



Draft Parking Strategy: Online consultation report

Research and Engagement, Corporate Services





Introduction

Background and objectives

Background

Portsmouth is one of the mostly densely populated urban areas in the UK outside of London, with a population of approx. 217,000 that is expected to grow to 236,000 by 2041. Over 8,000 businesses are located in the city and Portsmouth receives 9.3m visitors a year. This means there is a high demand for parking for residents, businesses and visitors.

The Local Transport Plan also contains the vision that by 2038, Portsmouth will have a people-centred, connected, travel network that prioritises walking, cycling and public transport to help deliver a safer, healthier and more prosperous city.

There are a number of parking challenges to meet the parking needs of everyone. Three draft strategic objectives have been developed to meet these challenges head on. A public consultation was undertaken to gather the views of residents, visitors and businesses in Portsmouth about the draft parking strategy.

Objectives

The main aims of the research are to:

- Assess levels of agreement with the draft strategic objectives
- Assess levels of agreement with the draft policies beneath each objective
- Understand disagreement with any of the objectives or policies
- Explore any elements considered missing from the draft strategy
- Collate all feedback about the draft strategy to feed into the next stages of review and publication

Methodology

An online survey was launched on **18 September 2023** and closed on **29 October 2023**. The online survey was promoted through:

- A press release announcing the start of the consultation
- Social media promotion including boosted posts and paid advertising
- Website news story, banners and the 'Your Say' page
- Inclusions in news bulletins
- Inclusion in staff bulletins and all-staff emails
- Newsletter copy, social post/links, posters and flyers

This was complemented by several face-to-face events and the option to complete the survey on paper or by telephone

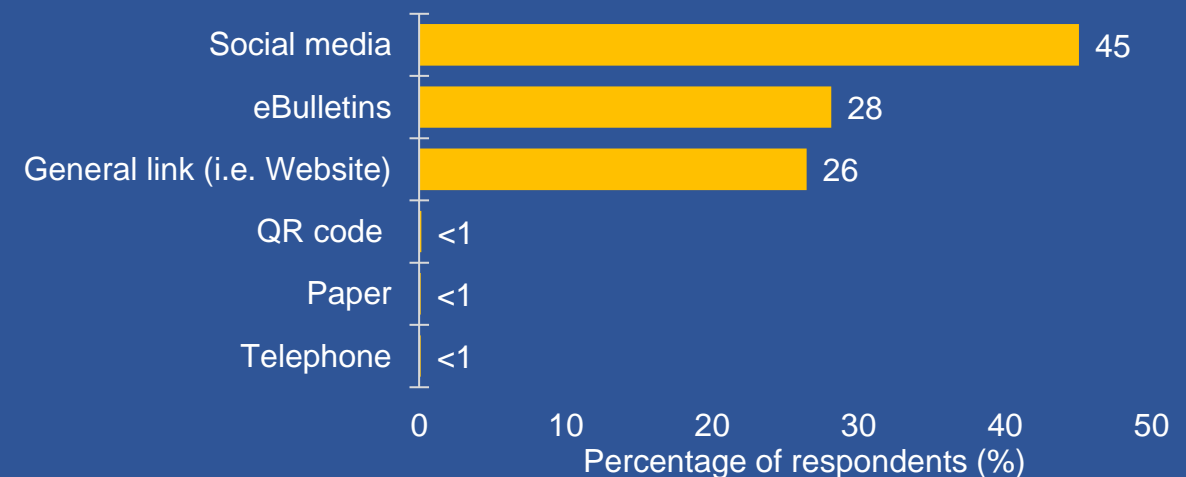
Response rate

In total the online survey received 2,086 responses.

Assuming a total population of 170,818 (the latest 2021 census data from the Office for National Statistics for people aged 16+ in Portsmouth), this volume of responses ensures a 95% confidence level with a margin of error of 2%, well within acceptable parameters.

There were also three email responses from organisations/businesses and feedback was collected at the face-to-face events

Channel/method used to complete survey | Base: Total sample (2,086)



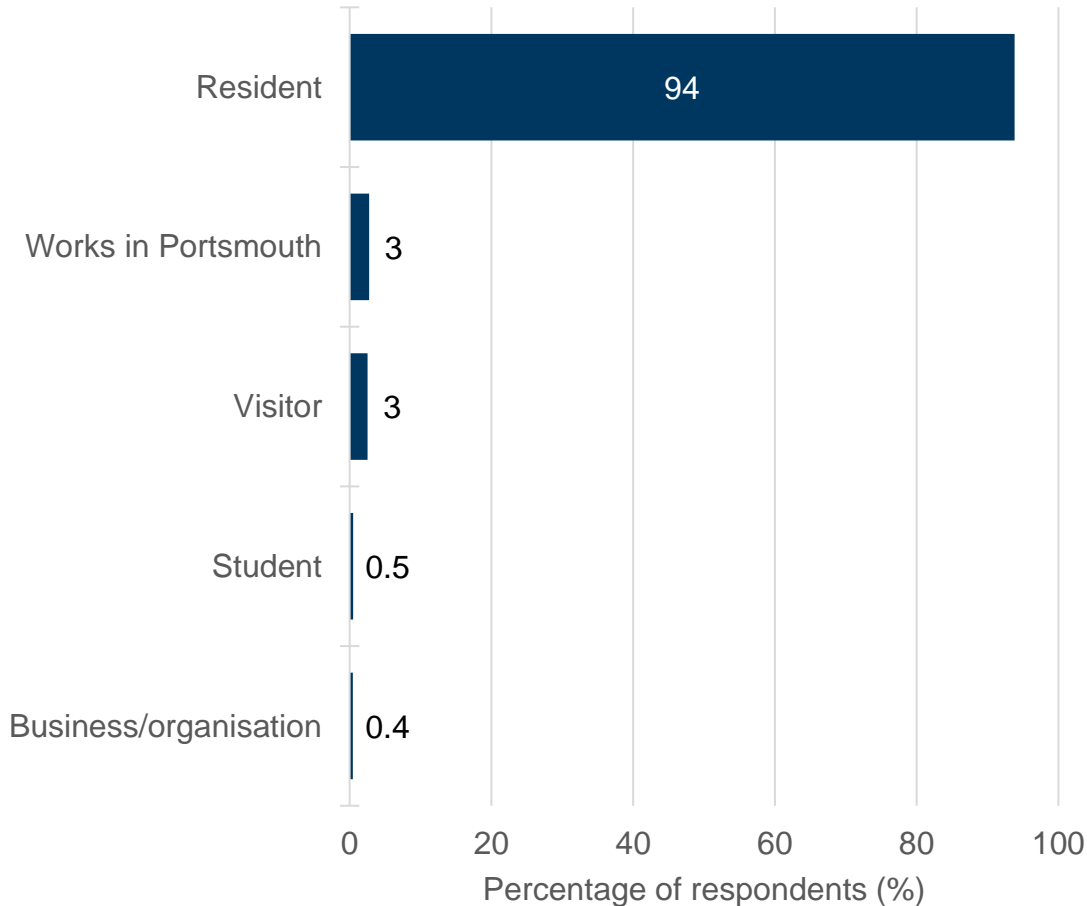


Who we engaged with

Respondent type

Q: *'In what capacity are you responding to this consultation?'*

Base: Total sample (2,086)



Q: *'What is the name of the business/ organisation you are responding on behalf of?'*

Nine business/ organisations responded and six disclosed their name:

Business/ organisation names

Milton Neighbourhood Forum

Portsmouth Friends of the Earth

Transport for the South East

Urban Metro Gym

Village Hotel Portsmouth

Wightlink Ltd

- The vast majority of people responding to the consultation are residents (94%)
- 3% are people who work in Portsmouth and 3% are Portsmouth visitors
- Less than 1% of respondents are students or businesses/ organisations



Strategic objectives

The three strategic objectives

Objective 1

Encourage sustainable development, regeneration and prosperity in Portsmouth through effective management of parking.

Objective 2

Support the quality of life for residents, businesses and visitors through flexible and clear parking systems, using new technologies.

