



Democratic Services

Location: Phase II
Ext: 0833
DDI: 01895 250833
CMD No: 282

**To: COUNCILLOR JOHN RILEY
CABINET MEMBER FOR PUBLIC SAFETY AND
TRANSPORT**

c.c. All Members of the Public Safety & Transport
Select Committee
c.c. Ward Councillors for Charville
c.c. Perry Scott – Infrastructure, Transport & Building
Services
c.c. Catherine Flew – Infrastructure, Transport &
Building Services
c.c. Conservative and Labour Group Offices
(inspection copy)

Date: 23 September 2021

Non-Key Decision request

Form D

KINGSHILL AVENUE, HAYES – RESULTS OF INFORMAL CONSULTATION ON A POSSIBLE 'STOP AND SHOP' PARKING SCHEME

Dear Cabinet Member

Attached is a report requesting that a decision be made by you as an individual Cabinet Member. Democratic Services confirm that this is not a key decision, as such the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 notice period does not apply.

You should take a decision **on or after Friday, 1 October 2021** in order to meet Constitutional requirements about publication of decisions that are to be made. You may wish to discuss the report with the Corporate Director before it is made. Please indicate your decision on the duplicate memo supplied and return it to me when you have made your decision. I will then arrange for the formal notice of decision to be published.

Jack Roberts
Democratic Services Apprentice

**Title of Report: KINGSHILL AVENUE, HAYES – RESULTS OF INFORMAL
CONSULTATION ON A POSSIBLE 'STOP AND SHOP' PARKING SCHEME**

Decision made:

Reasons for your decision: (e.g. as stated in report)

Alternatives considered and rejected: (e.g. as stated in report)

Signed Date.....
Cabinet Member for Public Safety and Transport

KINGSHILL AVENUE, HAYES – RESULTS OF INFORMAL CONSULTATION ON A POSSIBLE ‘STOP AND SHOP’ PARKING SCHEME

Cabinet Member(s)	Councillor John Riley
Cabinet Portfolio(s)	Cabinet Member for Public Safety and Transport
Officer Contact(s)	Catherine Flew, Infrastructure, Transport and Building Services
Papers with report	Appendices A - C

HEADLINES

Summary	To inform the Cabinet Member of the results of the informal consultation carried out with directly affected residents and businesses on a possible ‘Stop and Shop’ Parking Scheme on Kingshill Avenue, Hayes.
Putting our Residents First	This report supports the following Council objectives of: <i>Our People</i> and <i>Our Built Environment</i> .
Financial Cost	The estimated cost implications in relation to the recommendations set out in this report is £2,000.
Relevant Select Committee	Public Safety and Transport Select Committee.
Relevant Ward(s)	Charville.

RECOMMENDATIONS

That the Cabinet Member for Public Safety and Transport:

1. notes the responses received to the informal consultation for a possible introduction of a ‘Stop and Shop’ parking scheme on Kingshill Avenue, Hayes; and
2. approves for statutory consultation to be carried out on a proposed ‘Stop and Shop’ parking scheme in Kingshill Avenue, Hayes with operating times of ‘Monday to Saturday 8am to 6:30pm’.

Reasons for recommendations

The recommendations reflect the views of local Ward Councillors to prohibit long term parking in front of local shops and business premises at Kingshill Parade.

Alternative options considered / risk management

The Council consulted with the directly affected business occupiers and residents on whether they would like a “Stop & Shop” scheme at Kingshill Parade or if they would prefer to retain the current parking arrangements

Select Committee comments

None at this stage.

