Causeway Coast & Glens Borough Council

CAR PARKING STRATEGY	6th February 2018
TO: ENVIRONMENTAL SERVICES COMMITTEE	
FOR DECISION	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Protecting and Enhancing Our Environments & Assets
Outcome	Our natural assets will be carefully managed to generate economic and social returns without compromising their sustainability for future generations.
Lead Officer	Head of Capital Projects, Energy & Infrastructure
Estimated Cost:	£ NONE
Maintenance Cost:	NONE

Background

As part of Local Government Reform the Northern Ireland Executive agreed that the ownership of off-street car parks, their management and enforcement should transfer from the DRD to Councils on 1st April 2015.

On 1st April 2015 local councils also received planning and place making powers, with a major deliverable being the development of Local Development Plans.

To inform these plans, the Strategic Planning Policy Statement (SPPS) for Northern Ireland has stipulated that councils are to formulate parking strategies in order to inform the development of their Local Development Plans.

Upon completion draft car parking strategy on September 2017, Members give permission to consult externally with agreed stakeholders on the strategy. (Stakeholders are listed in appendix A). These consultees have now provided feedback which has proved positive with regard to the key five objectives of the strategy. The full external feedback has been attached – see appendix B

Consultation with members has also been completed with members. Appendix C lists comments expressed.

In compliance with Councils equality scheme and to ensure our statutory duties are complied with, the car parking strategy will be issued to the Councils S75 consultee list and the required consultation period adhered to.

Recommendation

It is recommended that Members approve the car parking strategy.

Appendix A – List of Approved Stakeholders

| Title	First Name	Surname	Organisation
Mr	Frances Ann	Archibald	CTT - retail
Mrs	Karen	Dickson	CTT - Planning
Mr	Ian	Donaghey	CTT - service
Rev.	Robert	McMullan	CTT - Council of Churches
Mr	Alan	Keys	CTT - DRD Roads Service
Mr	Kevin	Mullan	CTT - DRD Roads Service
Mrs	Ann	McNickle	CTT - community
Mr	Declan	O'Malley	CTT - retail
Ch Insp	Ian	Magee	CTT - PSNI
Inspec	Donna	Bowden	CTT - PSNI
Sgt	Terence	McKenna	PSNI
Ms	Clare	Johnston	CTT - hospitality
Mr	Simon	Colquhoun	CTT - retail
Ms	Rose Marie	Jenkins	Limavady Chamber
Ms	Julie	Brolly	Limavady Chamber
Ms	Joanne	Kinnear	Limavady Town Team
Rev.	Paul	Gallucci	Limavady Town Team
Mr	Leo	McIlroy	Ballycastle Town Partnership
Mr	James	McCaughans	Ballycastle Chamber
Mrs	Winnie	Mellet	Ballymoney Chamber
Mr	Gerry	McAfee	Ballymoney Chamber/ McAfee Properties
Mrs	Annette	Deighan	Causeway Chamber
Mr	Sam	Todd	Translink Service Delivery Manager
Mr	Graeme	Montgomery	Mi Architects
Mr	Henry	Taggart	O'Connor Kennedy Turtle
Councillo	George	Duddy	Councillor, CCGBC
Mrs	Hilary	Farrell	Partner, Moore Stephens Chartered Accountants
Councillo	Trevor	Clarke	Councillor, CCGBC
Mr	David	Gray	DfC, Dept for Communities
Councillo	David	Harding	Councillor, CCGBC
Cllr	William	McCandless	Councillor, CCGBC
Cllr	Stephanie	Quigley	Councillor, CCGBC
Cllr	Russell	Watton	Councillor, CCGBC
Mr	John	Richardson	CCGBC - Staff
Mrs	Julienne	Elliott	CTT - CCGBC
Mrs	Cathy	Watson	Equality & Diversity Officer CCGBC
Mr	Paul	Kerrigan	Ballycastle Community Development Group
Mr	Paul	Cochrane	Ballycastle Chamber of Commerce
Ms	Una	Rowan	Cushendall Development Group
Mr	Gerry	Burns	Armoy community Association
Mr	David	Quinney Mee	Rathlin Community Association
Mr	John	McNally	Portrush Heritage Group
Mr	David	Alexander	Portrush Matters
Mr	Roy	Bolton	Bushmills 2020 Village Plan Steering Group

Appendix B – External Feedback from Stakeholders

Please see charts summarising the survey results. Detailed responses follow below.

### 1. Do you agree with the 5 parking objectives?

Strongly Agree
12%

Strongly Disagree
32%

Agree
39%

Disagree
14%

No Opinion
4%
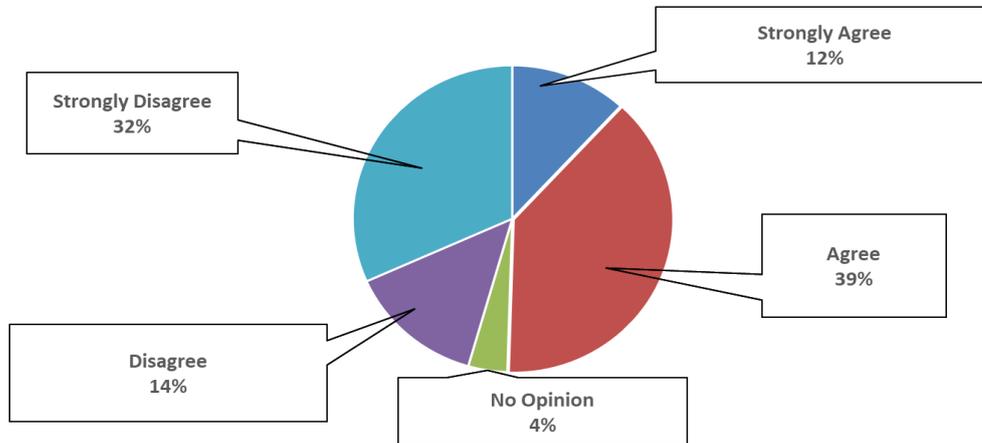
2. Council should consider updating the VMS across the Borough?

Disagree
0%

Strongly Disagree
11%

No Opinion
18%

Strongly Agree
21%

Agree
50%
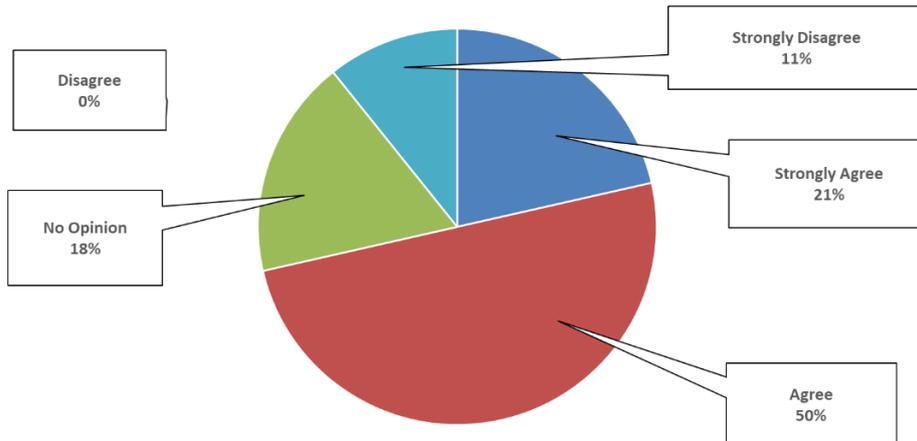
3. Overnight Parking needs addressed?

