

BELMORE PARADE, UXBRIDGE ROAD, HAYES - PETITIONS OBJECTING TO CHANGES TO THE PARKING ARRANGEMENTS

Cabinet Member(s)	Councillor Keith Burrows
Cabinet Portfolio(s)	Cabinet Member for Planning, Transportation and Recycling
Officer Contact(s)	Helena Webster Residents Services
Papers with report	Appendix A - Shoppers/Business survey summary (Sep 2015) Appendix B - Hillingdon People feature (Nov/Dec 2015) Appendix C - Hayes Parades proposals flyer (June 2016) Appendix D - Hayes Parades update letter (Autumn 2016) Appendix E - Hayes Parades update letter (March 2017) Appendix F - Belmore Parade Scheme

1. HEADLINE INFORMATION

Summary	To inform the Cabinet Member that the Council has received two petitions objecting to changes to the parking arrangements within Belmore Parade (Uxbridge Road, Hayes).
Contribution to our plans and strategies	The requests can be considered as part of the Council's strategy for Resident parking schemes
Financial Cost	There are no direct financial implications associated with the recommendations within this report.
Relevant Policy Overview Committee	Residents & Environmental Services.
Ward(s) affected	Barnhill.

2. RECOMMENDATION

Meeting with the petitioners, the Cabinet Member:

- 1. Discusses with petitioners their concerns regarding the changes to the parking arrangements within Belmore Parade, which form an integral part of the wider £2.5m Uxbridge Road, Hayes Parades improvements;**
- 2. Considers the comprehensive methods of communication used to inform local residents and businesses about the Hayes Parades proposals including briefing Barnhill Ward Councillors and leaflet/letter drops;**

PART I - MEMBERS, PUBLIC AND PRESS

3. Notes the formal statutory consultation on the proposed traffic order changes, the outcome of which is reported to him separately;
4. Notes that a number of previous on site meetings had been arranged with a lead petitioner in response to wider anti-social behaviour issues affecting Belmore Parade, including a meeting on 22 September 2016 with the Cabinet Member for Community, Commerce and Regeneration, the Police and senior Council Officers;
5. Notes that some of the alternative proposals put forward by the petitioner, such as echelon parking, are unfortunately not viable for reasons set out within this report;
6. Takes into account that an onsite meeting had been held with the lead petitioner on 23 March 2017, specifically to discuss his misgivings and explain the rationale behind the revised parking arrangements and how the parking capacity for customers is being maintained;
7. Suggests to the petitioners that the formation of a Hayes Parades Business Forum, possibly based on the successful and thriving Hayes Town Business Forum, could be a means for representing and consolidating the views and interests of businesses within this stretch of the Uxbridge Road, Hayes. Hillingdon Chamber of Commerce could help with initiating this; and
8. Reassures the petitioners that in common with all new parking management arrangements the scheme will be reviewed, usually after 12 months, to determine that the objectives of the scheme are being met.

Reasons for recommendations

The petition hearing will provide a valuable opportunity to hear directly from the petitioners of their concerns and suggestions and provide reassurances that in relation to the Belmore Parade, Uxbridge Road, Hayes parking arrangements the Council is "Putting residents first."

Alternative options considered / risk management

None at this stage.

Policy Overview Committee comments

None at this stage.

3. INFORMATION

Supporting Information

1. A petition with 34 signatures has been submitted to the Council, of which 26 of the signatures are from residents and 8 are traders within Belmore Parade. The petition requests that: *Please do not reduce the number of car parking spaces on the parade. Please rethink the proposals and do not reduce the number of car parking spaces available.*

It is detrimental to the customers/public who are so used to coming to this parade to do their shopping. The stop and shop scheme has been working very well since it was introduced. Improvements would be welcome as long as space for parking is not compromised. This petition will be referred to as petition A.

