



Democratic Services

Location: Phase II
DDI: 01895 277655
CMD No: 2026/1821

**To: COUNCILLOR WAYNE BRIDGES
CABINET MEMBER FOR RESIDENTS SERVICES**

c.c. All Members of the Residents' Services Select Committee
c.c. Dan Kennedy, Corporate Director of Residents Services
c.c. Gordon Hill, Residents Services

Date: 9 October 2026

Non-Key Decision request

Form D

Informal Consultation on Extending Operating Hours of Ferrers Avenue (WD4) Resident Parking Scheme

Dear Cabinet Members,

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 Monday 19 October 2026** 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.

Anisha Teji
Democratic Services

Title of Report: Informal Consultation on Extending Operating Hours of Ferrers Avenue (WD4) Resident 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 Residents Services

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Informal Consultation on Extending Operating Hours of Ferrers Avenue (WD4) Resident Parking Scheme

Cabinet Member Lead Cabinet Member for Residents Services (Cllr Bridges)

Choose an item.

Chief Officer responsible Corporate Director of Residents Services

Report author Gordon Hill, Parking Engineer

Report classification and reason	Public For General Release
Relevant Committee	Residents' Services
Electoral Ward	Northwood Hills

1. Executive Summary

A petition signed by 66 residents, representing 46 properties in Ferrers Avenue, requested that the operating hours of the existing WD4 Parking Management Scheme be extended from Monday to Friday, 9am to 5pm, to Monday to Sunday, 7am to 8pm. Residents cited concerns that the forthcoming Tesco Express would increase parking demand and congestion.

An informal consultation was undertaken with all 79 properties in Ferrers Avenue, achieving a 51% response rate. Of those who responded, 28 supported the proposal and 13 opposed it.

Supporters highlighted ongoing issues with non-resident parking outside current controlled hours, including blocked driveways, pavement parking, congestion and road safety concerns. Many believed Tesco Express would increase parking pressures and reduce parking availability for residents.

Those opposed were primarily concerned about the additional cost and inconvenience of visitor permits, particularly for residents who regularly receive family members, carers and other visitors during evenings and weekends. Some felt the existing restrictions already address commuter parking effectively.

Overall, the consultation demonstrates majority support for extending the scheme's operating hours while identifying concerns regarding visitor parking and permit costs. It is therefore recommended that the Council proceeds to a formal statutory consultation on extending the operating hours of the Ferrers Avenue Parking Management Scheme.

2. Recommendations

That the Cabinet Member for Residents Services:

- 1) Notes the responses received during the informal consultation; and
- 2) Based on the results of the informal consultation, agrees to a statutory consultation on extending the operating hours of the scheme in Ferrers Avenue to everyday 7am-8pm.

3. Reasons for decision

These recommendations match the views of residents.

4. Proposal

1. Initially, a petition with 66 signatures, representing 46 properties, was submitted to the Council, from residents living in Ferrers Avenue under the following heading:

“Due to the upcoming opening of Tesco Express on the corner of Station Road and Ferrers Avenue (former Lloyds Bank site), which will operate daily from 06:00 to 24:00, there is a need to extend the days and times of the current parking management scheme (WD4).

This is intended to reduce the impact on residents from increased noise, traffic, and parking pressures, as there is no provision for staff or customer parking, and demand is expected to significantly exceed that previously generated by the bank.”

The petition requested the following outcome:

“Proposed change: Monday to Sunday, 07:00 to 20:00.”

2. Ferrers Avenue is a mainly residential road of 79 properties within easy walking distance of the West Drayton rail station and local amenities. Following a petition from residents to deal with non-residential parking a Resident Parking Scheme, operating Mon-Fri 9am-5pm, was implemented in 2017. This scheme differs from regular parking schemes in that there are no road markings, instead this is a ‘Past This Point’ scheme, meaning the whole of the highway is effectively a parking place.
3. This petition was shared with local ward councillors and the Cabinet Member who instructed officers to conduct an informal consultation with residents on extending the operating hours of the scheme.
4. A 21-day informal consultation pack was prepared, and a letter and questionnaire sent to every property within the road, asking if they would support the hours being extended. A reply-paid return envelope was also supplied, and residents were given three weeks to

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respond.

