LONDON BOROUGH OF BRENT

HIGHWAYS COMMITTEE 28th October 2004

FROM THE DIRECTOR OF ENVIRONMENT

FOR ACTION

NAME OF WARD: All Wards

REPORT TITLE :	WEMBLEY NATIONAL STADIUM EVENT DAY PARKING CONTROLS

1.0 SUMMARY

1.1 This report informs members on the outcome of the public consultation which was carried out during July, August 2004 for the proposed Wembley National Stadium event day parking controls, and seeks Committee's approval to proceed with the statutory consultation on event day parking schemes in the agreed areas, and to implement schemes in readiness for the first events at the Stadium.

2.0 **RECOMMENDATIONS**

- 2.1 That Committee notes the results of the public consultation and resolves to proceed with the event day permit parking control schemes for Wembley National Stadium in all consultation areas other than that identified at 2.3 below.
- 2.2 That Committee acknowledges the preference expressed by residents in the consultation and agrees to the formation of a single residents' protective parking zone, rather than an inner and outer zone, as set out in paragraph 8.14.
- 2.3 That the committee agrees to exclude the area of Carlton Avenue West from the event day protective parking zone, as it is on the periphery of the consultation area, outside the 30 minute walk area and the majority of the residents are not in favour of a protective parking scheme.
- 2.4 That Committee notes the results of the consultation on the former "barrier" event day schemes and agrees that officers review the previous schemes, within the current time frames, in order to mitigate the concerns expressed by the Police, Fire Brigade and Ambulance Services.
- 2.5 That subject to the review, the committee agrees the proposals for barrier schemes as set out in paragraph 8.15 below.

- 2.6 That committee agrees the proposals for the existing controlled parking zones, the unrestricted areas and the conservation and unrestricted areas as set out in paragraphs 8.16, 8.17 and 8.18.
- 2.7 That Committee instructs officers to monitor and review all the areas in the event day protective permit parking scheme and to report on their findings 12 months after the scheme is implemented as part of the review.
- 2.8 That Committee notes comments received from the, Fire Brigade, Ambulance services and the Metropolitan Police as summarised in paragraph 8.19 and detailed at Appendix C.
- 2.9 The Committee delegate authority to the Director of Transportation to overrule objections to the Statutory consultation were appropriate, and to bring any substantive objections to the Highways Committee at a future meeting.
- 2.10 That Committee approve the elements of the proposed event day permit parking control scheme as described in paragraph 8.3
- 2.11 That Committee notes the discussions and comments made by other stakeholders and with the focus groups as in appendix D & E.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The Wembley National Stadium section 106 agreement provides £2,500,000 for progressing event day parking controls. This funding is intended to cover the costs of all development, consultation and implementation costs of the event day parking control schemes including staff costs. The funds are also intended to contribute to the administration of the schemes implemented and to subsidise the issue of permits to residents, as appropriate.
- 3.2 The development of the schemes will involve engineering and administrative staff costs of approximately £100,000 during the 2004/2005 financial year which will be funded from the section 106 funds. The cost for the signage and marking for the permit parking control scheme is estimated at £1.6m including staff cost during 2005/2006 financial year
- 3.3 The cost of the barrier control schemes both structural, operational, and the12 months review will be met by the Section 106 funding.

4.0 STAFFING IMPLICATIONS

4.1 The Transportation Service Unit will be undertaking the scheme design, statutory consultation and implementation work on all the event day parking schemes.

5.0 ENVIRONMENTAL IMPLICATIONS

- 5.1 The implementation of event day parking schemes is in line with Government guidelines and policies relating to integrated transport policy and road traffic restraint. The event day parking controls will enhance the local environment by removing on-street parking for the stadium visitors and encouraging the use of public transport.
- 5.2 Wembley National Stadium will be promoted as a public transport destination. Use of the private car will be limited to those with prepaid parking tickets and it is the Council's policy to discourage other vehicles from entering the area. This will have the effect of minimising traffic on the road links, and junctions, around the stadium, thereby reducing congestion. All stadium traffic will enter the parking facilities from the North Circular Road, again having the effect of reducing traffic on the local highway network.
- 5.3 Air Quality. The former national stadium was served by three road routes into and out of the stadium. These were heavily congested before and after major events. The proposal to serve the stadium by only one route, the Stadium Access Corridor, will improve the traffic congestion, and hence air quality, on the other two former routes. Using the Stadium Access Corridor under tidal flow management will minimise congestion and queuing.

6.0 LEGAL IMPLICATIONS

6.1 Monies paid to the Council under the section 106 agreement must be spent in accordance with the provisions in the agreement, otherwise the Council would be open to challenge. The agreement requires the Council to carry out such surveys and/or consultation exercises with residents as it reasonably considers are necessary to ascertain the adverse impact of the new Stadium on existing residential parking areas and the need to introduce new controls. If the surveys and/or consultation exercises indicate that further controls are necessary or desirable, the Council must consult residents on the detail and use reasonable endeavours to implement these by one month prior to completion of the Stadium.

- 6.2 The permit parking scheme and parking prohibitions (waiting and loading restrictions) associated with implementing the event day parking controls will require the making of traffic regulation Orders under the Road Traffic Regulation Act 1984. This will require statutory consultation. Such Orders will permit the Council to take the appropriate enforcement in the protective parking areas, issuing penalty charge notices, and tow-aways as necessary.
- 6.3 The legal implications relating to the barrier method of road closure were reported to this Committee in October 2003. Barriers may only be lowered if in support of a traffic management Order authorising a road closure at these particular locations. Such an Order would be required to be drafted and advertised annually with all the possible dates for the anticipated events at Wembley. The Order will be subject to statutory consultation and the views of the emergency services must be considered.