2. A second petition with 832 signatures was also submitted to the Council on 30 March 2017. The petition states that: *Businesses and shoppers of Belmore Parade, Hayes, Middlesex regret the council's decision to take away one line of parking due to the modernisation of Belmore Parade. Belmore Parade has been here for decades operating its current parking scheme which has worked brilliantly well and we do not see why the council has to upset the apple cart. When the initial scheme was proposed we made it very clear then, please do not change the parking and this was agreed. It was witnessed by the other people in the party. If anything we need more spaces that's when the wrap around of parking was suggested into Warley Road and Shakespeare Avenue which was supposed to be a boost to the parade. Councillor Mills was in agreement. Widening the central pavement area is only serving one purpose - to allow the trees to be planted and not for any other reason. Is it really necessary when you have planters on the parade with trees? When the parking meters were installed many years ago some planted tree areas within the parking scheme were removed to make way for more parking. Our biggest grievance with our customers is lack of parking. We have always said this, so have our customers. Please find enclosed customer emails. We have huge competition with places like Lidl and Lombardy retail park with their huge car parking facilities. As much as we welcome the initiative to modernise Belmore Parade our biggest upset is the fact that you are actually taking one line of parking away from us which will only serve to make our business trading much more challenging. It's difficult as it is! In this day and age people do not have the time and there are other more difficult situations that do not help our trade. People are genuinely very scared to come and shop here and you are just adding to that problem. Regrettably you haven't communicated the real details of the changes to us at all. It's all come last minute. This petition will be referred to as petition B.*

The background to both petitions is set out in the supporting information below:

3. On 19 March 2015 Cabinet received an update on the achievements in the Council's town centre improvements programme, along with a look ahead to Crossrail and the town centre programme of investment up to March 2018. This included £2.5m earmarked specifically to transform the long parade along the A4020 Uxbridge Road, Hayes from Lidl close to the Grapes Junction to Lansbury Drive opposite the Beck Theatre and Uxbridge County Court.
4. To support concept design work a short sample survey of businesses and shoppers was conducted in Belmore Parade on 10th September 2015, between 2.30pm-4.30pm. In total 50 responses were collated, with 30 residents and 20 businesses completing the survey. The results are summarised in Appendix A, but the headlines are:

When asked if the council could do one thing to improve the parade the top three answers from residents were:

- Litter (31%)
- Parking (20%)
- Crime (18%)

Other answers included better paving (7%) reduce street trading (4%).

The top three answers from businesses were:

- Reduce Crime/ Street drinking (19%)
- Parking (19%)
- Litter and anti social behaviour at the rear of the shops (19%)

CCTV installation (14%) and cleaning (9%) were also a key issue among businesses.

Whilst appreciating that the survey was a sample 'taster' the results appear to indicate some disparity between what the residents and business like about Belmore Parade. For example, 44% of residents surveyed liked the mix of shops compared with only 3% of the business. Similarly parking was not as high on the 'likes' for residents (16%) as it was for businesses (25%).

5. Following initial design work, with a particular focus on transforming the Belmore Parade service road with much improved landscaping and high quality seating, paving, lighting etc. the Barnhill Ward Councillors were invited to a briefing on site, at the Beck Theatre on 6 October 2015. The purpose of this meeting was to brief the Councillors in person so that they could see the major uplift which the investment is intended to achieve, and understand the phased works required ahead of any information going out to local residents and businesses. No concerns were expressed at this meeting or subsequently.
6. The Nov/Dec 2015 edition of Hillingdon People magazine included an artist's impression of how Belmore Parade could look with high quality paving landscaping alongside new seating and streetlighting. The 'Transforming the Hayes parades' feature advised that parking bays would be clearly defined for easier access, excess street furniture will be removed and more trees planted. The feature is shown within appendix B.
7. In response to this the lead petitioner of petition B wrote to Cllr Douglas Mills, Cabinet Member for Community Commerce and Regeneration on 29 November 2015 expressing his concern regarding the parking layout on one side of the service road, as shown in the artist's impression, as well as his disappointment on how Belmore Parade had declined in the thirty six years that his business had been based there.
8. Replying on behalf of Cllr Mills on 7 December 2015, the Town Centre Improvements team explained that the intention was to mark out the parking bays so that the available space could be used more efficiently and that this, alongside creating more 'Stop and Shop' parking bays within the side roads in Shakespeare Avenue and Warley Road, would mean that Belmore Parade could be modernised without drastically reducing the existing customer parking. An offer was made to meet with lead petitioner of petition B on site and this was subsequently arranged for 4 February 2016.
9. At the onsite meeting on 4 February 2016 attended by Helena Webster, Town Centre Improvements Manager and Hayley Thomas, Town Centre Improvements Officer, the walkthrough demonstrated how the current arrangement without individual parking bays marked out is not making the most efficient use of space. It was also explained that some ideas such as echelon parking had been considered but were not viable because of design

