

# **Commissioning Liaison Meeting**

7 September 2022 13:45pm  
Virtual Teams Meeting

Councillor Ian Room –	Scrutiny Committee
Councillor Yvonne Atkinson –	Scrutiny Committee
Ian James -	Traffic Management Group Manager
Christopher Rook -	Traffic management Team Manager

Highways intend to take a report to cabinet in November concerning the following three items

- a) *Moving Traffic Offences*
- b) *Pay and Display Role Out*
- c) *Advertising on the Highway*

Item 'a' has already been the subject of a Spotlight Review therefore scrutiny committee are informed of these proposals.

Scrutiny are not aware of Items 'b' and 'c' therefore the meeting focused on these proposals. The proposals were presented by the officers and discussed in detail with challenge and suggestions from the Scrutiny members.

## ***Pay and Display Role Out – Details presented to Members***

To effectively manage traffic visiting our key communities P&D is often used to manage on-street parking opportunities. Tariffs are set to assist in managing parking stock effectively, to minimise congestion and assist in ensuring the right parking opportunities were available to support town centres.

It is helpful to ensure that tariffs for longer stays (of more than an hour) are at least equal or higher than equivalent off-street tariffs to encourage parking in longer stay car parks, reducing the recirculation of traffic; minimising traffic congestion and improving air quality.

To ensure on street parking opportunities are available and encourage shorter stays / higher turnover to increase footfall to businesses a free period (20 or 30 minutes) may be considered as part of any new scheme.

This Policy position aligns with the Authority's Strategic Plan 2021-2025 to address climate change; by reducing carbon emissions and encouraging sustainable lifestyles whilst continuing to support economic activity. The Policy position also aligns with the Local Transport plan

Proposals have been developed in discussion with economy colleagues and the following factors have been considered when prioritising communities for treatment:

1. Need
  - Town Centre / Seafront location
  - Alternative off street parking should be available
2. Resilient Local Economy
  - Prosperity / Deprivation index
  - Retail vacancy rates, Low (below national average), not in significant decline
3. Design
  - No (or minimal) P&D already in place
  - Half hour free
  - Focus to be on conversion of Limited Waiting, no change to seasonality or hours of operation
  - Investigate cashless options where appropriate to minimise impact on pedestrians and streetscape.

In all schemes existing national exemptions for Blue Badge Holders would apply allowing free parking as close as possible to the blue badge holders destination. Along with Health & Care Worker permits for those delivering care to residents in central areas. An Impact Assessment will be carried out for the proposals.

*Pay and Display recommendations discussed: -*

- Principals as discussed are acceptable and the emphasis should be on need and resilience
- Free periods to be introduced where appropriate, based on officer knowledge (eg. A 20 minute free period where it benefits businesses)
- Free periods to be reviewed after an initial period of use to check the locations / application is correct.
- Cashless option preferred to reduce initial investment pressure on the On Street Parking Account, street clutter, ongoing maintenance costs, ongoing cash collection (note: impact assessment to be carried out)

### ***Advertising on the Highway - Details presented to Members***

A link to Devon County Council's Advertising and Sponsorship Policy is shown here [Advertising and sponsorship policy - Devon County Council](#)

The above policy is in place and any future advertising would comply with this policy.

The purpose of advertising on the highway is to create a revenue income for the Council. This process is proposed to be carried out by a third party on behalf of Devon County Council, with a share of the income stream coming to the Council.

There is already permission to advertise on lamp columns as per the attached link at item f [Environment, Economy and Culture Directorate Committee Report - Standard Format \(devon.gov.uk\)](#) Care must however be exercised with any advertising banner placed to protect the ongoing and future maintenance and the structural integrity of Devon County Council's 79,000 street lighting asset. Officers will make locations available where advertising can take place to avoid conflict zones.

Roundabout advertising space is proposed to be offered to companies via the third party.

The signing would have to comply with any planning permission and road safety audits.

Areas where roundabout sponsorship exists would not be affected for the remainder of any agreement in place.

*Advertising on the Highway - recommendations discussed: -*

- Any advertising on Lamp Columns must avoid domination of singular businesses
- All roundabouts deemed suitable by officers should be made available for advertising.
- Existing arrangements for roundabout sponsorships must remain.