Strongly Disagree
11%

Strongly Agree
18%

Disagree
21%

No Opinion
18%

Agree
32%
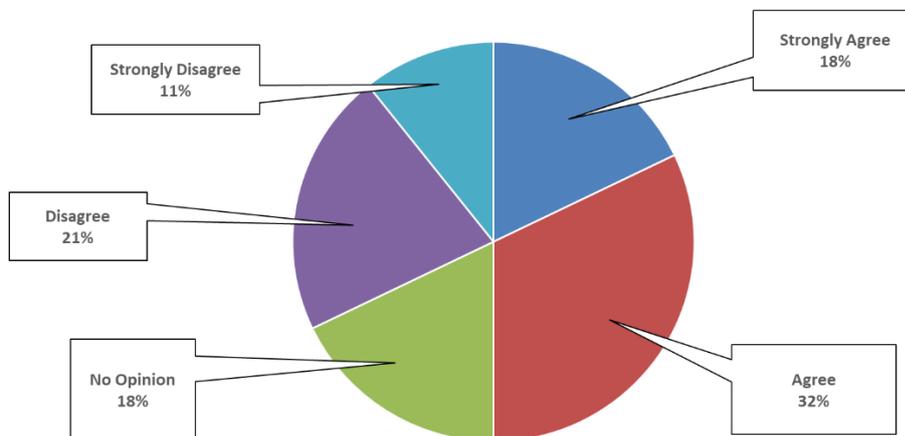
4. Develop 'Activity Hubs' & Linkages through parking?

Disagree
4%

Strongly Disagree
4%

Strongly Agree
22%

No Opinion
22%

Agree
48%
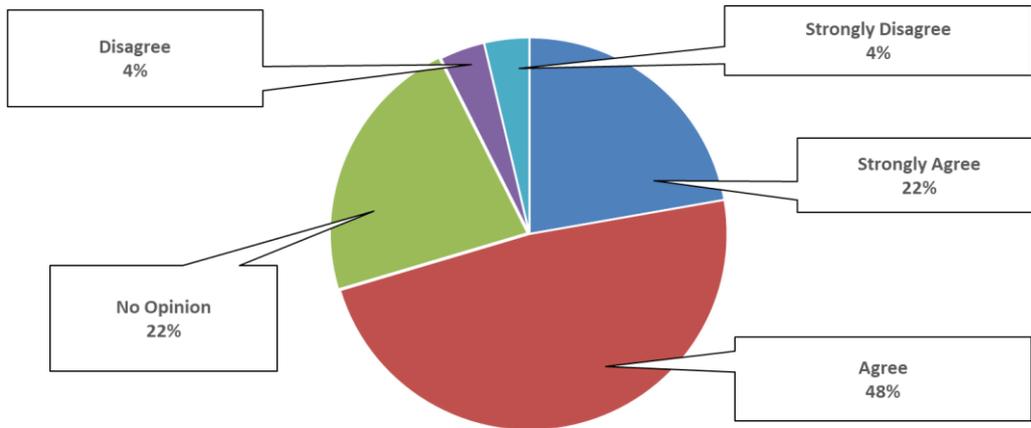
5. Car Parks can be requested for events and a policy devised to ensure no loss to the public?

Strongly Disagree
7%

Strongly Agree
11%

Disagree
21%

No Opinion
7%

Agree
54%
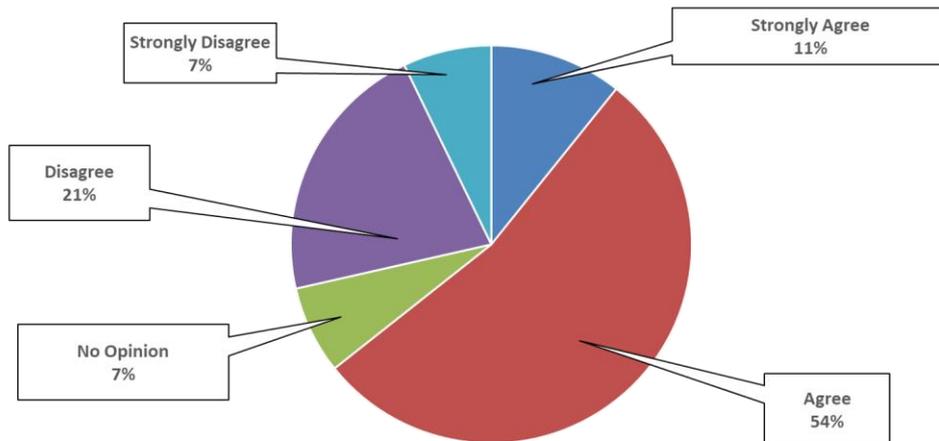
6. Council should consider charging for beach parking?

Strongly Agree
14%

Agree
7%

Strongly Disagree
43%

No Opinion
18%

Disagree
18%
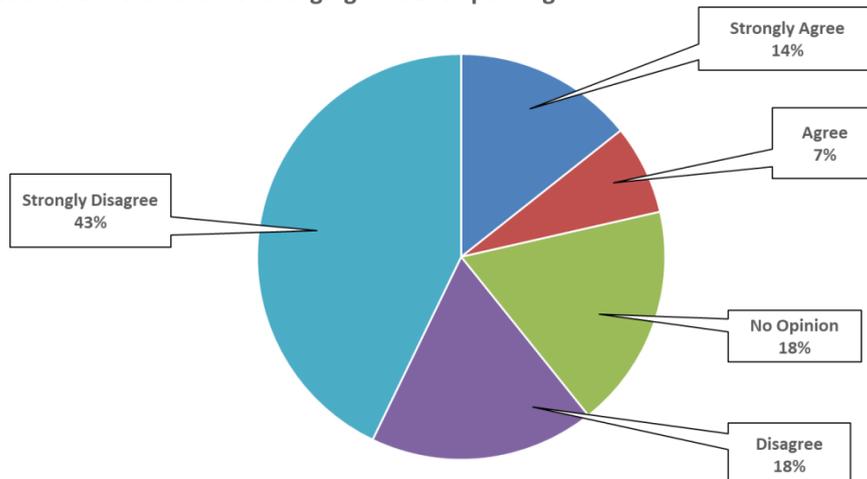
7. Provide parking for all user type and vehicles?