constraints and the presence of extensive buried services. The officers reiterated to the lead petitioner of petition B that the improvements presented an opportunity to both modernise the parade and create optimum customer 'Stop and Shop' parking. The lead petitioner of petition B raised concerns about a number of anti-social issues affecting the area, including street drinking, begging, fly tipping, prostitution and drug dealing, which officers offered to follow up on with Council colleagues and the Barnhill Safer Neighbourhood team.

10. Officers from the Town Centre Improvements team emailed the Barnhill Safer Neighbourhood Team on 5 February 2016 and a meeting was arranged with the Acting Sergeant Jan Neumeister on 10 March 2016, to share the plans and ensure that arrangements for street furniture could help to alleviate rather than exacerbate the anti social issues affecting the parade. Plans were further shared with PC Tim Smith, Dedicated Ward Officer for Barnhill, at an onsite meeting 15 July 2016.
11. Whilst the original intention was for work to create the new Lidl civic square to start early spring 2016, the Uxbridge Road, Hayes Parades project incurred a number of complex issues in terms of the extent of the underground services (i.e. BT and Virgin cabling), and land ownership, which had to be resolved. Along with this, the planters, irrigation system and feature lighting are bespoke and time was needed to undertake a thorough feasibility. An email was sent to the Barnhill Ward Councillors on 20 June 2016 updating them ahead of information being distributed to residents and businesses and including a flyer with estimated timescales for phasing the works. No queries or requests for additional information were received from the Ward Councillors.
12. The flyer was posted to 3,215 properties within the immediate vicinity of the works from week commencing 11 July 2016, and hand delivered by Helena Webster, Town Centre Improvements Manager and Hayley Thomas, Town Centre Improvements Officer to each business along the stretch of parades from Lidl to Lansbury Drive opposite the Beck Theatre on 15 July 2016.
13. Hand delivering initial information leaflets to the businesses had worked successfully in keeping the Hayes Town Centre businesses updated which is why this method was deployed along the Uxbridge Road, Hayes. It provided businesses with the opportunity to personally ask questions there and then and also introduced the Town Centre Improvements team as a point of contact if needed. The flyer is shown in appendix C. There were no objections through phone calls, emails or other communication received from residents or businesses.
14. The next communication received from the lead petitioner of petition B was in an email directly to the Leader of Hillingdon Council, Councillor Ray Puddifoot MBE, in an email dated 31 July 2016, subject heading CONCERNS. £2M FACE LIFT FOR BELMORE PARADE. The lead petitioner of petition B requested help to move on a beggar, addressing the excessive over spill of street trading, removing under used cycle stands, and removal of a phone kiosk in very poor condition. He also invited the Leader, Councillor Ray Puddifoot MBE to visit Belmore Parade to see the situation as he described.
15. The issues raised came under the portfolio of Cllr Douglas Mills, Cabinet Member for Community, Commerce and Regeneration who, via Fran Beasley as Chief Executive of the London Borough of Hillingdon, asked that the matter be followed up with senior Officers

directly. A reply was sent to the lead petitioner of petition B on 8 August 2016 which prompted further email correspondence between him and the Cabinet Support Office.

16. An onsite meeting was coordinated for 22 September 2016 with the following in attendance to meet with the lead petitioner of petition B:

Cllr Douglas Mills, Cabinet Member for Community, Commerce and Regeneration
Chris Mansfield, Deputy Director Planning, Transportation & Community Projects
Nigel Dicker, Deputy Director, Residents Services
Dan Kennedy, Head of Business Performance, Policy and Standards
David Knowles, Transport & Projects Manager
Hayley Thomas, Town Centre Improvements Officer

Bullet Point notes from the site visit show a number of follow up actions relating to predominantly antisocial behavioural issues but with no discussion in terms of parking arrangements for the Belmore Parade improvements.