7.0 DIVERSITY IMPLICATIONS

- 7.1 The proposals in this report have been subject to screening and officers believe that there are no diversity implications arising from it at this stage.
- 7.2 There are a number of places of worship which fall within the proposed protective parking area. Some have a considerable number of worshippers, particularly on their festival days. Most of the larger places of worship are already within permanent controlled parking zones. The Temple at Neasden is surrounded by a CPZ which is operational 24 hours per day, 365 days per annum, and so residents will be unaffected. Some Temples, Mosques and Churches are located in CPZs which will be extended to cover the hours/days of the Wembley events. Others are located in currently unrestricted areas. The event day permit parking schemes will prevent parking by both visitors to the stadium, but also will, from time to time, restrict parking opportunities for the place of worship. Officers will develop enforcement operations to minimise disruption to the normal activities of places of worship when conflicting with events at Wembley National Stadium

8.0 DETAIL

8.1 Background

In October 2003 the Highways Committee considered a report on the implications of the planning approval for the Wembley National Stadium and the section 106 funds provided by the developer to introduce event day parking control schemes. The report also sought Committee's approval of the parking control options, parking charges and programme of works detailed in the report.

- 8.2 The October 2003 report reviewed the method of parking controls used previously at the stadium and detailed the proposed method of control for the new National Stadium. The parking control strategy was based on visits to other sports stadia, and discussions with the respective local authorities. The conclusion was that the use of event day permit parking schemes was the most appropriate method of regulating on-street parking during major events in residential and commercial areas directly affected by the Stadium development. Members will recall that at the preliminary scheme development stage concerns had been raised bv representatives of residents groups that the option of the 'barrier' method of control were not offered as a means of parking control for the new stadium. Requests were received for barriers to be retained in 'environmental' areas where this method was previously used. A petition was brought to Committee which included a request for the barrier control option to be made available for other parts of the borough being considered for event day parking controls. However Committee instructed officers only to consult, with regard to barriers, where previously existing.
- 8.3 Committee agreed that the proposed event day permit parking control scheme be progressed as a main basis for public consultation. The agreed zoning policy and permit charge structure is summarised below:
 - a) That residents or businesses be given two options regarding scheme zoning,
 - b) That a maximum of 3 resident or business permits per dwelling or business premises be permitted,
 - c) That the first permit is free and subsequent permits are charged at £10 each,
 - d) That 1 visitors permit per dwelling be permitted free of charge,
 - e) That all event day permits have an indefinite period of validity,
 - f) That a £10 administration charge be made to replace any event day permit,
 - g) That full time CPZ resident, visitor and business permits are also valid for event day controls (extended period of operation) within the zone for which the permit is valid,
 - h) That event day permits used in full time CPZ's are only valid for the extended period of operation,
 - i) That residents living within a full time CPZ can also apply for event day permits.

Where event day zone(s) are located motorists will be advised of forthcoming event days by advance warning signs on main routes into the area which will specify the next event day, or groups of event days. All roads providing access to the even day zone(s) will have the 'Permit Zone' entry plates. Event days will be well publicised locally through the Council's media, and that of Wembley National Stadium. All tickets purchased for events will have information concerning the means of appropriate travel and that comprehensive protective parking exists in the residential areas around the stadium.

8.4 The Highways Committee in June 2004 had agreed that a public consultation be carried out and the results of the consultation be reported to a future meeting of the Highways Committee.

8.5 **The planning consent**

Under the terms of the planning permission granted for the development of the Stadium, Brent Council is legally bound to look at options to provide protective parking in the area surrounding the stadium for when the Stadium opens, currently anticipated early 2006.

8.6 **Event day parking controls scheme consultation**

An independent consultant (Carmarque) was commissioned to carry out a comprehensive consultation exercise with interested and affected parties. This resulted in a programme of extensive public consultation which began in July to the end of August 2004. The consultants sought to engage a wide cross section of the local community whose views inform the progress of the chosen measures as they are taken forward to implementation. A copy of the consultation documents sent to Councillors is attached at Appendix A.

8.7 The consultation process focused on providing information about the proposal through a series of different media (community information leaflet, public exhibitions, questionnaire, website pages, local press, etc).

Core stakeholder groups were invited to discussions with Brent Council representatives and further insight was gained into local reactions to the proposals through a series of facilitated focus groups held after the exhibitions had taken place.

Officers have researched the nature of protective parking schemes which exist around other stadia, and consulted widely with other Highway authorities and police authorities. The permit style of event day parking which was described in detail in the consultation material is that which offers residents the protection required, whilst allowing visitors to access the area and the Council to take effective enforcement action.

8.8 Consultation results

A total of 38,427 questionnaires were sent out to a data base of named addresses. A total 4,904 completed questionnaires were returned, this represents a response rate just over 12.75 per cent based. The results of the consultations based on inner zone, outer zone and the whole sample can be seen in Appendix B.

8.9 Some significant responses from the whole sample

The following table highlights the key responses from the survey, which can be found in more detail at Appendix B. Percentage response rates refer to the number of respondents to a particular question.

	Question.	YES	NO
Q1	In favour of some sort of protective parking measures	70%	30%
Q3	In favour of event day permit parking only	58%	42%
Q4	In favour of keeping existing barriers	75%	25%
Q8	In favour of a system for the whole area	68%	32%

8.10 Some significant responses from the 33 areas

In order to reflect the views of communities within the boundary of the consultation, the results have been analysed for 33 identified areas. A summary based on questions 1, 3 and 4 is attached at Appendix F. There were only two areas (Area 4, Tokyngton, and Area 31, Carlton Avenue West) who expressed a majority not in favour of some form of protective parking.