Objective 3

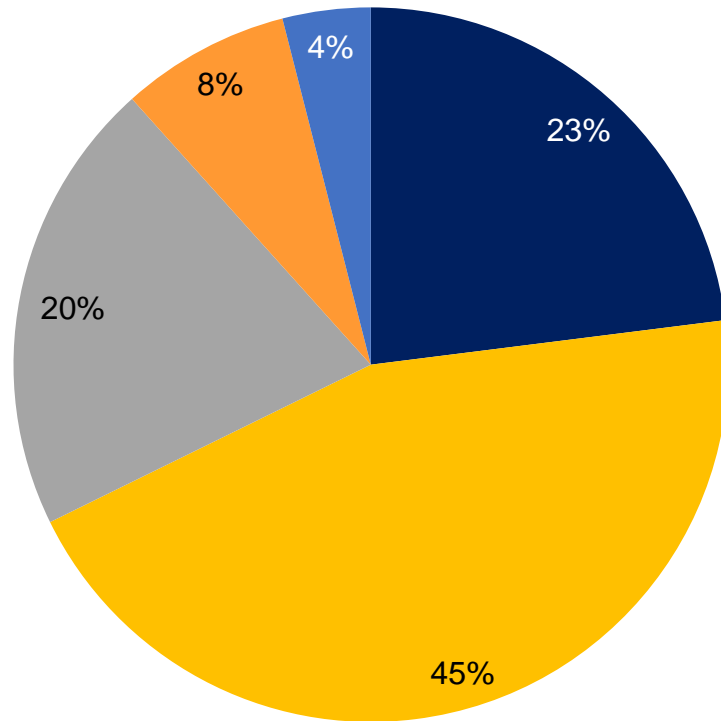
Improve air quality and reductions in carbon emissions through utilising parking to support development of sustainable travel as an attractive choice for residents, visitors and businesses.



Objectives: Levels of agreement

Q: **‘To what extent do you agree or disagree that these three objectives are the right ones?’** | Base: Total sample: 2,086

- Strongly agree
- Agree
- Neither
- Disagree
- Strongly disagree



Q: **‘Which of the objectives do you disagree with?’** | Base: Total sample: 2,086

Objective 3: Improve air quality and reductions in carbon emissions through utilising parking to support development of sustainable travel as an attractive choice for residents, visitors and businesses

6

Objective 1: Encourage sustainable development, regeneration and prosperity in Portsmouth through effective management of parking

5

Objective 2: Support the quality of life for residents, businesses and visitors through flexible and clear parking systems, using new technologies

5

I think something is missing

4

Percentage of respondents (%)

- Over two-thirds of respondents agree that the draft objectives are the right ones (68%) and 12% disagree
- When asked which objectives respondents disagree with, 6% selected objective 3, 5% each selected objectives 1 and 2
- 4% of respondents feel something is missing from the draft objectives



Objective 1: policies

Objective 1: policies

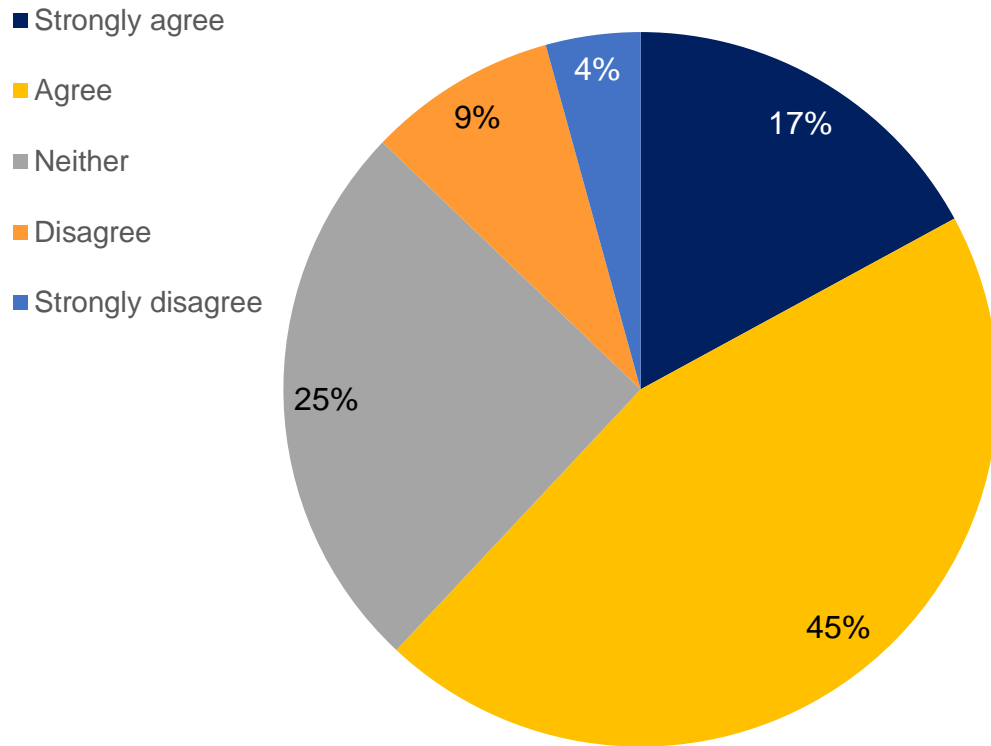
Objective 1: Encourage sustainable development, regeneration and prosperity in Portsmouth through effective management of parking. Objective 1 will work towards supporting economic development in the city through effective parking management, striving to contribute to regeneration, considering the role that parking can play in improving the prosperity of the city.

Policy	Policy wording	Explanation / key points
<p>Policy A: Expand the Portsmouth Park and Ride to create a transport hub</p>	<p>The council will support the expansion of the Portsmouth Park and Ride to make it the primary parking choice for commuters, shoppers, and visitors, especially for medium and long-term parking needs.</p>	<ul style="list-style-type: none"> • Designed to facilitate redevelopment and regeneration in the city centre as well as reducing pollution and congestion. • Development of a transport hub at the site to include a range of sustainable transport options, including shared bikes, rental e-scooters and car club vehicles. • Promotion of the hub to businesses, visitors and residents to encourage usage. • Consideration of potential expansion of park and ride routes in the future.
<p>Policy B: Explore and implement sustainable parking initiatives to enable city centre development</p>	<p>This policy will include:</p> <ul style="list-style-type: none"> • A review of public car parks in city centre locations, to consider their costs, quality and location • Improved sustainable travel choices in the central area of the city. 	<ul style="list-style-type: none"> • Designed to complement city centre regeneration proposals, including the potential re-purposing some city centre car parks, for example to enable the redevelopment of the former Tricorn and Sainsbury's sites. • Supports greater provision of improved sustainable travel choices to the city centre. • Will involve collection of comprehensive data on the usage, quality and location of car parks.
<p>Policy C: Facilitate economic activity through tailored parking solutions for short- and medium-term parking needs</p>	<p>Parking provision will vary according to local needs: <u>City Centre and Harbour:</u> Facilitate parking for short-stay shoppers and leisure visits in the City Centre and Harbour areas, both during the day and evening. <u>Seafront:</u> Provide parking options for short to medium-stay visits related to leisure, tourism, and business purposes, whilst also supporting parking for travel to and from the Isle of Wight. <u>District Centres:</u> Support parking for short to medium-stay visits by shoppers, leisure users, and commuters.</p>	<ul style="list-style-type: none"> • Means policies will be tailored to reflect each area. • Local policies to be continually reviewed to reflect changes and developments.

