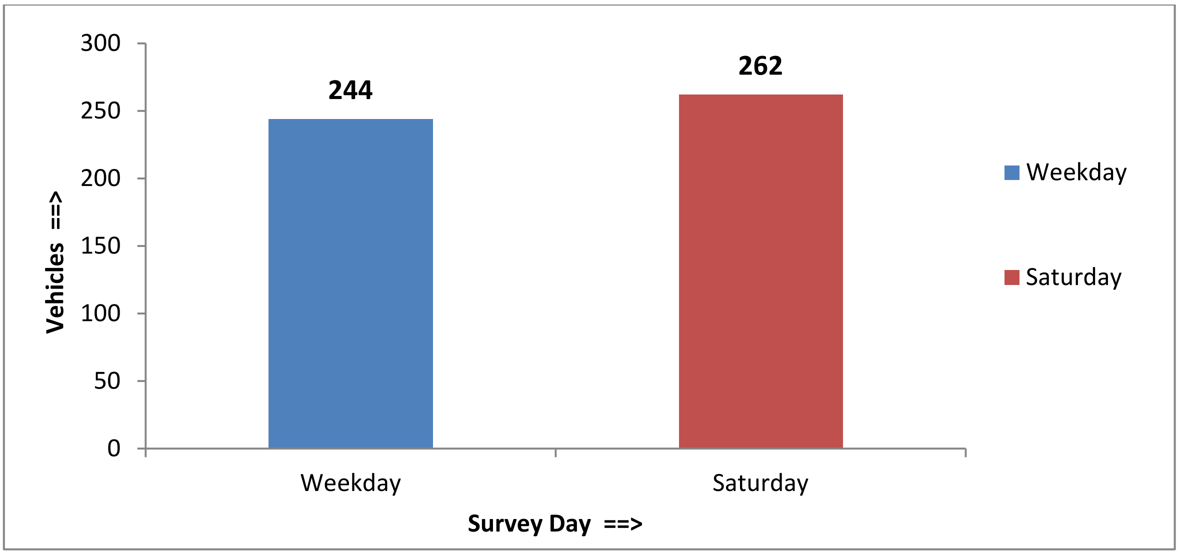
4.14 St Thomas Street Upper Car Park is a long stay car park but a significant majority of people (57%) stay for only 0-2 hours. The length of stay is generally constant between the weekday and the weekend.

Figure 4.3 St Thomas Street Upper Car Park (Ryde) – Length of Stay



4.15 **Figure 4.4** emphasises the results from the parking accumulation in that there are more parking events during the weekend.

Figure 4.4 St Thomas Street Upper Car Park (Ryde) – Total Parking Events

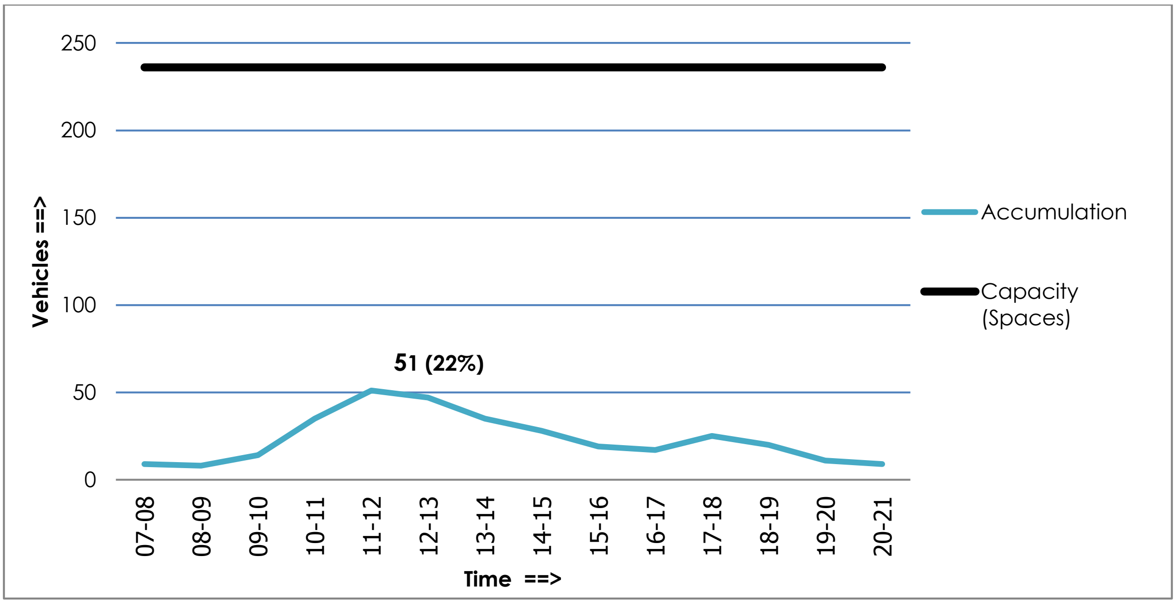


Fort Street Car Park (Sandown) Long Stay Car Park

Parking Accumulation

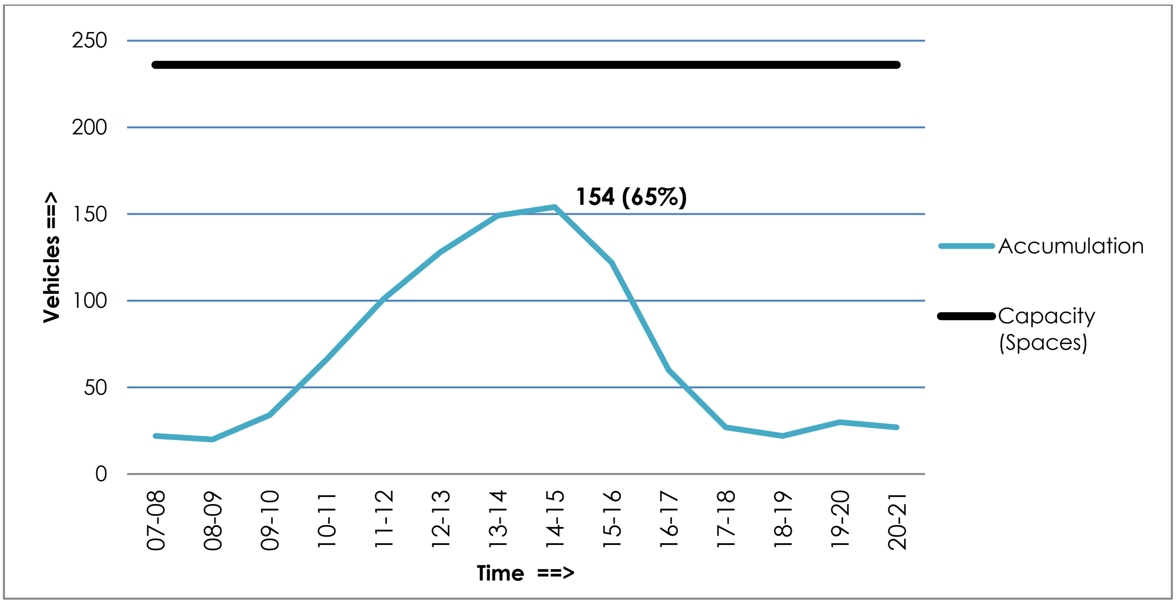
4.16 **Figure 4.5** demonstrates that the Fort Street Car Park in Sandown in under capacity during the week with a maximum of 22% capacity.

Figure 4.5 Fort Street Car Park (Sandown) – Weekday Parking Accumulation



4.17 At the weekend however, Fort Street Car Park, Sandown has much higher levels of car parking with an increase of 43%. There is a significant peak from 1pm to 3pm in which the number of cars parked is approximately 3 times that of before 9am for after 6pm.

Figure 4.6 Fort Street Car Park (Sandown) – Weekend Parking Accumulation



Parking Events and Length of Stay

4.18 Fort Street Car Park is a Long Stay Car Park yet a significant majority (55% and 71%) of people only park for up to 2 hours, in line the results derived from St Thomas Street Upper Car Park, Ryde. At the weekends however, the average length of stay is longer with a higher percentage of parking events of 2-4 and 4-8 hours than during the week. **Figure 4.7** and **Figure 4.8** support the results from Figure 4.5 and Figure 4.6 and are in line with the results from the previous long stay car park, with parking levels much higher during the weekends.

Figure 4.7 Fort Street Car Park (Sandown) – Length of Stay

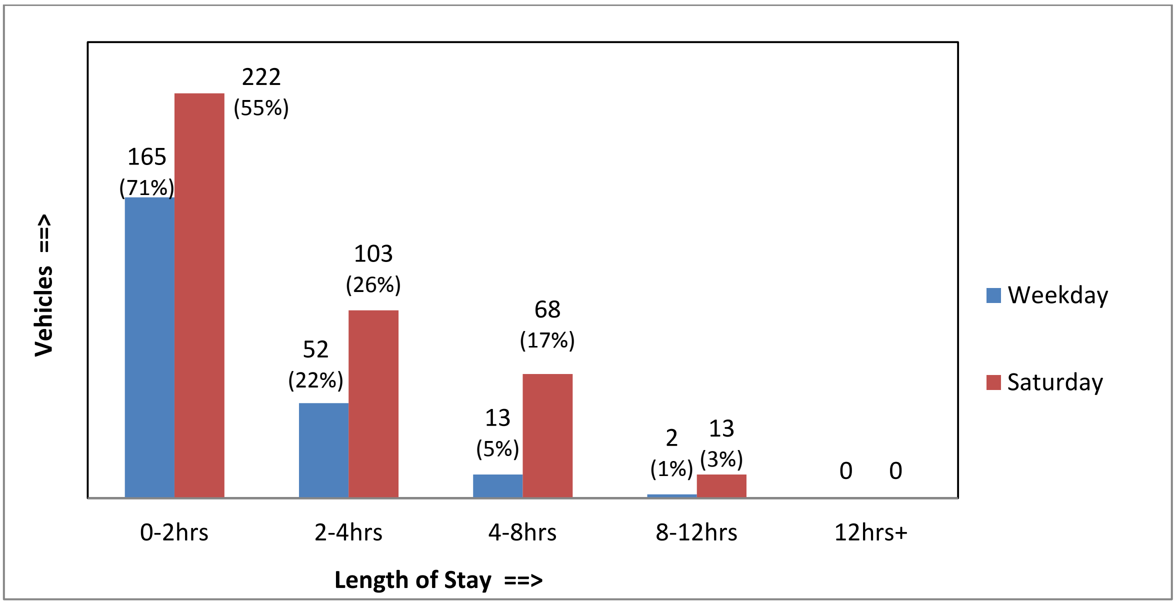
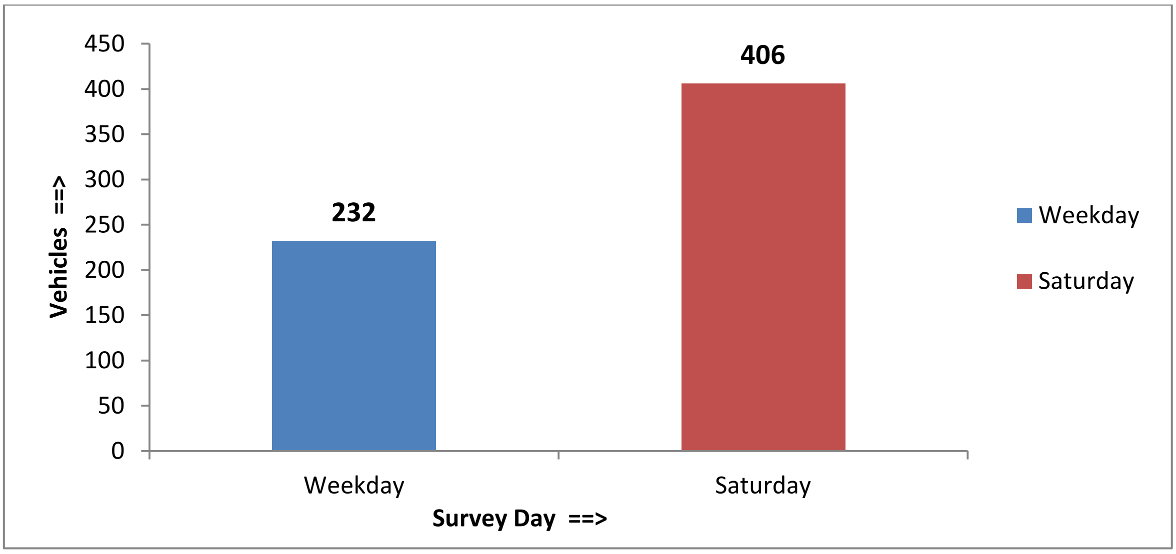


Figure 4.8 Fort Street Car Park (Sandown) – Total Parking Events

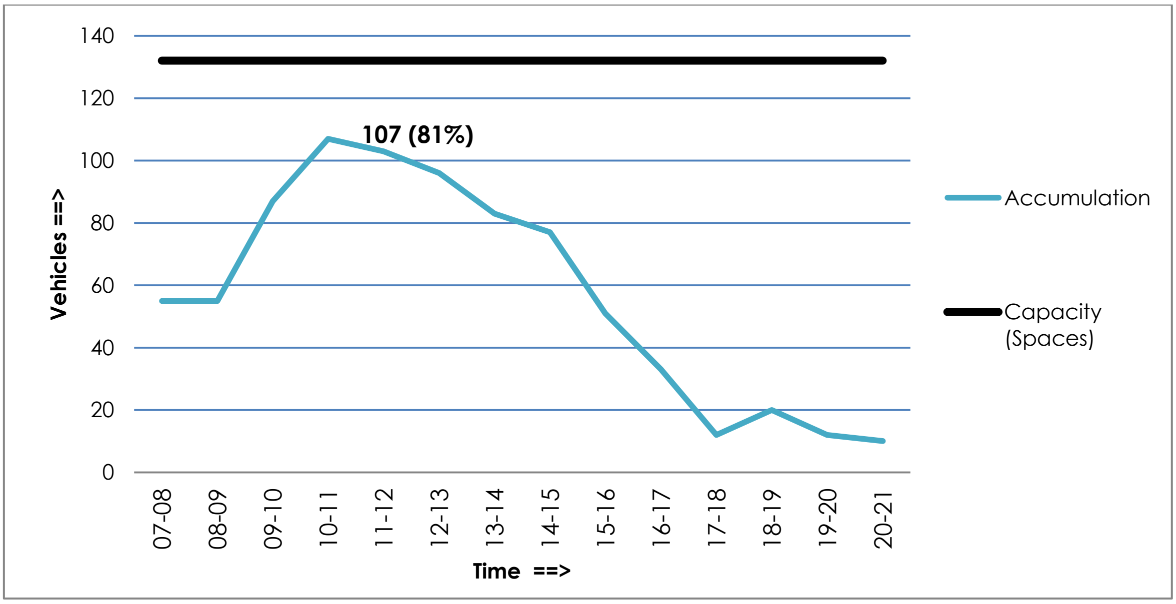


Chapel Street (Newport) Short Stay Car Park

Parking Accumulation

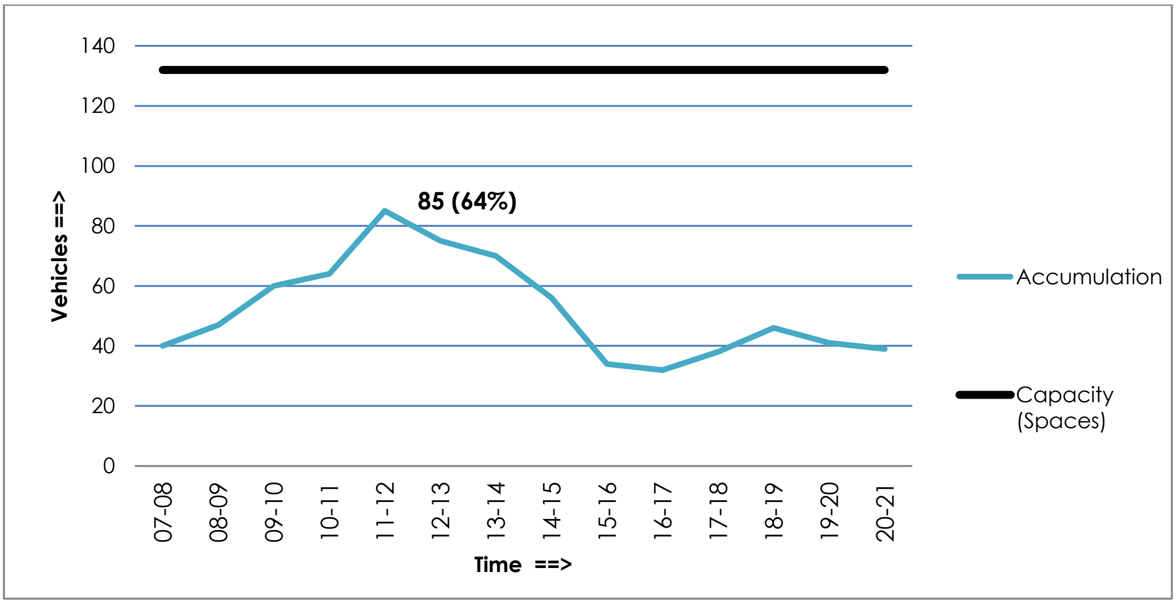
4.19 The results from Chapel Street short stay car park reflect a different trend from the two previously analysed long Stay Car Parks. At approximately 10am the car park has a high occupancy level at 81% with a high parking level remaining until 2pm. **Figure 4.9** demonstrates a fairly rapid and linear decrease in parking levels, with low occupancy from 5pm.

Figure 4.9 Chapel Street (Newport) – Weekday Parking Accumulation



4.20 **Figure 4.10** shows the parking occupancy levels for Chapel Street short stay car park during the weekends. The levels of car parking are more constantly higher than the weekday results yet the peak occupancy is lower.