- 8.11 Area 31, Carlton Avenue West, expressed a majority not in favour of some form of protective parking. The area is on the periphery of the consultation area and is outside the 30 minute walk area. In view of these facts, it is recommended at 2.3 that Members exclude the area from the protection parking scheme. Residents may experience some displacement and visitor parking on event days, and this will become apparent on scheme review.
- 8.12 Area 4, Tokyngton to the north of Harrow Road, is very close to the stadium, and whilst the response to question 1 was marginally not in favour of protective parking, there was at the same time a clear support for retention of the barriers.
- 8.13 However, 31 out of the 33 areas consulted were strongly in favour of protective parking, some 70% of those who expressed a view stated that they were in favour. Officers' recommendations to Committee are that protective parking schemes are introduced in areas, by and large, reflecting the 30 minute walk boundary. This will include 32 of the 33 areas, but will exclude area No. 31 (Carlton Avenue West). Members should note that areas 21 (Neasden Town Centre) and 27 (Tolley Avenue) did not favour a permit style scheme, although both acknowledged the need for protective parking. In view of their locations, that is within proposed surrounding permit area schemes, and adjacent to a station respectively, officers consider that both areas 21 and 27 should be included within the total scheme at recommendation 2.1.

Other Considerations

The introduction of a permit style protective parking scheme will have implications for the various resident areas within the new zone and possibly for some areas outside this zone.

8.14 A Single Zone

A question 8 of the consultation, residents were asked to express a preference for either a single even day zone, or an inner and outer zone. Results are attached at Appendix B and are compiled for inner zone, outer zone and whole sample. There was a clear preference in both areas that only one zone be formed (2,955 indicating yes to a single zone and 1,367 indicating no). Whilst Officers do have some reservations as to the amount of 'commuting' that may occur internally when a single zone of this size, the recommendation reflects residents' wishes and proposes a single zone which is reviewed over time with regard to the travel patterns of permit holders.

8.15 Barriers

Members acknowledged the wish of residents to be consulted on the retention of barriers where they already existed, and the results of this consultation are contained at Appendix B, question 4. Areas 3 (Tokyngton South), 4 (Tokygnton North), 10 (Manor Drive), 11 (Clarendon Gardens) and 26 (Barn Hill) represent the former environmental areas with barriers, and all strongly favoured retention of the barriers.

The original 'barrier only' scheme was unique to Wembley. It has served residents well over a number of years, but had become less effective due to the Councils inability to carry out enforcement within the environmental area. The emergency services have expressed their reservations and this is reported at paragraph 8.17.

However, in order to find a compromise that takes in to consideration both residents and emergency services views officers suggest that the barriers are retained and then reviewed on an area by area basis in order to rationalise their use and mitigate the concerns expressed by the emergency services. Therefore, at recommendation 2.5, officers seek agreement to the retention of the existing barriers which will be lowered on Wembley event days, and that a traffic management Order is prepared annually to enable these point closures of roads. Permit style protective parking is proposed to be introduced behind the barriers.

This will address the emergency services concerns to some extent as it will allow enforcement against obstructive parking, thereby maintaining access, and also reduce the possible conflict between residents and event day visitors wishing to park in an otherwise unrestricted parking area. Were an objection to be raised by the emergency services it would be substantive and require resolution at a later date by members of this committee.

8.16 Existing Controlled Parking Zones (CPZs) pertain

It is proposed that the provisions of existing CPZs are extended to cover event days. Additional zone entry plates will be required, and each individual enforcement

sign will be adapted/replaced to reflect the additional restrictions which will apply on event days. Residents will be able to use their existing CPZ permits which will provide for their parking within the zone when major events occur. Nevertheless they would also be able to apply for event day permits in the same way as all other residents in the event day zone, when possession of the event day permit will allow parking within the boundary(s) of the event day zone(s).

8.17 Unrestricted area

This is the largest area where currently there are not restrictions to parking in the area. It includes roads which formerly had permit style parking schemes for the old stadium. Officers will introduce parking schemes which will be recognised by zone entry plates, carriageway markings denoting 'event' parking bays and sign plates. The bays are not designed to extend across footway crossings and enforcement is possible where such obstructive parking occurs. The appearance of such schemes provides considerable relaxation from the requirements of a full CPZ and will be immediately distinguishable.

8.18 **Conservation and unrestricted areas**

The event day zone(s) contain three conservation areas, namely Barn Hill, St Andrews and Neasden Village. To prevent the intrusive nature of the signs and lines associated with, even, event day schemes, officers have secured fuller relaxations for Barn Hill area with regard to implementation of permit schemes where conservation areas exist. The other two conservation areas will be considered for the same relaxations. The additional entry plates will reflect the status of the area within the event day zone(s) and the roads will require neither road markings nor supplementary plates. (Appendix F)

Residents living outside of the consultation area, but within the 2 mile radius of Wembley National Stadium may be considered for protective parking at a later date, when the effects of event parking patterns have been monitored and assessed.

8.19 <u>Summary of comments from the Fire Brigade, Ambulance Services and</u> <u>Metropolitan Police</u>

All three services supported the need for Brent Council to introduce measures to safeguard local residents and businesses from the impact of events at the new Wembley Stadium.

All three emergency services expressed serious concerns about the impact of any barrier scheme on their ability to meet their operational requirements.

Response times were considered the highest priority and the Fire and Ambulance services in particular stated that they would not support a scheme which presented any threat to their ability to respond as efficiently and effectively to any emergency as possible. On this basis, they did not support the barrier option.

The Police also made it clear that they could not enforce a barrier scheme and that it would be unlawful for anyone else to do so.

9.0 BACKGROUND INFORMATION

Details of Documents:

- 9.1 Highways Committee report July 2003, October 2003, June 2004 Section 106 agreement - Wembley National Stadium L.B. Brent Parking Strategy A New Deal for Transport: Better for Everyone (DETR) Traffic Management and Parking Guidance for London (GOL) Wembley Stadium Consultation Draft Document
- 9.2 Any person wishing to inspect the above papers should contact Phil Rankmore, Transportation Service Unit, Brent House, 349 High Road, Wembley, Middlesex HA9 6BZ,