Policies A to C: Levels of agreement

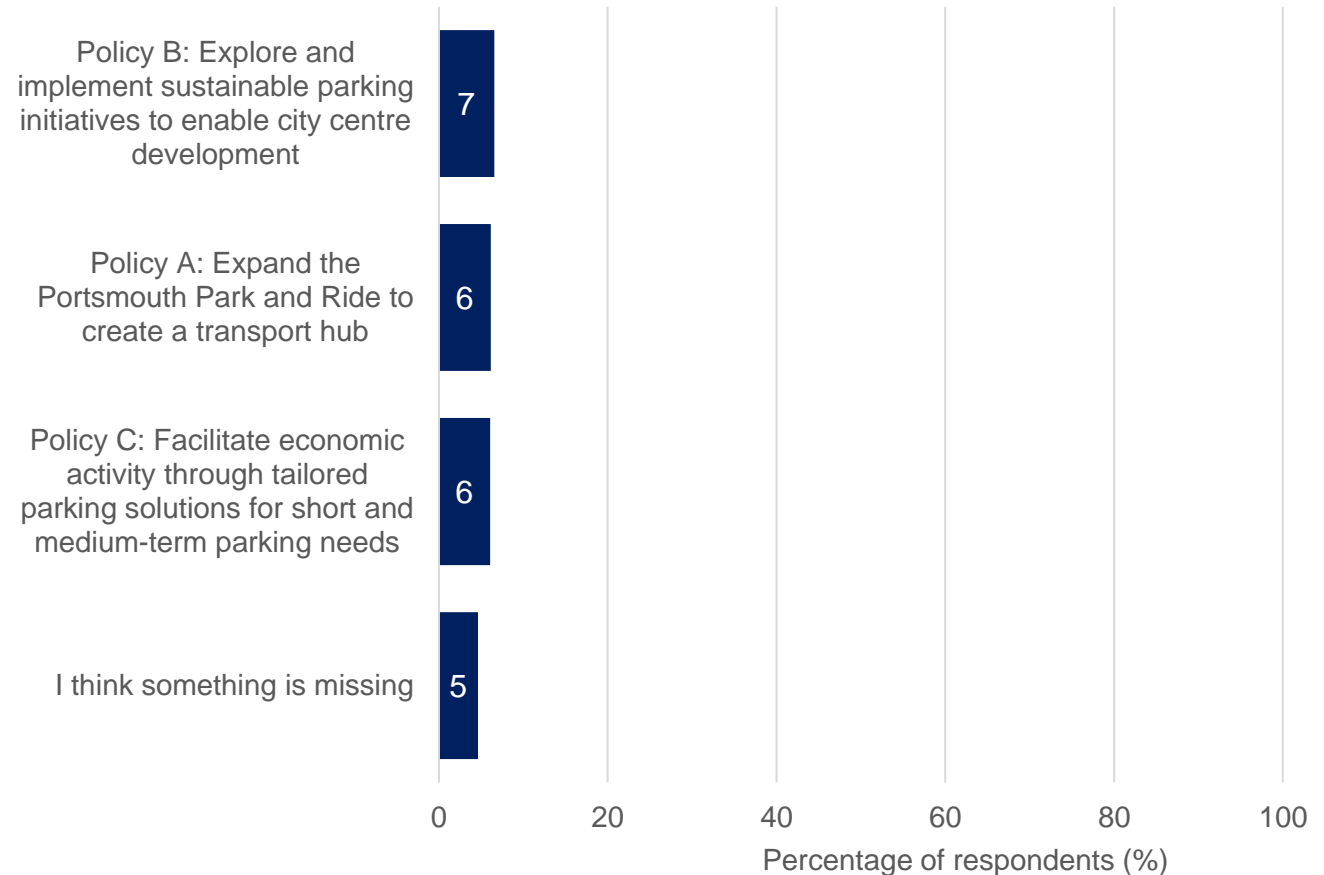
Q: ***'To what extent do you agree or disagree that these three policies are the right ones to achieve objective 1?'***

Base: Total sample: 1,494



Q: ***'Which of the three policies do you disagree with for objective 1?'***

Base: Total sample: 1,494



- The majority of respondents agree that policies A-C are the right ones to achieve objective 1 (62%), regardless of subgroup
- There is little variation in the proportion of respondents disagreeing with the different policies – 7% disagree with policy B and 6% each disagree with policy A and policy C
- Disagreement with policy A is highest amongst respondents living outside of PO1-PO6 (14%), namely because they don't think it will work (i.e. they don't think people will use it)



Objective 2: policies

Objective 2: Policies

Objective 2: Support the quality of life for residents, businesses and visitors through flexible and clear parking systems, using new technologies. Objective 2 will utilise new technologies to support improvements to parking, considering the needs of all who travel in the city, including residents, businesses and visitors, taking a range of travel modes into consideration.

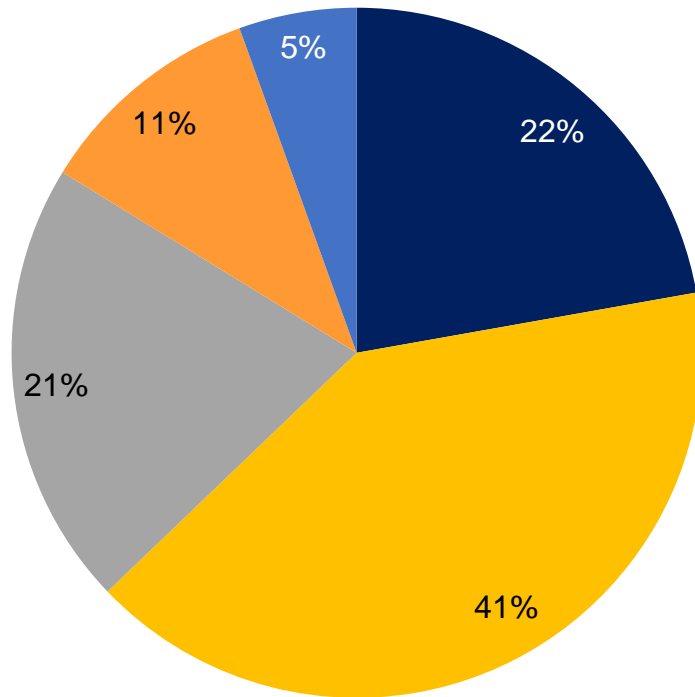
Policy	Policy wording	Explanation / key points
Policy D: Utilise smart technologies and data	The council will investigate and utilise smart parking technologies, including the provision of information to drivers regarding car park space availability.	<ul style="list-style-type: none"> • Designed to improve the parking experience by using smart technology to help to reduce the time spent searching for a parking space. • Should help to reduce congestion, air pollution and carbon emissions.
Policy E: Continue to implement and promote flexible use of kerbside space	<p>The council will review the priority uses for kerbside space in locations where there are competing needs. At certain locations this will need flexible use across the day which could include:</p> <ul style="list-style-type: none"> • Private vehicle parking (to include varying user groups at different times) • Drop off/pick up • Loading/unloading/ deliveries to businesses 	<ul style="list-style-type: none"> • There are multiple demands for kerbside space • Greater consideration of changing requirements could improve efficiency and ease at key locations
Policy F: Ensure regular review of Residents Parking Zones across the city	The council will prioritise on-street parking in residential areas for local needs, and will keep permit arrangements, including the size and type of vehicle, the cost of permits, the size of the parking zone, and the number of permits allowed per household, under regular review.	<ul style="list-style-type: none"> • The limited parking availability in many residential areas of the city can be a pressing concern to residents • The council will continue to consider residential parking zones where required • Permit arrangements will be kept under review.

Policies D to F: Levels of agreement

Q: **‘To what extent do you agree or disagree that these three policies are the right ones to achieve objective 2?’**