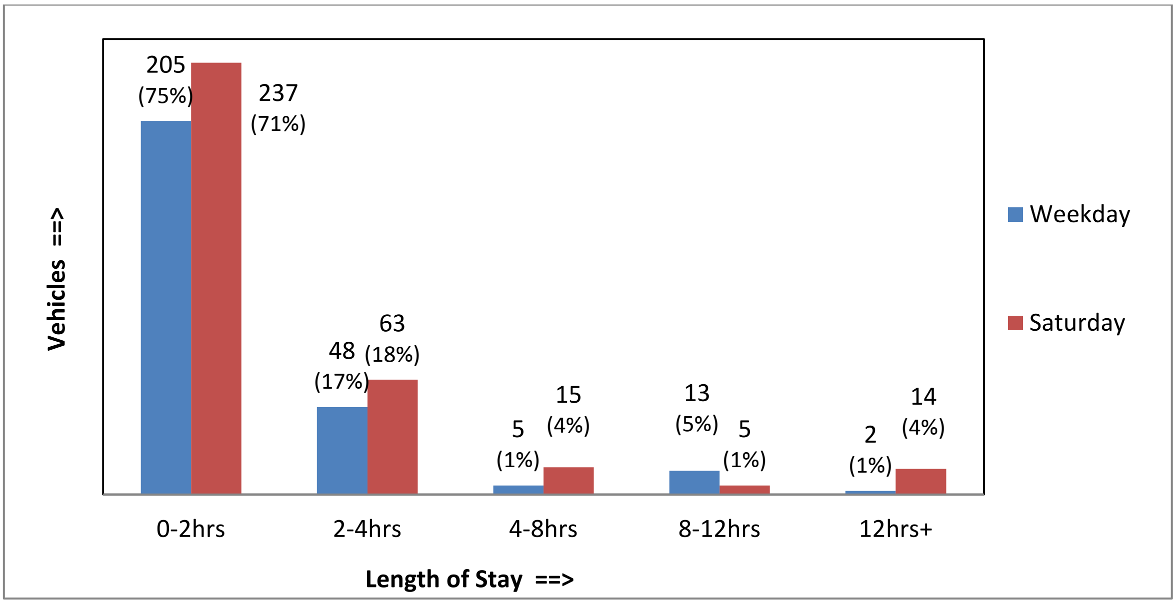
Figure 4.10 Chapel Street (Newport) – Weekend Parking Accumulation



Parking Events and Length of Stay

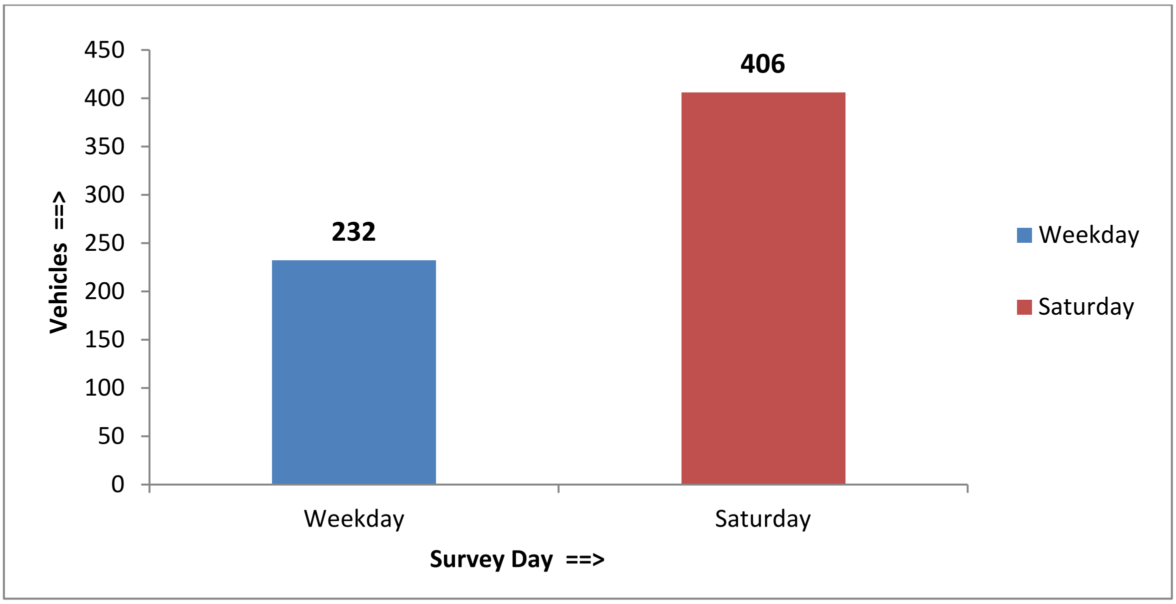
4.21 Chapel Street is a short stay car park so as expected, the majority of parking events are from 0-2 hours. There where parking events recorded of over 12 hours.

Figure 4.11 Chapel Street (Newport) – Length of Stay



4.22 **Figure 4.12** demonstrates that the number of parking events on the weekends is almost double those from during the week. As the weekday has a peak of 81% but the weekend peak is at 64% the results suggest a much greater rate of turnaround at the weekend.

Figure 4.12 Chapel Street (Newport) – Total Parking Events



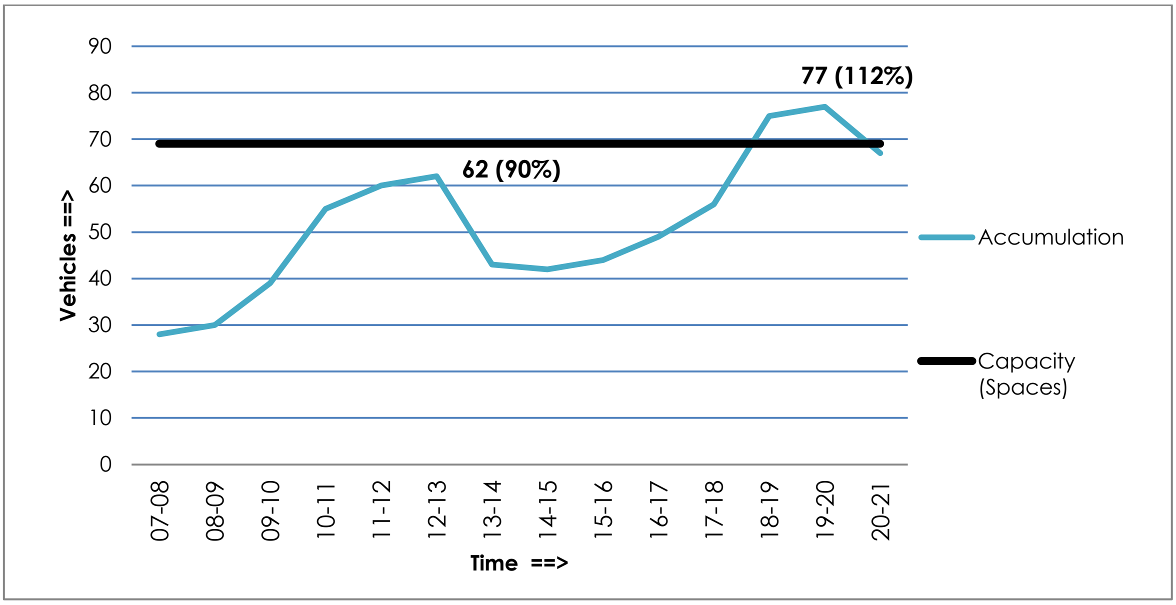
Cross Street (Cowes) Short Stay Car Park

Parking Accumulation

4.23 **Figure 4.13** shows that the capacity has been exceeded from 6pm to 8pm with the car park over capacity by 12% (8 vehicles). This is assumed to be due to the fact that parking charges no longer apply at this time, with the exceeding vehicles parking outside of the designated parking bays. After

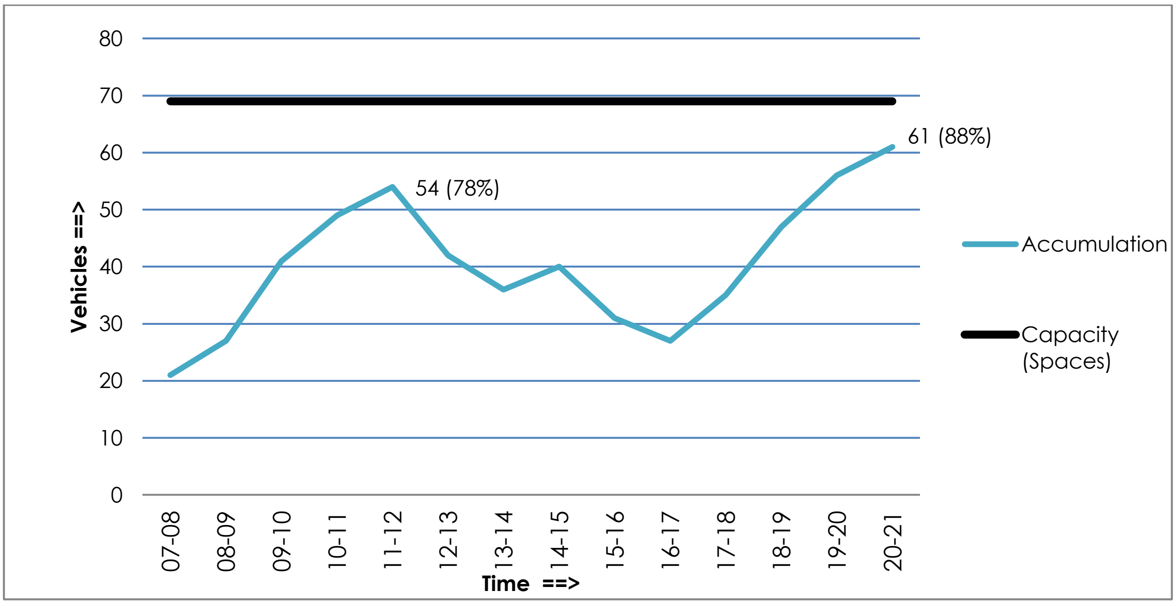
9am the car park is constantly at over 50% capacity. There are two peaks in car parking levels at 11am to 12pm and at 6pm to 8pm.

Figure 4.13 Cross Street (Cowes) – Weekday Parking Accumulation



4.24 The weekend results as shown in **Figure 4.14** follow a similar trend to the weekday results. The general levels of occupancy are lower for the weekend however.

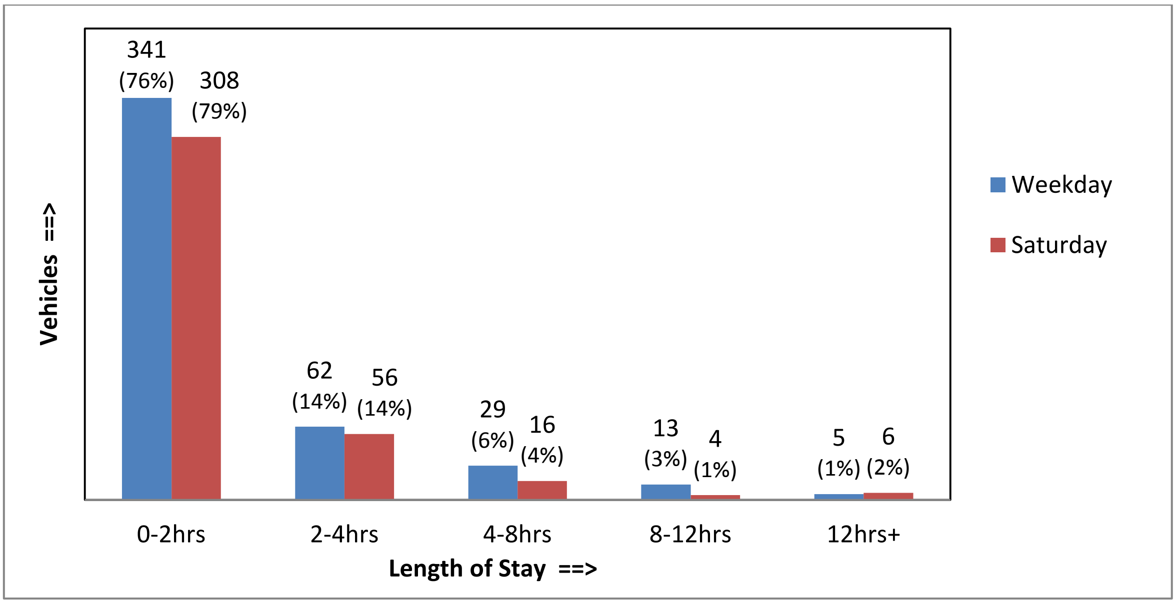
Figure 4.14 Cross Street (Cowes) – Weekend Parking Accumulation



Parking Events and Length of Stay

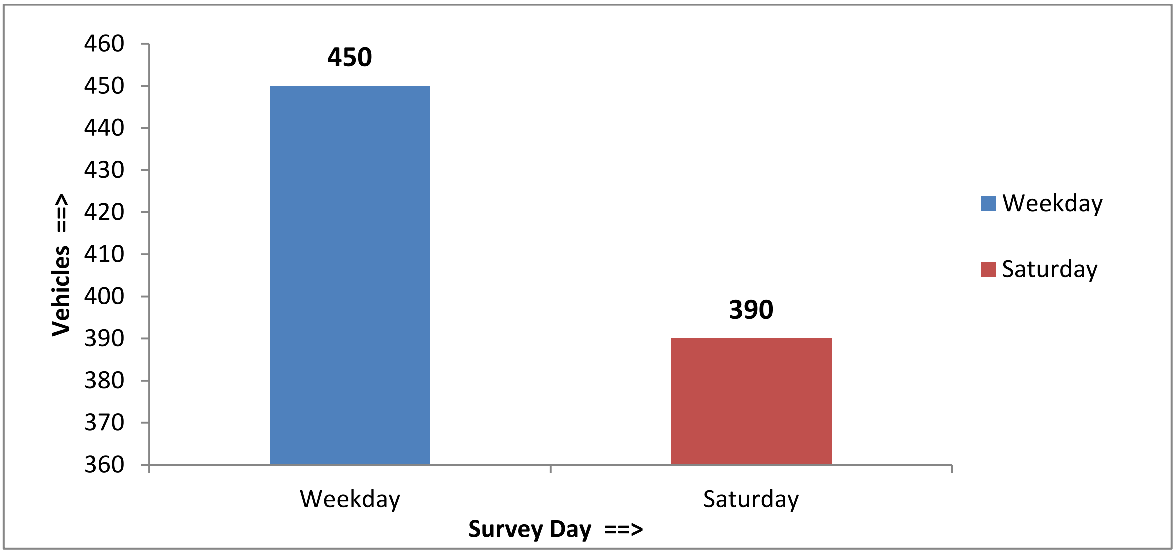
4.25 The average length of stay for Cross Street car park follows the general trend of all the other sampled car parks with a significant majority (76% and 79%) of parking events from 0- 2 hours.

Figure 4.15 Cross Street (Cowes) – Length of Stay



4.26 The total parking events results from Cross Street, differ from all other sampled car parks as there were more parking events from the weekday than the weekend. **Figure 4.16** demonstrates that there were 13% more parking events during the weekdays than at the weekend.

Figure 4.16 Cross Street (Cowes) – Total Parking Events



Car Parking Occupancy Results Summary

4.27 Long-stay car parks

- peak recorded at approximately 12pm on the weekday and at about 1-2pm on Saturday
- higher number of users on Saturday
- available capacity on both days
- 1.5 average parking bay turnover (number of times a vehicle parks in a space) - lower than in short-stay car parks

4.28 Short-stay car parks

- more early recorded arrivals
- better utilised throughout the day
- peaks recorded slightly sooner than for Long-stay
- two clear peaks recorded across the day, AM and PM
- fewer users on Saturday
- reached operational capacity (approx. 85% occupancy) during the weekday
- 4.2 average parking bay turnover

4.29 It is worth noting that bay turnover for short-stay was recorded as being far greater in Cross Street car park (Cowes) than in Chapel Street car park (Newport).

Duration of Stay Results Summary

4.30 The following was observed when reviewing the survey results data.

- Approximately, 20-25% of all long-stay car park users parked for longer than 4 hours, while 55-71% parked for less than 2 hours.
- Duration of stay for both the weekday and Saturday was very similar across the short-stay car parks, with 71-76% of all short-stay parking users stayed for 2 hours or less.
- A number of vehicles were recorded as being parked for longer periods than those permitted at the short-stay car parks.