Telephone: 020 8937 5128

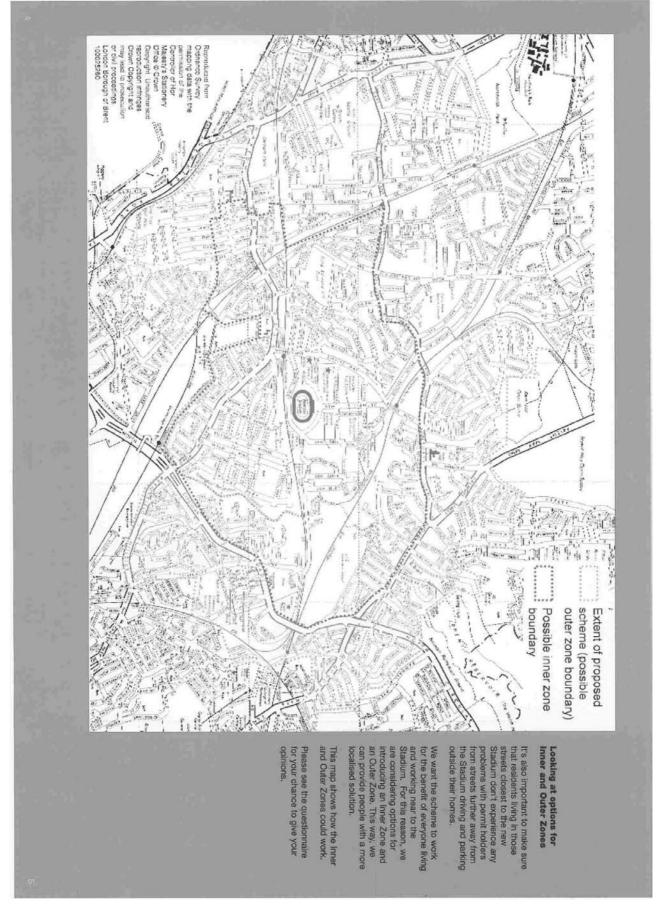
Richard Saunders Director of Environment

Wembley National Stadium Event Day Parking Controls (APPENDIX A)



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APPENDIX A CONTINUED







We want to hear from all

need it, how you can help us to get it right and what more information on the potential scheme, why we system that will work for views on introducing a overleaf and get your you. This leaflet provides shown on the map the households and businesses in the areas

> under the terms of the planning permission granted for the development of the Stadium, Brent Council is legally bound to look at options to is not an option and we need your views to make this work. Furthermore, provide protective parking in the surrounding area. The new National Stadium will open in 2006. Doing nothing about parking

than Tuesday 31 August 2004. You do not need to use a stamp Please complete the enclosed questionnaire and return it to us by no later

A potential solution - how will the scheme work?

with a permit which enables them to park there on event days. The scheme is based on providing residents and businesses in the area

The possible areas for the new permits have been identified by Brent Council. They cover an area of approximately one mile's walk from the Stadium.

This consultation is to ask people what they think of the proposals and how they think the parking protection might work in their area.

The scheme we are considering is for event days only and involves:

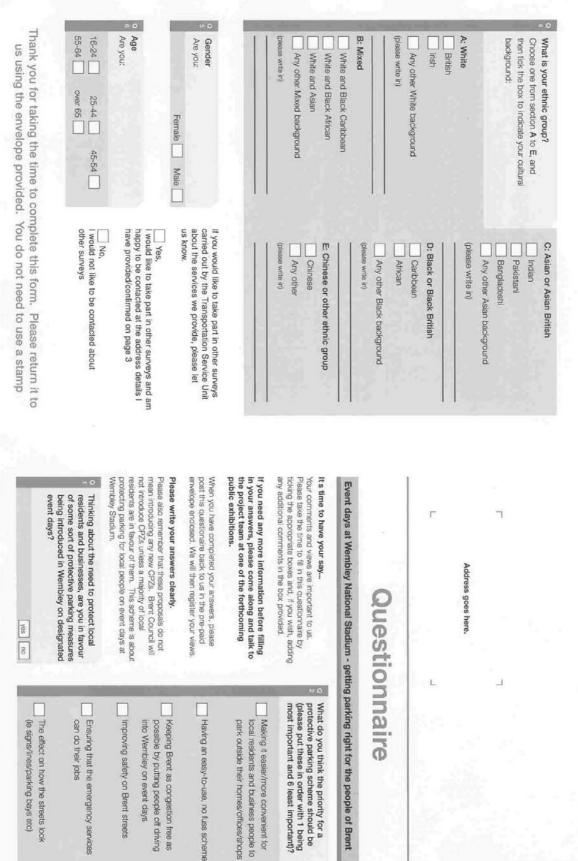
- Each household would be entitled to a maximum of three event day £10 per permit. permits. All residents" will be entitled to one free permit and up to two further permits. The additional permits would be charged at
- All businesses with premises in the area will be entitled to one free permit and up to two further permits. The additional permits would be charged at £10 per permit.
- Residents and business permits will display the vehicle registration number for the permit holding car. They are non-transferable.
- use for vehicles visiting their premises. All residents" will be entitled to one free visitor permit which they can
- Visitor permits will display the street name of the permit holder. They
- will entitle visitors to park anywhere in that named street.
- If you already live in a Controlled Parking Zone (CPZ) area, you will not need to have an event day parking permit as well. Your existing permit will provide you with sufficient protection on event days by enabling you to park in your designated CPZ, just as on any other day of the year.
- parking anywhere within the event day parking control area shown on the plan. In practice, this means that you are entitled to park anywhere in the event day parking zone and are not just restricted to parking in the CPZ specified on your CPZ permit on event days. If you already live in a CPZ area, you are still eligible for an event day permit and can apply for one if you wish to have the option of

lax purposes * based on properties classified as individual households for Council