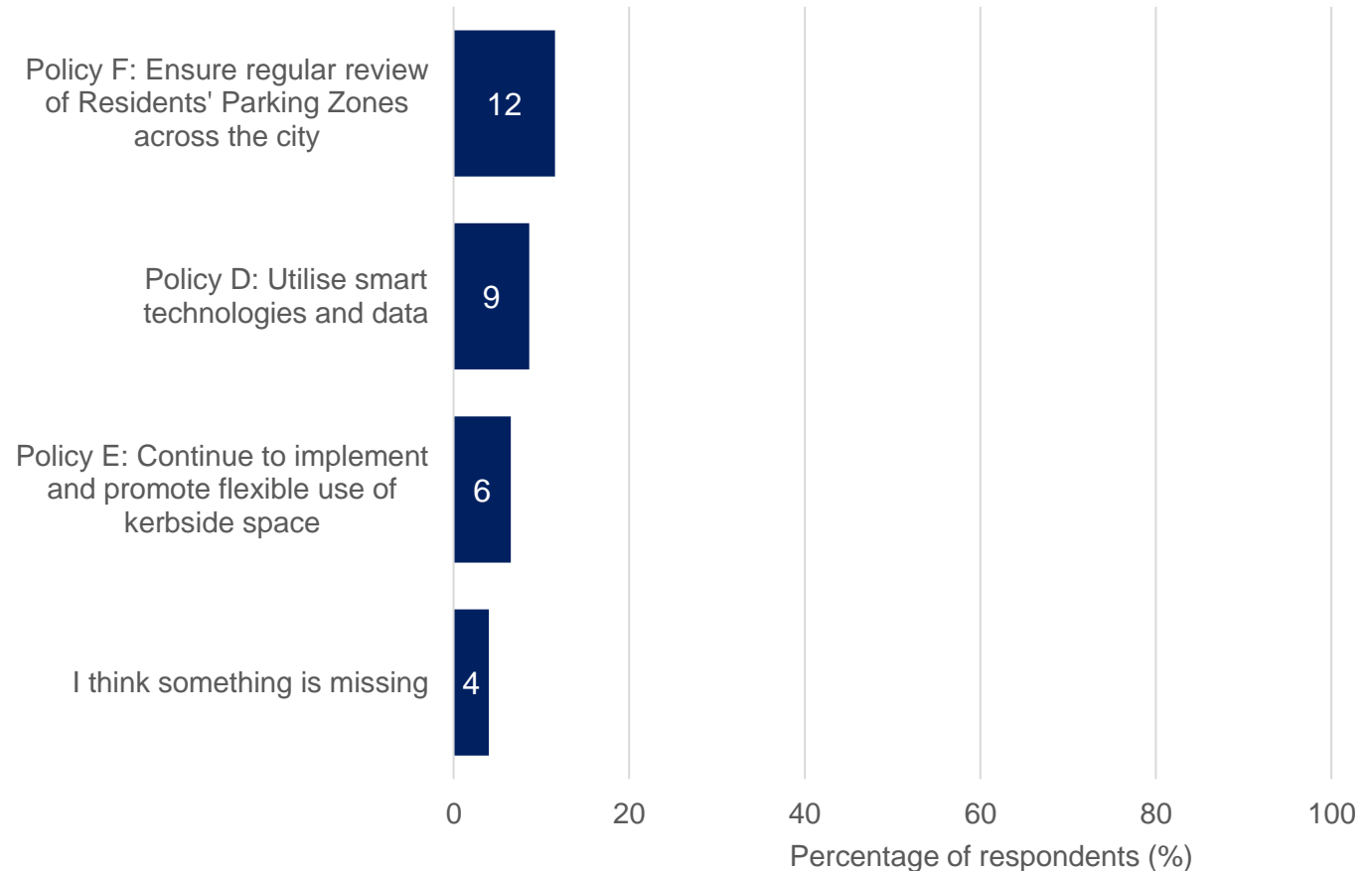
Base: Total sample: 1,324

- Strongly agree
- Agree
- Neither
- Disagree
- Strongly disagree



Q: **‘Which of the three policies do you disagree with for objective 2?’**

Base: Total sample: 1,324



- Almost two-thirds of respondents agree that policies D to F are the right ones to achieve objective 2 (63%)
- Policy F (ensure regular review of Residents' Parking Zones across the city) is the policy most respondents disagree with (12%), levels of disagreement are highest (13%-15%) amongst those aged 35-64, living in PO2, PO3 and outside of PO1-PO6
- Just under 1 in 10 respondents disagree with policy D (utilise smart technologies and data), those with a disability are most adverse (13%)
- 6% of respondents disagree with policy E (continue to implement and promote flexible use of kerbside space)

Policy F: Reasons for disagreement

Q: **'Why do you disagree with policy F (Ensure regular review of Residents' Parking Zones across the city)?'**

Base: Respondents who disagree with policy F (153)

Key themes	%
Get rid of parking zones / scheme doesn't work / not solving parking problems / make parking zone city-wide	35
Money-making scheme / penalises residents	34
No guarantee of a space	13
Displacement at edge of a zone is a problem	12
Restrict HMOs and students, ensure new developments have sufficient parking	7
Incentivise households to have fewer / smaller vehicles	7
Generally negative	5
Lack of enforcement	5
Too vague e.g. how and when reviewed	4
No commercial vehicles, campervans and SUVs to park on street in residential areas	4
Permits cause problems for people visiting relatives or friends and having to pay in a different zone	3
Not in line with green targets	3
Other e.g. must be done in consultation with residents, enforce use of garages and driveways, leave it as it is, restrict football parking, use commercial areas overnight for resident parking	5
No relevant comment / no comment	15

- 35% of respondents disagree with policy F because they don't think the residents parking zones work. Some want to get rid of the zones completely, whilst others want to make them universal and city-wide
- 34% feel that the resident parking zones are a money-making scheme for the council that penalises residents
- 13% complain that the permits are no guarantee of a space, and 12% mention displacement at the edges of zones as an issue



Objective 3: policies

Objective 3: Policies

Objective 3: Improve air quality and reductions in carbon emissions through utilising parking to support development of sustainable travel as an attractive choice for residents, visitors and businesses.

Objective 3 will have a focus on supporting sustainable travel options linked to parking, helping to make sustainable travel a more attractive and easy option.

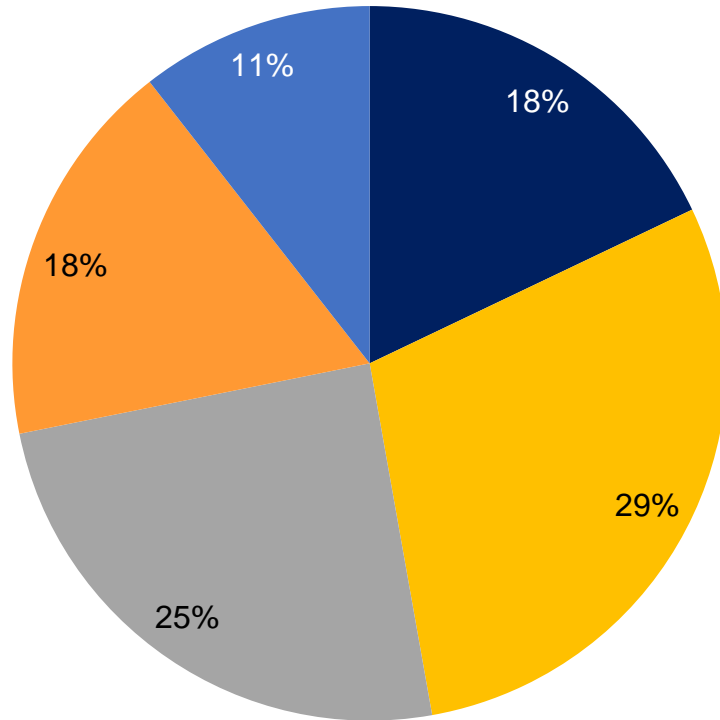
Policy	Policy wording	Explanation / key points
<p>Policy G: Develop an attractive package of sustainable travel options</p>	<p>The council will promote a package of attractive alternative travel modes, with a focus on areas of parking congestion. The package will include:</p> <ul style="list-style-type: none"> • Prioritising road space for active travel such as walking and cycling, and public transport • Implement on-street and off-street parking provision (including at local sustainable transport mobility hubs) for shared transport options like car club vehicles, e-scooters and bike hire. 	<ul style="list-style-type: none"> • The Council will provide more sustainable transport choices for residents, visitors and people who work in the city to reduce the number of private motor vehicles on the road • The council will look to expand multi-modal parking and transport options such as shared bikes, rental e-scooters and car clubs • The Council will also support improvements to walking, cycling and public transport.
<p>Policy H: Explore private non-residential parking restrictions</p>	<p>The Council will investigate the potential for a workplace parking levy in Portsmouth from which any money raised would be put back directly into funding further improvements to public and sustainable transport. This would be undertaken in close consultation with businesses to ensure that it does not negatively impact the economy and offers benefits to businesses which could include reusing land more productively, ensuring a healthier more productive workforce, and providing more efficient transport networks.</p>	<ul style="list-style-type: none"> • A workplace parking levy could help to reduce the congestion and air pollution generated by work related traffic. • The council will research the need for, and implementation of a levy in consultation with key stakeholders, including the business community and the other Local Transport Authorities in the Solent Transport partnership.

Policies G and H: Levels of agreement

Q: ***'To what extent do you agree or disagree that these two policies are the right ones to achieve objective 3?'***