SUPPORTING INFORMATION

1. Kingshill Avenue Shopping Parade is a popular shopping parade serving the local community. It forms part of the Town Centre Initiatives 2018/21 programme.
2. Concept designs for public realm works were shared with the Charville Ward Councillors and Cabinet Member in September 2018. In February 2020, the Council received a petition with 75 signatures from residents requesting a ‘Stop and Shop’ parking scheme on Kingshill Parade. As the Council was already looking at improvements to this parade, it was agreed that the petition would be considered as "Intelligent Intervention" rather than being heard at a formal petition hearing meeting.
3. In response to the Covid-19 pandemic lockdowns, implementation of the public realm upgrades originally scheduled in 2020/21 were paused. Detailed design proposals and costs were agreed with the Cabinet Member for Public Safety and Transport on 10 February 2021 and shared with Charville Ward Councillors on 19 February 2021. It was also agreed that officers would informally consult with the directly affected businesses and residents on a possible ‘Stop and Shop’ scheme on Kingshill Parade from mid-May 2020 after non-essential shops had reopened.
4. All residential properties and business premises within the area shown in Appendix A were sent an informal consultation pack. This included a letter, a questionnaire, a plan of the proposed scheme design as well as a pre-paid envelope.
5. The proposed ‘Stop and Shop’ parking scheme shown in Appendix B would be operational ‘Monday to Saturday 8am to 6:30pm’ with a maximum stay limited to 2 hours. The first 30 minutes parking is free for everyone, with longer parking charged at 20p per subsequent half hour periods to Hillingdon residents with the HillingdonFirst Card.
6. Responses to the informal consultation are tabulated in Appendix C. There was a total of 45 responses received from 131 consultation packs delivered which represents a response rate of 34%. The responses do not indicate a clear majority support for the proposed ‘Stop and Shop’ parking scheme from the directly affected businesses and residents.
7. In addition to the responses tabulated in Appendix C, the Council received feedback from a landlord of four shops along Kingshill Parade who is not in support of a ‘Stop and Shop’

parking scheme as they do not think people would want to shop there if they had to pay. A separate letter has been received from a resident of Adelphi Crescent who is also not in support due to the potential transfer of parking to the surrounding area.

8. The informal consultation responses have been shared with Ward Councillors. Whilst they recognise the relatively low response rate, all three Ward Councillors are in support of proceeding with the proposed 'Stop and Shop' parking scheme to the next stage of formal consultation.
9. Ward Councillors consider that the scheme has merit by prohibiting long term parking in front of local shops and business premises at Kingshill Parade. One of the Ward Councillors has spoken to the shopkeepers at Hayes End Parade where there is already a 'Stop and Shop' parking scheme in place. The feedback received was that their trade has not been negatively impacted and it ensures a steady turnover of customers.
10. On the basis of feedback from Ward Councillors, it is recommended that officers carry out statutory consultation on a possible 'Stop and Shop' parking scheme at Kingshill Parade.

Financial Implications

The 'Stop and Shop' parking scheme forms part of the proposals for the Kingshill Avenue Shopping Parade which has capital approval in place totalling £422k, funded from both the Shopping Parade Initiatives capital budget and Chrysalis funding.

The estimated cost associated with the recommendations to this report is £2k, which will be contained within the £422k capital budget allocated for the Kingshill Avenue Shopping Parade Improvements.

RESIDENT BENEFIT & CONSULTATION

The benefit or impact upon Hillingdon residents, service users and communities

A 'Stop and Shop' parking scheme would prohibit long term parking in front of local shops and business premises at Kingshill Parade

Consultation carried out or required

Residents and businesses in the area attached as Appendix A were informally consulted on a possible 'Stop and Shop' parking scheme at Kingshill Parade

CORPORATE CONSIDERATIONS

Corporate Finance

Corporate Finance has reviewed this report and concurs with the financial implications contained, noting that the £2k cost linked to the recommendation in this report.

Legal

The Borough Solicitor confirms that there are no legal impediments to the Council commencing statutory consultation on this proposal. Further, more detailed legal advice will be given when the outcome of the statutory consultation is reported back to the Cabinet Member.

Infrastructure / Asset Management

None at this stage.

Comments from other relevant service areas

None at this stage.

BACKGROUND PAPERS

NIL.

