Planning, Transportation and Economic Development

Findings of the public consultation for the Clarendon Park Residents Parking Scheme  
As at 03/03/2016

*Prepared by:*

* *Traffic Management*
* *Research and Intelligence*



*This report provides a summary of the findings of the public consultation.*

*It includes information about:*

* *The issues and options under consideration;*
* *The consultation method;*
* *The public response and views expressed;*
* *The decisions taken in light of what was learnt.*

# Background

**Clarendon Park Residents’ Parking Scheme**

### Parking pressures have increasingly impacted the Clarendon Park area due to its proximity to the city centre, university, college and the football and rugby stadiums.

### Leicester City Council proposed using a residents’ parking scheme to ease the current parking situation.

### Reasons for consultation

Following requests from residents, local councillors were committed to consulting residents and local businesses on this matter.

Surveys were conducted on the 11th, 13th & 14th June by an external company and on the 18th August and the 4th, 8th, 9th December by officers. The results showed 32% fewer vehicles parked in the area in the evening than during the day, thus indicating capacity for a residents parking scheme.

Leicester City Council therefore carried out a consultation on implementing a permit scheme for parking in Clarendon Park.

# CONSULTATION METHOD

### Main techniques

The consultation ran between 26th January 2016 and 12th February 2016. Residents and local businesses could participate by filling out the form online or returning the form enclosed in the consultation packs sent to every property in the area. Only one form per household was accepted.

Originally 3819 addressed consultation packs were sent. On the 26th January officers were notified that Fleetwood Court did not receive packs. 18 packs were sent to Fleetwood Court on the 29th January 2016, amounting to 3837 packs sent. A number of packs were ‘returned to sender’; efforts were made to ensure these were redelivered where possible. Out of the packs returned, 61 were addressed to properties that either did not exist or could not be found.

### Outreach measures

An exhibition was held at Christ Church, Clarendon Park Road on 18th and 19th November 2015 from 1.00pm to 6.00pm and on 20th November from 3.00pm to 6.00pm. This was advertised by a leaflet drop. Posters were also provided to doctors and dentists and some local businesses to display at their discretion. Over the three days, 296 people attended the exhibition.

Following the exhibition, a further leaflet drop was carried out to advertise that the consultation plan was on display at the local library on Clarendon Park Road, and also on the council’s website, again asking for feedback. Regular Facebook and Twitter posts advertising the consultation and asking for feedback were scheduled by the digital media team. The consultation was advertised in the Leicester Mercury and mentioned on BBC Radio Leicester.

Between 18th November 2015 and 8th January 2016, more than 200 responses were received. These include comments for and against the scheme, as well as some that do not express an opinion. Requests for adjustments to the proposed scheme had been accommodated where possible.

The consultation plan was displayed at Castle Ward Community Meeting on the 24th November 2015. This was attended by officers to answer any queries.

The consultation Plan and FAQ’s were provided to Friends of Clarendon Park to be displayed at the Clarendon Park Christmas Fair on the 6th December 2015. Friends of Clarendon Park also organised a debate on the 2nd Feb 2016.

At the request of a number of businesses in the area, a meeting was held on 4th January 2015, attended by Councillor Kitterick, Officers and business owners from the area.

Local campaigns for and against the scheme were also organised and distributed information.

# PUBLIC RESPONSE And views expressed

### Respondents

1471 response were received between 25th January and 19th February (internal deadline extended past consultation deadline of the 12th to allow for any discrepancies in the post system). 286 of these were submitted online.

Responses were checked for duplicates and responses from outside the area; 106 were removed during this process. This gave a finalised number of 1365 valid responses, an overall estimated return rate of 36%.

8 responses were received after the internal deadline of the 19th February. Analysis of these responses showed that they had no effect on the overall outcome of the consultation

**Views and comments**

From the 1365 valid responses, 25% answered ‘YES’, 71% answered ‘NO’ 4% Answered ‘DON’T KNOW’ or ‘NEUTRAL’.

From the 47 roads surveyed, 4 indicated that they did want a residents parking scheme, 37 indicated that they did not want a residents parking scheme, 3 indicated equal support for and against and 3 did not have any respondents. For a detailed breakdown see Table 1. None of the streets which indicated that they did want a scheme were adjacent to one another, meaning no consideration could be given to a smaller scale scheme.

857 responses included further comments expressing reasons why the respondent was for or against the scheme and/or detailing any adjustments we should make to the plan if the scheme was to go ahead. Main concerns were about displacement parking, effect on business, lack of space during match days, and commuter/ student parking.