Disagree
11%

No Opinion
0%

Strongly
Disagree
0%

Strongly Agree
39%
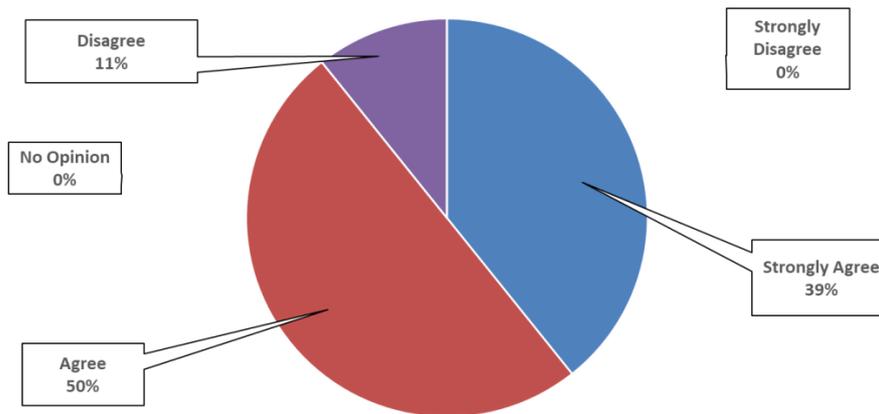
Agree
50%

8. Consider Advertising opportunities, product placement, mobile trading in car parks?

Strongly Disagree
14%

Disagree
7%

No Opinion
14%

Strongly Agree
18%
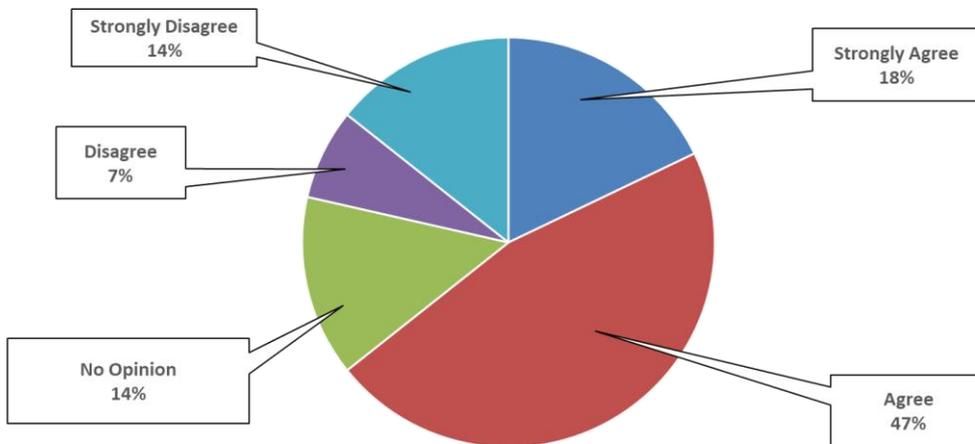
Agree
47%

9. Enforcement for inconsiderate acts of parking on Council land?

Strongly
Disagree
7%

Disagree
11%

No Opinion
11%

Strongly Agree
26%
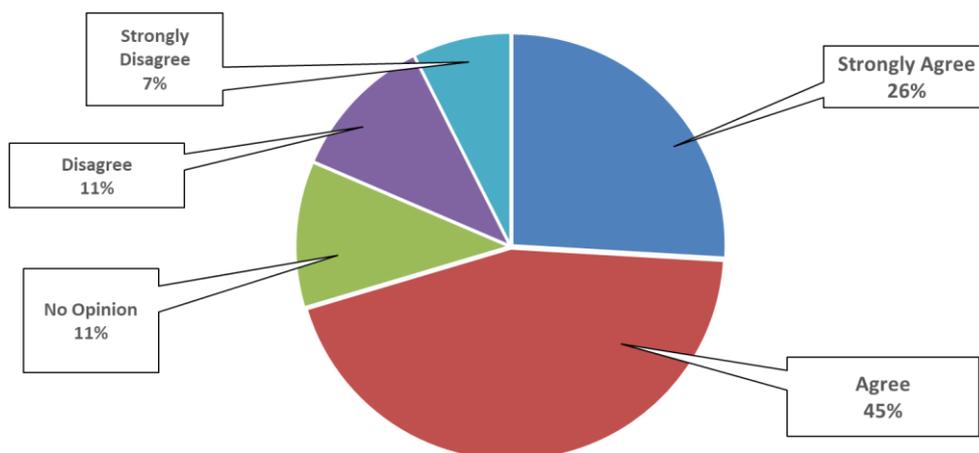
Agree
45%

10. Agree with the top 10 factors for customers when selecting a car park?

Strongly Disagree 7%
Disagree 7%
No Opinion 18%
Strongly Agree 25%
Agree 43%
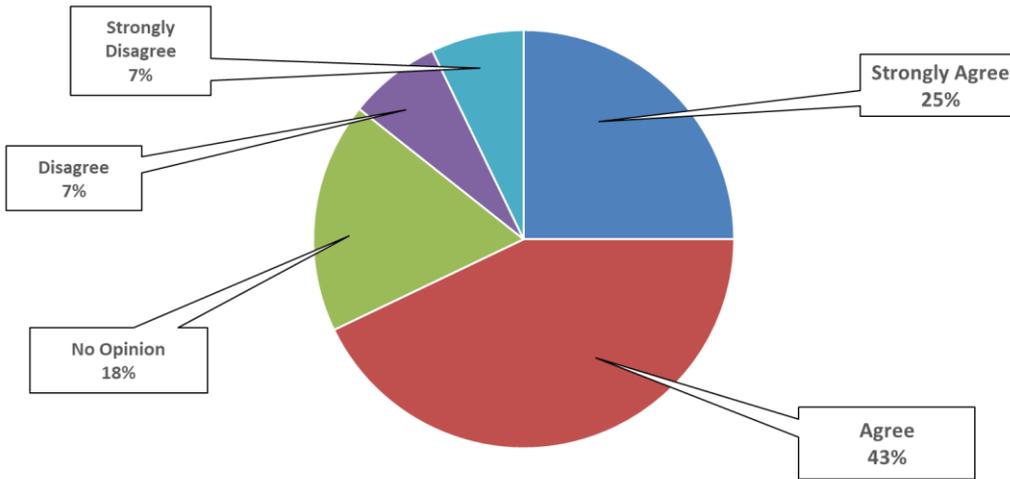
11. Agree with tariffs being reviewed annually based on local factors?