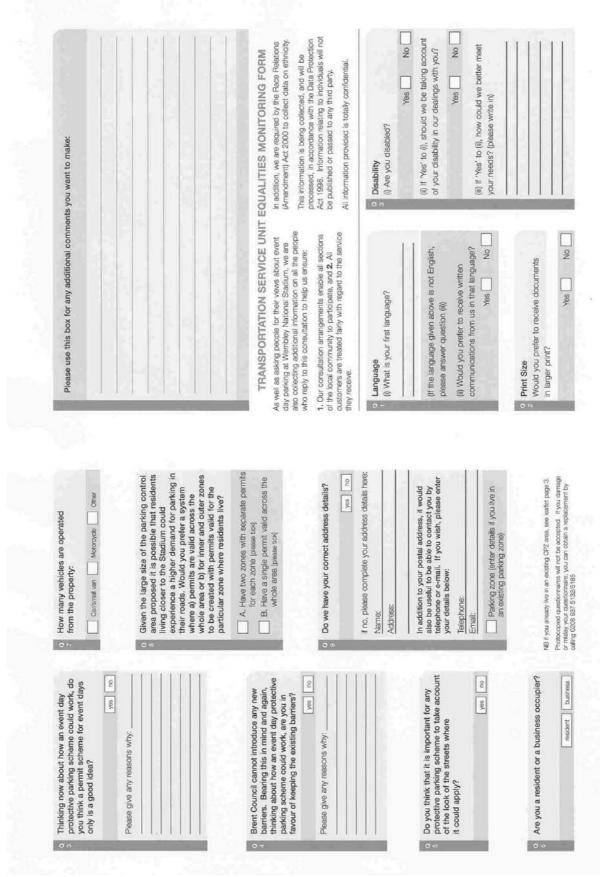


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APPENDIX A CONTINUED



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APPENDIX A continued

Q8		Q7	Q6	Q5	Q4	Q		Q2 Q1	OUTI
Would you prefer a system for the whole area (a) or (b) two separate zones?		How many vehicles are operated from the property?	Are you a resident or a business occupier?	Do you think it is important for any protective parking scheme to take account of the look of the streets where it could apply?	Are you in favour of keeping the existing barriers?	Thinking about how an event day protective parking scheme could work, do you think a permit scheme for event days only is a good idea?	Making it easier / more convenient for local residents and business people to park outside their homes/offices/shops Having an easy-to-use, no fuss scheme Keeping Brent as congestion free as possible by putting people off driving into Wembley on event days Improving safety on Brent's streets Ensuring that the emergency services can do their jobs The effect on how the streets look	Thinking about the need to protect local residents and businesses, are you in favour of some sort of protective parking measures being introduced in Wembley on designated event days? What do you think the priority for a protective parking scheme should be (in order of importance 1 - 6)?	OUTER ZONE (2,816 respondents)
A 1741	4 3 2 1	Car / small	Resident Business 2473 208	Yes 1998	Yes 1871	Yes 1481	1203 442 585 677 289	Yes 1763	
B 799	1025 661 178 47	all van	Business 208	No	No	No 1164	368 299 394 248 403 71	No 776	
	4321	Motorcycle	Both 59	No answer 162	No answer 314	No answer 171	209 349 353 377 102	No answer 277	
	0 3 0	ycle					140 321 288 442 328 328	4	
	4324	Other					100 438 233 434 204 252	<u>01</u>	
	52 4 1	T					64 176 171 104 42 1138	თ	

APPENDIX B

APPENDIX B continued

Q8	Q7	Q6	Q5	Q4	Q3	Q2 Q1	INNE
Would you prefer a system for the whole area (a) or (b) two separate zones	How many vehicles are operated from the property?	Are you a resident or a business occupier?	Do you think it is important for any protective parking scheme to take account of the look of the streets where it could apply?	Are you in favour of keeping the existing barriers?	Thinking about how an event day protective parking scheme could work, do you think a permit scheme for event days only is a good idea?	Thinking about the need to protect local residents and businesses, are you in favour of some sort of protective parking measures being introduced in Wembley on designated event days? What do you think the priority for a protective parking scheme should be (in order of importance 1 - 6)? Making it easier / more convenient for local residents and business people to park outside their homes/offices/shops Having an easy-to-use, no fuss scheme Keeping Brent as congestion free as possible by putting people off driving into Wembley on event days Improving safety on Brent's streets Ensuring that the emergency services can do their jobs The effect on how the streets look	INNER ZONE (2,088 respondents)
A 1214	Car / small van 2 3 4	Resident E 1789	Yes 1412	Yes 1442	Yes 1190	Yes 1353 1004 316 324 506 224	
568	11 van 827 440 122 33	Business 215	No 572	No 482	No 796	No 541 270 234 195 297 33	
	Motorcycle 2 3 4	Both 43	No answer 104	No answer 164	No answer 102	No answer 194 144 303 249 258 330 76	
	ycle 51 7 4					4 101 272 270 270 102	
	4 3					5 5 194 156 202	
	9r 42 0					6 926	

APPENDIX B continued

08		Q7	Q6	Q5	Q4	Q3								Q2	Q	
Would you prefer a system for the whole area (a) or (b) two separate		How many vehicles are operated from the property?	Are you a resident or a business occupier	Do you think it is important for any protective parking scheme to take account of the look of the streets where it could apply?	Are you in favour of keeping the existing barriers?	idea?	Thinking about how an event day protective parking scheme could work do you think a permit scheme for event days only is a good	The effect on how the streets look	Ensuring that the emergency services can do their jobs	Improving safety on Brent's streets	Keeping Brent as congestion free as possible by putting people off driving into Wembley on event days	Having an easy-to-use, no fuss scheme	Making it easier / more convenient for local residents and business people to park outside their homes/offices/shops	What do you think the priority for a protective parking scheme should be (in order of importance 1 - 6)	introduced in Wembley on designated event days?	Thinking about the need to protect local residents and businesses, are you in favour of some sort of protective parking measures being
2055	4 3 2 1	Car / small van	Resident E 4262	Yes 3410	Yes 3313	2671	Yes	513	1183	760	1041	758	2207		3116	Yes
1367	1852 1101 300 80	ill van	Business 423	No 1228	No 1113	1960	No	104	700	443	752	533	638	N	1317	No
	4 3 2 -	Motorcycle	Both 102	answer 266	No answer 478	273	No	178	707	617	602	652	353	ω	471	No answer
	112 18 7 0							254	598	608	498	593	241	4		
	4 3 2 -	Other						454	360	794	427	751	165	Ch		
								2064		186	293	310	105			

APPENDIX C

Event Day Protective Parking Scheme Consultation

Appendix C - the Emergency Services

As a key part of engaging with the local community, a series of stakeholder meetings was organised which included meeting with all three local emergency services – Ambulance service, Fire service and the Metropolitan Police.