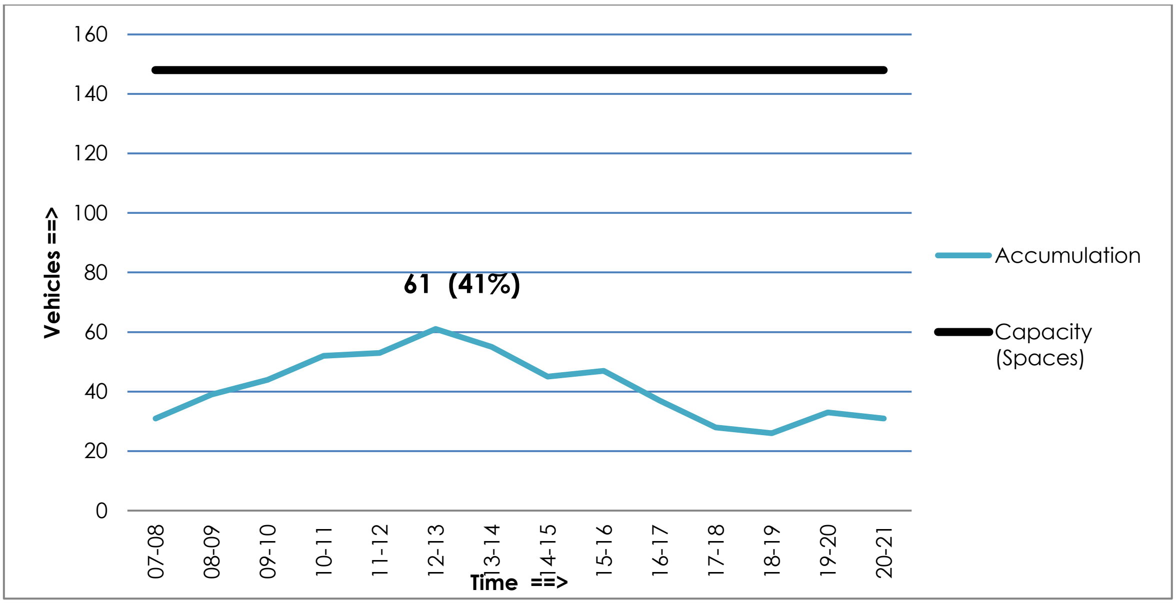
September 2015 Surveys

St Thomas Street Upper Car Park (Ryde)

Parking Accumulation

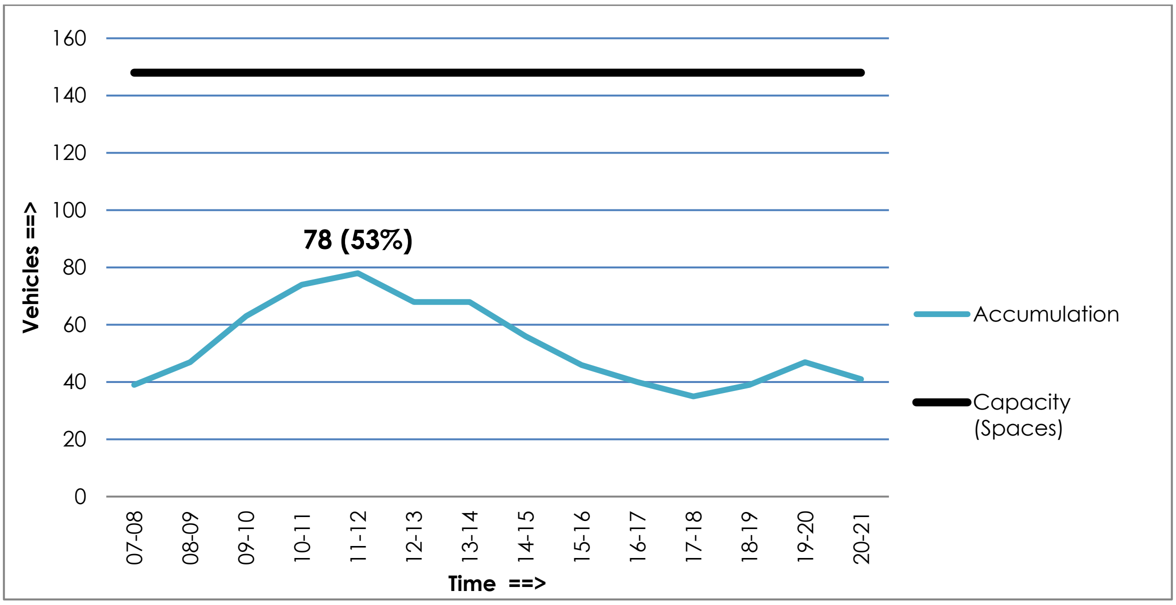
4.31 The September results for the St Thomas Street Upper Car Park are similar to the August results, with the car park constantly at under 50% capacity. The maximum occupancy is 41%, with the peak occupancy from 11am to 2pm.

Figure 4.17 St Thomas Street Upper Car Park (Ryde) – Weekday Parking Accumulation



4.32 The weekend results as shown in **Figure 4.18** follow a similar trend to the weekday results albeit with slightly higher occupancy levels.

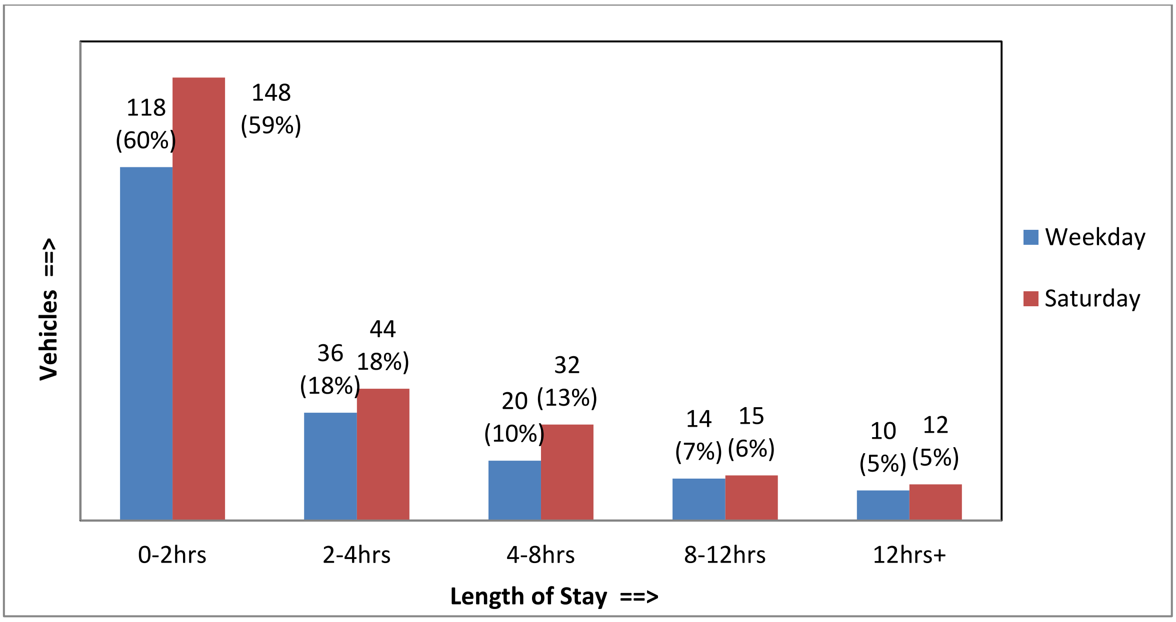
Figure 4.18 St Thomas Street Upper Car Park (Ryde) – Weekend Parking Accumulation



Parking Events and Length of Stay

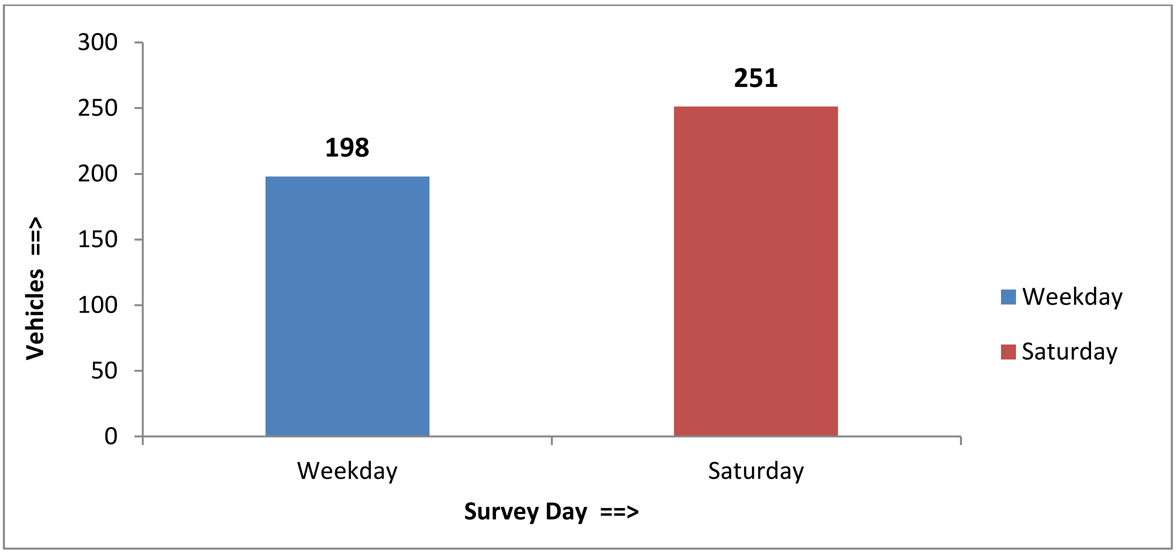
4.33 As with the August results, St Thomas Street Upper Car Park is a Long Stay car park but a significant majority of people (59% to 60%) stay for only 0-2 hours. The average length of stay is generally constant between the weekday and the weekend.

Figure 4.19 St Thomas Street Upper Car Park (Ryde) – Length of Stay



4.34 **Figure 4.20** demonstrates that there were more parking events on the weekend than during the week.

Figure 4.20 St Thomas Street Upper Car Park (Ryde) – Total Parking Events

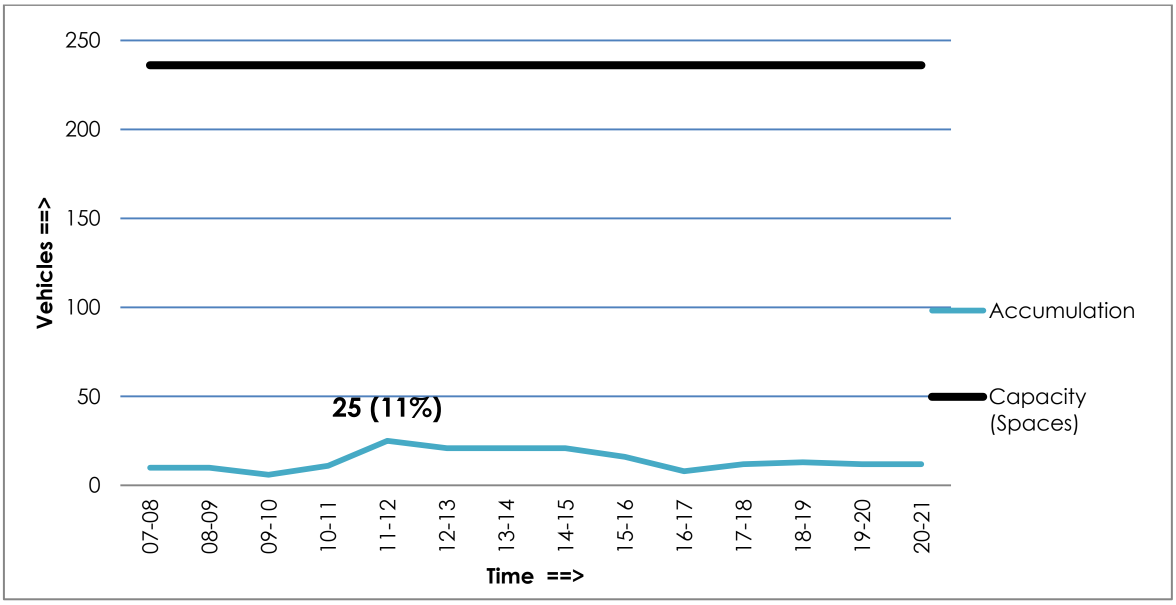


Fort Street Car Park (Sandown)

Parking Accumulation

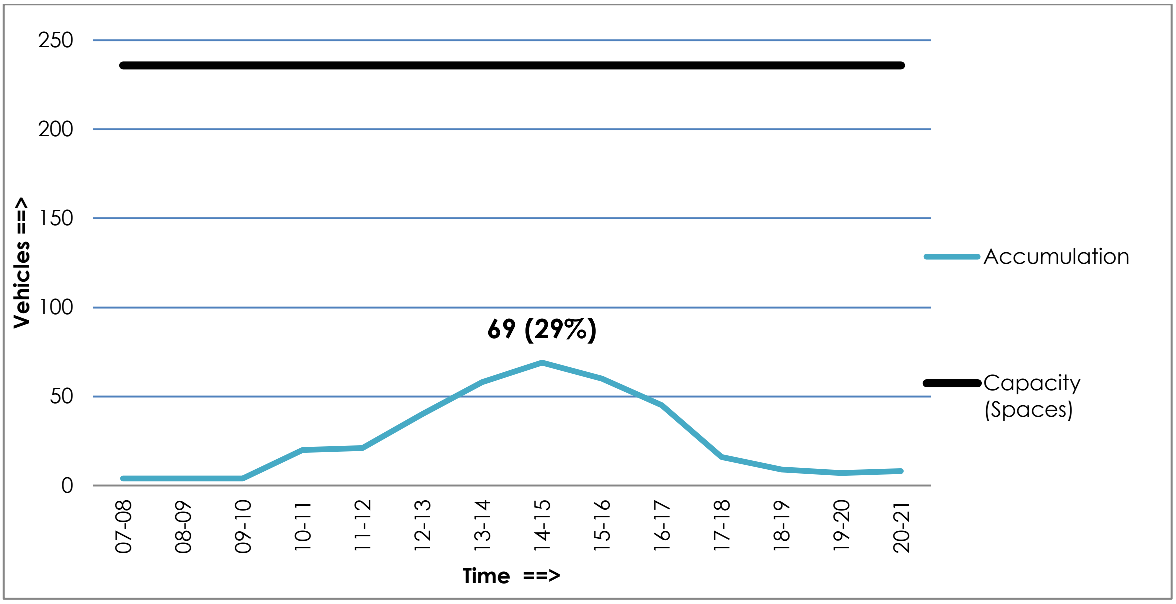
4.35 **Figure 4.21** demonstrates that the levels of occupation where constantly low throughout the week, with little variation and no significant peaks. The maximum level of occupancy only reached 11%, this is approximately half of the maximum occupancy from the August survey.

Figure 4.21 Fort Street Car Park (Sandown) – Weekday Parking Accumulation



4.36 The results for Fort Street car park for the weekend have increased occupancy levels from the weekday, there is a notable peak from 12pm to 6pm with low occupancy levels out with these times.

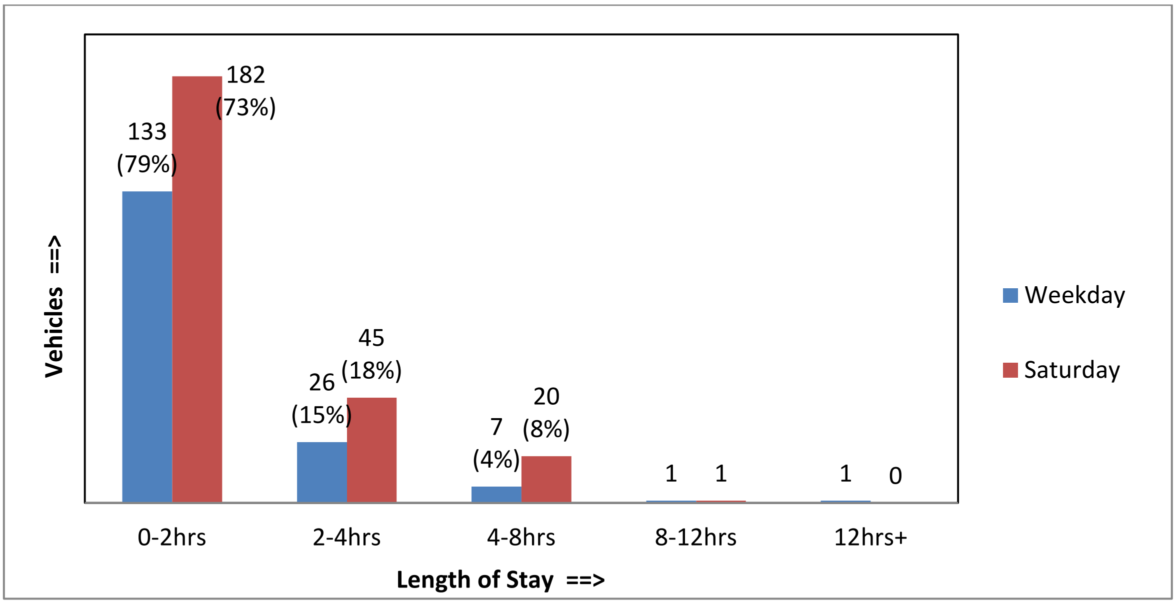
Figure 4.22 Fort Street Car Park (Sandown) – Weekend Parking Accumulation



Parking Events and Length of Stay

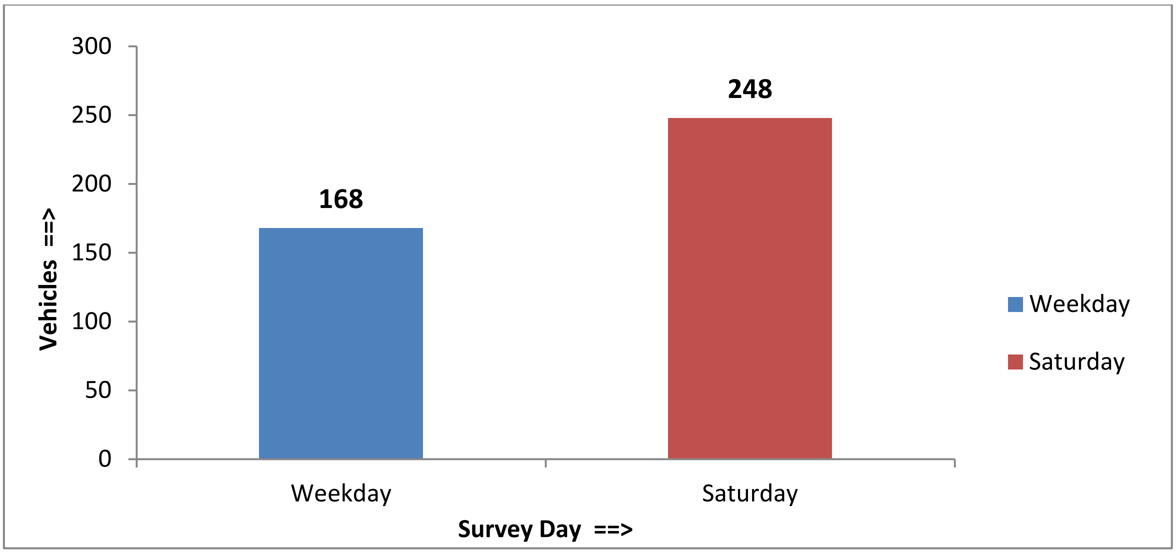
4.37 Fort Street Car Park is a long stay car park yet there are little to no parking events from 8-12 and over 12 hours. 0-2 hours the most preferable period of time for parking. Generally those parked for less time during the weekdays, although this variation is relatively modest.

Figure 4.23 Fort Street Car Park (Sandown) – Length of Stay



4.38 **Figure 4.24** shows that the total parking events are greater at the weekend than on weekdays, this is in line with the results derived from the majority of surveys at the other car park survey sites.

