

Report to Norwich Highways Agency committee
19 December 2019
Report of Head of city development services
Subject Car Club Expansion

Item
8

Purpose

To consider representations received in respect of a Traffic Regulation Order for car club parking bays and to recommend appropriate action in response to the outcome of the consultation.

Recommendation

That members:

- (1) approve the car club locations listed below and ask the head of city development to implement the following restrictions as advertised:

- **Avenue Road**
(additional 1 car club space to existing single bay)
- **Ber Street**
(1 space car club bay)
- **Britannia Road**
(1 space car club bay)
- **Borrowdale Drive**
(1 space car club bay)
- **Cavell Road**
(1 space car club bay)
- **Cecil Road**
(2 space car club bay)
- **Clarendon Road**
(additional car club space to existing bay)
- **Farmers Avenue**
(1 space car club bay)
- **Fishergate**
(additional 1 car club space to existing single bay)
- **Greyfriars Road**
(Extend existing car club bay whilst retaining 2 car club spaces insitu)
- **Ipswich Road**
(in Eaton Rise parallel to main road) (1 space car club bay)
- **King Street (south)**
(additional 1 space)
- **Mill Hill Road**
(2 space car club bay)
- **Mountergate**
(2 space car club bay)
- **Park Lane**
(additional car club space to existing bay)
- **Rye Avenue**
(2 space car club bay)
- **Scott Road**
(2 space car club bay)
- **Southwell Road**
(1 space car club bay)
- **St Giles Street (West)**
(additional 1 space for existing car club bay)
- **Westwick Street**
(2 space car club bay)
- **Woodgrove Parade**
(1 space car club bay)

(2) agree not to implement the following car club parking bay locations

- **Bishopgate**
(2 space car club bay).
- **St Faiths Lane;**
(2 space car club bay)
- **Waverley Road**
(1 space car club bay)

Corporate and service priorities

This report supports the corporate priority great neighbourhoods, housing and environment.

Financial implications

Under the contract with the car club the local authority is obligated to pay all costs associated with the allocation of car club bays. This is funded through the civil parking enforcement surplus. The anticipated cost of installing all the bays that are listed for implementation is £6,000.

Ward/s: Multiple Wards

Cabinet member: Councillor Stonard - Sustainable and inclusive growth

Contact officers

Kieran Yates, Transport planner 01603 212471

Bruce Bentley, Principal transport planner 01603 212445

Background documents

None

Report

Background

1. The Norwich Car Club is an established part of the Transport for Norwich Strategy since 2006 when it formed part of an EU Civitas programme to promote new forms of sustainable mobility. It is a membership scheme that offers affordable pay as you go motoring at locations across Norwich. Currently there are 50 cars and 5 vans in operation, with another two locations due to be implemented next month. The service is popular as it enables its members access to a vehicle without the costs of buying or leasing a vehicle outright. The council as Highway Authority has procured the service from Norfolk County Community Interest Company and agrees to promote the Traffic Regulation Orders to facilitate the location of car club bays, the costs of bay signage, road markings and legal costs are met from the city's civil parking enforcement surplus funds.
2. Consultation for new car club bays at locations across the city to allow for the expansion of the car club was carried out in Oct/Nov 2019. This involved a statutory notice in the Evening News and on street notices at all the proposed locations. Ward members were also informed of the proposals. The car club operator notified its members of the consultation.
3. Some bays require minor amendments to waiting restrictions as described in the statutory notice, such as adjusting the length of adjacent double yellow lines, pay and display bays or permit parking bays. .
4. Expansion of the car club is in response to increased public demand, membership and usage of the Norfolk Car Club has continued to increase as understanding of the benefits of the service has spread by word of mouth and social media.
5. A common theme across the objections received was the concern that the installation of new car club bays would have a negative impact on the availability of parking for residents. However, one of the main reasons the council supports the car club is that the evidence from research into the effect of car club schemes from around the country by COMO ¹(that includes research findings from Norwich based car club members) is that they remove between 5-12 privately owned vehicles from local streets for each new car club car provided.
6. The proposed car club bay locations in this report represent organic growth of membership of the car club, this includes growing demand for existing locations as well as new members in other areas. Consideration has been given to extend the car club into neighbourhoods with socio-economic deprivation as well near more established areas and where there has been member demand for a car club location.
7. Separately as part of the Transforming Cities Fund application to the Department for Transport there is provision for additional car club parking bay locations to be sited near proposed mobility hubs. The concept of the mobility hub is to promote travel choices for the public. These locations are not listed in this report, but would be complimentary to the locations in this report as a member of the car club could use

¹ <https://como.org.uk/shared-mobility/shared-cars/why/>

vehicles in any location across Greater Norwich.