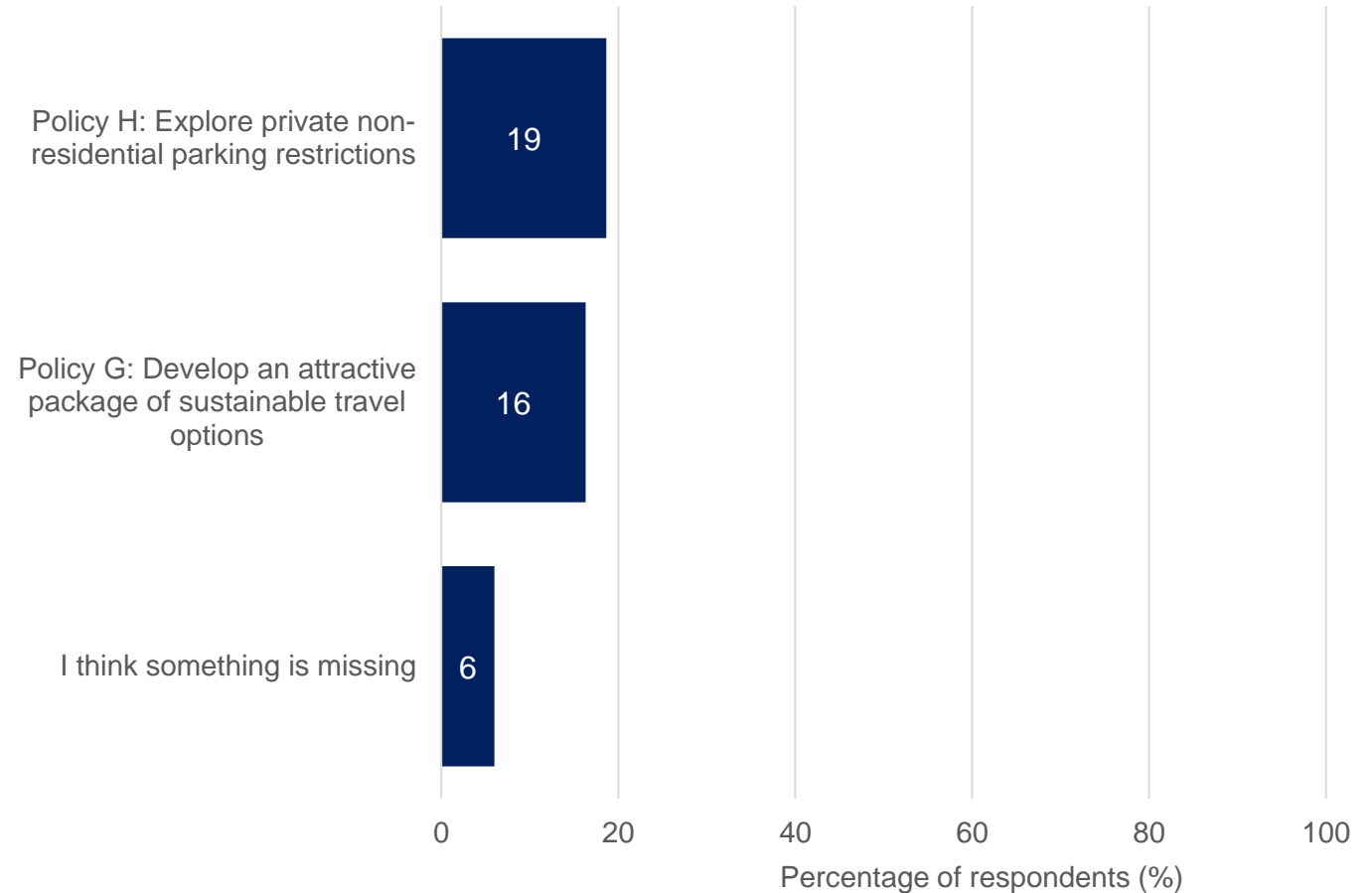
Base: Total sample: 1,250

- Strongly agree
- Agree
- Neither
- Disagree
- Strongly disagree



Q: ***'Which of the three policies do you disagree with for objective 3?'***

Base: Total sample: 1,250



- There are lower levels of agreement that policies G and H are the right ones to achieve objective 3 – 47% agree and 29% disagree
- Almost a fifth of respondents disagree with policy H (19%) – disagreement is high amongst all sub-groups but in particular those aged 45-54, living in PO3, PO6 and outside of PO1-PO6 and those with a disability (22%-28%)
- 16% of respondents disagree with policy G, disagreement is elevated amongst most sub-groups in particular those aged 35-44 and living in PO6 (both 22%)

Policy G: Reasons for disagreement

Q: *'Why do you disagree with policy G (Develop an attractive package of sustainable travel options)?'*

Base: Respondents who disagree with policy G (204)

Key themes	%
E-scooters, e-bikes and bikes are dangerous / should be banned / safe usage enforced	25
Public transport insufficient/ sustainable transport options not suitable in all situations	20
Won't work / unrealistic / no substance	14
Anti-motorist / restrictive	12
Expensive / waste of money	11
Ableist / ageist approach	11
Shared spaces and changing road layouts causing a lot of the congestion / roads too narrow	9
Enough cycle lanes / shared spaces on the roads already / e-scooters are only a trial	8
Cyclists don't use the cycle lanes there are	5
Sustainable travel (e.g. e-scooters) doesn't reduce car ownership	4
Free and available residential parking is what's needed	3
Other e.g. bring back the travel token that could be used on different modes including taxis, improve existing services (e.g. taxis, buses), ensure clear access to port for IOW through traffic, reduce bike theft	11
No relevant comment / no comment	16

"I agree with developing public transport options but the emphasis' including E scooters causes greater problems for older residents who would not be able to use them & are put at risk by the irresponsible behaviour of some users when there doesn't seem to be any policing of rogue riders."

"Expanding the use of hire bikes etc doesn't work for the majority of the population, excludes people with disabilities and older people. Only really for seasonal/good weather usage."

"The focus should be on eliminating cars and the need for parking. This isn't strong enough in this policy."

- The main reason given for disagreeing with policy G is a dislike of e-scooters, e-bikes and bikes; a quarter of those disagreeing consider them to be dangerous and would either like them to be banned completely (e-scooters) or safer usage enforced
- A fifth of respondents feel that public transport is not good enough for this to work and that sustainable transport options are not suitable for every situation

Policy H: Reasons for disagreement

Q: *'Why do you disagree with policy H (Explore private non-residential parking restrictions)?'* | Base: Respondents who disagree with policy H (233)

Key themes	%
Will damage businesses / put off visitors e.g. recruitment harder, visitors will go elsewhere	28
Penalising the workforce and employers	22
People can't afford it / money-making scheme for the council	19
Sustainable transport insufficient / not suitable or convenient for all	9
Won't work / not clear / contradictory	9
Anti-motorist / restrictive	9
Won't help with resident parking	8
Will displace parking to surrounding streets	5
Generally negative	4
Have public transport incentives e.g. discounted passes, dedicated P&R commuting route	3
Encourage businesses to let residents use their car parks out of office hours instead	2
Other e.g. not needed, not in the council's remit, ban student vehicles/more housing, lobby the government for funding, stealth congestion charge	6
No relevant comment / no comment	23

- Of those disagreeing with policy H, 28% do so because they feel a workplace parking levy will damage business and put off visitors
- Just over a fifth (22%) disagree with the policy because it penalises the workforce and employers
- Just under a fifth (19%) disagree because they think people cannot afford to pay such a levy and that it is a money-making scheme for the council
- 9% think sustainable transport is insufficient or unsuitable, that the policy won't work, and that it is anti-motorist and restrictive



Further comments: general

Further comments

Q: **'Do you have any further comments to make about Portsmouth's draft parking strategy?'** | Base: Total sample (1,250)

Key themes – showing comments made by at least 50 people	%
Generally negative e.g. unachievable, too much focus on climate agenda, vague, confused, council / planners incompetent and don't listen, money-making scheme	10
Residents parking should be top priority e.g. have to drive round to find a space, scared to go out and move vehicle as space won't be there on their return, too many commercial vehicles / campervans, vehicles parked illegally or inconsiderately, displacement at edge of zones, permits too expensive, gaps between cars (add marked bays), difficult for visitors, hospital staff blocking resident parking, football traffic	8
Improve public transport e.g. rapid transport system, direct bus routes, easier to use timetables, more reliable buses, evening service for buses, trams, cheaper Gosport ferry, Oyster style ticketing, expanded Park & Ride, subsidised travel	7
Regulate parking permits e.g. 1 per household, look again at hours of operation, additional charges for other types/size of vehicles, people with driveways must use them, get rid of permits completely, one permit for whole city	5
Target car reduction e.g. no more HMOs, students leave cars at home, new developments to have sufficient allocated parking, educate on high cost of car ownership	4
Generally positive	4
Off road allocated parking sites for commercial vehicles / camper vans / untaxed cars / taxis overnight or longer term	4
Enforce existing restrictions and rules of the road properly e.g. cars on pavements/blocking cycle paths, parking on corners/double yellows, e-scooters/bikes on pavements, bikes jumping lights	3
Free / cheap and easy to use parking in shopping areas and on the seafront to encourage economic activity	3

- 10% of respondents making a further comment are generally negative towards the council and criticise the content of the consultation itself, the difficult language used in the survey and supporting documents, and the parking costs to residents
- 8% again mention the lack of focus on the residents and highlight the issues they face such as difficulties finding a parking space, resentment towards HMOs and the number of commercial or other large vehicles taking up valuable spaces
- 7% mention the need to significantly improve public transport and suggest evening services, oyster style ticketing and subsidised pricing



Additional responses

- Friends of Old Portsmouth Association
- Portsmouth Cycling Forum
- Sustrans
- Hampshire County Council (HCC)
- Solent Transport
- Transport for the South East
- Feedback from in person engagement events
- Social media comments