Figure 4.24 Fort Street Car Park (Sandown) – Total Parking Events

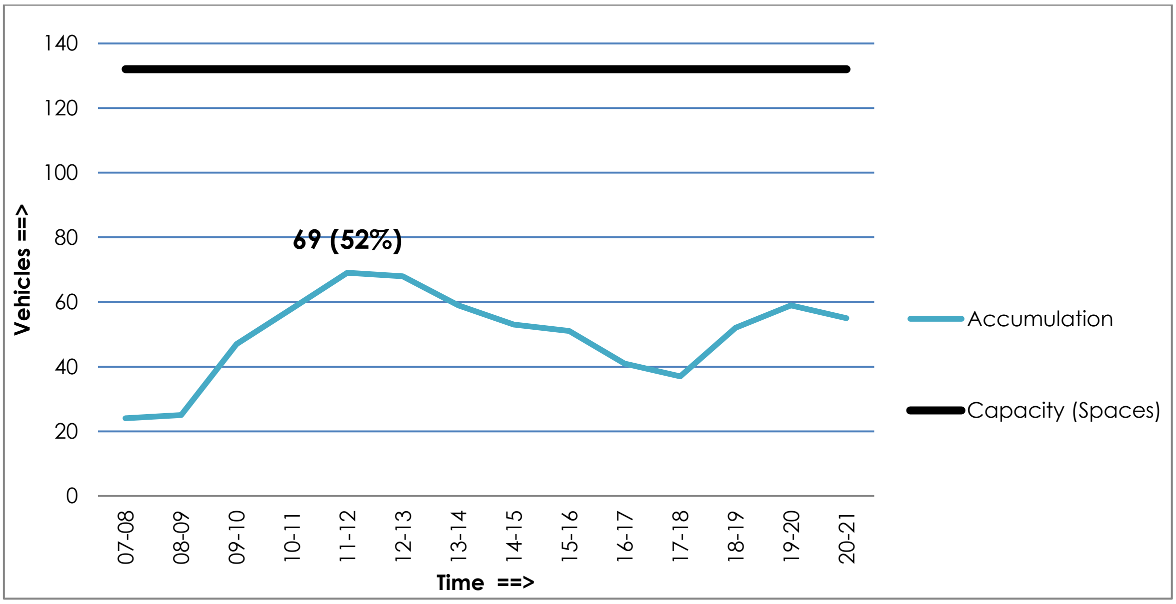


Chapel Street (Newport)

Parking Accumulation

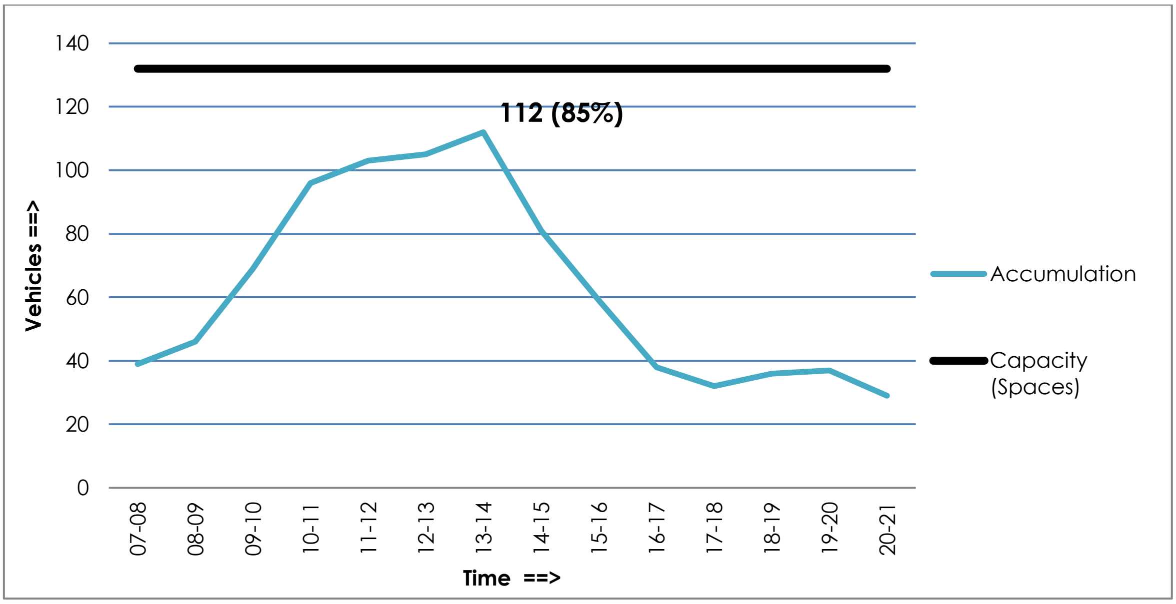
4.39 The occupancy levels as outline below in **Figure 4.25** demonstrates that there are two peaks in occupancy levels with the most prominent peak reaching 52% capacity. Comparing the September results with the August results, the highest level of occupancy has decreased significantly from 81% to 52%. Between 12pm and 5pm there is a linear decrease in occupancy levels until 5-6pm when the occupancy begins to increase again.

Figure 4.25 Chapel Street (Newport) – Weekday Parking Accumulation



4.40 The weekend occupancy levels for Chapel Street car park follow a similar trend to the weekday results, in which there is a peak from 9am to 5pm, however the peak is significantly greater for the weekend with occupancy levels reaching 85%, the drop off in occupancy is strong however with a negative linear relationship between vehicle numbers and time between 4pm and 6pm.

Figure 4.26 Chapel Street (Newport) – Weekend Parking Accumulation



Parking Events and Length of Stay

4.41 **Figure 4.27** and **Figure 4.28** demonstrate that there are more parking events occurring during the weekend than during the weekend and that the patterns of length of stay are constant between both the weekend and weekday. 75% to 76% of the parking events are from 0-2 hours.

Figure 4.27 Chapel Street (Newport) – Length of Stay

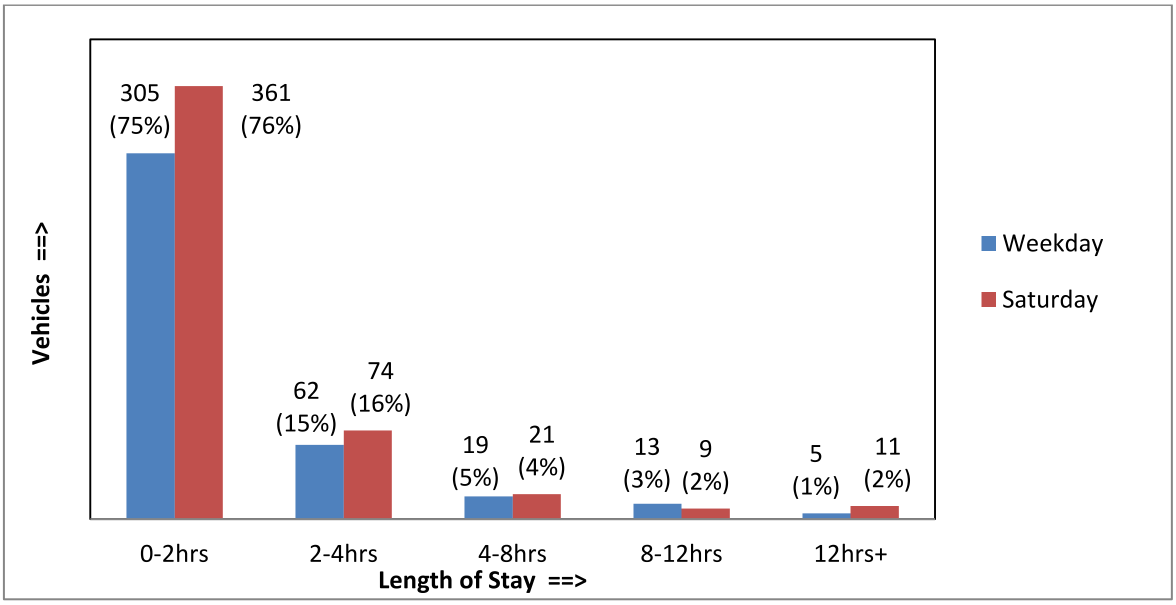
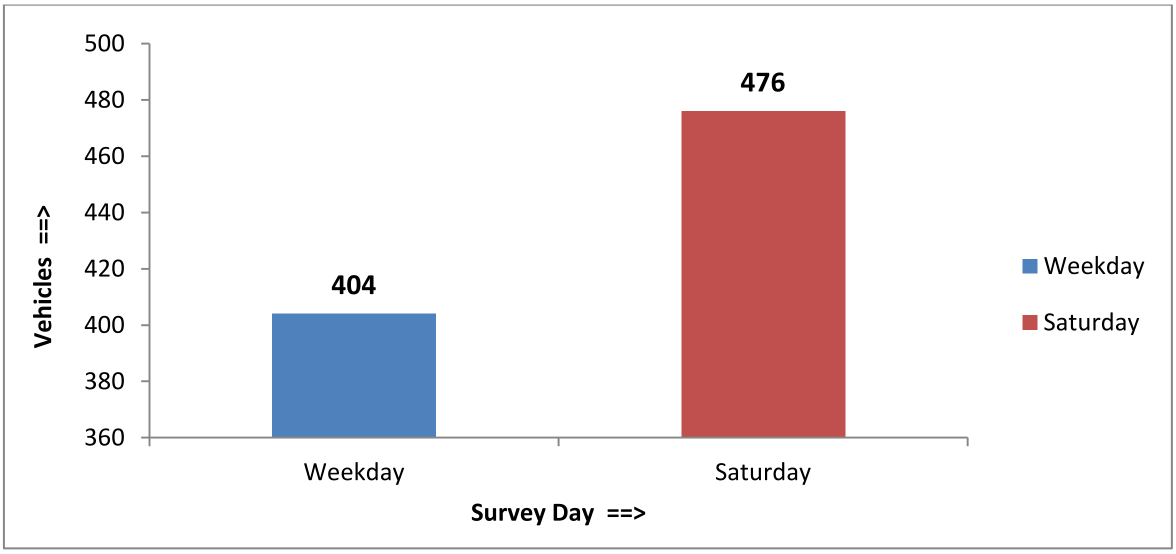


Figure 4.28 Chapel Street (Newport) – Total Parking Events

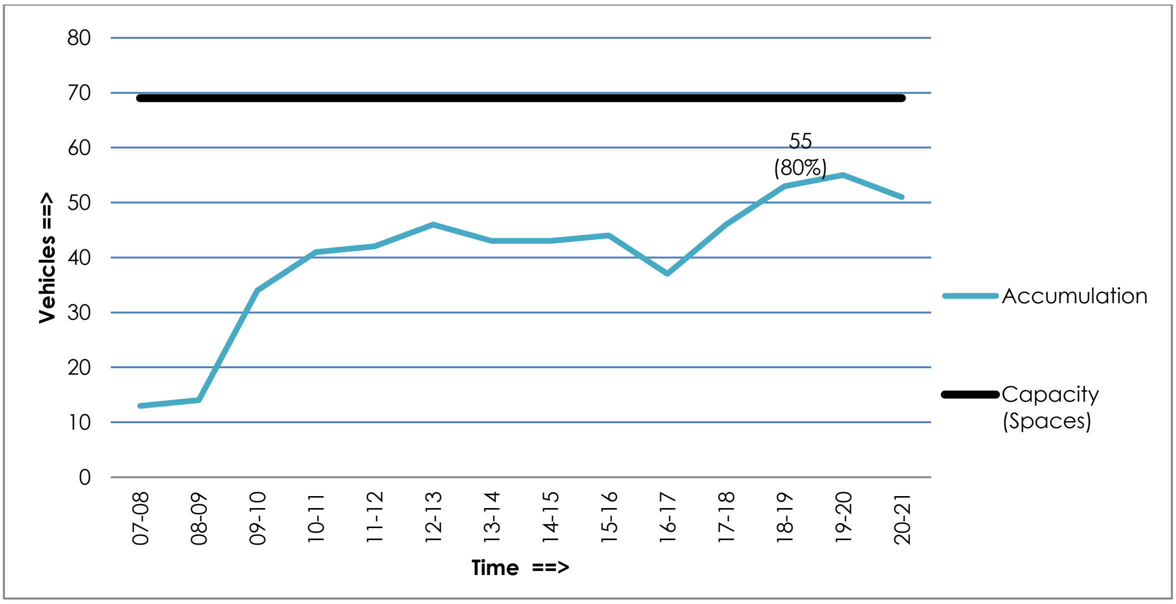


Cross Street (Cowes)

Parking Accumulation

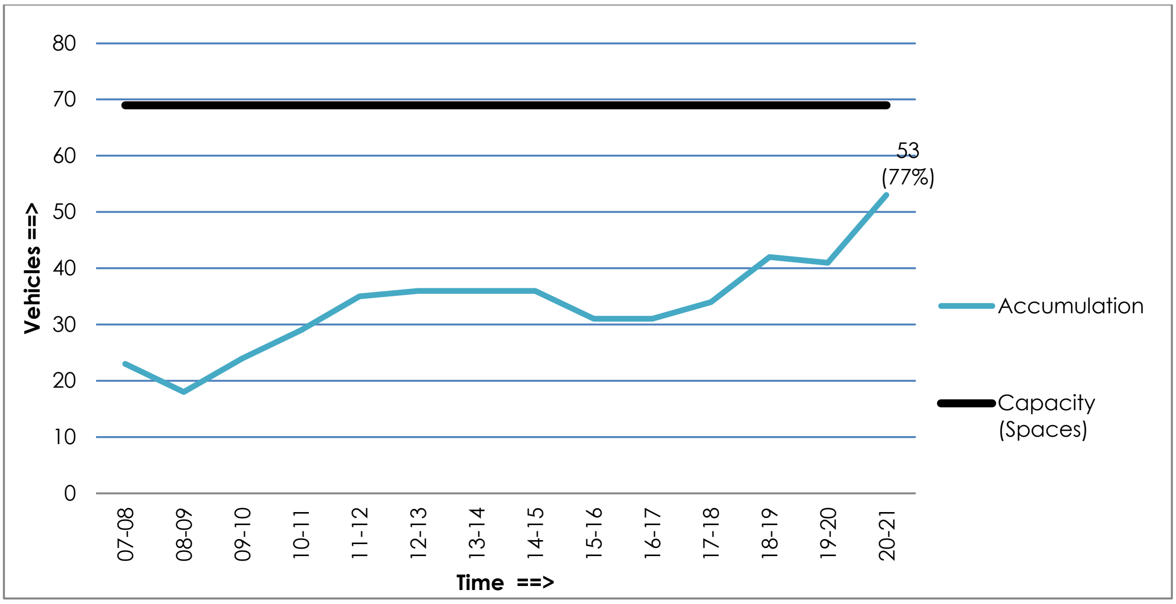
4.42 The September results from Cross Street car park, Cowes, are similar to the results from the August surveys albeit with less extreme occupancy peaks. The August results showed the car park at over capacity, during the second peak, whilst in the September surveys the maximum (and second peak) is at 80%.

Figure 4.29 Cross Street (Cowes) – Weekday Parking Accumulation



4.43 **Figure 4.30** follows the trend of the August survey, again but with slightly lower occupancy levels. Cross Street Car Park is the only car park of those surveyed that constantly has high occupancy levels with the evening, all other car park's occupancy levels trail off after about 7pm.

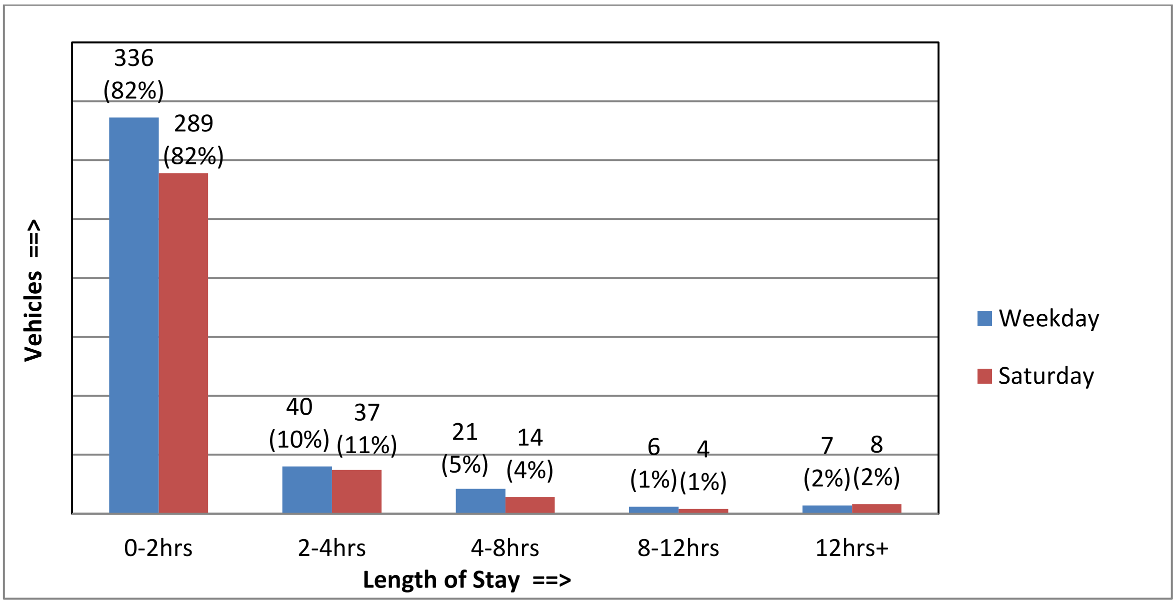
Figure 4.30 Cross Street (Cowes) – Weekend Parking Accumulation



Parking Events and Length of Stay

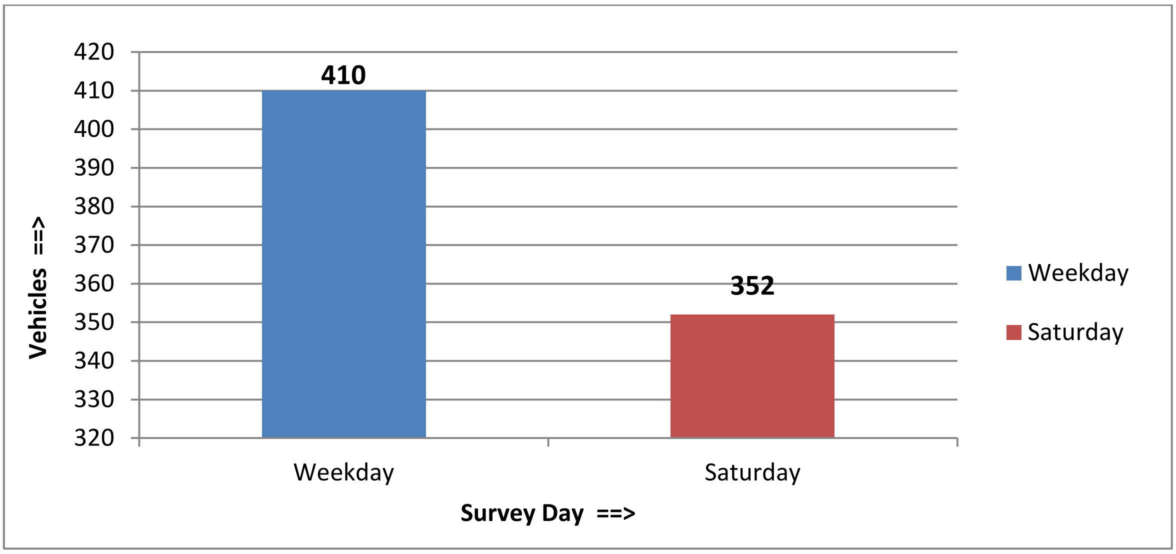
4.44 The overwhelming majority of parking events last from 0-2 hours. In all car parks surveyed 0-2 hours is the most common time period of parking, but Cross Street has the highest percentage of all for length of parking being at 0-2 hours.