TITLE OF ANY APPENDICES

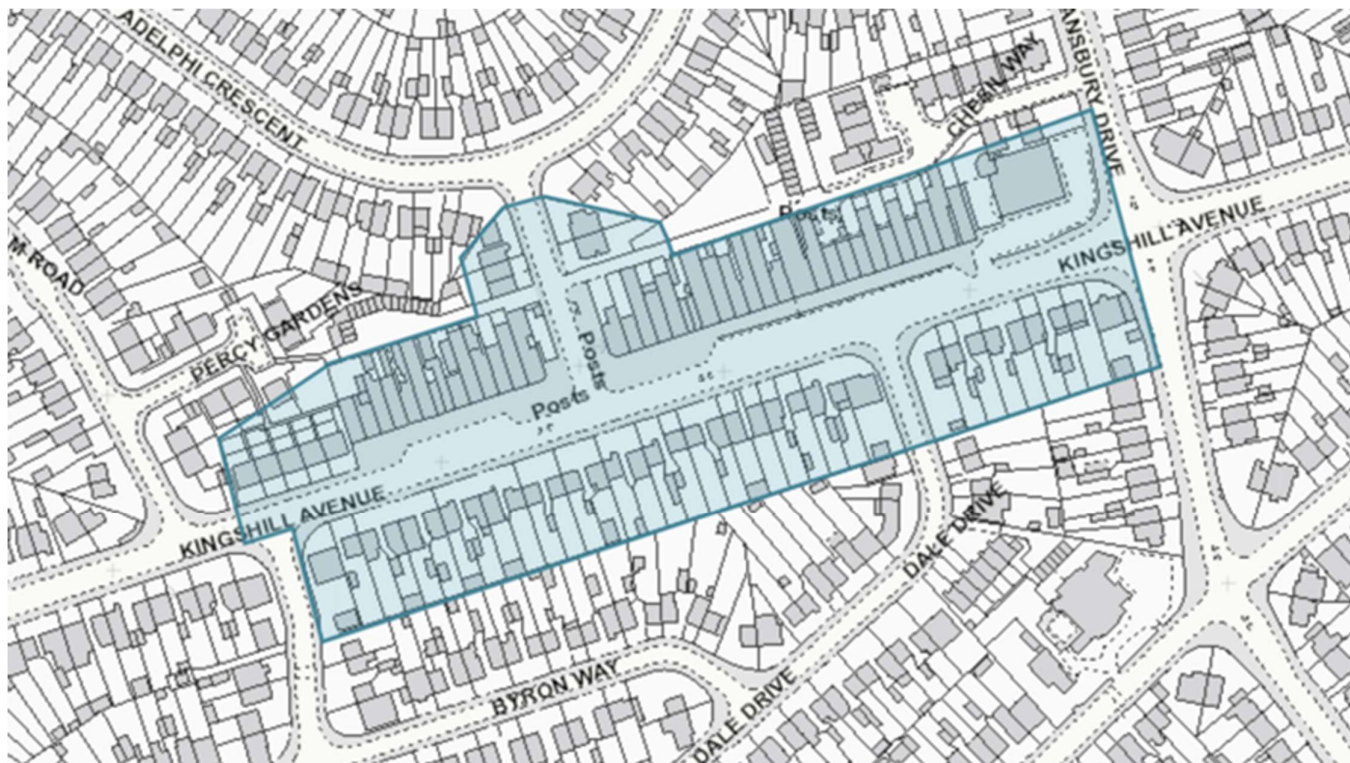
Appendix A – Location plan of the informal consultation area