8. An additional two car club bays are also planned on Geoffrey Watling Way that will be supplied with electric chargepoints provided by Broadland Housing Association, these will be implemented when the Carrow Quay residential development progresses. As part of ongoing growth, a new hybrid (petrol/electric) car is due to be deployed as part of the Goldsmith Street residential development in January 2020 that has been funded by Norwich City Council as developers of that scheme. It has an electric supply box installed in readiness for roll out of future EV chargepoints across the city when funding becomes available to achieve this comprehensively, at which point the vehicle would be replaced with an electric car.

Consultation

9. All objections are summarised in Appendix 1 with officer comments and recommendations. Support was received from 66 members of the car club for all locations advertised.

Discussion

10. The following 18 sites listed below only received representations of support and are recommended for implementation. These sites are:

- **Avenue Road** (additional 1 car club space to existing single bay), adjacent to rear garden wall of 163 College Road.
- **Ber Street** (1 space car club bay); adjacent to city wall and Nos 72-80 Ber Street. Replacing a pay and display parking space.
- **Cecil Road** (2 space car club bay), adjacent to side flank wall of Thetford House on Ipswich Road; replacing double yellow lines.
- **Clarendon Road** (additional car club space to existing bay); adjacent to side flank wall of No. 17 Unthank Road, replacing double yellow lines.
- **Farmers Avenue** (1 space car club bay); between No. 1 Farmers Avenue and Castle Mall car park entrance. Replacing double yellow lines and loading restrictions.
- **Fishergate** (additional car club space to existing bay adjacent to Smurfit Kappa factory) replacing a section of permit parking;
- permit parking bay to be extended 6 metres towards Blackfriars Street to compensate, replacing double yellow lines.
- **Greyfriars Road** Extend existing car club bay to a total length of 12 metres to improve ease of use), replacing double yellow lines. (adjacent to Nos 1 to 73 Greyfriars Road)
- **Ipswich Road** (the road in Eaton Rise parallel to main road) (1 space car club bay) adjacent to side flank of No. 2 Lyhart Road.
- **King Street (south)** (additional 1 space, extend existing car club bay to total length of 12 metres), opposite former Ferry Boat Inn PH, adjacent to Nos 208/212 King Street, replacing double yellow lines.
- **Mill Hill Road** (2 space car club bay); south of Clarendon Steps adjacent to Nos 50 to 54 Mill Hill Road, replacing a section of limited waiting bay.
- **Mountergate** (2 space car club bay); adjacent to Baltic House

offices, replacing double yellow lines.

- **Park Lane** (additional car club space to existing bay adjacent to No. 42a Park Lane; replacing a section of limited waiting bay.
- **Rye Avenue** (2 space car club bay) adjacent to the middle of the Civic Gardens green space opposite its junction with Suckling Avenue.
- **Scott Road** (2 space car club bay) adjacent to junction with Wilson Road, replacing limited waiting parking.
- **Southwell Road** (1 space car club bay), opposite 97 Southwell

Road replacing double yellow lines.

- **St Giles Street (West)** (additional space for existing car club bay making it 2 spaces) adjacent to No 51b St Giles Street; lengthen bay to total length of 14 metres, replacing pay and display bay.
- **Westwick Street** (2 space car club bay); adjacent to Westwick Street car park within layby, replacing single yellow lines and loading restrictions and associated double yellow line reinstatement.
- **Woodgrove Parade** (1 space car club bay) opposite No. 1 Woodgrove Parade.

11. The following three sites received objections; however for the reasons given in Appendix 1 it is recommended that these are implemented.

- **Borrowdale Drive** (1 space car club bay) on south side of footway strip adjacent to shopping parade (opposite Nos 71/73 Borrowdale Drive).
- **Britannia Road** (1 space car club bay) adjacent to side flank of No. 150 Ketts Hill.
- **Cavell Road** (1 space car club bay) on north side in bay nearest Long John Hill

12. The following three sites received objections and for reasons given in Appendix 1 are not recommended to be implemented:

- **Bishopgate** (2 space car club bay); adjacent to St Martins Housing Trust Offices (between Nos 140/141 and 143 Cotman Fields) replacing double yellow lines.
- **St Faiths Lane**; (2 space car club bay), adjacent to Nos 22 to 26 St Faiths Lane, replacing double yellow lines.
- **Waverley Road** (1 space car club bay) on north west side adjacent to rear of No. 22 Eaton Road. The following three sites received objections and for the reasons given in Appendix 1 it is recommended that these are not implemented.