Figure 4.31 Cross Street (Cowes) – Length of Stay



4.45 In keeping with the trend from the August surveys, **Figure 4.32** demonstrates that there are more parking events in the weekdays than at the weekend.

Figure 4.32 Cross Street (Cowes) – Total Parking Events



Summary

Car Parking Occupancy Results

4.46 Long-stay car parks:

- peak recorded at approx. 12pm on the weekday and at about 1-2pm on Saturday
- higher number of users on Saturday
- available capacity on both days
- 1.5 average parking bay turnover (number of times a vehicle parks in a space) - lower than in short-stay car parks

4.47 Short-stay car parks

- more early recorded arrivals
- better utilised throughout the day
- peaks recorded slightly sooner than for Long-stay
- two clear peaks recorded across the day, AM and PM
- fewer users on Saturday
- reached operational capacity (approx. 85% occupancy) during the weekday
- 4.2 average parking bay turnover

4.48 It is worth noting that bay turnover for short-stay was recorded as being far greater in Cross Street car park (Cowes) than in Fort Street car park (Sandown).

Duration of Stay Results

4.49 The following was observed when reviewing the survey results data:

- Approximately, 20-25% of all long-stay car park users parked for longer than 4 hours, while 55-71% parked for less than 2 hours.
- Duration of stay for both the weekday and Saturday was very similar across the short-stay car parks, with 71-76% of all short-stay parking users stayed for 2 hours or less.
- A number of vehicles were recorded as being parked for longer periods than those permitted at the short-stay car parks.

August and September Surveys

4.50 Overall there has been a reduction in the occupancy levels across all four sampled car parks.

4.51 The trends apparent in the August surveys, for each individual car park, continue are in the September surveys.

- Cross Street car park is representative as an anomaly in both the August and September surveys with having a higher occupancy level for the weekdays rather than the weekend.

5 Potential Future Demand

Introduction

5.1 This chapter of the report presents a review of the potential future demand for car parking on the Isle of Wight within the next five-year period (2016 to 2021). This review provides an indication of the likely parking capacity requirements within the island over the strategy's time span, which will then offer the opportunity of concentrating demand in the most efficient car parks with the aim of re-purposing under-utilised assets.

5.2 The predicted car parking usage and demand has been determined through examination of existing trends (data obtained from the Office for National Statistics, ONS); and potential future requirements (proposed development as per approved Council policy documents).

5.3 A review of existing tourism trends and annual ticket sales data has also been undertaken so as to gain an understanding of how these are correlated.

5.4 As such, the potential future parking demand is the result of background population growth, increase in car ownership levels and any potential additional future demand for parking as generated by 'significant developments' coming forward on the island over the coming years as identified in Council policy documents.

Potential Future Demand Generated by Existing Population - Background Growth

Island-Wide Population Review

5.5 According to ONS Census Data for 1991, 2001 and 2011, there has been an increase in population on the Isle of Wight of approximately 6.5% between 1991 and 2001, and 4.2% between 2001 and 2011. **Table 5.1** below shows the usual resident population estimates as obtained from the ONS census datasets as well as relative and cumulative changes in the form of percentages.

Table 5.1 Isle of Wight Usual Resident Population Estimates

Year	Population Estimate	Relative Change	Cumulative Change
1991	124,577[1]	-	-
2001	132,731[1]	+6.5%	+6.5%
2011	138,265[1]	+4.2%	+11.0%

Source: (1) 1991 / 2001 / 2011 ONS Census Data, 'Usual Resident Population' dataset.

5.6 As shown in Table 5.1, the population of the Isle of Wight has steadily increased between 1991 and 2011, with a total cumulative growth of 11% in the 20 year period.

5.7 In addition, recently released population statistics from the ONS suggest that the current number of residents on the island will continue to grow, with 2015 population estimated at 139,957 and 2021 population estimated at 143,651. **Table 5.2** shows a comparison between the 2011 usual resident population estimate and the 2015 and 2021 population projections. It also shows relative and cumulative changes in the form of percentages.

Table 5.2 Isle of Wight Population Prediction

Year	Population Estimate	Relative Change	Cumulative Change
2011	138,265[1]	-	-
2015	139,957[2]	+1.2%	+1,2%
2021	143,651[2]	+2.6%	+3,8%

Sources:
(1) 2011 ONS Census Data, 'Usual Resident Population' dataset;
(2) ONS 2012 based Sub-national Population Projections, released 29th May 2014.

5.8 Table 5.2 shows that a broadly linear and steady growth is expected on the island, with an increase in population of approximately 4% between 2011 and 2021.

Main Urban Areas Population Review

5.9 The island has 39 electoral wards, 25 parishes and 8 town councils, with the majority of the population residing within the island's main towns. With the purpose of identifying any changes in population over the past 20 year period, a review by wards has been undertaken. It is noted that, as the geographical boundaries of the electoral wards have been altered between Census years, the data from different wards has been combined to form significant urban areas, with the selected areas having the comparable geographical boundaries over the study years.

5.10 The existing parking data review presented in chapters 3 and 4 suggests that the parking areas at island's coastal regions are most frequented by visitors and tourists, these showed clear peaks in ticket sales during the summer months. In contrast, several parking facilities within the main towns showed more steady ticket sales profiles, which suggests that these are most frequently used by local residents.

5.11 The majority of residents of the Isle of Wight live within the island's main towns, the largest of which are Newport, Ryde and West Cowes. Although the population across all of the island increases during the peak summer period, the island's major towns are home to a considerable resident population throughout the year. In order to develop a strategy that is most beneficial to the local residents, the population of the major towns must also be considered.

5.12 Population estimates of the three major urban areas within the Isle of Wight are outlined in **Table 5.3**, **Note**: (*) Denotes inclusion of Newport, Carisbrooke, Parkhurst and Wooton Bridge areas for comparison purposes between the three Census Data years.

5.13 **Table** 5.4 and **Table 5.5** below. These include 1991, 2001 and 2011 census data for each one of the towns, as well as relative and cumulative changes in the form of percentages of recorded population figures.

Table 5.3 Newport Population

Year	Population estimate*	Relative Change	Cumulative Change
1991	25,033	-	-
2001	27,163	8.5%	8.5%
2011	29,300	7.9%	17.0%

Note: (*) Denotes inclusion of Newport, Carisbrooke, Parkhurst and Wooton Bridge areas for comparison purposes between the three Census Data years.

Table 5.4 Ryde Population

Year	Population Estimate	Relative Change	Cumulative Change
1991	16,405	-	-
2001	17,794	8.5%	8.5%
2011	18,692	5.0%	13.9%

Table 5.5 West Cowes Population

Year	Population Estimate	Relative Change	Cumulative Change
1991	13,028	-	-
2001	13,601	4.4%	4.4%
2011	14,398	5.9%	10.5%

5.14 As shown in the tables above, each of the major towns across the island have seen a considerable increase in resident population between 1991 and 2011. Newport area has seen the largest increase in population; a total increase of 17% over the 20 year period.

5.15 As previously established in this report, Newport is the settlement which typically sees the highest demand for car parking, and is also the only major settlement to have a relatively constant demand for car parking throughout the year, as opposed to a noticeable peak in the summer which coincides with the tourist peak season.

5.16 As the usual resident population of the island (including all of the major settlements) increases, so it does the demand for car parking and, in turn, the need for a consistent car parking strategy.

Potential Future Demand Generated by the Increase in Car Ownership

5.17 A key aspect of this study is to identify trends in car ownership in the key residential areas as well as within the Isle of Wight as a whole. Data has been obtained from 1991, 2001 and 2011 Census data '*car or van availability*' datasets following the same ward selection as in the background growth section.

5.18 A summary of the 1991, 2001 and 2011 car ownership data for the Newport, Ryde and West Cowes urban areas as well as for the island as a whole is included in **Table 5.6** below. This table also includes the total number of households as well as the average number of cars available per household.

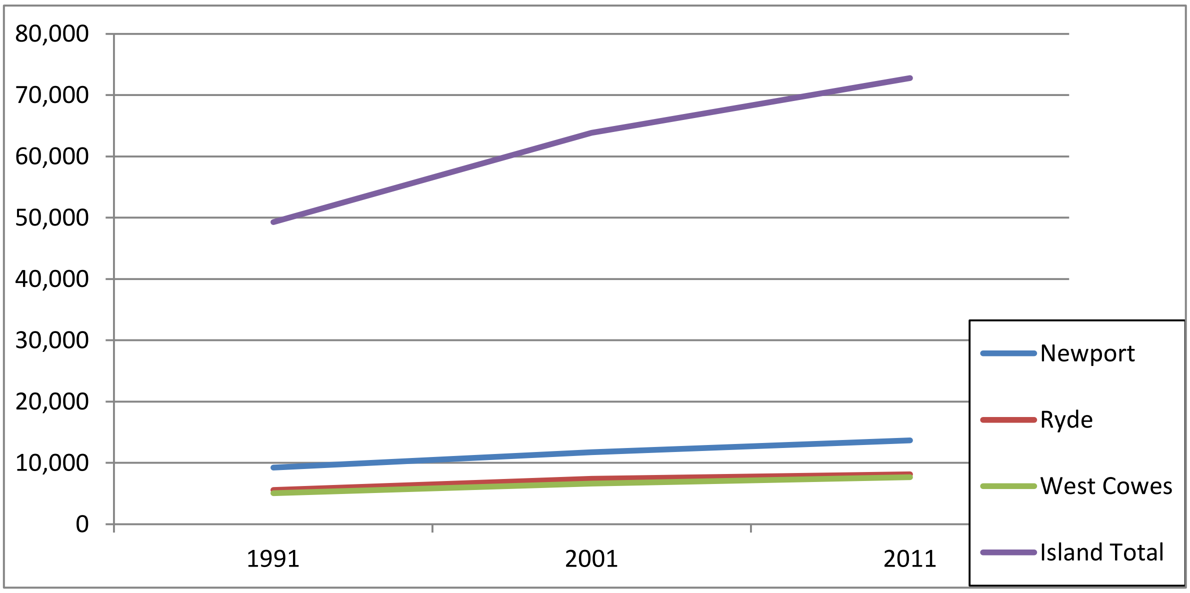
Table 5.6 2001 & 2011 Car Ownership Data

Area	1991 Census Data			2001 Census Data			2011 Census Data		
	Total Households	Total Cars	Average Car Ownership	Total Households	Total Cars	Average Car Ownership	Total Households	Total Cars	Average Car Ownership
Newport	9,603	9,251	0.96	10,800	11,750	1.09	11,859	13,689	1.15
Ryde	7,181	5,606	0.78	8,030	7,439	0.93	8,499	8,148	0.96
West Cowes	5,445	5,049	0.93	6,059	6,635	1.10	6,471	7,690	1.19
Isle of Wight (Overall)	51,236	49,286	0.96	57,519	63,874	1.11	61,085	72,788	1.19

Source: 1991, 2001 and 2011 ONS Census Data.

5.19 In addition, **Figure 5.1** shows the progression followed in the total number of cars available within the main urban areas as well as in the island as a whole between 1991 and 2011.

Figure 5.1 Total Number of Cars Available



5.20 **Table 5.7** shows the percentage increase identified between 1991 and 2011 as extracted from Table 5.6 above.

Table 5.7 1991-2011 Car Ownership Net Change

Area	% Increase 1991-2001			% Increase 2001-2011			% Increase 1991-2011		
	Households	Cars	Car Ownership	Households	Cars	Car Ownership	Households	Cars	Car Ownership
Newport	12.5%	27.0%	12.9%	9.8%	16.5%	6.1%	23.5%	48.0%	27.1%
Ryde	11.8%	32.7%	18.7%	5.8%	9.5%	3.5%	18.4%	45.3%	27.1%
West Cowes	11.3%	31.4%	18.1%	6.8%	15.9%	8.5%	18.8%	52.3%	39.1%
Isle of Wight (Overall)	**12.3%**	**29.6%**	**15.4%**	**6.2%**	**14.0%**	**7.3%**	**19.2%**	**47.7%**	**32.9%**

Note: Based on ONS Census Data.

5.21 As shown in Table 5.7 above, there has been a significant increase in car ownership both in the main urban areas as well as in the island as a whole over the past 20 years, with approximately 50% increase in the total number of cars between 1991 and 2011.

5.22 It has conservatively been assumed for the purpose of this strategy that the growth experienced between 2001 and 2011 will continue to 2021. **Table 5.8** shows the projected number of households and cars as well as the average number of cars expected to be available per household in 2021.

Table 5.8 2021 Projected Car Ownership Data

Area	Total Households	Total Cars	Additional Cars from 2011	Average Car Ownership per Household
Newport	13022	15948	**2259**	1.22
Ryde	8995	8925	**777**	0.99
West Cowes	6911	8913	**1223**	1.29
Isle of Wight (Overall)	64872	82946	**10158**	1.28

5.23 As it can be seen in Table 5.8 above, as a result of the experience background growth, it is expected that by 2021 there will be over 10,000 extra cars available on the Isle of Wight, with an average of nearly 1.3 cars per household. All of these new vehicles will have to be accommodated within the island's on-street and off-street parking facilities.

Potential Future Demand Generated by 'Significant Developments'

5.24 A key aspect of this study is to identify the extent to which key residential developments or infrastructure developments coming forward in the Isle of Wight in future years is likely to affect demand for car parking resources.

Isle of Wight Core Strategy- 2012

5.25 The Island Plan Core Strategy was adopted by the Council on 21 March 2012. It forms the central policy document of the Local Development Framework (LDF), which is called the Island Plan.

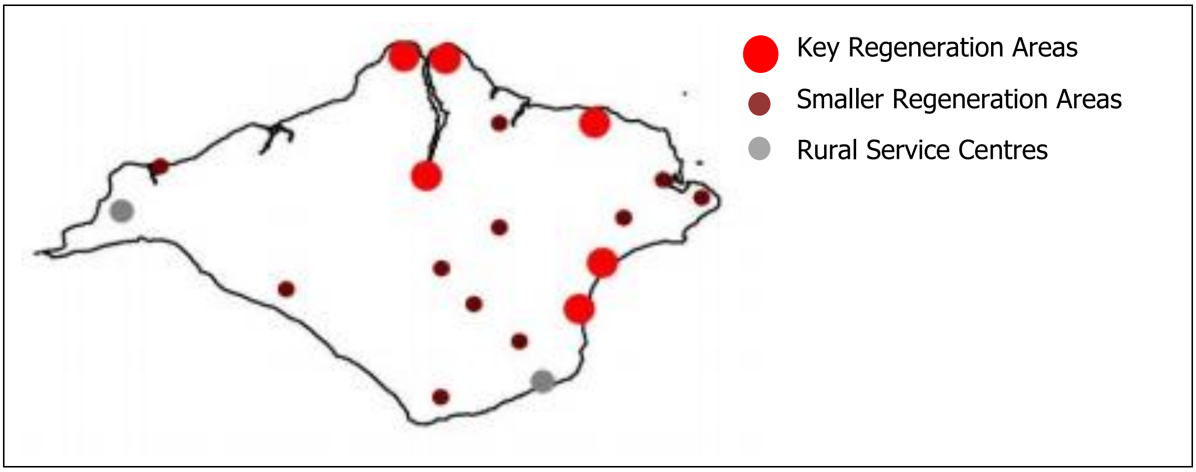
5.26 Section 'SP2 Housing' states that:

"The strategy provides for 8,320 dwellings for the Isle of Wight in the period 2011-2027, which is an average of 520 dwellings per year. These will be delivered broadly in accordance with the following distribution:

- *3,200 existing permissions and a further:*
  - *1,350 dwellings within the Medina Valley.*
  - *2,100 dwellings within Ryde.*
  - *370 dwellings within The Bay.*
  - *240 dwellings within the West Wight.*
  - *80 dwellings within Ventnor.*
  - *980 through smaller-scale development at the Rural Service Centres and wider rural area."*

5.27 The majority of the developments will be located with the Isle of Wight Key Regeneration Areas, resulting in significant amount of the residential developments proposals being delivered within the Medina Valley and Ryde. The Key Regeneration Areas, Smaller Regeneration Areas and Rural Service Centres are shown in **Figure 5.2**.

Figure 5.2 Key Regeneration Areas (Settlement Hierarchy)



Source: Isle of Wight Council Core Strategy (March 2012) – Map 5.4 'Settlement Hierarchy'.