Key stakeholder responses

Key points	Detailed response
Friends of Old Portsmouth Association (FOOPA)	<ul style="list-style-type: none"> • Feel that PCC need to lead the way in terms of implementing radical change and public opinion • Overwhelming feeling that strategy does not emphasise the need to reduce the number of motor vehicles enough. Talked in depth about the parking issues facing Portsmouth’s residents, businesses and visitors and made suggestions on how these might be overcome
Portsmouth Cycling Forum	<ul style="list-style-type: none"> • Generally supportive of the objectives and policies • Made suggestions about how objectives and policies could be expanded or approached, and pointed out areas of focus when implementing the policies
Sustrans	<ul style="list-style-type: none"> • Generally supportive of the strategy • Made suggestions about how objectives and policies could be expanded or approached, and pointed out areas of focus when implementing the policies – particularly keeping the promotion of active and sustainable travel at the forefront of implementation
Hampshire County Council (HCC)	<ul style="list-style-type: none"> • Generally supportive of the strategy • Mention some areas of focus when implementing the policies • Support the collaborative work being undertaken with PCC and would like to continue this to support some areas of the strategy
Solent Transport	<ul style="list-style-type: none"> • Talked about the potential for the Breeze app to do more • Expressed concerns about the thought that has been put into the Workplace Parking Levy • Particularly supportive of car clubs and ZEBRA buses
Transport for the South East (TfSE)	<ul style="list-style-type: none"> • In general, welcomed the content and were happy to see the alignment with their work • Would be happy to discuss their feedback and any opportunities for further collaboration

Feedback from the public (i.e. outside the online consultation)

Key points	Detailed response
In-person engagement events	<ul style="list-style-type: none">• Drop-in / pop-up engagement events took place at 12 locations across the city• Comments were in line with those received via the online survey• The main themes and comments focused around improving public transport, residential parking, sustainable travel and car reduction
Social media	<ul style="list-style-type: none">• Comments were in line with those received via the online survey• The main themes and comments focused around improving public transport, residential parking, sustainable travel and car reduction and parking in general



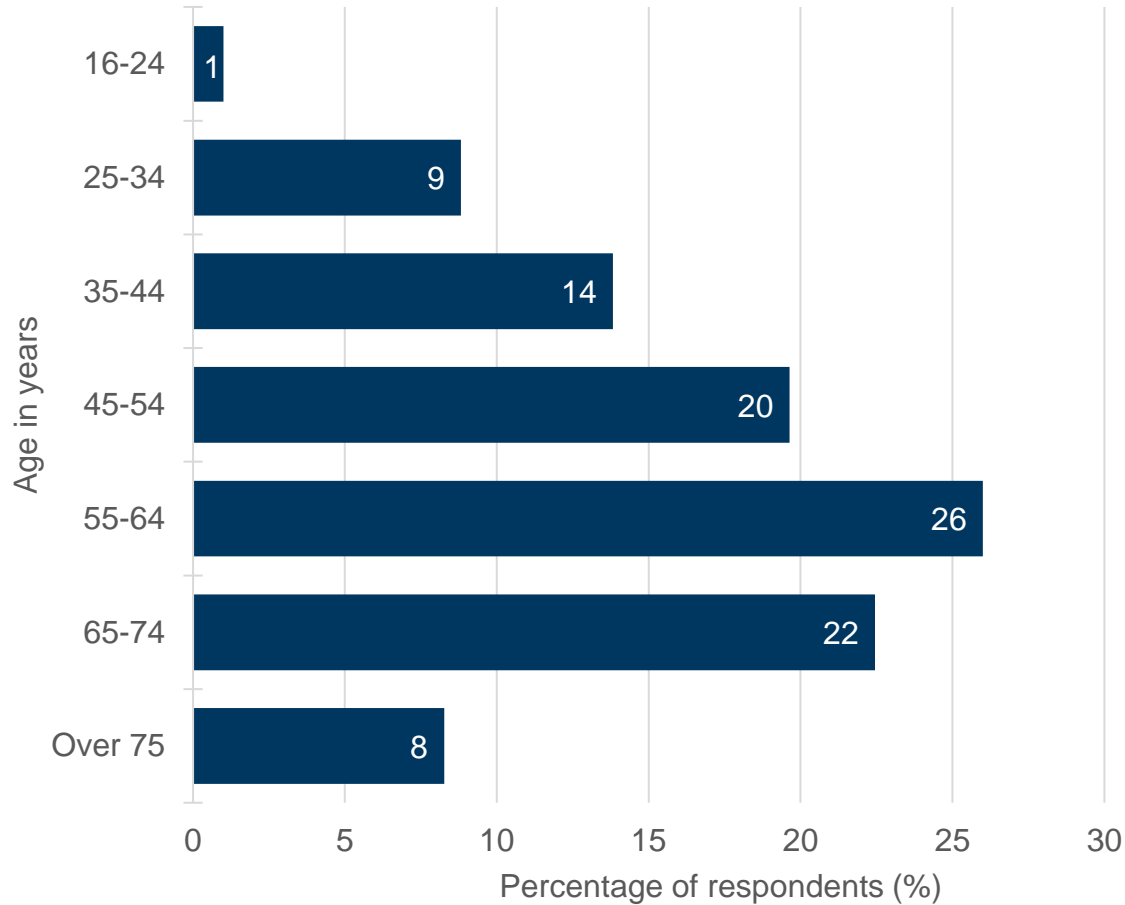
Sample profile

50%-56% of respondents responded to the demographics questions therefore the following slides represent their profile, not that of all consultation respondents

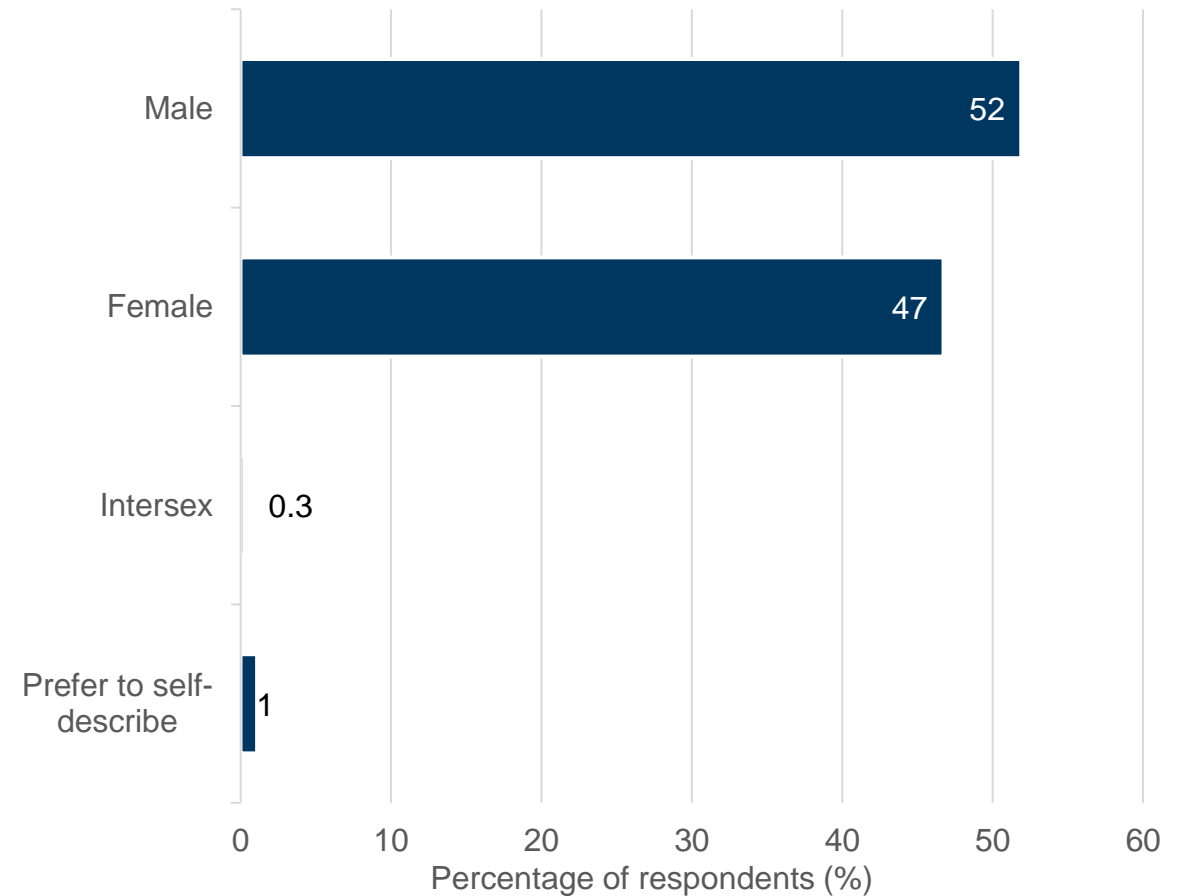
Age and sex

- Official -

Q: **'What is your age group?'** | Base: Total sample (1,100)