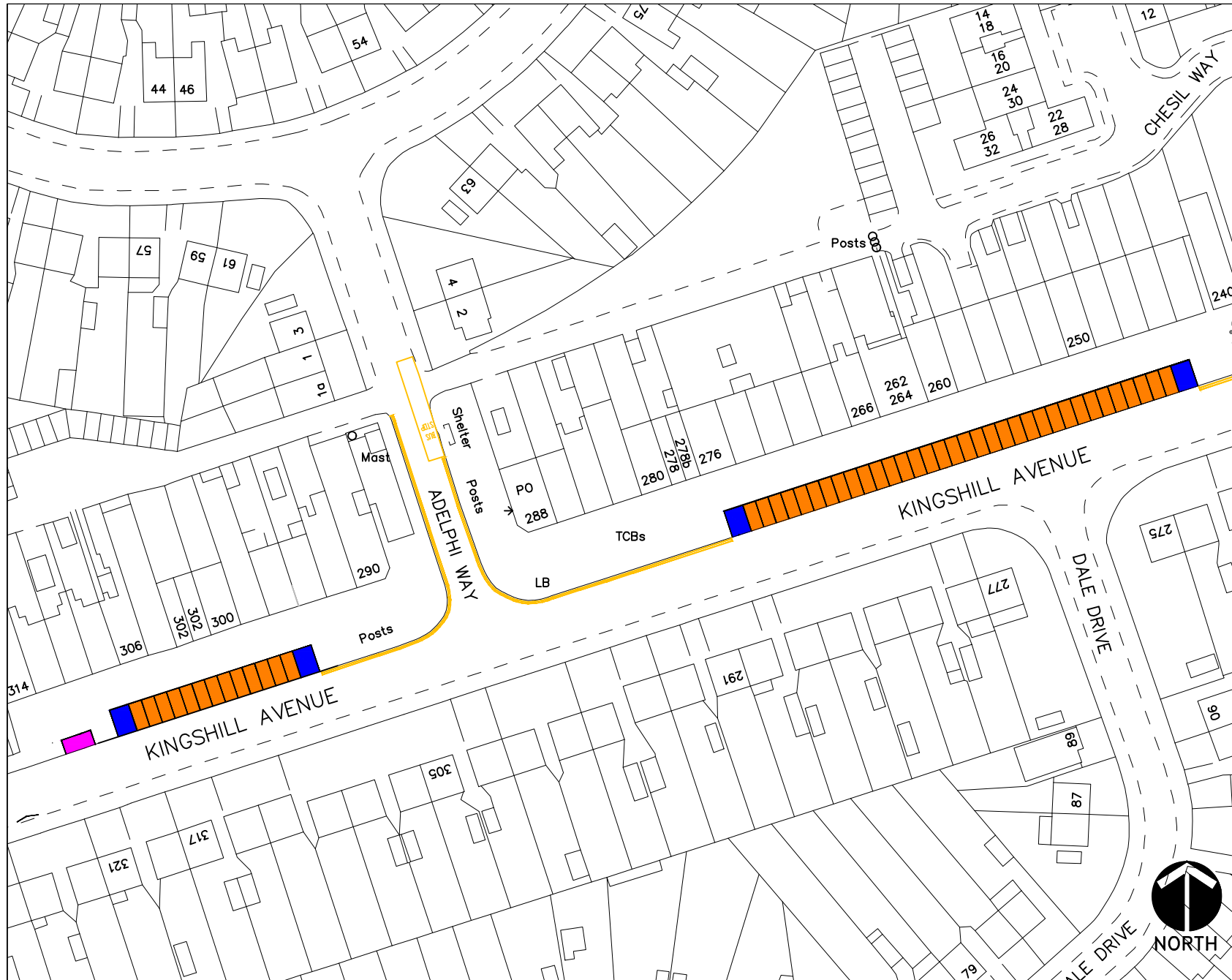
Appendix B – Plan of proposed 'Stop and Shop' scheme

Appendix C – Tabulated results of the informal consultation

APPENDIX A – Location Plan of Informal Consultation Area

Proposed 'Stop and Shop' parking scheme at Kingshill Parade, Hayes





KEY

- PAY AND DISPLAY BAY
- DISABLED BAY
- SOLD MOTORCYCLE BAY
(FORMAL CONSULTATION STAGE)

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TOWN CENTRE IMPROVEMENTS
RESIDENTS SERVICES
CIVIC CENTRE 3N/04, HIGH STREET, UXBRIDGE, UBB 1UW

Project
**KINGSHILL AVENUE
SHOPPING PARADE -
PROPOSED 'STOP & SHOP'
SCHEME**

Description
PROPOSED LAYOUT

Scale	Drawn (Initials/Date)	Checked (Initials/Date)
	24/05/21	

Project No.	Drawing No.	Rev.
		A

APPENDIX C

Responses to the informal consultation on a possible 'Stop and Shop' parking scheme at Kingshill Parade, Hayes

Do you support the introduction of a "Stop & Shop" scheme on Kingshill Avenue Parade?			
	YES	NO	<i>Not indicated</i>
RESIDENT	8 (18%)	15 (33%)	1 (2%)
BUSINESS	10 (22%)	11 (24%)	0
TOTAL	18 (40%)	26 (58%)	1 (2%)

RESIDENT RESPONSES ONLY: Do you support the introduction of a "Stop & Shop" scheme on Kingshill Avenue Parade?			
<i>Location of residential property</i>	YES	NO	<i>Not indicated</i>
Upper floor residential flats above the shops along Kingshill Parade	2	5	0
South side of Kingshill Avenue between Lansbury Drive & Frogmore Ave (opposite shops)	5	7	0
North side of Kingshill Avenue between Bradenham Road & Brentside Cars	0	1	1
Adelphi Way	1	2	0
TOTAL	8	15	1