5. The headline results were 28 responses in favour and 13 against extending the operating hours of the parking scheme, representing an overall response rate of 51%.
6. Most respondents supported the extension of parking restriction hours, citing ongoing issues with non-resident parking, particularly during evenings, weekends and bank holidays when existing controls no longer apply. Residents reported frequent obstruction of driveways, parking on double yellow lines, pavement parking, and vehicles reversing in the road, creating congestion and access difficulties.
7. A significant theme was concern about the forthcoming opening of Tesco Express at the top of Ferrers Avenue. Many residents believe the store will increase parking demand, resulting in shoppers and visitors using residential streets for parking. Respondents expressed concerns that this would worsen existing difficulties in finding parking spaces, increase congestion, and further restrict access to properties and driveways.
8. Residents also raised concerns about road safety. Vehicles parked on both sides of the road, particularly near the junction with Station Road and close to the bus stop, were said to reduce visibility, restrict road width, cause traffic queues and make it difficult for vehicles to enter and exit Ferrers Avenue. Several respondents highlighted the impact on pedestrians and children walking or cycling in the area.
9. Many supporters stressed that any extension to operating hours would only be effective if accompanied by increased enforcement. Comments frequently referred to a lack of visible parking enforcement officers and called for more regular patrols, stricter enforcement of existing restrictions, and in some cases CCTV monitoring.
10. In addition to supporting the extended hours, some residents suggested complementary measures, including keep-clear markings or a yellow box junction at the entrance to Ferrers Avenue, improved management of permit allocation, restrictions on vehicle repairs being carried out on the highway, and provision of free or additional visitor permits for residents. Concerns were also raised regarding access, noise, litter and fly-tipping associated with increased activity in the area.
11. Overall, supporters considered the proposed changes necessary to protect residential parking, improve access and road safety, and mitigate the anticipated impact of increased parking demand associated with nearby commercial activity.
12. Those objecting to the proposal primarily raised concerns about the impact that extended parking controls would have on residents, their families and visitors. Many respondents felt that the current permit scheme already places a financial burden on residents and argued that longer operational hours would increase the cost of hosting visitors, particularly for elderly residents who rely on family members for regular support and assistance.
13. A recurring concern was the effect on visitor parking. Residents stated that family members often visit during evenings and weekends when restrictions currently do not apply. The

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proposed extension would require the purchase and management of additional visitor permits, creating both extra expense and administrative inconvenience. Several respondents considered it unfair that residents already paying for permits would face further costs to accommodate guests.

14. Some objectors felt that the existing controls (9am to 5pm, Monday to Friday) are effective in deterring commuter parking and do not require further extension. Some respondents questioned whether Tesco Express would significantly worsen parking conditions, suggesting that customers would generally make short visits rather than park for extended periods. Others doubted that sufficient enforcement resources would be available to justify additional restrictions.
15. Financial concerns were also raised regarding the cost of permits. Respondents highlighted annual permit fee increases and argued that extended hours could necessitate additional permits for work vehicles, family carers and regular visitors. Some viewed the proposal as an unnecessary additional expense for residents, particularly pensioners and those on fixed incomes.
16. Several objections focused on retaining some flexibility at weekends. Some residents indicated they could support extended controls on weekdays, or up to Saturday, but opposed the inclusion of Sundays and weekends generally because of the importance of social and family visits.
17. A small number of respondents raised wider parking and traffic management issues, including congestion associated with existing pay-and-display bays at the top of the road, concerns about vehicle manoeuvring at the junction, and requests for more visitor parking allowances if the scheme proceeds.
18. Overall, objectors considered the proposed operating hours overly restrictive, arguing that they would disproportionately affect residents and their visitors while providing limited additional benefit beyond the existing parking controls.
19. The consultation indicates majority support for extending the operating hours of the parking management scheme, principally due to concerns regarding non-resident parking, congestion and the potential impact of the forthcoming Tesco Express. However, objections raise concerns regarding visitor parking, permit costs and the effect on residents requiring regular family support, particularly during evenings and weekends.
20. Therefore, based on these results and the initial petition it is recommended that a formal consultation be undertaken on extending the operating hours of the scheme as requested by residents.