Q: **'What is your sex?'** | Base: Total sample (1,085)

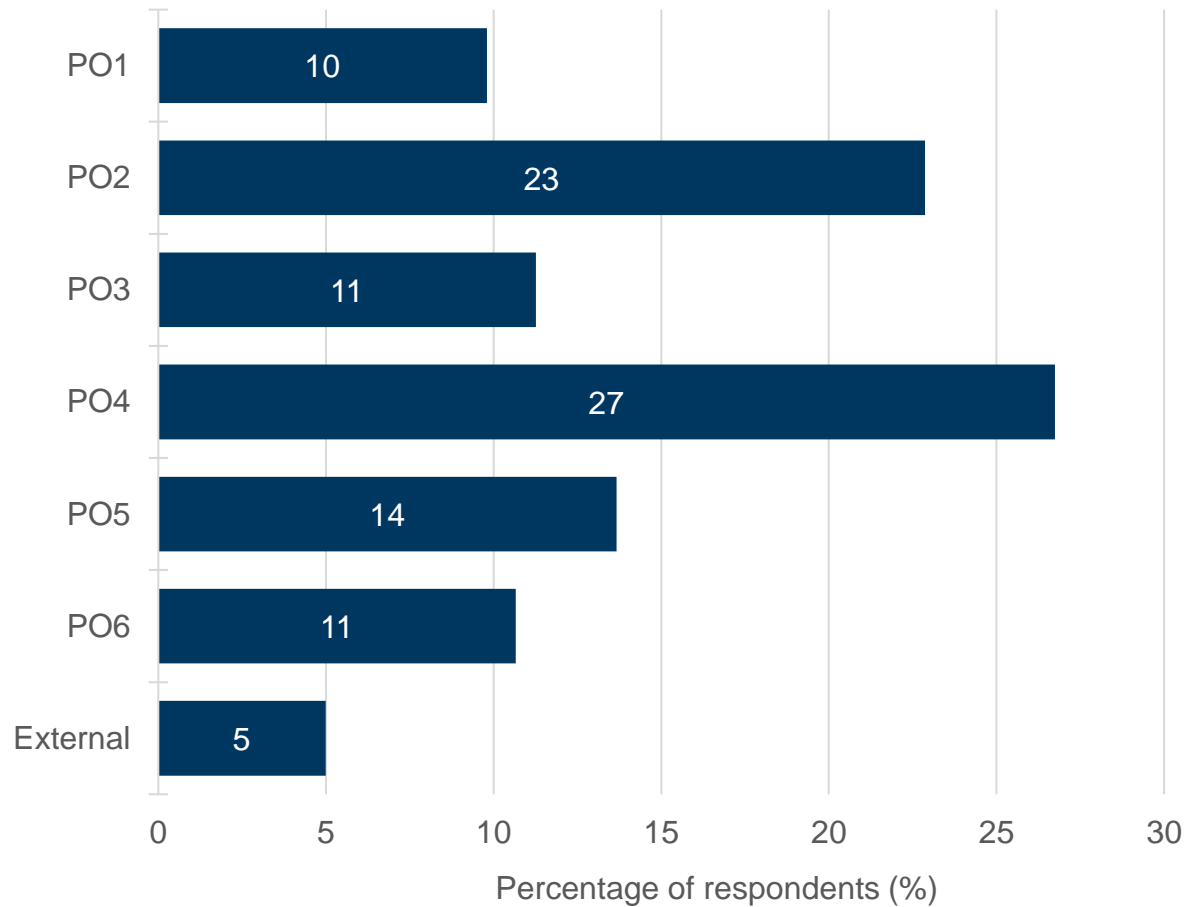


- There is good representation from all age groups except 16-24 year olds, who only account for 1% of the sample
- Over three-quarters of respondents are aged 45+ (76%) which fits within expected levels, research shows that individuals aged 45+ are more likely to interact with public consultations
- Just over half of respondents are male (52%) which goes against usual trends in social research, and 47% are female

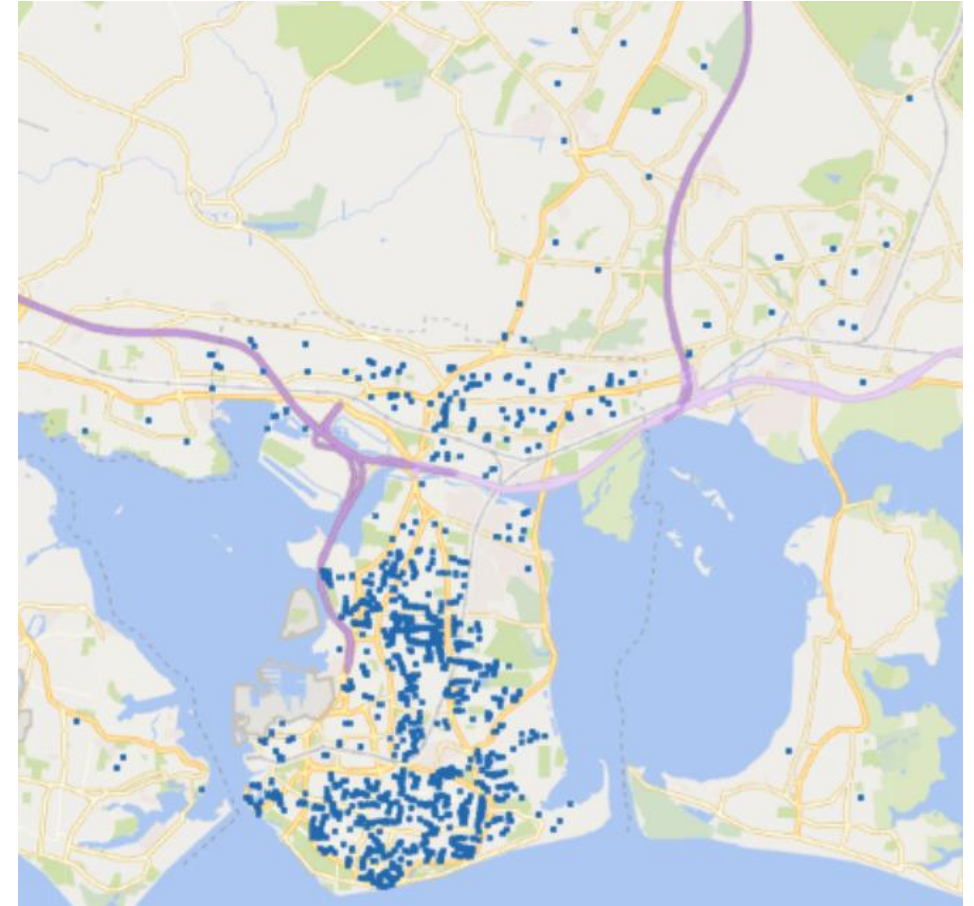
Postcode

- Official -

Q: **'What is your home postcode?'** | Base: Total sample (1,163)



Q: **'Postcode map of respondents?'** | Base: Total sample (1,163)