Recommendations

13. We recommend that the car club parking bay locations listed on the front of the report and associated waiting restriction amendments are implemented as advertised. See Appendix 2 for map of proposed car club bay locations.

Timescales

14. Should recommendations be approved by members the Traffic Regulation Order can be advised to come into effect swiftly to enable the Car Club operator to implement locations when funding is available for vehicles to be procured. The car club operator intends to expand the new locations incrementally over the next two years in a phased roll out. The priority sequence will be all new city centre locations (Ber Street, Bishopgate, Farmers Avenue, Mountergate, St Giles Street (west), Westwick Street.plus Cecil Road, Cavell Road and Mill Hill Road.

Integrated impact assessment



NORWICH
City Council

Report author to complete

| | |
|-----------------------------------|-----------------------------------|
| Committee: | Norwich Highways Agency Committee |
| Committee date: | 19 December 2019 |
| Director / Head of service | Andy Watt |
| Report subject: | Car Club Expansion |
| Date assessed: | 08/11/2019 |

| | Impact | | | |
|--|-------------------------------------|--------------------------|--------------------------|-----------------|
| Economic (please add an 'x' as appropriate) | Neutral | Positive | Negative | Comments |
| Finance (value for money) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Other departments and services e.g. office facilities, customer contact | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| ICT services | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Economic development | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Financial inclusion | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | | | | |
| Social (please add an 'x' as appropriate) | Neutral | Positive | Negative | Comments |
| Safeguarding children and adults | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| <u>S17 crime and disorder act 1998</u> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Human Rights Act 1998 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Health and well being | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | | | | |

| | Impact | | | |
|--|-------------------------------------|-------------------------------------|--------------------------|---|
| Equality and diversity (please add an 'x' as appropriate) | Neutral | Positive | Negative | Comments |
| Relations between groups (cohesion) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Eliminating discrimination & harassment | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Advancing equality of opportunity | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | The car club can provide a new means of mobility for people who cannot afford to buy a car but enables local travel. |
| Environmental (please add an 'x' as appropriate) | Neutral | Positive | Negative | Comments |
| Transportation | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | The car club can provide a new means of mobility that reduces overall car ownership and use as owners give up or defer owning their own car and use the car club only when required due to the pay as you go pricing tariff that promotes frugal use. |
| Natural and built environment | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Waste minimisation & resource use | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Pollution | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Sustainable procurement | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Energy and climate change | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| | Impact | | | |
|------------------------------------|-------------------------------------|--------------------------|--------------------------|----------|
| (Please add an 'x' as appropriate) | Neutral | Positive | Negative | Comments |
| Risk management | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| Recommendations from impact assessment |
|--|
| Positive |
| The car club is a valuable means of implementing the policies of the Transport for Norwich Strategy. |
| Negative |
| |
| Neutral |
| None |
| Issues |
| |

Appendix 1

| Representations | Officer comment |
|---|---|
| <p>Bishopgate</p> <p>1 objection from resident, who lives opposite the proposed car club bay and needs to be able to enter and exit his property using a car with a trailer. The proposed car club bay would cause access issues.</p> | <p>Comments noted</p> <p>Recommendation not to implement</p> |
| <p>Borrowdale Drive</p> <p>2 objections from resident and trader about insufficient availability of parking and unsuitable choice of location for the car club on Borrowdale Drive.</p> <p>Support from 66 members of the public who are members of the Norwich car club and support its expansion in this location</p> | <p>Comments noted</p> <p>Recommendation to implement as advertised.</p> <p>This location adjacent to a parade of shops is a logical location for the car club to be at the centre of community life. The parking bay adjacent to the shops is public highway and has unrestricted parking.</p> <p>There is localised demand for parking from staff and customers in this location, but there is sufficient space for a single car club vehicle. Given that there is a bus stop adjacent it was considered more appropriate to locate the car club bay on this inside of the layby rather than where the bus pulls up twice daily.</p> <p>Due to the suburban layout of the locality it is challenging to locate the car club elsewhere on Borrowdale Drive as there are numerous vehicle accesses to dwellings that make it practically difficult to locate elsewhere. It is considered that the car club would offer a valuable means of mobility for householders and businesses in the vicinity who might require it.</p> |