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5. Corporate implications

Financial (mandatory)	Y	Equalities impact assessment	
Legal (mandatory)	Y	Workforce	
Alternative options (mandatory)	Y	Public Health	
Risk management (mandatory)	Y	External partners	
Asset		Communications	
Procurement		Committee comments	
Planning		Digital	
Climate Change		Other	

a) Financial

The estimated cost associated with the recommendations to this report, which is to proceed to formal consultation on proposals, is estimated to be £2,000 which will be managed within existing revenue budgets for the Transportation Service.

As is usual practice, the required notice of intent will be combined with other Parking Management Schemes which are at the same stage and will be subject to the Council's Spend Control Panel approval processes.

Following formal consultation, a further Cabinet Member report will be required to consider the responses that are received. At this next stage a funding source will need to be identified to implement or propose further amendments.

b) Legal

The Council's power to extend the operating hours of the Ferrers Avenue (WD4) Resident Parking Scheme is set out in the Road Traffic Regulation Act 1984. The formal consultation and order-making statutory procedures to be followed before making use of the power are set out in Schedule 9 of the Road Traffic Regulation Act 1984 and the Local Authorities' Traffic Orders (Procedures) (England and Wales) Regulations 1996. Any consultation must also meet the standard set by established common law principles in public law, namely fairness and adequacy.

If the decision is taken after formal consultation to make the order extending the operating hours of the Parking Management Scheme, Part 5 of the Road Traffic Regulation Act 1984 and the Traffic Signs Regulations and General Directions 2016 set out signage requirements, which must be observed.

In exercising any of the powers under the Road Traffic Regulation Act 1984, section 122 of the 1984 Act requires the Council to consider its statutory duty to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians), and the provision of suitable and adequate parking facilities on and off the highway. These powers must be exercised so far as practicable having regard to the following matters:

- (a) the desirability of securing and maintaining reasonable access to premises;

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- (b) the effect on the amenities of any locality affected and the importance of regulating and restricting the use of roads by heavy commercial vehicles, so as to preserve or improve amenities of the areas through which the roads run;
- (c) the national air quality strategy;
- (d) the importance of facilitating the passage of public service vehicles and of securing the safety and convenience of persons using or desiring to use such vehicles; and
- (e) any other matters appearing to the Council to be relevant.

Moreover, the Council has various statutory duties in relation to road safety, such as under section 39 of the Road Traffic Act 1988 and section 16 of the Traffic Management Act 2004, which are relevant when deciding on road traffic measures. To this end, the report mentions some residents raising that the proposal will improve access and road safety.

Pursuant to established public law principles on consultation, the decision maker, when coming to a decision regarding the progress of the proposal for extending the opening hours of the Ferrers Avenue (WD4) Resident Parking Scheme must be satisfied that all consultation responses, including those that do not accord with the officer's recommendation, were conscientiously taken into account. This report states that the informal consultation indicates majority support for the proposal hence the recommendation to progress to formal consultation.

The Council must also be continuously mindful of its public sector equality duty under section 149 of the Equality Act 2010.

c) Alternative options

<i>Alternative Options</i>	<i>Rationale for rejecting option</i>
Do nothing	That will be against the wishes of our residents as set out in the consultation findings.

d) Risk management

<i>Risk</i>	<i>Mitigation</i>
Proceeding with the scheme may lead to objections from residents that do not support the changes, and future complaints.	This risk can be mitigated by ensuring clear communication throughout the process.
Failure of communities to engage	If residents fail to engage during the formal consultation, then they may not get a scheme that they feel is the best option.

6. Consultation & engagement

The overall response rate was 51%, which is good for an informal consultation. The headline results were 28 responses in favour and 13 against extending the operating hours of the parking scheme, representing an overall response rate of 51%.

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Letters and questionnaires with reply paid envelopes were sent to residents of Ferrers Avenue.

7. Timetable for implementation

Upon the recommendations of this report being approved subject to call-in, a formal statutory consultation will be prepared at the earliest opportunity. The results of this formal consultation will determine any further actions, such as implementing the changes.