17. On 22 November 2016 a double-sided information letter was hand delivered by Helena Webster, Town Centre Improvements Manager and Hayley Thomas, Town Centre Improvements Officer, to each business along the stretch of parades from Lidl to Lansbury Drive opposite the Beck Theatre. The letter included an update on the Lidl civic square as well as information and an artist's impression of the Piazza environment in Belmore Parade. No further queries or complaints resulted from this. The letter is shown in appendix D.
18. The next communication from the Town Centre Improvements team was a letter to businesses and residents within Belmore Parade, posted on 1 March 2017, to advise them of the specific works which would be commencing and arrangements for phasing works to minimise disruption. This letter is shown in appendix E.
19. On the 14 March 2017 the lead petitioner of petition B telephoned the Town Centre Improvements team to object to the proposed parking arrangements and complain that he had not been made fully aware of the full proposals and specifically changes to the current parking arrangements.
20. It was arranged for officers, including the Senior Highways Engineer, to meet with the lead petitioner of petition B on site the following week, on 23 March 2017, to show him the detailed plans. Officers who attended were:
- David Knowles, Transport & Projects Manager
Helena Webster, Town Centre Improvements Manager
Hayley Thomas, Town Centre Improvements Officer
Aram Cheraghi, Senior Project Highways Engineer
21. In the interim, on 21 March 2017 the lead petitioner of petition B emailed the Leader of Hillingdon Council, Councillor Ray Puddifoot MBE with a number of observations including that:
- *The wrap around of parking between Warley Road and Shakespeare Avenue should be an addition to the existing parking to create extra parking, not as proposed because the*

parade is very long and dragging their shopping greater distances especially when this parade is so weather prone will inconvenience the shoppers further more doesn't enhance their shopping experience and so they will not frequent or even bother coming back.

- *Most of the traders are asking for angled parking this will definitely create more parking spaces.*
- *We have repeatedly asked please do not put seating here even the planters are going to be a real problem. As nice as they will be it's an invitation for the drugies, the drunks and the loiterers to create mayhem. Many years back I sent you a photo of a bench at the beginning of the parade littered with drink bottles. I am not sure if you can remember that. You straight away had the bench removed.*

22. On arrival at the business premises of the lead petitioner of petition B on 23 March 2017, officers were taken to a neighbouring shop so that the business owner could participate in the meeting. The Senior Highways Engineer showed both business owners the detailed plans for the parade, including how the revised parking arrangements had been accommodated.

The revised Belmore Parade parking scheme is shown in appendix F.

23. A simple table setting out current estimated parking capacity compared to the new scheme was also shown. All calculations are based on a 6 metre parking bay and are replicated below:

Belmore Parade (Uxbridge Road, Hayes) Pay & Display Parking Spaces					
	Service Road	Uxbridge Road	Warley Road	Shakespeare Ave	TOTAL
Current Scheme (plus 3 loading & 2 disabled bays)	65	32	0	0	97 based on 100% efficient parking in unmarked bays. Realistic estimate would be 87% efficiency achieving 84 spaces
New Scheme (plus 2 loading & 2 disabled bays)	35	41	4	6	86 spaces

24. A summary of the issues discussed was emailed promptly to the lead petitioner of petition B on 23 March 2017, as follows:

- Acting on previous feedback, the lead petitioner of petition B was updated that the new Street Lighting works will extend into Warley Road, Shakespeare Avenue and very importantly throughout Coleridge Way.
- New mobile CCTV has been prioritised for this area. He seemed less enthusiastic about mobile CCTV but officers were assured that these deploy advanced technology and provide greater flexibility to focus on specific surveillance areas.
- The Highways Engineer showed the detailed plans and was able to advise that there was not sufficient space for drivers to reverse into echelon parking as had been hoped.
- Officers had observed that the current arrangement without individually marked bays does not make efficient use of the parking space available and had also witnessed a

shop owner 'feeding' the meter which adds to the pressure on parking spaces for actual customers.