5.28 Whilst an average increase of 520 dwelling per year might not necessarily be achieved, the overall additional housing provision will likely add considerable pressure on the existing car parking network, particularly on car parking areas in or near to the Key Regeneration Areas or areas with high levels of retail provision or employability.

5.29 Using the 2021 overall island's projected vehicle ownership level of 1.28 as presented in Table 5.8, it can be calculated that an average increase in the number of households of 520 dwellings per annum could potentially lead to an annual increase in the number of cars on the Isle of Wight of approximately 665. It is worth noting, however, that additional housing provision could translate into the relocation of existing population and vehicles; nevertheless, this figure of 665 could be taken as a worst-case scenario.

Isle of Wight Council, Highways Private Finance Initiative (PFI)

5.30 The Highways PFI is the comprehensive upgrade, and maintenance of over 25 years, of the island's road, footway and cycleway network. PFI contract (to Island Roads) began on 1st April 2013, with the aim of upgrading, enhancing, and maintaining the rural and urban roads as well as footways, street lights, bridges, cycle ways, public car parks, signage, CCTV and street furniture by 2020 (the core investment period).

5.31 The Island Plan States that '*The Island's Strategic Road Network is near capacity at a number of key locations'*, however, it is considered that upgrading of the road network will allow the capacity to be functioning at a more efficient level and thus encouraging the use of car as the main transport use, as it will provide, faster and more efficient car travel. This in turn will add pressure to Isle of Wight's existing car parking infrastructure.

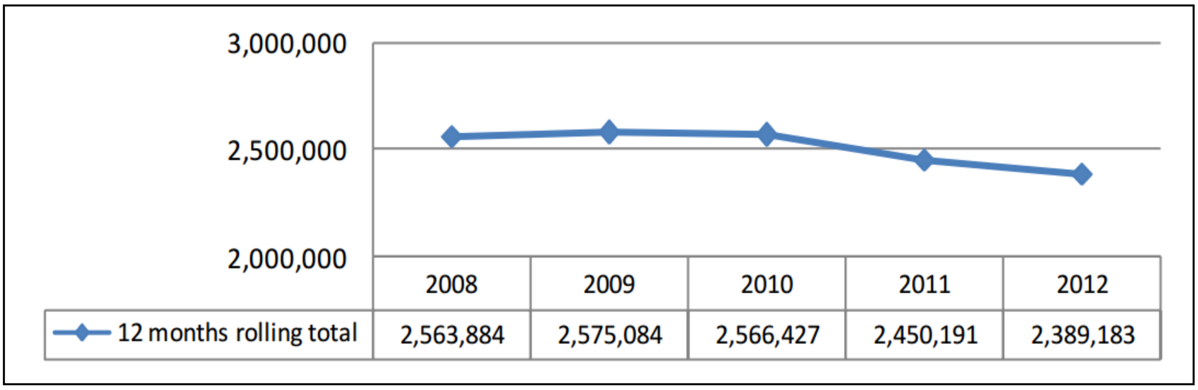
Tourism Trends Review

5.32 The Isle of Wight Council conducts onboard ferry and business surveys, producing quarterly and annual reports detailing visitor numbers, trends and changes in the industry. A review of the latest available 'Tourism trends quarterly bulletin: Visitor statistics for summer 2012' (Q3 mid July to early September 2012) has been undertaken, of which the findings are summarised below.

5.33 The bulletin provides the key findings of the Isle of Wight Tourism Monitor for the seven week peak summer period covering from the 16th July through to the 2nd September.

5.34 **Figure 5.3** presents a graphic of the total annual visitor numbers between 2008 and 2012, which show that the number of visitors increased steadily to a peak in 2010 to reduce slightly in the following two recorded years.

Figure 5.3 Total Visitor Numbers (12 Month Rolling Total to end of Q3 2012)



Source: 'Tourism trends quarterly bulletin: Visitor statistics for summer 2012', Figure 2.

5.35 The bulletin also shows that the majority of the visitors (approximately 86%) had visited the island before, with over 60% of those doing so by private car.

Tourism Trends Review

5.36 Historical car park ticketing data has been obtained from years 2011 to 2014, which has been utilised to gain an understanding of overall ticket sales trends across the entire island.

5.37 **Figure 5.4** and **Figure 5.5** show a comparison of the total annual ticket sales between 2011 and 2014 across the island and per town respectively.

Figure 5.4 Annual Ticket Sales (Entire Island)

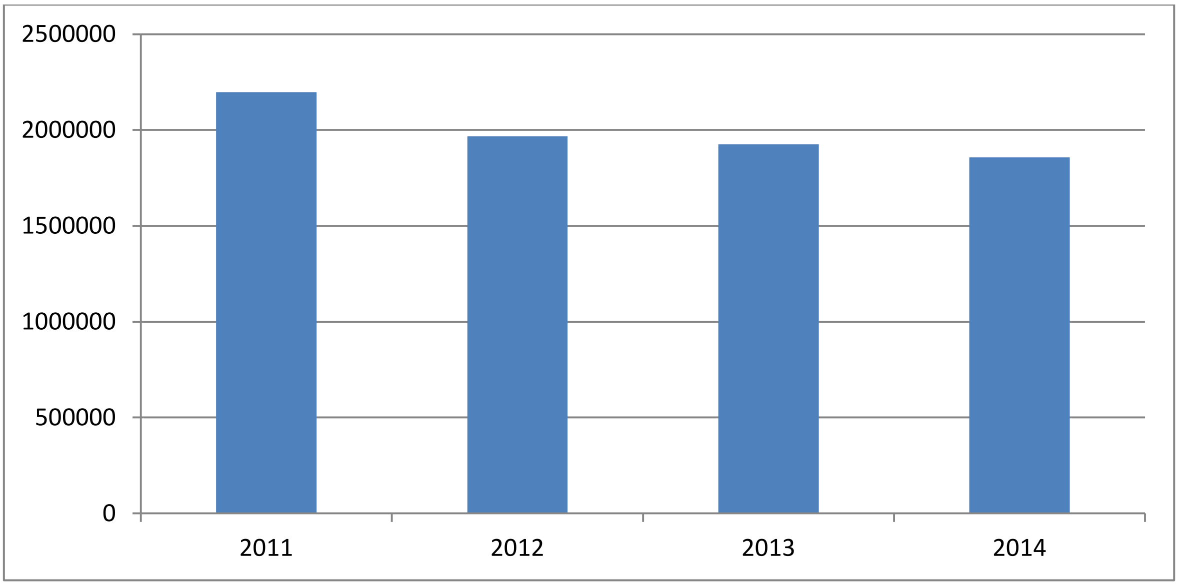
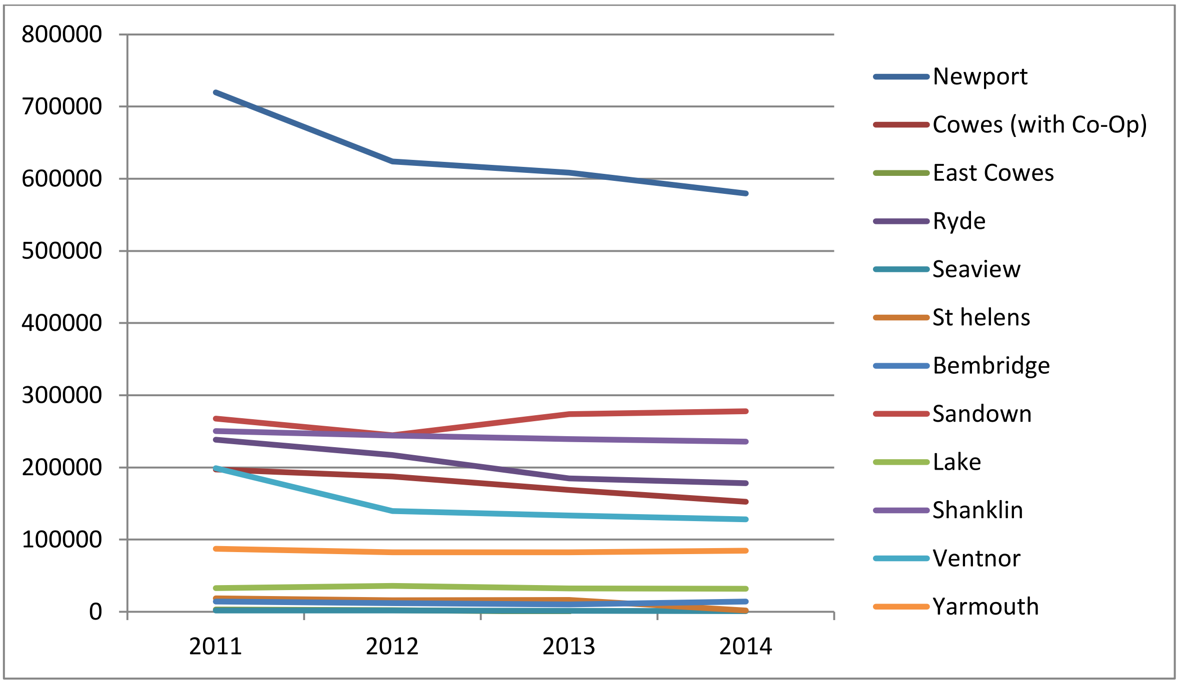


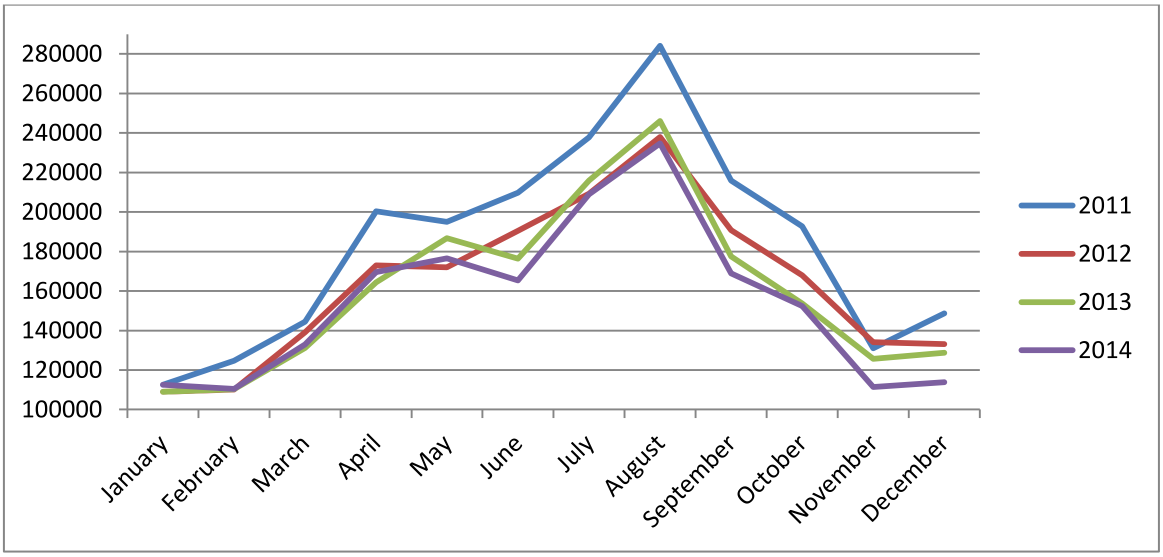
Figure 5.5 Annual Ticket Sales (Per Town)



5.38 Figure 5.4 and Figure 5.5 above show that, overall, ticket sales have progressively decreased. However, it is important to note that these graphs are based on the number of ticket sales only and that they do not necessarily reflect car park utilisation. Longer duration of stay tickets might have been purchased, meaning that car parks might actually be at capacity although selling less number of tickets. Further and more specific data would be required to fully identify parking trends and utilisation and capacity issues.

5.39 A further comparison has been undertaken per month across the entire island and this is shown in **Figure 5.6** overleaf.

Figure 5.6 Monthly Ticket Sales (Entire Island)



5.40 Figure 5.6 above shows that, although a decline in the total number of parking tickets sold has been recorded between 2011 and 2014, there is still a clear peak over the summer months, which denotes a clear dependence between parking ticket sales and tourism. It should be noted however that this could be related to the usage of parking permits by residents, which would not be covered within this data analysis and might have a significant impact on parking capacity across the island.

Potential Future Demand Summary

5.41 This chapter has presented a review of the potential future demand for car parking on the Isle of Wight within the next 5-year period ending in 2021.

5.42 According to ONS Census Data there has been an increase in population on the Isle of Wight of approximately 6.5% between 1991 and 2001, and 4.2% between 2001 and 2011, with a total cumulative growth of 11% in the 20 year period between 1991 and 2011. Additionally, recently released population statistics from the ONS suggest that the current number of residents on the island will continue to grow, with 2015 population estimated at 139,957 and 2021 population estimated at 143,651 (approximately 4% growth between 2011 and 2021).

5.43 In terms of cars available, ONS Census Data shows that there has been a significant increase in car ownership both in the main urban areas as well as in the island as a whole over the past 20 years, with approximately 14% increase in the total number of cars between 2001 and 2011 and 50% between 1991 and 2011. Assuming, for the purpose of this strategy, that the growth experienced between 2001 and 2011 will continue to 2021, it is expected that by 2021 there will be over 10,000 extra cars available on the Isle of Wight, with an average of nearly 1.3 cars per household (increased from 0.99 in 1991, 1.11 in 2001 and 1.19 in 2011). All of these new vehicles will have to be accommodated within the island's on-street and off-street parking facilities.

5.44 In addition, the Island Plan Core Strategy (adopted on 21st March 2012) states in Section 'SP2 Housing' that 'The strategy provides for 8,320 dwellings for the Isle of Wight in the period 2011-2027, which is an average of 520 dwellings per year.' The majority of the developments will be located with the Isle of Wight Key Regeneration Areas, resulting in significant amount of the residential developments proposals being delivered within the Medina Valley and Ryde. An average increase of 520 dwelling per year will add considerable pressure on the existing car parking network, potentially representing an annual increase in the number of cars of approximately 665. This will put particular pressure on car parking areas in or near to the Key Regeneration Areas or areas with high levels of retail provision or employability.

5.45 Although a review of tourism and parking ticket sales over the past years shows that there has been a decline in the total number of parking tickets sold as well as the number of visitors to the island, there is still a clear peak over the summer months, which denotes a clear dependence between parking ticket sales and tourism. Additionally, it should be noted parking permit usage has not been included in this review (as this data was not readily available), and thus the impact of resident parking with permits has not been covered, which could have a significant impact on parking capacity across the island.

5.46 Altogether, it is considered that an increasing background growth, alongside increasing average number of cars per household as well as the number of households itself will create higher levels of demand for parking areas within the Isle of Wight. This is due to the increase in demand being generated mostly by local residents in the main urban areas, particularly those with retail and leisure opportunities, which will be more impacted by the increase in demand.

6 Consultation

Introduction

6.1 Alongside the reviews of existing parking provision, potential future demand, and the detailed parking surveys which were carried out across the Isle of Wight, a key aspect of informing this strategy has been the gathering of views of local stakeholders. In order to gather these views, a number of consultation sessions were held.

6.2 The purpose of the consultation sessions was to gain an appreciation of the views of town and parish councils, businesses and other stakeholders on the island with regards to parking. It is crucial that the views of local stakeholders, with regards to any perceived parking issues on the island, are considered when finalising the strategy, as they and the people they represent will ultimately be affected by it.

Consultation Sessions

6.3 Three consultation sessions were held, the purpose of which was to gain an understanding of the views of a particular group of stakeholders. The stakeholders and representatives that expressed an interest and/or attended each of the three consultations are provided in **Table 5.1**. All of the consultation sessions took place on Wednesday 7 October 2015, with each session lasting for approximately two hours.

Table 5.6.1 Consultation Sessions

Consultation	Stakeholder	Representatives
First Consultation	Travel Operators	Red Funnel (did not attend)
Second Consultation	Business Associates	East Cowes
Third Consultation	Council / Parish Representatives	Representatives from:
		Isle of Wight Council
		Ryde Town Council
		Cowes Town Council
		Freshwater Parish Council
		Fishbourne Parish Council
		Nettlestone and Seaview
		Newport Parish Council
		East Cowes Town Council
		Totland Parish Council
		Sandown Town Council
		St Helen’s Parish Council
		Whippingham Parish Council

6.4 At each of these consultation sessions, those present were given a short presentation outlining the background of WYG, a brief of the project and the need for a parking strategy, and existing parking issues already identified. Additionally, initial results of the parking survey and other data were presented to stakeholders.

6.5 Stakeholders present were given the opportunity to ask any questions to representatives of WYG, or to raise any issues which they have identified with regards to car parking on the island. All those present were also given the opportunity to fill out comment forms or to email WYG at their own convenience with any further comments.

6.6 In addition to these consultation sessions, local businesses, as well as members of the public were also given the opportunity to fill out comment forms or to email WYG with their comments, although it is noted that comment forms were only made available to those who attended the consultation sessions.

6.7 A summary of the comments received from the initial consultation stage are provided in the following section. All of these comments have been incorporated into the overarching parking strategy for the island.

Issues Raised at Consultation

6.8 As previously noted, the issues raised during the consultation stage will be addressed within the overarching parking strategy. Unsurprisingly, many town and parish councils, businesses and stakeholders raised similar issues, which are included within this section. It should be noted that, although many local issues were raised at consultation, the notes included within the section are those which could be implemented on an island-wide scale.

Priority of Short Term Parking and Free On-Street Parking

6.9 It is possible to implement certain pricing structures which encourage either short or long term parking at particular car parks. For example, parking which is likely to be primarily used by shoppers or those making short linked trips, it would possible to implement cheaper short term tariffs, while offering expensive long-stay tariffs which would penalise those wanting to parking longer term or all day at these areas.

6.10 During the consultation stage, many local traders and businesses highlighted a lack of free/affordable on-street parking available outside of their premises. Some of these businesses considered pay-and-display parking meters at these locations as discouraging potential customers.