**CONCLUSIONS**

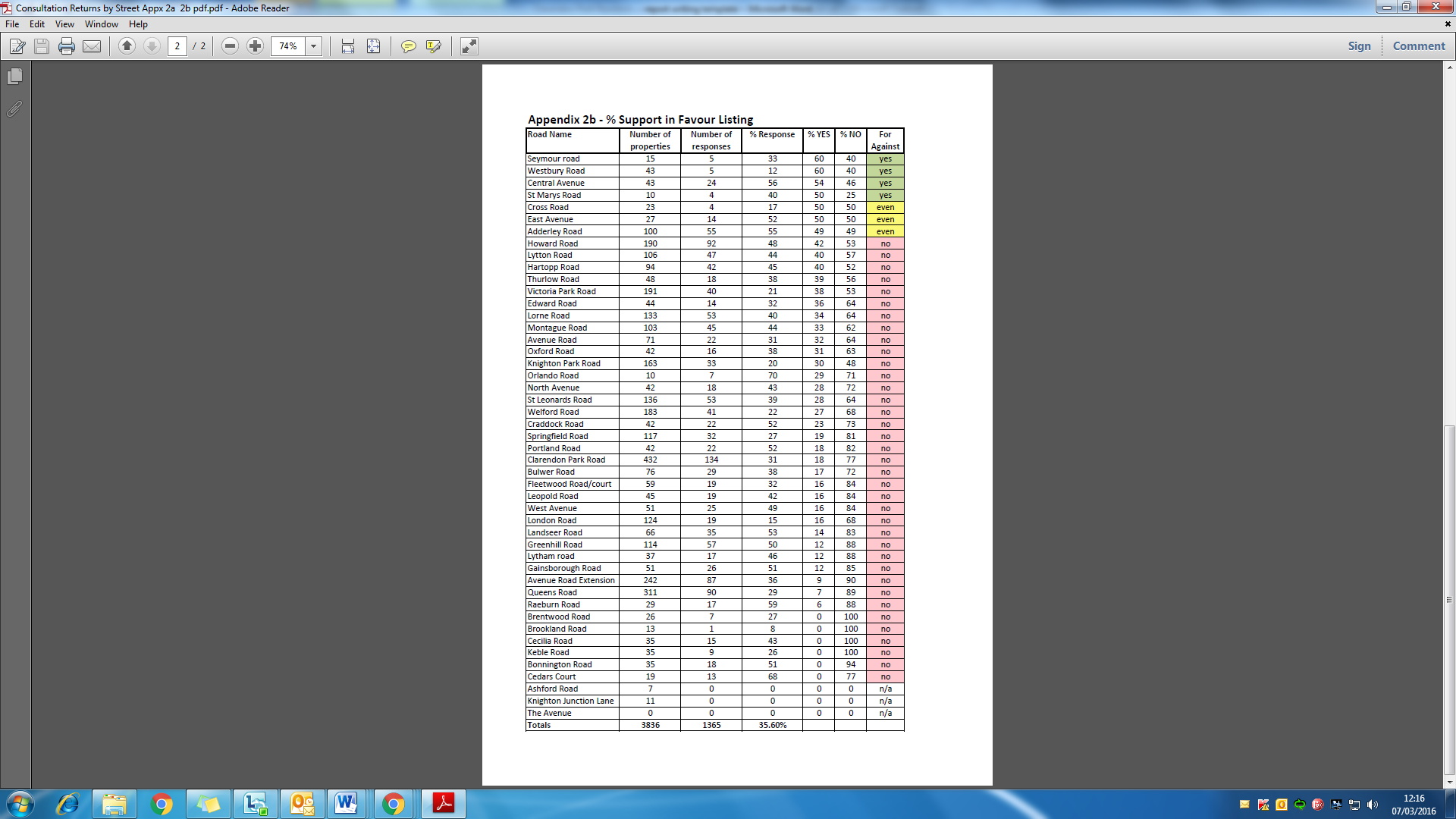
**Decisions taken**

Once all responses had been checked and the results validated, a brief for the City Mayor was drawn up and presented. A decision was made not to implement a Residents Parking Scheme. Castle Ward Councillors were made aware of the outcome and were keen to publish results as soon as possible.

**Further dialogue**

Following the City Mayors briefing, a press release was published on the Leicester City Council Website which was carried by the Leicester Mercury on 03/03/2016

**Table 1 - % Support by road**



*Appendix G: Monitoring and evaluation*

When carried out successfully, public consultation provides genuine insight and creative thinking to improve policy outcomes – giving the public a real sense that they have been able to contribute to decisions about service design and delivery. However, if the public thinks that the Council is doing little more than paying lip service to consultation, it can lead to cynicism and greater levels of distrust.

The central R&I team help co-ordinate and quality assure the Council’s consultation activity.

Monitoring is supported by a monthly report (tracker) to senior management. This includes information about the progress of all exercises in the programme:

1. Consultations completed in the last month
2. Consultations in closedown (analysis and reporting)
3. Open consultations
4. Forthcoming consultations[[1]](#footnote-1)

The central R&I team also help facilitate informal evaluation.

The purpose of evaluation is to describe what has – and what hasn’t – been successful and to help understand the benefits of public consultation against the costs it incurs. Negative findings can be as important as those that are positive, and evaluation reports capture important lessons for officers, elected members and others involved in policy-making decisions.

There are basic questions that your evaluation should answer:

1. Did you undertake the process you originally planned to undertake? If not, what changed and why?
2. Did participants feel that they experienced a meaningful process?
3. Were there any complaints or compliments about the process?
4. What will be the impact of the consultation on longer-term policy-making?
5. Was there anything that you could have done better?
6. Is there anything that you would do differently next time?

1. Using information from Intention to Consult forms [↑](#footnote-ref-1)