Strongly Disagree 25%
Disagree 11%
No Opinion 7%
Strongly Agree 21%
Agree 36%

12. Consider implementing seasonal charging?

Strongly Agree 14%
Agree 11%
No Opinion 7%
Strongly Disagree 57%
Disagree 11%
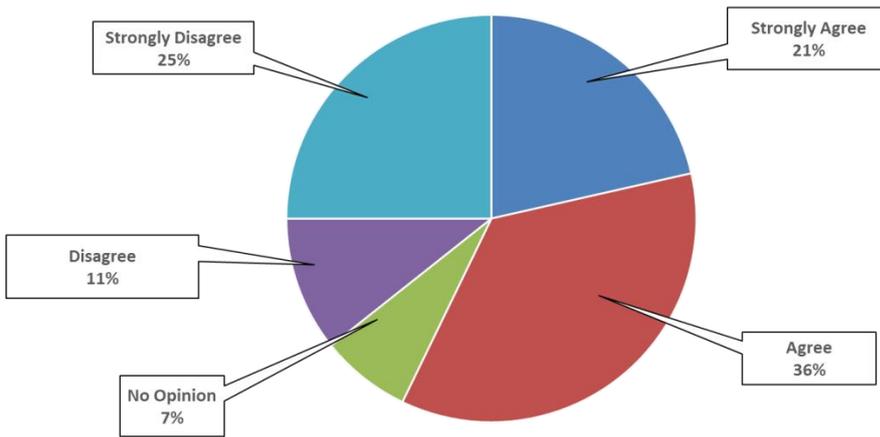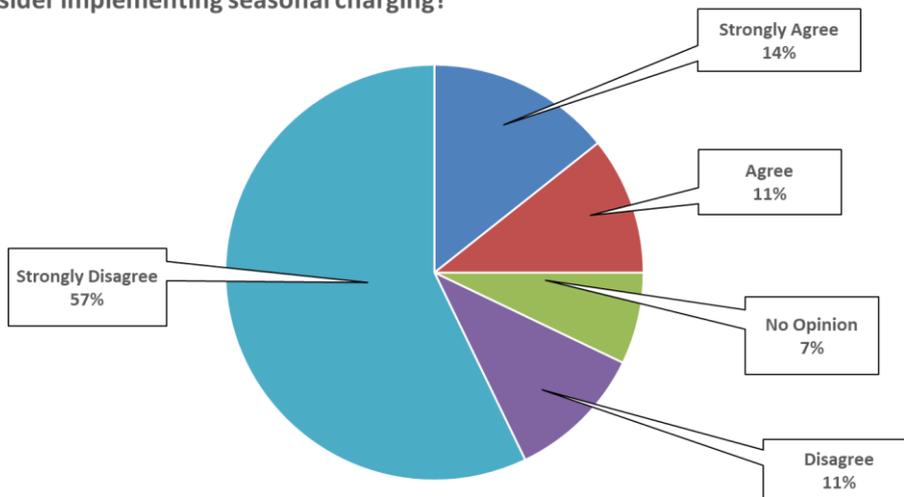
Comments with contact details provided:

Q1. Do you agree with the five parking strategy objectives outlined in section 4.1 of the document?
• As a boat angler accessibility for the harbour for prolonged periods is necessary as we bring much needed income to the local community as we spend more than visitors to the island why should we not get free parking
• Consideration needs to be given to modern management of parking - important facilities within Borough
Q2. Do you agree with the proposed action point highlighted in table 1 that Council should consider updating the VMS (Variable Message Signage) across the Borough to provide better information on availability of parking spaces?
• VMS signage is unsightly
• The point before this is "refurbish car parks". This point, as a business owner situated between both the marina and harbour car parks, is a major problem. I am aware that the harbour car park continuing in to the ferry terminal/boat park has a massive amount of unused space. This area has not been refurbished since the days of the Campbeltown ferry. This space has become a dumping ground of unused boat trailers and general rubbish and could generate up to 60 more car parking spaces with a small amount of work. Even if the car park was remarked out this would be a massive improvement on available space.
• Yes and conveys that we are not a 'back water'!
Q3. Do you agree with the proposed action point highlighted in table 1 that overnight parking in Council car parks needs addressed?
• Overnight stays in car parks should not be permitted for camper vans and caravans as there are adequate caravan parks in the area for this purpose. Car parks do not and should not have to provide the necessary washing and toilet facilities. Mary Street in Ballycastle is wrongly permitted to be used by camper vans at the Lammas Fair causing fly tipping of rubbish and run off waste water from the vehicles.
• Ballycastle should be given special consideration when it comes to our overnight parking. As we are the gateway to Rathlin and Scotland overnight parking is a problem as is long term parking in vital spaces in a prime location.   As this particular type of parking is unique to Ballycastle I feel that some sort of long stay car park should be introduced. Rathlin residence park their cars for up to a few days/week at a time as do some of the seasonal visitors to the island.
• I agree but overnight parking should be provided to encourage tourism to the area…..
• If they are used and demand is not great - is it an issue?
Q4. Do you agree with the proposed action point highlighted in table 2 that Council should consider developing activity 'hubs' across the Borough and linkages through parking?
• With regard to Ballycastle, it is difficult to form an opinion without specific details of the linkages.
• More joined up approach and creates a focus for development from that hub. Could create opportunities for more local providers to deliver services around hub.
Q5. Do you agree with the proposed action point highlighted in table 2 that car parks can be requested for events and a policy be devised to ensure no loss to the public?
• Some of the car parks are used by residents particularly in town centres who don't have the luxury of off-street parking. These people would be further inconvenienced.
• Yes events are important and lead to added economic activity. Onus should not be left to promoter to create 'parks' over night!
Q6. Do you agree with the proposed action point as highlighted in table 2 that Council should consider implementing charging for beach parking on beaches such as Benone, Castlerock and Downhill?
• The reason for strongly disagreeing that there is no alternative to the beaches - if they cannot get onto the beach where do they park. There has never been any issues with parking on any of those beaches - I use them myself and other than an extremely good weather day do you have some difficulties but it

helps with the flow of traffic - if they cannot get on it would be a traffic disaster. However if you are making places to park that can accommodate the volume of traffic then that is another conversation
- No need! Only greed!
- Don't 'understand' the concept of taking your car onto the actual beach!

Q7. Do you agree with the proposed action point highlighted in table 3 that Council should provide parking for all user types and vehicles, i.e. disabled bays, parent & toddler, motor cycles, electric charging bays?

- There should be more disabled bays due to the rise in the needs of an older generation. Parking times for disabled bays should be doubled, as considerable time is lost spent just getting in & out of cars.
- My experience of parent toddler spaces is that they are abused and as there is no blue badge provision for such users, could not be monitored.
- This is crucial - again modern up to date facilities create a sense of vitality and wellbeing.

Q8. Do you agree with the proposed action point highlighted in table 3 that Council should identify certain car parks to be considered for advertising opportunities, mobile trading, product placement etc.?