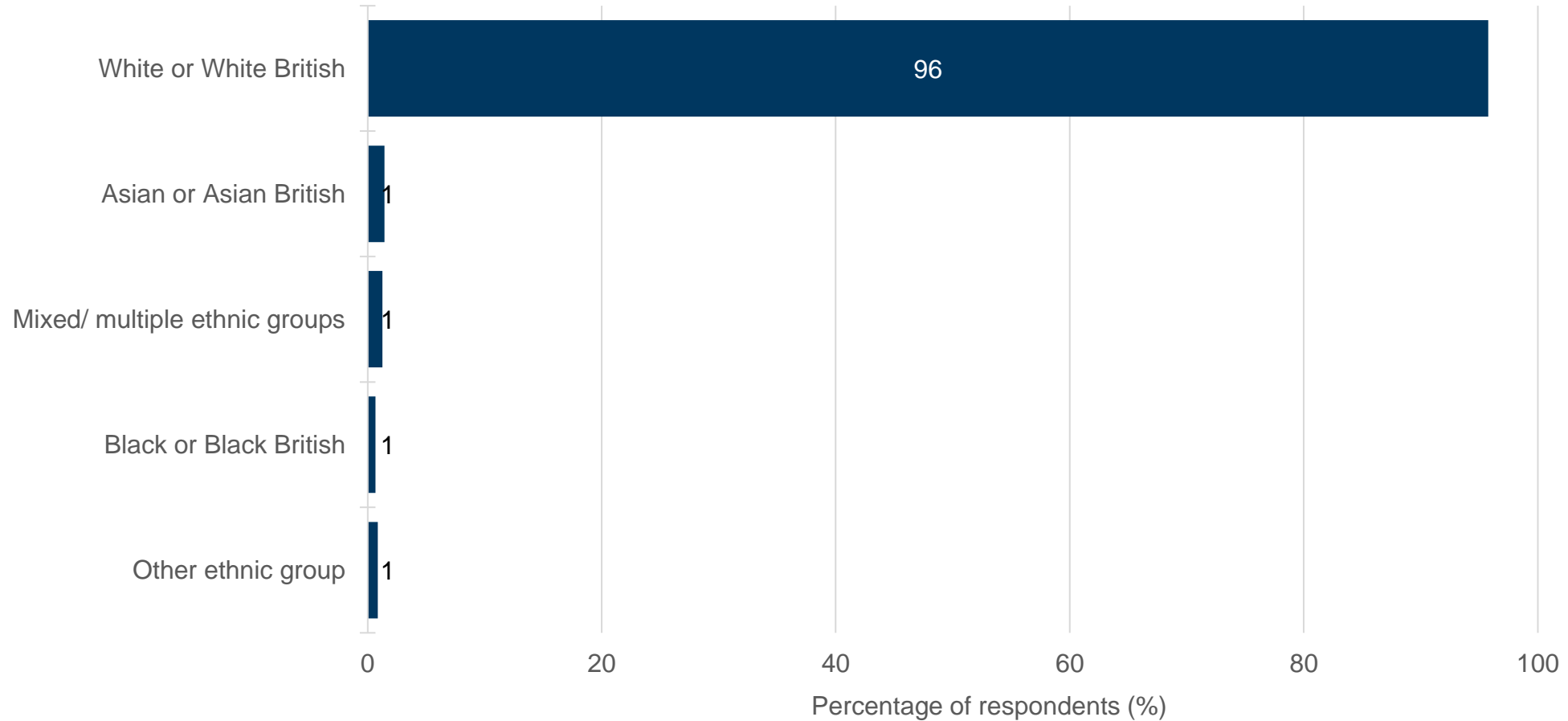


- Just over half of respondents left their postcode (57%), of those that did, the vast majority live within the City boundary (95%)
- The largest proportion of responses come from the PO4 (27%) and PO2 (23%) postcode districts

Ethnicity

- Official -

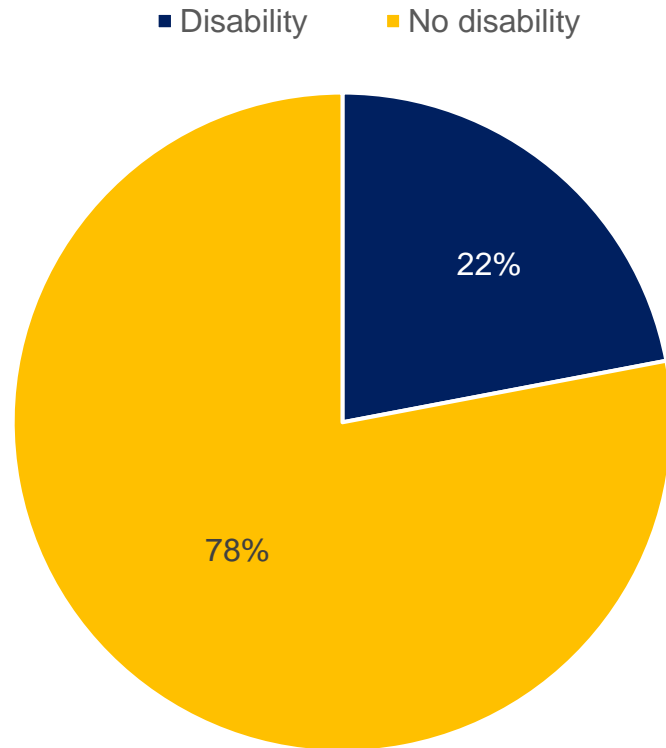
Q: **'What is your ethnic group?'** | Base: Total sample (1,041)



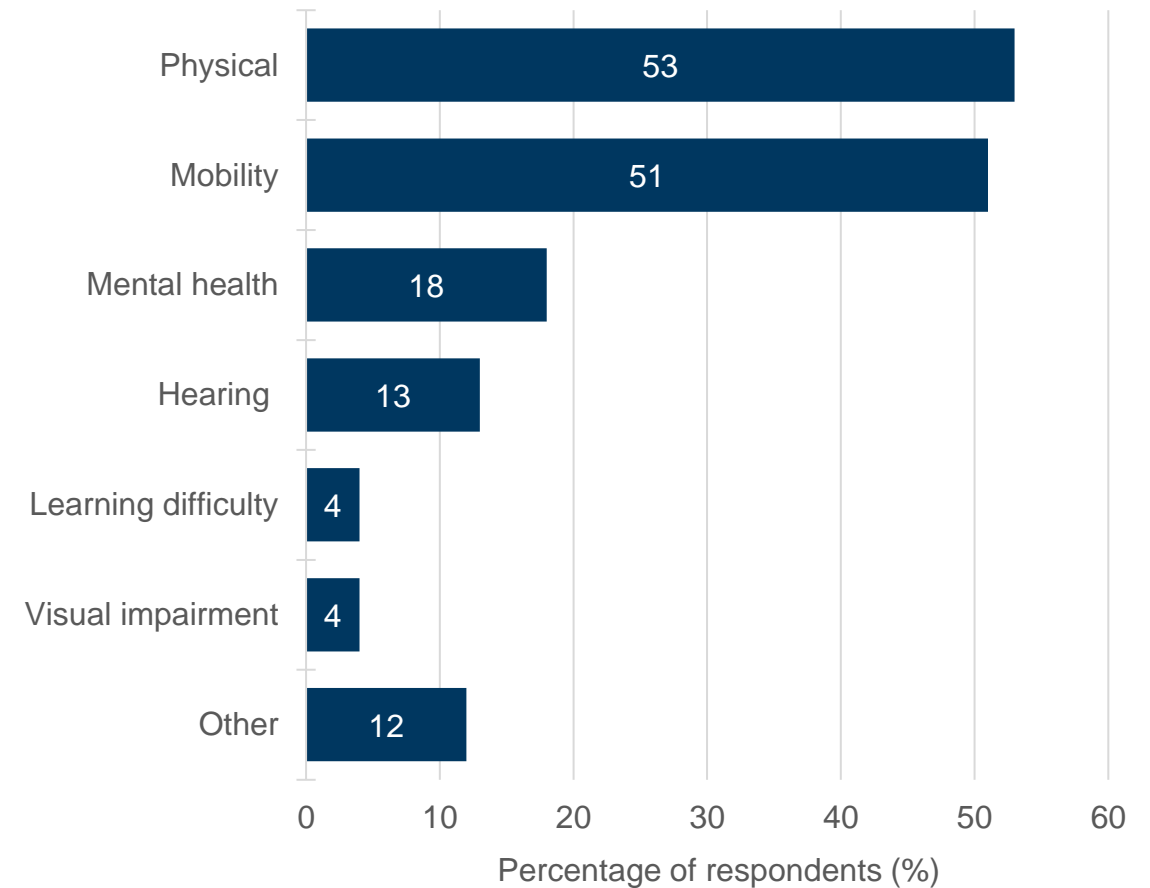
- The vast majority of respondents who left information about their ethnicity were white or white British (96%)
- There is 1% representation from each of the ethnic minority groups (Asian or Asian British, mixed/ multiple, Black or Black British and other ethnic groups)

Disability

Q: 'Do you consider yourself to have a disability, a long-term illness, physical or mental health condition that reduces your ability to carry out day-to-day activities?' | Base: Total sample (1,045)



Q: 'What type of disability, long-term illness, physical or mental health condition do you have?' | Base: Those with a disability (230)



- Just over a fifth of respondents leaving disability information told us they have a disability, long-term illness, physical or mental health condition (22%)
- Physical and mobility disabilities are the most popular disabilities, long-term illness or physical conditions reported