- The new parking bays will be individually marked and it was shown how this, with the additional bays created within Warley Road and Shakespeare Road, will mean that the parking capacity serving the parade will not be greatly reduced.
 - They were advised that there may be further capacity to create additional parking bays in Coleridge Way which, with the new Street Lighting and mobile CCTV, can become a more inviting place to park. This would need to follow installation of the new Street Lighting.
 - Officers listened to concerns that the new street furniture will be occupied by street drinkers and beggars. The businesses in Coldharbour Lane, Hayes had expressed similar concerns ahead of the major works there, but some 12 months on this has not proved to be the case.
 - The lead petitioner of petition B was asked whether he had raised his concerns with the Barnhill Ward Councillors directly as they are the elected representatives. He told officers that he preferred to go straight to the top.
 - Officers supplied contact details for the three Barnhill Ward Councillors and advised that often the most effective way to get across a point of concern is to contact the local councillors and ask them to take up the issue.
25. To date no further communication has been received from the lead petitioner of petition B, aside from the submission of the petition which is the subject of this report.
26. On 30 March 2017 the lead petitioner of petition A telephoned the Town Centre Improvements team to give his feedback on the proposed amendments to the 'Stop and Shop' parking scheme within Belmore Parade. An email response was provided the same day, including a plan showing the realignment of the parking spaces together with the table, as shown in paragraph 21, setting out current estimated parking capacity compared to the new scheme.
27. The lead petitioner of petition A was informed that the new parking bays will be individually marked and that this, with the additional bays created within Warley Road and Shakespeare Road, will mean that the parking capacity serving the parade will not be greatly reduced. Further reassurance was given that there may be further capacity to create additional parking bays in Coleridge Way which, with the new Street Lighting and mobile CCTV, can become a more inviting place to park.
28. On 3 April 2017 the Senior Highways Engineer reported to the Town Centre Improvements team that the lead petitioner of petition B had approached him on site to insist that all work should stop on Belmore Parade pending the outcome of the petition submitted to the Council on 30 March 2017. He was adamant that the solution was to install echelon parking despite being shown clearly by the engineer that there is:
- a) Insufficient manoeuvring space for vehicles to reverse into the space, and
 - b) The echelon parking arrangement would not create more spaces than the proposed arrangement
29. It is recommended that the Cabinet Member meets the petitioners and discusses their concerns. In common with all new parking management arrangements the scheme will be

reviewed, usually after 12 months to determine that the objectives of the scheme are being met.

Financial Implications

There are no financial implications associated with these recommendations.

4. EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES

What will be the effect of the recommendation?

To allow the Cabinet Member an opportunity to discuss in detail with petitioners their concerns.

Consultation Carried Out or Required

Informal consultation commenced from 10 September 2015 as detailed within the supporting information contained within this report.

Statutory consultation was carried out between 15th March and 5th April 2017 by the insertion of public notices in the local newspaper and displayed on site.

5. CORPORATE IMPLICATIONS

Corporate Finance

Corporate Finance has reviewed this report and concurs with the financial implications noted above.

Legal

There are no special legal implications for the proposal to discuss with petitioners their objections to changes to the parking arrangements within Belmore Parade (Uxbridge Road, Hayes), which amounts to an informal consultation. A meeting with the petitioners is perfectly legitimate as part of a listening exercise, especially where consideration of the policy, factual and engineering issues are still at a formative stage. Fairness and natural justice requires that there must be no predetermination of a decision in advance of any wider non-statutory consultation.

In considering any informal consultation responses, decision makers must ensure there is a full consideration of all representations arising including those which do not accord with the officer recommendation. The decision maker must be satisfied that responses from the public are conscientiously taken into account.

Should there be a decision that further measures are to be considered then the relevant statutory provisions will have to be identified and considered.

Corporate Property and Construction

There are no property implications resulting from the recommendations set out in this report.

Relevant Service Groups

None at this stage.

6. BACKGROUND PAPERS

None.