- It depends to what degree. It would be detrimental to local business and car parking availability to have mobile catering and the like clutter up the car parks
- As long as advertising and product placement etc. are from businesses closest to that particular area i.e.: advertising for the nearest ice cream shop not the one that is located 2 miles away.
- I agree with this as an economic revenue stream but making sure that profit is not made - any service that the public use should have expenses covered but not profit making. Therefore any car park that does have this should see a reduction in the tariff compared to another car park that cannot avail of this opportunity.
- Yes - should be more than space to abandon vehicles.

Q9. Do you agree with the proposed action point highlighted in table 3 that Council should provide enforcement for inconsiderate parking acts on Council land such as harbours, marinas, coastal car parks, council offices, beach access for emergency vehicles etc.?

- Given the amount of proposed apartment development in Portrush where there is no additional provision for parking included in the development plan. Council needs to develop an integrated parking strategy for on and off street parking in Portrush. This should be undertaken before any decision is made on enforcement.
- This must be addressed in a way that avoids poor user experience to visiting tourists
- Hefty Fines needed for blocking emergency access routes.
- Provided there is parking provision - see below!

Q10. Do you agree with the research within the parking strategy[1], which ranks the top ten factors for customers selecting a car park to use as follows: 1.Location, 2.Personal safety, 3.Safe environment, 4.Tariff, 5.Ease of access, 6.No/little queuing, 7.Number of spaces, 8.Effective surveillance, 9.Size of parking space, 10.Appropriate lighting

- Location/ease of access including perceived ability to find a space
- Should be free

Q11. Do you agree with the proposed action point highlighted in table 1 that tariffs should be reviewed annually and assess the need for change based on local factors?

- Parking should be free to encourage people to stay and spend money in the town and it will also prevent people parking along main roads blocking one lane of traffic
- Annual review is a total waste of council time and money
- There are many towns in Northern Ireland being seriously disadvantaged at peak tourist and shopping times - Christmas shopping etc., where parking tariffs should be relaxed - even ceased - to allow shoppers to come in for shopping.

- I am of the opinion as a shopkeeper that the introduction of pay and display car parking at Ann Street, Ballycastle has been detrimental to business in that area. Prospective customers are put off by the charge and by the risk of inadvertently staying too long at the shops and incurring a £90 fine and drive on past the shops in that area. The idea of 'reviewing' the cost would only exacerbate the situation. The residents of Ann Street with no off street parking were never considered and find themselves at considerable inconvenience, particularly those with young children. Ballycastle's other shopping street which includes the town's post office, has free access to free parking and I feel that this should be extended to Ann Street. I note that parking at Main Street, Limavady has just been made tariff free.
- But what type of local factors? Does this mean the busier the car park the more that will be charged or vice versa? There is no clarity on what local factors will be considered. As Ballycastle has a very unique 'local factor' being rathlin I feel that this has been overlooked and should be looked at separately to the rest of the purposes carparks in the area.
- however given the sensitivity of car park charges increasing I think it would have to be looked at but only sent out to the public if a charge is being increased and if you can support the increase. Any decrease would be a great PR exercise
- Tariffs increased. Dry recently, surely no need to increase again!
- Not annually!

Q12. Do you agree with the proposed action point highlighted in table 1 that Council should consider implementing seasonal charging in the nine sites listed?

- It is a disgrace to consider implementation of charges in these sites. The issue is lack of space and to take more money from the pockets of those spending time in local areas is a farce! More time spent equals more money spent. The paragraph on discouraging workers from parking closer to work is a disgrace and a further tax on said workers. Take more money out of a worker's pocket and you will reduce their spending capability. I see this document as an excuse to fleece more money from people. A total disgrace.
- Activities like Parkrun and Surfing Schools have grown extensively over the past decade and are bringing vibrancy into the local scene. To introduce charges for Parking could adversely affect the continuing success of these activities. Perhaps a flexible approach with a one hour grace period early morning could be considered.
- Ballycastle seafront is absolutely seasonal and all of our car parking issues are between March and September. With the main problem being not enough car parking spaces to facilitate the volume of tourists. Long term this is a massive problem and needs to be urgently addressed. Mary street site needs to be considered as a viable option for a multi storey car park.
- Sites such as east strand and West Strand in Portrush although desirable do not contribute to increased traffic in town due to circulating to find spaces. This would effectively marginalised those who would otherwise spend longer in the town who have decided they are happy to walk 5-10 mins into town. Perhaps Lansdowne is a more viable option for this, however, none of these solutions address the limited spaces available at unforeseen and daily high volume traffic periods. It is not a case of there being spaces elsewhere, there are simply not enough spaces to deal with the volume of traffic.
- As a customer of the fishing boats. I strongly disagree as we would spend up to eight or ten hours Fishing and it would put cost of fishing here too expensive and would fish else were.
- Very strongly disagree with charging on 9 sites listed, will be charging local residents for use of own car parks, that's why we pay rates!! VERY unfair! Perhaps you would issue residents passes to display on windscreen!
- I disagree with this because as someone who has grown up in Ballintoy I know that the majority of visitors parking at Ballintoy harbour are elderly and can't always gain access to other beauty spots.
- People may spend hundreds of pounds getting to these locations - it's a small percentage of their outlay.

Other Comments:

- People pay enough through rates without having to pay to park at the seafront and enjoy the view, it's a disgrace that charging for parking at Ballycastle seafront has even been suggested, strandview road is

- blocked with cars any good day in summer months due to lack of suitable parking at the seafront anyway and this will only be made worse if the little parking there is will now be chargeable
- Should have at least included 2 x NI towns in the parking strategy document or this just appears as nothing more than a desk research document.
- Parking charges deter people staying in a town and spending their cash in those towns
- Parking in Portrush is reaching saturation and Council needs to development an integrated strategy for on and off street parking. Also the Council needs to look at multi-story car parking. The Waterworld site would be ideal for the development of a mix of parking and hospitality business development
- I feel I have conveyed most of my issues throughout the survey. As I said I am a business owner right in the hub of both car parks and as I watch everyday it's an extremely complex area. There are areas such as the ferry terminal car park, the wasted space at the boat park, the back of the ferry terminal building that has become an eyesore, the public space to the back of Morton's fish shop, the problem of the long term Parker's this all needs to be addressed with more clarity. I feel Ballycastle needs a different plan of its own as our parking problems are unique when you compare us to portrush etc.
- otherwise happy with the contents
- Number of available spaces in Portrush still needs to be addressed. Charging for what are essentially more remote carparks in our predominantly less favourable weather will only stand to discourage visitors and upset locals
- If you are going to give a special discount to the Customers of the Rathlin ferry and People of Rathlin should you not include the boat owners and their Paying Customers too.
- Having just recently tried to park in Abbey Street Car Park and found the electronic signage to say 5 spaces available only to find they were disabled bays which I could not park on you need to review how that is electronically recorded
- Very unhappy about charges in Portrush/Portballintrae/Portstewart! No need, only greed!
- As a local sea angler I notice that no thought has been given to sea angling clubs who come to the north coast in ever increasing numbers, we regularly pay to hire boats for angling trips ranging from a couple of hours up to 8 hours. We pay the skippers the going rate which in turn is then spent in the local area, to find out now we are going to have to pay to park in the car parks is out of order....Is there not some way passes like those proposed for RATHLIN residents could be issued to sea angling club members or charter boat skippers??? All I ask is for some consideration....THANK YOU..
- Yes. There is no consideration given to the marina users who already pay fees for the use of the facilities. Having to pay for the marina carpark is a further levy. Another point that you have failed to notice is that the Rathlin ferry is not the only mode of transport to the island. ? There are other operators who run commercial boats from the marina. Why would you give people who go on the heavily subsidised ferry a car parking concession and not give it to the others who travel on the other non-subsided boats? Smacks of the Torbay council strategy. Produce a car parking receipt from Torbay council and get a free trip on the heavily subsisted Brixham Express.
- Yes definitely- Armoy is a village where over the past century car numbers have increased significantly! There is a very limited provision of 'a car park' under Council management at Play area on Church Road - and a very apparent need in village for a car park. Armoy as a village is being revitalised and car parking consideration would be most appreciated.