These meetings were held with members of the Brent Council team and facilitated by the consultants, so that the meeting could provide an appropriate forum for open discussion on the scheme. The principal objectives of the meeting were:

- To explain the proposed scheme to each emergency service in detail
- To enable discussion of the impact of the proposed scheme (and potential alternative schemes) on the operations of each emergency service
- · To address and explain any questions that the emergency services had on the proposals
- To agree a record of views expressed to inform the decision-making process for the scheme

Meetings were held with:

- London Ambulance Service Jon Knott, Ambulance Operations Manager, St Johns Wood
- London Fire Service Tony Cosstick, Station Commander, G30 Wembley
- Metropolitan Police Sgt Chris Pascoe Project Co-ordinator, CO11(5) Stadium & Major Projects Team

Summary of key findings and comments

The minutes of each meeting should be read for a full perspective on the issues discussed at each meeting. However, to aid understanding of the key issues and findings from the meetings, the following represent the most significant issues arising across the three meetings with the emergency services:

- All three services supported the need for Brent Council to introduce measures to safeguard local residents and businesses from the impact of events at the new Wembley Stadium.
- All three emergency services expressed serious concerns about the impact of any barrier scheme on their ability to meet their operational requirements.
- Response times were considered the highest priority and the Fire and Ambulance services in particular stated that they would not support a scheme which presented any

APPENDIX C continued

threat to their ability to respond as efficiently and effectively to any emergency as possible. On this basis, they did not support the barrier option.

 The Police made it clear that they could not enforce a barrier scheme and that it would be unlawful for anyone else to do so.

Metropolitan Police (extract from meeting report):

On the principle of the scheme:

"CP (Sgt Chris Pascoe) stated that he supported the principle of event day protective parking as a means of avoiding gridlock on local streets and to avert this threat to the local community. CP said that, from his perspective, ensuring that emergency vehicles could get around the borough safely and efficiently was an imperative. The more traffic in the area, the greater the risk of emergency vehicles being held up in responding to emergency calls."

On barriers and response times:

"This, CP said, made it all the more important that streets should not be blocked by obstructions like the barriers."

Fire Service (extract from meeting report):

On operational priorities:

"TC (Tony Cosstick) said that his chief concern was to ensure that fire crews could respond quickly and effectively to any emergency call and, for this reason, he would be concerned about anything that caused roads and access to be blocked or constrained."

On response times:

"TC added that, when a fire occurs, it can grow fast and that a one-to-two minute delay can make a crucial difference to dealing with the danger. Anything, TC said, which slows response times to emergency call outs would be undesirable."

On the proposed scheme:

"TC said that, in principle, he supported Brent Council's proposals for a permit-based event day parking control system and said that it sounded a more effective solution than the old system."

APPENDIX C continued

On barriers:

8

"TC said that, in his opinion, a scheme which did not include barriers would be ideal. TC said that if the permit-based scheme was managed and enforced effectively, in his opinion, there would be no need for barriers."

APPENDIX D

Appendix D – stakeholder groups

As a key part of engaging with the local community, a series of stakeholder meetings was organised which included meeting with organisations representing local residents and businesses. At the same time, the project team also met with representatives of Wembley National Stadium Ltd (WNSL) as a project stakeholder and vital partner in the development and delivery of an effective protective parking scheme.

As with the emergency services meetings, these meetings were held with members of the Brent Council team and facilitated by the consultants, so that the meeting could provide an appropriate forum for open discussion on the scheme. The principal objectives of the meeting were:

- To explain the proposed scheme to each organisation in detail
- To enable discussion of the proposed scheme (and potential alternative schemes)
- To listen to and note the views, priorities and concerns of each organisation in respect of event day protective parking measures and their impact
- To address and explain any questions that the organisations had on the proposals
- To agree a record of views expressed to inform the decision-making process for the scheme

Meetings were held with:

- WNSL
- Barnhill Residents Association (NB two rival delegations were consulted, led by Mr Simon Alexander and Mr Robert Dunwell respectively)
- Sudbury Court Residents Association
- Wembley Stadium Advisory Group (including Tokynton North Residents Association, Wembley Residents Association and Barnhill Residents Association)
- Queensbury Area Residents Association (QARA)

Summary of key findings and comments

The minutes of each meeting should be read for a full perspective on the issues discussed at each meeting. However, to aid understanding of the key issues and findings from the meetings, the following represent the most significant issues arising across the meetings with representative organisations:

• There was a general consensus of opinion across all of the meetings that doing nothing was not an option.

APPENDIX D continued

- All groups supported the need for Brent Council to introduce measures to safeguard local residents and businesses although opinion was divided across the groups as to a preferred scheme and approach for achieving this objective.
- Barriers are clearly viewed by many people, based on the opinions expressed by these groups, as a viable and desirable means of protecting local residents and businesses from visitors to Wembley on event days.
- The impact of signage on the look and layout of local streets was a recurring concern. Residents in Barnhill and Sudbury Court expressed an interest in any scheme which has minimal impact on the look and character of local streets. There was reported interest in delivering a scheme where new road markings would not be required.
- The arrangements for visitor permits in the proposed scheme were challenged by a number of residents and businesses alike who raised concerns about the proposed scheme's ability to restrict commercial and social operations. Choice, freedom and flexibility were all factors people felt were important for any such protective parking scheme.
- Concerns were reported that the proposed arrangements for visitor permits could be restrictive, especially in respect of organisations like clubs, churches and small businesses whose supporters/users tended to travel by car.
- Effective promotion and advertising of the new public transport focus for the Stadium was
 agreed as being vital to the success of any protective parking scheme. All groups agreed
 that Brent Council and WNSL had an important role to play through advertising,
 communications, signage and ticketing to make sure visitors chose public transport
 instead of their cars.