6.11 This is an issue that was highlighted by small businesses in particular, especially those located on local high streets and immediate vicinity. It is perceived by many small businesses that potential customers are being deterred from visiting their premises due to the parking restrictions in place in the vicinity of their businesses. Local businesses generally claim that footfall has decreased due to the introduction of charging for on-street parking.

Pay-on-Exit Parking

6.12 A measure which could be introduced at existing pay-and-display car parks in order to support growth and trade for local businesses is pay-on-exit parking. It has been raised by several local businesses and other stakeholders that customers do not spend as much time in shops and other businesses due to having already bought a time limited pay-and-display ticket to park their car.

Customers are aware that if they exceed the time limit on a pay-and-display ticket then they could be subject to a fixed penalty.

6.13 If customers were aware that they could stay longer in a car park than originally planned and only be subject to the next tariff band, as opposed to a fixed penalty, then it is likely that they would be more inclined to spend longer in local shops and businesses. This should not be regarded as an issue given the existing pay by phone system available. However, considering the demographic of the island, it is likely that certain car park users might be more comfortable with traditional payment methods. Moreover, pay by phone systems rely on the phone network and it is noted that many areas of the island experience poor mobile phone network coverage, often with no 3G connection.

6.14 The cost to implement pay-on-exit barriers and ticketing machines would be negated by no longer requiring traffic wardens to visit the car parks where the pay-on-exit barriers operate on a regular basis. Customers, who would be able to spend more in local businesses, would also be more likely to stay for longer and therefore be required to pay higher tariffs. This measure is considered to encourage leisurely shopping in the island's town centres.

Formalised Controlled Parking Zones

6.15 Although there are currently in place a number of streets and locations situated across the island which restrict on-street parking to local residents only, with conditions (known as Residents' Parking Places). These tend to operate on an informal and individual basis, with restrictive parking conditions varying from town to town.

6.16 Issues with the availability of on-street parking had been highlighted during the consultation stage by town and parish councils, specifically from those areas where there is a particularly high level of tourism during the summer season. It has been noted that demand for parking in residential areas often outstrips supply due to tourists parking in these areas as a means of avoiding paying for parking in more central car parks or pay-and-display parking.

Parking Vouchers for Members of the Public

6.17 The potential introduction of parking vouchers in the form of scratch cards was raised during the consultation stage by a member of the public. These vouchers have been introduced across many local authority areas in recent years (e.g. Woking Borough Council), particularly as traditional on-street pay and display payment machines have been removed. In town centre and high street shopping areas on-street bays may exist which are reserved for use by the public. Additionally, in many parking zones reserved for the use of residents or business only (or both), non-permit holders may also be permitted to park in those bays provided they have either purchased a ticket from an on-street payment machine or purchased a parking voucher from various shops and premises. In some of these parking areas, separate bays may exist for permit holders and non-permit holders.

6.18 However, parking vouchers (scratch cards) for members of the public can have various associated issues. For instance, where a pay and display cash payment machine has been removed but the nearest shop or outlet selling vouchers is not immediately close by or obvious, or where the hours of on-street parking control may extend beyond the opening hours of that shop or outlet. Even where several nearby shops or outlets may offer vouchers, this can still be seen as less convenient compared to being able to pay at a machine on the street as it is currently available. Pay by Phone is considered to be one of the most suitable alternatives to these vouchers and this is also in use on the island. In addition, there is the use of 'PayPoint' machines in shops, which has similar disadvantages to scratch cards but is electronic and thus, removes the need for printed vouchers and can be used alongside Pay by Phone.

7 Parking Strategy

Introduction

7.1 This chapter revisits the overall aims and objectives for the parking strategy and also sets out the various recommendations, following the outcome of the baseline studies and stakeholder consultation exercise. The strategy set out within this chapter will be consulted on, before a final set of recommendations is put to the Council in a revised version of this document. The various recommendations comprise 'Primary Recommendations' and 'Supporting Recommendations', which have been developed to assist the delivery of the primary recommendations and to add value to them.

7.2 The overarching aim of this strategy is to provide a bespoke set of recommendations, which will form Council policies aimed at striking an appropriate balance between a range of economic, social and environmental factors given island's unique circumstances.

7.3 The remainder of this chapter is set out in a number of different sections, firstly to review the overall aims and objectives the strategy must meet, and secondly to set out the various primary and supporting recommendations.

Aims and Objectives of the Parking Strategy

7.4 The overall aims and objectives for this strategy are set out as follows:

Aims

- Provide a consistent island-wide policy framework with specific objectives and targets;
- Support retail, business and leisure economy;
- Protect the interests of residents, businesses and tourists; and
- Achieve consistency with relevant transport policy and guidance (at national and local levels), and regeneration and community strategies and objectives.

Objectives

- Identify existing and potential future parking issues, concerning both on and off-street parking;
- Improve the experiences of residents, business users, visitors and tourists in respect of car parking;
- Increase the efficiency of on and off-street parking areas to reduce congestion and searching times, and ensure that different types of users are able to park in the most appropriate car parking areas;
- Protect the interests of residents and their visitors regarding parking in residential streets, business users and commuters in commercial areas, and tourists in holiday destinations.
- Concentrate demand for off-street parking in the most efficient and accessible car parks, which could in turn lead to the re-purposing of under-utilised car parking assets and the further ability to release the value of these re-purposed assets; and
- Provide additional car parking capacity where it is most needed (instead of continuing to provide under-utilised parking at newly re-purposed sites).

Parking Strategy – Recommendations

7.5 Two main factors are considered key to a successful parking strategy and these are an efficient management of assets and the provision of adequate parking provision.

7.6 The way in which parking is managed can potentially have a significant impact on the performance of the highway network, including in town centres and other built-up areas which can in turn affect the performance of the town centre or built-up area as a whole. If parking assets are poorly or inefficiently managed, for example they are poorly maintained, have inadequate signage or charge an inappropriate tariff, this can lead to traffic delays and congestion (and associated environmental issues) as well as driver inconvenience and frustration.

7.7 In addition, over-provision results in a waste of land which could otherwise be used for other purposes, whist under-provision can to similar issues than poor management.

7.8 Bearing the above in mind, the remainder of this chapter is divided into two sub- sections, one including those policies dealing with the parking management and one including those policies dealing with the parking provision.

Overall Parking Management

7.9 Car parking needs to be carefully managed in order to help achieve the Council's LTP3 transport goals as included in Chapter 2.

Primary Recommendation PR1 – Overall Parking Management

Measures to control the supply, maintenance, pricing strategy, payment method and enforcement should be implemented to manage existing and future parking stock across the island in order to achieve the strategy's objectives. It is recommended that the Council should support the development of local strategies when based on a comprehensive evidence base of parking supply and demand.

7.10 The different measures to control the parking stock across the island will be set out further within this chapter and will fall in the context of wider demand on the island. As such, the Council should:

- Define the provision of parking associated with new developments/re-developments to ensure future demand is covered.
- Efficiently manage competing demands for on-street parking through the implementation of appropriate measures (e.g. Residents' Parking Zones).
- Effectively manage and maintain the council owned public car parking stock (both on and off-street).
- Provide an overarching pricing structure in line with general trends in the island.
- Introduce appropriate payment methods to reflect local circumstances.
- Enforce parking regulations effectively.

7.11 It is recommended that reviews of the parking provision in key areas throughout the island are required to develop more detailed local parking strategies, particularly in the main towns. These strategies should include proposals for the management of all types of parking (i.e. not only parking for cars but also for cycles, motorcycles, commercial vehicles and coaches). The Council will work with the local councils to review parking activities, particularly within the main towns on the island. Evidence of local parking supply and demand is required to complete detailed strategies for individual towns and other local areas.

Council Parking Stock Management

7.12 The review of the parking survey data shows that, in terms of duration of stay, both long and short-term parking has been utilised in a similar manner, with users parking in long-stay car parks for short periods of time, whilst some users parked in short-stay car parks for longer periods than those permitted by the tariff regime. This suggests that:

- Greater differentiation between long and short stay parking is needed;
- long term parking rates at long-stay car parks are not currently encouraging a proper usage of these facilities;
- there might be a lack of parking enforcement to ensure that a suitable car parking turnover is achieved on short-stay car parks as users park for periods of time longer than allowed; and
- there might be a need for long-stay parking instead of short-stay at certain locations.

7.13 Responses received as part of the consultation process suggested that local businesses are experiencing a reduction in trade that might be partly caused by the lack of parking in their immediate vicinity. Moreover, when parking was readily available, existing payment methods that include a fixed parking duration seemed to discourage longer shopping times.

7.14 With the aim of supporting the vitality and vibrancy of local economies as much as possible, this parking strategy will seek to manage demand on a more active basis.

Primary Recommendation PR2 – Council Parking Stock Management

It is recommended that the Council should work with local councils so as to assist the continued viability of the Island's town centres. This should attempt to negate conflicts in demand for parking between commuters and shoppers.

Where possible, payment methods should be reviewed to make the use of town centre car parks more flexible for shoppers. Additionally, where appropriate, longer stay car parking should be directed to less centrally located car parks and park and ride sites as well as those located in close proximity to the ferry terminals and train stations.

Appropriate and effective signage should be provided to direct motorists to the most suitable car parks within their destination area. This should help to manage traffic delays and congestion (and associated environmental issues) as well as driver inconvenience and frustration.

Primary Recommendation PR3 – Variable Message Signage (VMS) Strategy

In line with Primary Recommendation PR2, it is recommended that a VMS strategy is developed to maximise car park utilisation in town and commercial centres. The required infrastructure should be implemented on relevant car parks so as to and provide real-time information in relation to the occupancy levels (available spaces) at those car parks. This should also improve customer's experience by reducing searching times and, in turn, potential congestion.

Primary Recommendation PR4 – Council Off-Street Parking Stock Management

It is recommended that Council off-street parking stock should be managed in accordance with the following principles:

- Short-stay parking (up to three hours) should be prioritised on sites within a short walking distance* of shopping and commercial centres to ensure adequate accessibility for shoppers.
- Long-stay parking should be prioritised on sites further away from shopping and commercial centres as well as those located in close proximity to the ferry terminals and train stations.
- Providing appropriate pricing strategies for both short and long-term parking in order to encourage each use as needed in accordance with the above.
- Parking permits should continue to be made available to both residents and tourists / visitors so as to allow and promote the use of off-street parking where on-street parking is not available.
- The mix, number and usage of off-street parking spaces should be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances.

(*) Short walking distance suggested to be up to a maximum of 400m (approximately 5 minutes walk distance) as recommended by the Institution of Highways & Transportation for acceptable walking distances within town centres.

Primary Recommendation PR5 – Council On-Street Parking Stock Management

It is recommended that Council on-street parking stock should be managed in accordance with the following principles:

- Controlled short-stay parking (up to two hours) should be given priority at available on-street parking locations in or near shopping or commercial centres; whereas long-stay parking should be prioritised on sites further away from these locations.
- Where comprehensive evidence base of parking supply and demand is provided, the Council should consider the provision of resident / business or combined Controlled Parking Zones (CPZs) in order to ensure that designated residential/business parking areas are safeguarded. Residents living in or business located within an area in which a CPZ applies should be able to apply for the relevant parking permit. Additionally, existing Residents' Parking Places should be upgraded to CPZs and should be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances.
- Where comprehensive evidence base of parking supply and demand is provided, the Council should consider the provision of free on-street short-stay parking (up to 1 hour, with no return to the street/parking area within 2 hours) to be available at parking locations in or near shopping or commercial centres. This should include the shared utilisation of on-street parking areas reserved for residents (Residents' Parking Places/CPZs).

- Adequate provision should be made for the delivery of goods and for public service and emergency vehicles.
- Provision for disabled Blue Badge holders should be made in line with recognised national standards (as a minimum).
- On residential roads, priority should be given to meeting residents' parking needs. Further attention should also be given to on-street parking areas located in the vicinity of ferry ports or rail stations so as to avoid commuter parking on residential streets.
- The mix, number and usage of on-street parking spaces will be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances.

Supporting Recommendation SR1 – Prioritising On and Off-Street Short-Stay Parking on Sites within Acceptable Walking Distance* of Shopping and Commercial Centres

Short-stay parking encourages higher turnover of spaces, which means that more parking users utilise each parking bay on a given day. As short-stay bays should primarily be used by shoppers, this recommendation aims to support the vitality of town centres and local business. Care is needed to prevent long-stay parking in short-stay areas by users abusing other technologies such as 'pay by phone' to remotely renew parking tickets in short stay car parks.

(*) Short walking distance suggested to be up to a maximum of 400m (approximately 5 minutes walk distance) as recommended by the Institution of Highways & Transportation for acceptable walking distances within town centres.

Supporting Recommendation SR2 – Prioritising Long-Stay Parking on Sites further Away from Shopping and Commercial Centres as well as those in Close Proximity to Ferry Ports and Rail Stations

Long-stay parking is intended for commuter and all-day parking and, as such, this should be provided in areas further away from local shopping and commercial centres as well as in those areas in close proximity to ferry terminals and rail stations. Care should be given to parking for staff within the local shopping and commercial centres.

Supporting Recommendation SR3 – Provide Sensible Pricing Strategies for both Short and Long-Term Parking

In order to encourage the proper use of short and long-stay parking spaces, an appropriate and effective pricing structure needs to be provided. These tariffs should discourage long-stay in short-stay parking areas and vice-versa. Suitable allocation of Civic Enforcement Officers (CEOs) will be required in order to ensure a correct use of parking spaces.

Supporting Recommendation SR4 – Provision of Free On-Street Short-Stay Parking at Parking Locations In or Near Shopping or Commercial Centres

The council should consider the provision of free short-stay parking on on-street parking locations in or near shopping or commercial centres, where comprehensive evidence base of parking supply and demand is provided. The general duration of stay permitted should be up to 1 hour, with no return to the street/parking area within 2 hours, which should be applicable Monday to Sunday. However, variations from this general duration of stay should also be considered.

Sections of on-street residents only parking areas should also be considered for as long as residents' parking needs are met. Appropriate enforcement should be provided to deter people from taking advantage of these parking areas.

Supporting Recommendation SR5 – Provision of Controlled Parking Zones (CPZs)

The provision of CPZs should be considered by the Council where comprehensive evidence base of parking supply and demand is provided. This is intended to ensure that designated residential parking areas are safeguarded. In order for a CPZ to be implemented in a given area, the majority of residents and/or businesses located within the area should need to demonstrate support for its implementation. A threshold of over 50% is recommended, whereby more than half of those consulted would have to demonstrate support through a consultation exercise.

Existing Residents' Parking Places should be upgraded to meet with the signage and control criteria of CPZs. These and any additional proposed CPZ should be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances. **Appendix A** shows the existing Residents' Parking Places within the Isle of Wight, which apply to a number of areas in Cowes, Newport, Ryde, Sandown, Shanklin and Yarmouth.

Private Parking Management

7.15 The quantum of private parking has a direct impact on the availability of on and off-street parking, with the primary way in which local authorities are able to influence private parking being through the planning process.

Primary Recommendation PR6 – Private Parking Management

It is recommended that where new private developments as well as re-developments include the provision of parking exceeding a defined threshold, a Car Parking Management Plan (CPMP) should be secured so as to ensure that the future operation of the car park is detailed in full.

Where the proposals include public parking, a CPMP should be provided including details in regard to duration of stay, charging regime, security and enforcement. This is to ensure that the proposed public parking area follows the car parking management considerations as set out by the IoW.

Supporting Recommendation SR6 – Requirement for Car Parking Management Plan (CPMP)

Thresholds should be developed for all types of development, including new developments and re-developments, in order to determine the requirement for a CPMP during the planning stage.

Parking Charges

7.16 A consistent charging regime is proposed across the Island in line to Recommendations PR4 and SR3 above.

Primary Recommendation PR7 – Parking Charges

In order to encourage a proper use of the Council's parking stock and support the vitality and vibrancy of all local economies within the Island as much as possible, a consistent pricing strategy should be implemented at all car parks managed by the Council. The new charging regime should separate on and off-street parking as well as short and long-stay parking and should be reviewed annually by the Council.

Supporting Recommendation SR7 – Long-Stay Parking Tariff

A long-stay parking tariff aimed at discouraging short-stay parking at long-stay Council owned car parking areas should be developed and applied across the island. In line with this, it would be recommended that parking rates for these areas exclude the allowance for short parking periods on their own (i.e. minimum stay allowed equal or greater than 3 or 4 hours).

Supporting Recommendation SR8 – Short-Stay Parking Tariff

A short-stay parking tariff aimed at discouraging long-stay parking at short-stay Council owned car parking areas should be developed and applied across the island. In line with this, it would be recommended that parking rates for these areas include an increased tariff rate for parking periods exceeding 3 hours.

Payment Methods

7.17 The payment method predominantly utilised at the car parks managed by the Council is 'Pay & Display' (P&D). This is a very popular and cost effective car park operating system, whereby users park in a bay and buy tickets from a pay station to then display the ticket in their vehicle. These tickets are then checked by a CEO or parking warden. A benefit of this system is that it is comparatively cheaper to implement than any other systems currently available. The main disbenefits are that it requires manual enforcement, is at risk of misuse and removes the possibility of spontaneous extension of stay.

7.18 The above is supported by a pay by phone system which allows users to pay remotely for parking. This offers the possibility of extending user's parking stay while away from the car park, however, relies on the phone network. Care must be given to this system so it is not abused to park in short stay parking locations for longer periods than those permitted by adding the time purchased by phone with that of an already displayed ticket.

7.19 It was raised during the consultation process that customers to shopping and town centres seem to spend less time than what would be desired as they have already paid for a fixed rate at a car park and they rather leave than face a fixed penalty. This should not be considered as an issue given the existing pay by phone system. However, the Council should remain sensitive to the demographic of the island and that certain car park users might be more comfortable with traditional payment methods. Also noted is that many areas of the island experience poor mobile phone network coverage, often with no 3G connection, therefore, the implementation of pay by phone apps that require data connection may not be feasible in these areas.