Anonymous comments:

Q1. Do you agree with the five parking strategy objectives outlined in section 4.1 of the document?
• I don't want to see paid parking introduced in the north coast - either for residents or tourists. It's bad for business.
• The requirement for parking will be difference at seafront than in town area of Ballycastle and as such must not be treated the same although both areas are classed as town centre.
• As a user of the car park at the marina about 20 times per year and have no other option due to the heavy fishing tackle I bring with me I feel it will be unfair that I will be penalised and also I might have to stop using Ballycastle for fishing. Think of the damage that will be done to local traders
• I believe the objectives outlines set out solid aims for the provision of parking in the area. I especially believe the use of technology is crucial as this allows users to quickly find parking facilities, therefore allowing a less stressful, more fulfilled visit to the area. This also enables environmental benefits through motorists being able to quickly find a suitable space.
Q2. Do you agree with the proposed action point highlighted in table 1 that Council should consider updating the VMS (Variable Message Signage) across the Borough to provide better information on availability of parking spaces?
• I believe this allows users to make better decisions regarding where they can park. Especially during busy periods, this information will improve the experience for all users.
Q3. Do you agree with the proposed action point highlighted in table 1 that overnight parking in Council car parks needs addressed?
• I have personally not found this to be a problem in the council area from my own experiences. I agree that terms and conditions are necessary, however, if these users are causing no issues, I do not believe enforcement or outright bans are needed. Alongside this, the implementation of charging tends to lead to the idea that parking charges could be extended throughout the evening compared to the current charging regime whereby the car parks are available in the evenings.
Q4. Do you agree with the proposed action point highlighted in table 2 that Council should consider developing activity 'hubs' across the Borough and linkages through parking?
No Comments Received
Q5. Do you agree with the proposed action point highlighted in table 2 that car parks can be requested for events and a policy be devised to ensure no loss to the public?
• Requests of carparks for events should be considered on a case by case basis, a formal procedure will inevitably lead to further admin, likely unnecessary requirements placed upon those requesting use and in general be off-putting to social or kick-starting enterprises
• For large scale events, such as the Maritime Festival and Red Sails Festival in the area, I believe it is critical that a protocol is in place. As these events are generally ran by very dedicated members of the community, I believe that the council should facilitate event parking as flexibly as possible and with minimal impact to the event budget.
Q6. Do you agree with the proposed action point as highlighted in table 2 that Council should consider implementing charging for beach parking on beaches such as Benone, Castlerock and Downhill?
• I know many people who avoid Portstewart beach because there is a charge; for the physical & mental health of the local community, people should not have to pay for parking on these beaches.
• Beach parking should not be permitted. If it is to continue it needs to be managed, which designated parking areas away from where people use the beach.

Q7. Do you agree with the proposed action point highlighted in table 3 that Council should provide parking for all user types and vehicles, i.e. disabled bays, parent & toddler, motor cycles, electric charging bays?

- Where parking is in high demand, allocating specific spaces to any one group of people prevents others from accessing them. Bus parking should be addressed in all areas
- ALTHOUGH I THINK THIS IS IN MORE BUILT UP AREAS, NOT BALLYCASTLE SEAFRONT
- mother and toddler bays will be abused and motorbikes can park anywhere
- I believe that car parks should facilitate all users, however, the provision needs to be continuously assessed to ensure that it meets the changing local demand. If this is not the case, the provision risks offering either too many specific spaces, therefore preventing people from using the facilities, or too few specific spaces. Customers should have an easy way to give feedback and the provision should be monitored.
- Yes, where there is a need.

Q8. Do you agree with the proposed action point highlighted in table 3 that Council should identify certain car parks to be considered for advertising opportunities, mobile trading, product placement etc.?

- I don't mind advertising, as long as you're not charging people to park!
- As car parks are an area of high footfall, I believe the council should be using the space to derive an income through advertising, mobile trading and product placement. In doing this, the resulting income should be used to keep any car park charges within reasonable limits.

Q9. Do you agree with the proposed action point highlighted in table 3 that Council should provide enforcement for inconsiderate parking acts on Council land such as harbours, marinas, coastal car parks, council offices, beach access for emergency vehicles etc.?

No Comments Received

Q10. Do you agree with the research within the parking strategy[2], which ranks the top ten factors for customers selecting a car park to use as follows: 1.Location, 2.Personal safety, 3.Safe environment, 4.Tariff, 5.Ease of access, 6.No/little queuing, 7.Number of spaces, 8.Effective surveillance, 9.Size of parking space, 10.Appropriate lighting

- Tariff and number of spaces should rank as 2 and 3 after location.

Q11. Do you agree with the proposed action point highlighted in table 1 that tariffs should be reviewed annually and assess the need for change based on local factors?

- THERE SHOULD BE NO CHARGES BROUGHT IN TO THE CAR PARKS AT BALLYCASTLE SEAFRONT. BALLYCASTLE IS BUILDING ITSELF AS A DESTINATION AND AS SUCH SHOULD NOT DETER VISITORS BUT INVITE THEM TO LINGER LONGER. SEAFRONT IS DIFFERENT FROM SHOPPING ZONES.
- Tariffs should be kept low and set for a 3 year period.

Q12. Do you agree with the proposed action point highlighted in table 1 that Council should consider implementing seasonal charging in the nine sites listed?