APPENDIX E

Appendix E – Focus Group activity

To augment the core event day parking consultation programme and to introduce a different perspective, the decision was made to conduct a series of focus groups with residents and businesses not formally associated with any organised groups in the consultation area (ie representative business or residents groups who were engaged via separate stakeholder meetings).

A full report on the findings of the focus groups is available. This summary seeks to give a snapshot on the activity and identify key findings.

Respondents for the focus groups were recruited from a list of approximately 400 residents and people from the business community who had completed the consultation questionnaire and indicated their willingness to participate in future surveys. Recruitment was undertaken by telephone. Seven focus groups were carried out with each lasting approximately 1.5 hours. A final sample of 42 respondents was achieved, representing a spread in terms a gender, age/lifestage and ethnic origin. The groups conducted were structured as follows:

Group 1	Residents living in conservation areas
Group 2	Residents living in barrier areas
Group 3	Residents living in existing CPZ areas
Group 4	Residents living in areas with no existing parking restrictions
Group 5	Representatives of the business community in the target area
Group 6	Residents living in barrier areas
Group 7	Residents living in conservation areas, CPZ areas and areas with no existing parking restrictions

The groups were conducted in the w/c 13 and 20 September 2004.

The discussion during the course of the groups focused on reactions to the proposed event day parking scheme and related issues, including:

- The impact of Wembley National Stadium on the area
- The anticipated impact of the new Wembley National Stadium being a public transport venue
- The perceived relevance and implications of a permit parking scheme for event days
- Understanding of and reactions to the different features of the proposed scheme
- Specific event day parking concerns/issues relating to local areas

APPENDIX E continued

Gaps in understanding

Key findings

- The vast majority of residents and business respondents in this sample endorsed the idea
 of an event day parking scheme to enable local people to park where they need to and to
 discourage visitors to the stadium parking in the local area or parking where they can
 cause problems.
- A small minority of residents were opposed to an event day parking scheme particularly in their area. Given the absence of problems in the past, they challenged the need for parking controls on their streets, and believed that implementation of the proposed scheme would impose unacceptable constraints on residents.
- A number of these participants were concerned that an event day scheme would be a precursor to CPZs, which they were against.
- Respondents approved of the aim to encourage visitors attending events at the stadium to use public transport and, at the same time, discouraging them from driving to the area, thereby easing congestion and potentially reducing the number of people looking to park their cars on local streets. The increased capacity of the new stadium and the reduced parking provision was felt to enhance the importance of promoting public transport and putting people off bringing their cars to events at the new Stadium.
- Most residents and business respondents were not opposed to a permit scheme in principle.
- A select few of the more ardent supporters of barriers were most likely to reject the notion
 of a permit scheme, particularly if intended as a replacement for a system which, in their
 opinion, had proved to be a success.
- Ultimately, responses indicated that support for the scheme was dependent on the detail and execution of the scheme, and the perceived relevance of the proposed scheme to specific locations in the target area and to different sectors of the community.

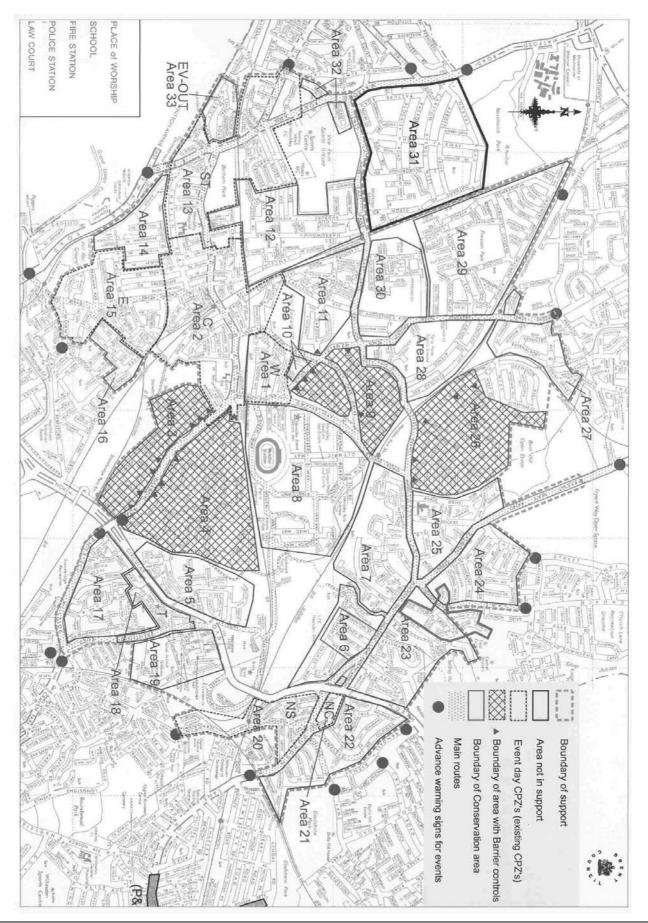
Other frequently raised concerns included:

- Payment for the permits
- · Operation of visitor permits and the potential restrictions these would bring on event days
- Enforcement hours
- · Communication and advertising for a protective parking scheme