| Representations | Officer comment |
|---|--|
| | |
| <p data-bbox="203 339 421 368">Britannia Road</p> <p data-bbox="203 408 636 659">1 objections from resident and landlord near to proposed car club bay objecting to loss of parking space, describes high levels of parking demand in local area from commuters and residents.</p> | <p data-bbox="663 339 913 368">Comments noted</p> <p data-bbox="663 408 1357 437">Recommendation to implement as advertised</p> <p data-bbox="663 477 2145 804">This location is located on a residential street outside of the adjacent Controlled Parking Zone. The proposed car club bay is located on a section of road with unrestricted parking. It is accepted that there is high levels of parking demand in this location from commuters during the day and residents in the evening and overnight. There are no plans for the foreseeable to make this a permit controlled CPZ. The proven track record of the car club is that residents give up running second cars and rely on the car club for adhoc use, it frees up around 7 cars for each car club vehicle deployed. For this reason parking demand can abate in addition to offering a new means of mobility for residents. As on – street parking spaces are not reserved for adjacent households, and can never be guaranteed now, it is not unreasonable for the adjacent resident to park their vehicle nearby in another location.</p> |
| <p data-bbox="203 847 383 876">Cavell Road</p> <p data-bbox="203 916 636 1203">1 objection from resident via Councillor (Cllr Patrick Manning). Concerned about lack of availability of on street parking on Cavell Road due to its location outside of the adjacent Controlled Parking Zone.</p> | <p data-bbox="663 847 913 876">Comments noted</p> <p data-bbox="663 916 1357 944">Recommendation to implement as advertised</p> <p data-bbox="663 984 2159 1203">This location opposite to a parade of shops is a logical location for the car club to be near to the centre of community life. The parking bay proposed for the car club is public highway and has unrestricted parking. Due to the suburban layout of the locality it is challenging to locate the car club elsewhere on Cavell Road or Netherwood Green as there are numerous vehicle accesses to dwellings that make it practically difficult to locate elsewhere. It is considered that the car club would offer a valuable means of mobility for householders and businesses in the vicinity who might require it.</p> |
| <p data-bbox="203 1246 360 1275">Cecil Road</p> <p data-bbox="203 1315 636 1378">1 objection from household of two residents concerned that</p> | <p data-bbox="663 1246 913 1275">Comments noted</p> <p data-bbox="663 1315 1357 1343">Recommendation to implement as advertised</p> |

| Representations | Officer comment |
|--|--|
| <p>Cecil Road was not wide enough for the car club vehicle and too near to the junction with Ipswich Road and adjacent driveways. Request to put car club bay in new parking bay in verge.</p> <p>Support from 66 members of the public who are members of the Norwich car club and support its expansion in this location</p> | <p>This location on Cecil Road would be located on a stretch of double yellow lines at sufficient distance from the junction with Ipswich Road and driveways not to cause an obstruction of adversely affect sightlines. Cecil Road is a particularly wide road that should enable a car to easily pass by a parked car. Should there be two way traffic that needs to pass one car would need to wait, this has a traffic calming effect that would not cause congestion. The grounds for objection are not considered to have sufficient justification to warrant refusal on highway grounds.</p> <p>Regretably the council does not have resources available to construct a new parking bay, we need to make use of the extant highway and use waiting restrictions to achieve the new bay.</p> |
| <p>St Faiths Lane;</p> <p>Objection from 1 resident and local councillor (Cllr Graeme) who lives adjacent to proposed car club bay. Resident has a mobility disability and requires vehicles such as taxis to pull up to his property so he can get in and out with ease using a ramp for his wheelchair.</p> | <p>Comments noted</p> <p>Recommendation not to implement</p> |
| <p>Waverley Road</p> <p>1 Objection from adjacent householder . The proposed</p> | <p>Comments noted</p> <p>Recommendation not to implement</p> |

| Representations | Officer comment |
|---|------------------------|
| <p>car club bay location is on the wrong side of the road given most vehicles part on the south side. The new car club space would cause a bottleneck to traffic if there was parking on the opposite side.</p> | |

Appendix 2: Proposed car club bay locations