- There is no indication of what these charges might be, the examples used are all mainland UK, whilst they may have similar features (tourism/ AONB etc.) and the report mentions that in isolation parking charges don't impact on footfall, it fails to consider the complete lack of public transport in comparison to the other UK examples. Whilst "foreign" tourists tend to expect parking charges when they go to the best advertised carparks in a touristic area, more "local" tourists and residents are put off by charges. Why bother stopping at the seafront in Ballycastle when you could park for free in a supermarket carpark? Charging for parking in many of these locations risks turning them into tourist-only areas, which isn't sustainable for anywhere on the north coast. Residents who live out of town and have no choice but to drive to any of these hubs. In parts of the Peak district national park and surrounding areas, residents are given complimentary parking stickers to use certain carparks- they have had to do this to stop town centres dying in response to out of town supermarkets offering a one stop shop with free parking, perhaps you could consider the same, after all, people feel that they are getting less value for

money on their rates already

- IT IS A SHORT SIGHTED ATTEMPT FOR COUNCIL TO MAKE MORE MONEY. WHILST WE UNDERSTAND IN AREAS WHERE THERE IS CONSISTENT HIGH DEMAND FOR SHORT TIME PARKING, LIKE IN TOWN CENTRES, TOURISM NI AND TOURISM Ireland ARE WORKING HARD TO BRING VISITORS TO THE AREA. ANYTHING THAT IS GOING TO REDUCE THE TIME A GUEST STAYS IN BALLYCASTLE SEAFRONT OR TOWN, OR DEFER THEIR STAY TO ANOTHER DESTINATION IS A REALLY BAD IDEA.

- I believe this is an awful idea that should not be considered. Seasonal parking results in the car park offering being inconsistent throughout the year and negatively impacts residents. Take, for example, the Ballycastle sea-front car parks. Although during the March -> September period these car parks can be utilised at peak times, these car parks afford residents of the town convenient access to enjoy the quay area. Seasonal parking results in local people being negatively impacted all in the name of exploiting the area as a revenue source. Alongside this, seasonal car parking will result in less people availing of the area due to the charges or, alternatively, will result in motorists attempting to park on the street and in other in-convenient spaces simply to avoid the charges. I do not believe such a change is beneficial for any user of the car parking facilities.

Other Comments

- There is no indication of what these charges might be, the examples used are all mainland UK, whilst they may have similar features (tourism/ AONB etc.) and the report mentions that in isolation parking charges don't impact on footfall, it fails to consider the complete lack of public transport in comparison to the other UK examples. Whilst "foreign" tourists tend to expect parking charges when they go to the best advertised carparks in a touristic area, more "local" tourists and residents are put off by charges. Why bother stopping at the seafront in Ballycastle when you could park for free in a supermarket carpark? Charging for parking in many of these locations risks turning them into tourist-only areas, which isn't sustainable for anywhere on the north coast. Residents who live out of town and have no choice but to drive to any of these hubs.   In parts of the Peak district national park and surrounding areas, residents are given complimentary parking stickers to use certain carparks- they have had to do this to stop town centres dying in response to out of town supermarkets offering a one stop shop with free parking, perhaps you could consider the same, after all, people feel that they are getting less value for money on their rates already

- Please don't ruin our beautiful North Coast by charging for parking at these beauty spots! You may make money, but it discourages other people from using these places which is then detrimental to the physical & mental wellbeing of such individuals, it causes bad feeling within community towards a council which should have our best interests at heart. It is also bad for local businesses when people choose not to stop or visit nearby because of the paid parking.

- As a small business offering boat trips who would park several times a week any charge would have a significant impact on my margins and potentially the viability of my tourism based business.

- Rathlin residents should be given a parking permit for the harbour car park in Ballycastle and other Ballycastle car parks.

Consultation Meeting with Stakeholders
Portrush Town Hall, Thursday 9th November at 2:00pm

Representatives Attending:
Limavady Town Team
Ballycastle Chamber of Commerce
Rathlin Development & Community Association
Portrush Historical Society
Causeway Coast and Glens Borough Council
Ballintoy Harbour Café
Causeway Chamber of Commerce
Coleraine Town Team

	Summary of Comments / Questions
1.	How can Council could justify the outlay costs of P&D machines when only 46 spaces in Ballintoy – can this really be profitable?
2.	Introducing P&D in Ballintoy would lead to possible problems with parking on the road down to car park – this would need enforcing.
3.	Enforcing overnight parking (camper vans) would be a positive step as they generally don't just stay for one night, but several.
4.	Would a charged Park and Ride service be more beneficial?
5.	Smaller towns and villages wouldn't have the same problems with traffic and parking as larger towns like Portrush, therefore the same measures wouldn't be required. Would be afraid footfall could be displaced and thus impact on small towns greatly. Important to reach a balance.
6.	Imbalance in Ballycastle already – Castle St Car Park is free, meaning that Ann Street shops suffer as people are encouraged to park in the free parks and go to shops around there.
7.	More consultation meetings would be beneficial, particularly within each of the towns that are affected by seasonal charging. Very emotive subject and understand changes will be made, but a face to face consultation provides a better experience and greater understanding of the changes. Most people are working during the daytime and cannot attend afternoon meetings, therefore evening meetings would be preferable and openly advertised.
8.	Rathlin residents should be more involved in the consultation. Suggested exemptions for Rathlin residents, ferry users and other visitors to the island. Logistical details are important and should be discussed with islanders and others.
9.	Ballycastle Chamber of Commerce discussed draft strategy a couple of weeks ago and had a large turnout of people. Would recommend an evening meeting take place.
10.	Ballycastle is not a simple situation of moving town centre traffic, but much depends on both encouraging people to stay longer (even beyond their initial car park fee) and also allowing for the local, very short stay.
11.	Will the Rural Needs Act be considered i.e. the impact of parking fees and alterations on rural users of public spaces? Public transport does not easily allow for rural to urban travel implying extra needs for local rural users.
12.	Chamber of Commerce in Coleraine has received positive feedback on the charging increase in The Mall car park, Coleraine. Would like opportunity to raise issue of Waterside Car Park and the problems there now since becoming free. Would like review of this car park as charging encourages greater turnover of people.
13.	Changes to off-street parking will undoubtedly effect on-street, and would encourage co-operation with DFI. Queried if there is a consultation on how DFI plans to charge for on-street parking, and how this would impact on Council's car parking strategy.
14.	Can profits raised from car park charging be directly invested back into the area specifically from which it was generated?
15.	Suggested a barrier system may be better, with the possible introduction of first 30 minutes free to encourage trade.
16.	Portrush is under represented at this meeting, particularly when such a large percentage of parking spaces within the town are suggested for charging.
17.	The problems with Portrush Air Show last year were down to poor planning. Some car parks within the town were only half full, and people weren't being allowed to come into the town to make use of these spaces.
18.	Council should consider the local people and where they are going to park – particularly when they are the ratepayers. Suggested issuing a free pass to each house within the town for parking - similar to Portsmouth.

19.	No issues with pricing – seems low compared to some English seaside towns.
20.	Very positive to hear of new technologies coming forward.
21.	Strongly suggested 20p per hour was the limit of what car parks such as Ann Street Ballycastle could handle. Anything higher than this could risk damaging town centre trade.
22.	Be aware of the effect on older people and also residents who have seafront properties but no parking.
23.	Boat owners using the Marina - they already pay fees to moor their boat, and now pay for car parking also.
24.	Commendable that Council are holding these consultation meetings to gain feedback.
25.	Asked whether or not any pilot schemes for seasonal car parking had taken place in N.I. E.g. Newcastle.
26.	Month of March was very early to begin seasonal charging – best in May or June.
27.	Very clear, helpful presentation and question & answer session.