APPENDIX F

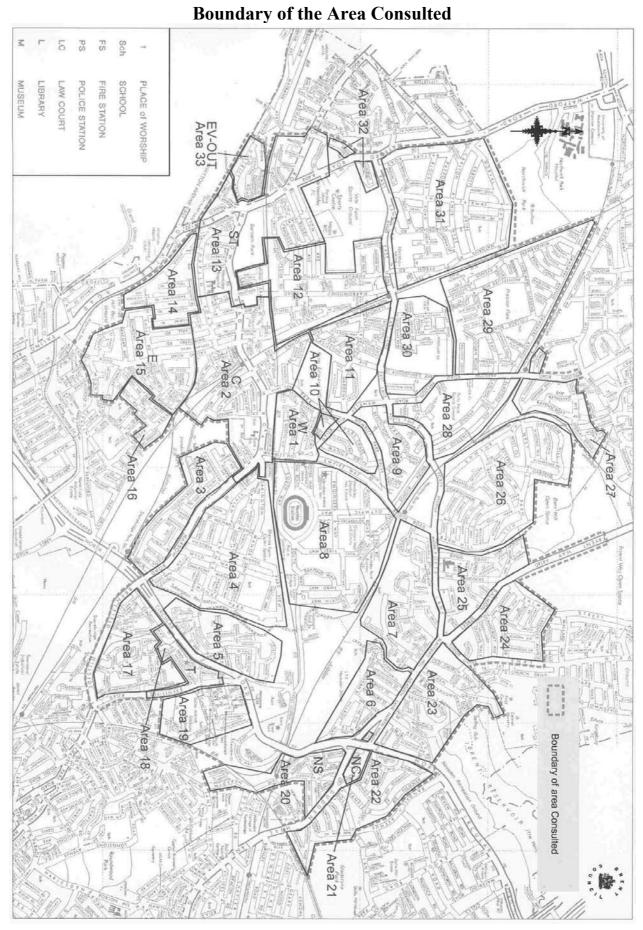
		Q		Q	3 (2011) M/7/3	Q	1 d 5 5 5
	ZONE	YES	NO	YES	NO	YES	NO
Number of respondents	1	45	17	36	32	40	22
% of respondents		72.50%	27.50%	53.00%	47.00%	64.50%	35.50%
Number of respondents	2	180	24	158	62	155	52
% of respondents		88.00%	12.00%	72.00%	28.00%	75.00%	25.00%
Number of respondents	3	90	70	79	87	130	41
% of respondents		56.30%	43,80%	47.50%	52.50%	81.50%	18.50%
Number of respondents	4	212	220	194	247	365	76
% of respondents		49.00%	51.00%	44.00%	56.00%	82.80%	17.20%
Number of respondents	5	61	12	61	19	54	25
% of respondents		83.50%	16.50%	76.30%	23.70%	71%	29%
Number of respondents	6	63	17	64	22	55	23
% of respondents		78.80%	21.20%	74.50%	25.50%	70.50%	29.50%
Number of respondents	7	111	21	107	34	93	41
% of respondents		84.00%	16.00%	76.00%	24.00%	69.50%	30,50%
Number of respondents	8	71	5	56	21	52	21
% of respondents		93.00%	7.00%	72.70%	27.30%	71.00%	29.00%
Number of respondents	9	111	27	87	61	105	41
% of respondents	10	80.00%	20.00%	59.00%	41.00%	72.00%	28.00%
Number of respondents	10	99	28	80	52	97	32
% of respondents		78.00%	22.00%	60.50%	39.50%	75.00%	25.00%
Number of respondents	11	125	35	110	48	110	4
% of respondents		78.00%	22.00%	69.50%	30.50%	72.00%	28.00%
Number of respondents	12	164	41	145	79	141	70
% of respondents		80.00%	20.00%	64.70%	35.50%	66.80%	33.20%
Number of respondents	13	110	30	102	51	96	50
% of respondents		78.50%	21.50%	66.60%	33.40%	65.80%	34.20%
Number of respondents	14	23	9	20	14	19	13
% of respondents		71.90%	28.10%	58.80%	41.20%	59.30%	40.70%
Number of respondents	15	74	21	59	36	67	20
% of respondents		77.90%	22.10%	62.10%	37.90%	77.00%	23.00%
Number of respondents	16	31	5	24	12	24	1
% of respondents	_	86.00%	14.00%	66.60%	33.40%	77.40%	22.60%
Number of respondents	17	89	11	68	40	76	2
% of respondents		89.00%	11.00%	62.90%	37.10%	75.20%	24.80%
Number of respondents	18	12	0	12	4	12	
% of respondents		100.00%	0.00%	75.00%	25.00%	75.00%	25.00%
Number of respondents	19	52	5	48	14	30	2
% of respondents		91.20%	8.80%	77.40%	22.60%	52.60%	47.40%
Number of respondents	20	51	2	47	13	41	1
% of respondents		96.00%	4.00%	78.00%	22.00%	70.60%	29.40%
Number of respondents	21	9	1	5	6	8	4
% of respondents		90.00%	10.00%	45.00%	55.00%	80.00%	20.00%
Number of respondents	22	92	18	89	38	76	3
% of respondents		83.60%	16.40%	70.00%	30.00%	66.00%	34.00%
Number of respondents	23	96	23	81	37	81	23
% of respondents		80.60%	19.40%	68.60%	31.40%	77.80%	22.20%
Number of respondents	24	119	49	112	69	135	4
% of respondents		70.80%	29.20%	61.80%	38.20%	76.70%	23.30%
Number of respondents	25	74	25		46	71	3
% of respondents		74.70%	25.30%	58.10%	41.90%	68.20%	32.00%
Number of respondents	26	251	84	171	176	310	4
% of respondents		74.90%	25.10%		50.70%	87.60%	12,40%
Number of respondents	27	84	46	49	81	105	2
% of respondents		64.60%	35.40%	37.60%	62.40%	79.50%	20,50%
Number of respondents	28	85	50	77	61	96	3
% of respondents		63.00%	37.00%	55.80%	44.20%	76.20%	23.809
Number of respondents	29	182	83	156	115	183%	7
% of respondents		68.70%	31.30%	57.60%	42.40%	70.10%	29.909
Number of respondents	30	75	16		26	68	2
% of respondents		82.40%	17.60%	73.50%	26.50%	74.70%	25.30
Number of respondents	31	189	272	178	284	325	9
% of respondents		41.00%	59.00%	38.50%	61.50%	76.70%	23.309
Number of respondents	32	24	6	20	11	12	1
% of respondents		80.00%	20.00%	64.50%	35.50%	44.00%	56.00%
Number of respondents	33	26	4	20	11	14	1

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