7.20 In addition, the potential introduction of parking vouchers in the form of scratch cards was also raised during the consultation stage. These vouchers would allow non-permit holders to park in zones reserved for the use of residents or business only (or both) as well as in off-street parking locations. Vouchers or scratch cards would be purchased from an on-street payment machine or a permitted shop or outlet. However, the use of these vouchers can have various associated issues. For instance, where a pay and display cash payment machine has been removed but the nearest shop or outlet selling vouchers is not immediately close by or obvious, or where the hours of parking control may extend beyond the opening hours of a permitted shop or outlet. Even where several nearby shops or outlets may offer vouchers, this can still be seen as less convenient compared to being able to pay at a machine on the street as it is currently available. Pay by Phone is considered to be one of the most suitable alternatives to these vouchers and this is also in use on the island. Therefore, the introduction of these scratch cards is not considered to be particularly beneficial and thus, it is not recommended at this stage.

Primary Recommendation PR8 – Off-Street Car Park Payment Methods

With the purpose of supporting the aims of this strategy and in line with Primary Recommendation PR2. It is recommended that the council reviews current payment systems in car parks located in the vicinity of shopping and town centres. This measure is considered to encourage leisurely shopping in the Island's town centres.

Supporting Recommendation SR9 – Alternative Car Park Payment Methods

There are two main alternative payment systems to P&D, and these are discussed below:

- **Pay-on-Foot or Pay-at-Exit** – Access and exit to car parks is barrier controlled. Users retrieve a ticket upon access, payment machines are available at the car park for users to approach them and pay for the entire length of their stay before leaving. The ticket, once paid for, is used to lift the barrier upon exit. Variations of this system exist where the payment can also be made at the exit barrier; however, this slows traffic flows on exit and thus is less recommended.

  The main benefit is that payment is made at the end for the entire length of stay, thus users are no longer bound to an expectance of stay due to a rate already paid for. Disadvantages of this system are the increased cost of installation and space utilised for queuing and access/exit. Furthermore, physical space constraints (particularly at small car parks) can make this system impossible to fit.

  The cost to implement pay-on-exit barriers and ticketing machines would be reduced to some extent by eliminating the need for CEOs to visit the car parks where this system is implemented.

- **Automatic Number Plate Recognition (ANPR)** – The system works via an ANPR camera system being installed in the car park. Each time a vehicle enters the car park the camera records the number plate and the arrival time. Payment machines are available at the car park for users to approach them and pay for the entire length of their stay before leaving. The system therefore records which vehicle number plates are within the car park and which have received payment against. If a vehicle leaves without making a payment the system is able to trigger the dispatch of a Penalty Charge Notice (PCN).

  As it is the case with Pay-on-Foot, the main benefit is that payment is made at the end for the entire length of stay, with an additional advantage of space savings as barriers are no longer needed. Disadvantages of this system are the increased cost of installation and that ANPR systems do not have a 100% read accuracy rate.

  Once again, the cost to implement these cameras and payment machines would be reduced to some extent by eliminating the need for CEOs to visit the car parks where this system is implemented.

Several other payment alternatives are offered by different organisations providing parking solutions. However, it is considered that these high-tech solutions would increase the implementation costs with no palpable benefits over the systems described above. Nevertheless, proper studies including costs of implementation should be produced in order to conclude which system is the most appropriate.

The potential introduction of parking vouchers in the form of scratch cards has also been reviewed. However, given the likely associated issues with the use of these and the fact that more suitable alternatives to this payment method, P&D and Pay by Phone, are already available across the island for the use of the public; it is not considered to be particularly beneficial and thus, not recommended at this stage.

Supporting Recommendation SR10 – Variable Message Signage (VMS)

A beneficial result of implementing either Pay-on-Foot or ANPR payment systems on a car park is that VMS can be linked to it and offer real-time information as to the occupancy level (available spaces) at that car park.

It is noted however that other methods exist to provide real-time car park occupancy information. These methods should be studied further in order to provide an effective VMS Strategy in line with Primary Recommendations PR2 and PR3.

Parking Permits

7.21 The Isle of Wight Council currently provides the possibility of acquiring parking permits to provide both residents and tourist with the possibility of parking within certain areas/car parks at a discounted rate for a determined period of time. These permits apply to both on and off-street parking facilities.

Primary Recommendation PR9 – Off-Street Parking permits

Parking permits should continue to be offered to both residents and tourists. In terms of permits for residents, these would potentiate the use of off-street car parks and release on-street parking spaces for other uses. In relation to permits for tourists, these would support local growth and promote Island-wide travel. The cost of these permits should be reviewed on an annually basis.

Supporting Recommendation SR11 – Residents' (Pay & Display) Permit

A resident living within a 200 metres radius of a council car park (and who is the owner of the vehicle) should be able to apply for a permit for one named car park. This permit should be issued at a sensible cost. Currently, these permits are issued at the cost of £75 for 6 months or £150 for 12 months, which is considered reasonable. The cost of the permit should be reviewed by the Council annually.

Supporting Recommendation SR12 – 'All Island' Car Park Permit

Any resident should be able to apply for an annual parking permit offering the possibility of parking for up to six hours in any council managed long-stay off-street car park and for up to two hours in any council managed short-stay car park. Currently, these permits are issued at the cost of £295 for 12 months, which is considered reasonable. The cost of the permit should be reviewed by the Council annually.

Supporting Recommendation SR13 – All Island Supplementary parking Permit

To park longer than the All Island Car Park Permit allows, residents should have the possibility of purchasing a Supplementary Parking Permit, which allows unlimited parking in council managed long stay off-street parking facilities. The Supplementary Permit should only be purchased at the same time as applying for the All Island Car Park Permit and should always expire on the same date. Currently, these permits, including the cost of the All Island and the Supplementary permits, are issued at the cost of £420, which is considered reasonable. The cost of the permit should be reviewed by the council annually.

Supporting Recommendation SR14 – Tourist Permit

A Tourist permit should be able to be purchased to be used in all on and off-street pay and display parking bays managed by the Isle of Wight Council except for the following car parks:

- Pier Square, Yarmouth
- Yarmouth Harbour
- Browns/Dinosaur Isle, Sandown
- Esplanade Car Park, Totland

The permit should enable cars to park in designated car bays, and coaches/oversize vehicles to park within coach/oversize vehicle bays. Permits should expire after the full period of days purchased have elapsed (e.g. a two-day permit purchased at 4pm on a Friday will expire at 4pm on Sunday).

Primary Recommendation PR10 – On-Street Parking Permits

In line with Recommendations PR5 and SR5, it is recommended that parking permits should continue to be offered to residents living in an area subject to parking controls (existing Residents' Parking Places/proposed CPZs). This should alleviate parking stress in residential areas. The cost of these permits should be reviewed on an annually basis.

Supporting Recommendation SR15 – Residents' Parking Zone Permit

Residents living in an area in which parking restrictions apply (Residents' Parking Places/CPZs) and who are the owner of the vehicle will be able to apply for parking permits. This includes residents living within 100m radius of an esplanade, Cowes Parade, East Cowes and Newport. A maximum of two permits will be issued per postal address. This is in line with the maximum average figures recorded in relation to car availability per household. Currently, these permits are issued at the cost of £50 for motor vehicles and £10 for motor bikes, which is considered reasonable. The cost of the permit should be reviewed by the Council annually.

Supporting Recommendation SR16 – Residents' Parking Zone Visitor Permit

Residents living within an area in which parking restrictions apply (Residents' Parking Places/CPZs) should be able to apply for Residents' Visitors Permits to enable visitors to park within the zone whilst visiting the resident. The Visitor Permits are currently issued in the form of a book of 10 individual scratch cards and are issued at the cost of £5.00 per book, which is considered reasonable. Proof of residence should be provided when applying for the permits. The cost of the permit should be reviewed by the Council annually.

Supporting Recommendation SR17 – Residents' Parking Zone Business Permit

Business situated within an area in which a parking zone applies should also be able to apply for a parking permit. Currently, these permits are issued at the cost of £40 for motor vehicles and £10 for motor bikes, which is considered reasonable. The cost of the permit should be reviewed by the Council annually.

Parking Enforcement

7.22 In line with Supporting Recommendation SR3 and in order to ensure that parking restrictions and proposed tariffs are complied with, it is recommended that a parking is appropriately enforced by the council.

Primary Recommendation PR11 – Parking Enforcement

The council should enforce parking restrictions effectively and efficiently.

Supporting Recommendation SR18 – Parking Enforcement Strategy

In order to achieve Primary Recommendation PR11, it is recommended that a Parking Enforcement Strategy (PES) is developed so as to ensure that parking restrictions and proposed tariffs are complied with.

The main objectives of the PES would be:

- Local co-ordination of services across the island
- Reducing circulation of traffic to support the vitality and vibrancy of market town centres by increasing the turnover of short-stay spaces and encouraging the appropriate use of long-stay spaces through better enforcement
- Easier introduction of CPZs as these would be effectively enforced
- Improvement of parking patterns leading to previously illegally parked vehicles being moved to unrestricted areas
- Providing a more reliable access to designated loading bays and facilities for deliveries

It is considered that the council currently employs teams of enforcement officers to patrol the streets and car parks and that these officers have the responsibility for issuing Penalty Charge Notices (PCNs). Income from the payment of PCNs should be used to finance the operational costs of the council's parking service.

As part of the development of a parking enforcement strategy, the council should investigate the use of technology to maintain effective enforcement and ensure that traffic regulation orders are reviewed on a regular basis.

Parking Provision and Guidelines

7.23 Parking guidelines aim to set acceptable levels of parking provision for all modes of transport in new development, which should ensure the effective function of these developments as they are provided with sufficient parking. Therefore, the development of parking guidelines should be made in alignment with both the latest national guidance and local aspirations.

7.24 A set of parking guidelines should therefore be developed with the purpose of providing a consistent island-wide parking provision.

Primary Recommendation PR12 – Island-Wide Parking Guidelines

It is recommended that clear car island-wide parking guidelines, applicable to every type of development across the island, should be provided. These should include a minimum requirement for the number of spaces to be set aside specifically for disabled users at every new development, which should also enable wheelchair users to get in and out of their cars comfortably. Additionally, suitable provision should be made for electric vehicle charging (both active and passive charging points).

Supporting Recommendation SR19 – Develop Detailed Residential and Non-Residential Parking Guidelines

Parking guidelines should be developed to ensure that car, cycle and motorcycle parking provided for new developments is sufficient to meet the needs of both current and future occupiers and uses whilst avoiding over-provision. This should include the minimum requirements for disabled car parking and electric vehicles charging points (both active and passive) that developers are expected to provide in new developments.

In line with national policy, parking guidelines for new developments should take into account the following:

- the accessibility of the development (i.e. rural or urban location and the availability public transport and/or car club provision);
- the type, mix and use of development;
- The availability of and opportunities for public transport;
- local car ownership levels; and
- local parking pressures.

Deviations from the island-wide guidelines should be considered where they are justified through the planning stage. Unallocated parking provision should be encouraged as this makes more efficient use of spaces in order to meet the needs of visitors.

For non-residential developments, the use of shared parking between different elements of a development should be promoted as this is likely to result in less parking land take than if elements are considered separately.

Supporting Recommendation SR20 – Design Guidelines

Design guidelines should be provided so as to ensure that developers have clear information in regard to the design and location of parking provision (of all types) in new developments, with particular attention to parking for disable people and cycles. Alternatively, direction should be given towards national guidance (i.e. Manual for Streets 1 and 2).

Parking Provision

7.25 The review of the parking survey data shows that, in terms of parking provision, the existing parking capacity across the island seems to be sufficient during the day. However, some car parks located at more central locations within the main towns could be experiencing capacity issues at night-time, when parking charges do not apply.

7.26 Where excessive parking stress is identified, additional parking provision should be made available. This would help to reduce congestion on streets as well as searching times as traffic would not have to circulate the parking areas seeking an empty space; as well as it would look after the interests of residents, businesses and tourists. This would be of particular application to ferry ports and town and shopping centres.

Primary Recommendation PR13 – Additional Parking Provision

In order to look after the interests of residents, businesses and tourists, the Isle of Wight Council should seek to provide additional parking where excessive parking stress is properly identified, which would help reduce congestion and searching times.

Supporting Recommendation SR21 – Additional Parking Studies

Additional parking studies should be undertaken of areas where parking stress exists in order to identify potential solutions and the level of parking capacity increase required to palliate the issue.

Supporting Recommendation SR22 – Park and Ride

Where additional parking studies identify the potential to resolve a parking stress issue by providing additional parking capacity, the council should consider the provision of Park and Ride parking areas where possible in order to reduce parking stress in town centres and in the surrounding areas of ferry and train terminals.

Park and Ride sites are primarily intended for the use of commuters. As such, they could be located on the outskirts of the main towns where there is the possibility of providing intermodal passenger journeys between a private mode of transport (e.g. car) and a shared mode (e.g. bus).

8 Summary & Conclusions

8.1 WYG is commissioned by the Isle of Wight Council (the 'Council') to develop an island-wide parking strategy for the period 2016-2021. The purpose of this strategy is to provide a consistent island-wide policy framework for the management of parking across the island, both within Council managed off-street car parks and on-street.

8.2 The parking strategy set out within this document provides a high level recommended policy position for the Council with regards to a number of key factors, including, the effective management of parking on the Isle of Wight, consistent with both national and local policies regarding parking and sustainability; management of Council owned car parking stock; car parking guidelines; setting of appropriate parking tariffs, which aim to maximise revenue whilst ensuring that Council owned and managed car parking is well utilised; parking for tourists and visitor attractions; parking at the Isle of Wight ferry terminals; and appropriate parking provision for specific user groups including mobility impaired users.

8.3 A key aspect of informing this strategy has been through gathering the views of local stakeholders. In order to gather these views, a number of consultation sessions were held. A summary of the key issues raised during the consultation sessions, held on Wednesday 7 October 2015, is provided within this report.

8.4 The ease and convenience in which residents, business users and their customers, tourists and visitors can access a location by car can have a significant influence on the locations' economic viability and long term sustainability. The benefits of an effective parking strategy are self-evident, whereby improving the management of parking in a particular given area can provide, greater support for local residents and visitors; support for local businesses; a reduction in traffic congestion; an improved local environment and reduced carbon emissions (through reduced travel and searching times to and within car parks); and optimised and more reliable revenue streams.

8.5 In developing this strategy, WYG has undertaken a review of 'best practice' parking strategies which have been prepared by other county councils and local authorities. The purpose of this review has been to identify examples of parking strategies which have been shown to work well in particular circumstances, and which may be drawn upon in the development of the parking strategy for the Isle of Wight. Best practice examples taken into account include the Carmarthenshire County Council 'Integrated Parking Strategy' (2005); Surrey County Council 'Transport Plan: Parking Strategy' (2011); Oxfordshire County Council 'Parking Policy' (2014); and Guildford Borough Council 'Town Centre Parking Strategic Review' (2013).

8.6 This document includes a review of existing public car parking provision on the island, including Council operated car parks and on-street parking supply. It also provides a summary of existing parking controls currently in force on the island, including existing Resident's Parking Places. This review has shown that there is a large variation in the nature and extent of on street parking controls across the island; parking restricted areas already exist to a limited extent, but there is an apparent lack of consistency regarding how they are implemented and managed across the island. There are also various types of parking permits available; for residents, business and visitors/tourists. A review of car parking facilities at and within close proximity to the various ferry terminals has also been carried out, at Ryde, West Cowes, East Cowes, Yarmouth and Fishbourne.

The majority of car parking across the island is centred around the main towns, with Newport and Ryde together providing approximately 35% of total Council-owned parking provision.

8.7 A review of ticket sales data for 2014/15 supplied by the Council demonstrates that the majority of ticket sales occur in Newport. It is notable that, aside from Newport, the remaining large towns on the island (Sandown, Shanklin and Ryde) all have identifiable peaks across the year, in July and August coinciding with the peak holiday period, whereas ticket sales in Newport remain relatively constant throughout the year. It is evident that the majority of parking demand at most major towns across the island is governed by tourism during summer months.

8.8 In order to supplement the parking usage data supplied by the Council, and to provide a representative 'snap shot' of parking usage at specific car parks (a mix of long and short stay car parks), WYG commissioned a series of parking surveys in August and September 2015. These parking surveys were undertaken by Nationwide Data Collection (NDC), and independent transport survey company.

8.9 Based on the parking data supplied by Council, supplemented with the August and September 2015 surveys, and an assessment existing trends, an assessment of potential future car parking demand has been carried out. According to Office for National Statistics (ONS) Census data there has been an increase in population on the Isle of Wight of approximately 6.5% between 1991 and 2001, and 4.2% between 2001 and 2011, with a total cumulative growth of 11% in the 20 year period between 1991 and 2011. Additionally, recently released population statistics from the ONS suggests that the current population of the island will continue to grow, with 2015 population estimated at 139,957 residents and 2021 population estimate at 143,651 residents (approximately 4% growth between 2011 and 2021).

8.10 In terms of car availability, ONS Census Data shows that there has been a significant increase in car ownership both in the main urban areas as well as across the island as a whole, over the past 20 years, with an approximately 14% increase in the total number of cars between 2001 and 2011 and 50% increase between 1991 and 2011. It is expected that, by 2021, there will be over 10,000 extra cars on the island with an average of almost 1.3 cars per household (increase from 0.99 cars per household in 1991; 1.1 in 2001; and 1.19 in 2011). All of these additional vehicles will need to be accommodated within the island's on-street and off-street parking facilities.

8.11 Chapter 7 of this report sets out the recommended parking strategy for the island. The various recommendations comprise 'primary recommendations' (denoted PR1, etc) and 'supporting recommendations' (denoted SR1, etc), which have been developed to assist the delivery of the primary recommendations and to add value to them.

8.12 The recommendations for the strategy set out within this report will be consulted on, before a final set of recommendations is put to the Council in a revised version of this document. The various recommendations respond to the overall aims and objectives of the strategy and the various issues raised through the desk-based review, car parking surveys, discussions with Council officers and the stakeholder consultation exercise. WYG would welcome the opportunity to discuss the content of this strategy document and the issues, opportunities and potential solutions it refers to.

Appendices

Appendix A

Existing Parking Restrictions

Appendix B

Existing Long-Stay Parking Inventory

Appendix C

Existing Short-Stay Parking Inventory

Appendix D

Existing Non-Chargeable Parking Inventory