List of appendices attached

Appendix A – Area plan and Consultation Area

Appendix B – Comments During Informal Consultation

List of Background Papers

NIL.



Ferrers Avenue, West Drayton - Informal consultation for an extension to the operating times of the Zone WD4 Parking Management Scheme

September 2026

Scale 1:4,000



HILLINGDON
LONDON

Informal consultation area for a possible extension to the operating times of the Zone WD4 Parking Management Scheme

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Comments
Support Why was Tesco approved to locate to the previous Lloyds Bank premises?? The parking situation in Ferrers Ave will become a nightmare!! There are currently more than sufficient "convenience" stores in the adjacent high street!!
Support We have problems everyday outside our house where people constantly block our drive as we live at the beginning of the Road. Once Tesco opens we are worried that this will cause constant problems for access to our property as well. There should be yellow lines and boxes to mark that it is a permit road.
Object The proposed hours would make it very difficult for residents to receive guests. Current hours work well to prevent people from parking their car & heading into London for work. In addition, the pay & display spaces at the top of the road cause congestion regularly & should be reduced in order for cars to turn in & out of the road simultaneously.
Support It would be good to discuss the constant parking at the top of this road on double yellows lines post 5pm. There should be a limit on the amount of daily permits that can be used as a resident often parks numerous cars and caravans outside neighbouring properties for weeks as they fix them.
Object If the vote is yes, do the households get double the allocated free parking passes. Reason visitors in the week end. Why should they pay? My vehicle parking permit goes up every year. This seems like another way to make up for lost revenue along with Council Tax increase and Green Waste charge now. Have noticed more rubbish in the Frays River. Warden, why?
Support As a resident when the parking came with regulation we had our car free parking then it got changed to £40 and now nearly £95. As a resident we would like one car free parking at least. The time is getting hard as it is for everyone especially pensioners. We are paying taxes plus parking fees to park our cars on our own roads. Please do something for residents parking and some facilities for weekend parking as we would be paying for friends and family visiting us which is not fair. Please look into this matter as it really very disappointing to be paying to park on your own road. We have no choice then, to accept the extended time of Resident parking providing some consideration is taken into account for residents living on the road. We all know that Tesco coming on top of the road is going to create a lot of chaos for residents where the parking is concern.
Support As part of this change residents should be provided with free guest permits to allow parking during operating hours. Please note emphasis on free, this shouldn't be a cost on a resident or their guests.
Support The existing parking hours are often abused by motorists, especially at weekends and during bank holidays.

Support

I wish it could be later than 8pm.

Absolutely no parking has been provided and obviously shoppers will be parking in Ferrers Avenue or the High Street (Station Road). A permanently placed traffic warden will be required.

Support

Whilst the original scheme 9am to 5pm has worked to stop commuters using the road as a free carpark, the time has come to upgrade to new proposed hours. Residents are having increased problems after 5pm with cars parked across their drives by people using the shops on Station Road and restaurants. With the new Tesco Express opening soon this will increase cars parking down the road, we are after 5pm and weekends having cars and vans parked on double yellow and on pavements. Enforcement officers are no where to be seen.

Object

It is costly as it is not having visitor facilities. Therefore, it would be absolutely ridiculous to not have parking free on the weekend. A crazy idea, not sure who came up with it. Clearly someone who doesn't have many visitors.

Object

We paid a lot of money to provide adequate parking on my own property.

We feel 9am - 5pm Monday to Friday is quite adequate.

Support

I support extending the parking restriction hours, particularly with the opening of Tesco at the end of the road in the near future.

As a dead end residential street, we have seen increased traffic and short term parking, leading to congestion. This is particularly concerning for local children who walk and cycle in the area.

Extending the restrictions would improve safety, reduce congestion and maintain access for residents.

Support

Why have Hillingdon Council let Tesco's opened up in top off Ferrers Avenue, when the big ones just round corner why ?

Object

I am not in agreement with the extended parking hours as my family visit me in the evenings after work & at weekends & it would give me more hassle to go on line (which isn't easy for me) & have to book & pay for extra parking slots when I already pay for an annual parking permit. There are many multi occupied houses down the Avenue who have many extra cars & vehicles parking in the evenings & weekends. When Tesco's is up & running at the top of Ferrers Avenue customers will only be stopping for a short time & not parking for hours doing a big weekly shop.

I am sure the Council will not want to employ a parking warden just to cover the extra parking times when no other area nearby have the same limitations.

Support

I am so glad that someone took the time to do this petition, because as a NO through Road its crazy how many people come to park and so busy that residents are finding it difficult to park after 5pm.

I am all in to the changes 7am to 8pm.

Support

We support above suggestions for extended hours.

We need either keep clear markings or a yellow box at junction of Ferrers Ave and Station Rd as entering or leaving Ferrers Ave causes congestion.

Bus stop is badly positioned as obscures view when trying to exit Ferrers Ave.

Object

As I am on my own all day, my daughter comes after work each day to make sure I am alright. If parking restrictions are lengthened she would no longer be able to park without me having to buy visitor permits, 5 days a week, plus extra at weekends when other family members visit. As I only have my pension to live on, that is an added expense I can't afford. People take a chance and park already to pop to the shops, and they will do the same with further restrictions, as I am sure there won't be a parking attendant constantly walking up and down the street to catch offenders.

Support

The traffic will be horrendous for trying to get out of Ferrers Avenue on to Station Road because of the position of the bus stop (5 yds) from Ferrers Ave and also where are all the customers for Tesco Express going to park - I think there will be a problem as if the parking bays are full at the top of road they will park on the other side essentially blocking the road, this also will be a problem with delivery lorries from Tesco.

Object

We support it becoming Monday to Friday 8am-8pm and remain the same as is during weekends as we have lots of guests visiting us and the proposed times in the scheme is way too strict and not acceptable by us at all.

Support

We pay for a parking permit each year, and as it stands at the moment without THE TESCO STORE opening at the end of the Road, it is sometimes very difficult to park outside or near our house. With this TESCO OPENING it would make it even worse. I dont think this was a very good plot for a Tesco store, however big as the parking on the High St & other local roads already very congested. When opening a new SuperMarket whether big or small, the store needs parking spaces. THE OTHER TESCO STORE AT THE CHERRY TREE which I've heard is closing? has got parking spaces + that gets very congested, so I can only imagine what it will do to the residents of Ferrers Ave + other local side roads if this store opens without extending the current operating hours.

Support

Concerns -

Repairing cars & vans on the road.

Parking cars directly opposite each other - Restricting access.

Support

I am very concerned about the Tesco causing the following issues:

- parking issues for residents
- access into Ferrers Ave
- increasing rubbish & fly tipping (which has got worse).
- noise & un-sociable behaviour at night

This used to be a lovely road. Its awful now!!

Support

People already park on both sides of the road at the top of Ferrers Avenue. This becomes very dangerous when trying to pull in or out of Ferrers Avenue as there's only 1 car width for approx 15 metres.

- This causes congestion and tail backs down the High St too (also right next to a bus stop!)
- Limits visibility of pedestrians to drivers.
- Often double parking down Ferrers Avenue as it is!

Object

I don't support the extended time.

Please keep it as it is. If you extend the time, it's a problem for someone to visit, especially elderly people.

Thank you.

Object

My husband has a work vehicle and it would be costly to buy 2 permits as it stands he returns home after 5pm & leaves home before 9am & does not need a permit.

We strongly object.

Also visitors, family & friends to our home would be unfairly affected.

Support

We feel by extending the operating hours, this will hopefully stop alot of cars parking outside our property to use Tesco which wasn't welcomed.

Support

This will only work if we have traffic wardens checking the road for the extended hours proposed.

Object

I support extending the scheme to 7am - 8pm on Monday to Saturday. NOT to include Sunday.

Support

Parking in the area should be more strict as people are constantly parking in the area even on double yellow lines and constantly blocking my driveway. This usually happens from 4pm onwards Mon-Fri, weekend is even worse. As my house is located at the top of the street, my driveway is always blocked. Cars are always coming in and reversing. Camera's should also be placed on our street to monitor the situation as wardens do not frequently patrol the area.