Appendix C – Feedback from Members

DUP

Cloonavin, Wednesday 3rd January at 7:00pm

<u>Councillors In Attendance:</u>

Ald. F. Campbell	Ald. J. Finlay
Cllr. M. Knight-McQuillan	Cllr. J. McCorkell
Ald. S. Cole	Cllr. A. McLean
Cllr. G. Duddy	Ald. A. Robinson
Cllr. M. Fielding	

	Comments / Questions
1.	Clarification was sought in relation to the number of charged car parks in the Borough – 80 car parks in total but only charge in 10.
2.	Park and Ride suggestion for Bushmills – would Council own and operate the Park and Ride facility or would it be the National Trust?
3.	Suggested reviewing tariffs at Castle Street car park in Ballymoney – new store opened and car park is consistently 75% occupied.
4.	Issue raised in relation to Townhead Street car park in Ballymoney – heavily congested and residents also use it for parking. Need to look at ways to displace these residents.
5.	77% increase in visitors to Giants Causeway – would be interesting to see how many coaches are included in these figures as they are beginning to take over the car parks and surrounding areas. Castlerock Community Association have raised complaints about congestion with campervans and coaches in the area.
6.	Can VMS really resolve the issues of cars queued back to Ballybogey?
7.	Is there enough justification for the expense of introducing additional parking options throughout the year e.g. Park and Ride and Park and Stride?
8.	Is the AECOM study still being considered? Former Catering College site may not be viable due to high costs involved.
9.	What is the Planning Department's viewpoint on advertising within car parks?
10.	How much money could potentially be generated from advertising within car parks?
11.	Suggestion of introducing electronic advertising as part of the VMS.
12.	Beach parking feedback mixed. Those in favour suggested directing the profits back into maintaining the beaches. Those against felt it was a bad news story for Council and shouldn't be considered under any circumstances. Costs of staffing etc. may outweigh any benefits.
13.	Can Council clamp vehicles which are parked dangerously or inconsiderably?
14.	Do PSNI not have the authority to ticket a vehicle which is causing an obstruction? Enforcement of vehicles causing an obstruction should be brought to Council for decision urgently. Should be dealt with as a separate and more pressing issue – not as part of the strategy. Could enforcement be extended to campervans?
15.	Would it not be the case that people would circulate more to find a "free" parking space rather than paying to park?
16.	Problem raised with the newly surfaced car park in Railway Road. Part of the car park is frequently lying in water.
	The above questions and queries were discussed and clarified at the meeting. Members were asked to put any further concerns, relevant points or queries requiring further clarification in writing and submit within the next two weeks.
	Copies of the presentation were emailed to Members the following day.
	A further meeting was arranged at the request of the Party. Officers met with Cllr. G. Duddy, Cllr. T. Clarke and Cllr. J. McCorkell. Any further concerns, or issues were discussed and no negative feedback was received.

UUP

Cloonavin, Wednesday 3rd January at 8:15pm
(meeting scheduled to begin at 8:00pm but delayed due to previous consultation running over time)

<u>Councillors In Attendance:</u>

Cllr. J. Baird	Ald. N. Hillis
Cllr. R. Holmes	Ald. W. King
Cllr. W. McCandless	Ald. T. McKeown
Cllr. D. Wilson	

	Comments / Questions
1.	By not enforcing overnight parking in our car parks, private businesses are missing out on valuable business.
2.	How many campervans park overnight in our car parks?
3.	Concerns were raised about lack of car parking space in Ballycastle.
4.	Which beaches would be included in the proposal for charging and what would the proposed charge be?
5.	How are charged car parks insured? Can you be covered by insurance?
6.	What is the current situation with the Market Yard in Coleraine? What are the issues surrounding access?
7.	What is the current situation with the Dark Hedges proposed car park?
8.	Can seasonal be introduced on a trial basis?
9.	Concerns raised about Ballintoy Harbour car park being charged. High probability it will lead to inconsiderate and dangerous parking along the road leading to the car park. Potentially could cause problems for the Church there also. Consultation required with TNI before decision is made.
10.	National Trust at Carrick-a-rede experienced problems last year in relation to car parking. Suggestion that officers consult with the National Trust to learn from mistakes they made.
11.	Would the introduction of barriers in car parks be a viable alternative to P&D machines? When the barriers were operating in Coleraine car parks, they were always at capacity, however since they have been removed car parks are less full. Figures were requested to verify whether turnover has increased or decreased since the barriers were removed. **The above questions and queries were discussed and clarified at the meeting. Members were asked to put any further concerns, relevant points or queries requiring further clarification in writing and submit within the next two weeks.** **Copies of the presentation were emailed to Members the following day.** **A further meeting was requested by Cllr. W. McCandless. No negative comments were received at this meeting.**

TUV, Independents, PUP & Alliance

Cloonavin, Thursday 4th January from 6:30pm

Councillors In Attendance:
  Ald. S. McKillop
  Cllr. B. Douglas
  Cllr. D. Harding
  Cllr. R. Watton

		Comments / Questions
		Two separate meetings were held with the Members listed above. Both meetings were positive overall and the following comments were made / discussed:
	1.	The benefits of seasonal charging can be seen clearly when comparing against set up and maintenance costs.
	2.	Query was made as to why Coleraine Town Centre was not open to traffic. Could this be something which could be looked at in the future and considered? Would possibly help to encourage trade within the town centres. ➔ Officers advised that this was a bigger decision requiring a huge amount of consultation with DFI and other agencies. Nevertheless, officers would pass feedback onto the relevant authorities for consideration. **Members were asked to put any further concerns, relevant points or queries requiring further clarification in writing and submit within the next two weeks.** **Copies of the presentation were emailed to Members the following day.**

Sinn Féin

Cloonavin, Monday 29th January at 7:00pm

Councillors In Attendance:

Cllr. K. Mulholland
Cllr. D. Nicholl
Cllr. C. McShane
Cllr. B. Chivers

	Comments / Questions
1.	Where did the BPA carry out the research to identify and rank the top 10 factors that identify a driver's choice of car park? The ranking seems more applicable to places such as London rather than the likes of Causeway Coast and Glens areas. Personal safety wouldn't be a paramount consideration here.
2.	Clarification sought around the VMS costings – applies to three signs for the one town of Portrush.
3.	In relation to the possible removing of cars parked inconsiderately, would this be tendered out to companies?
4.	Important to note that campervans are tourism. Very important that they are accommodated and that we provide adequate facilities for them such as charging etc.
5.	Big requirement to accommodate coaches in the area – this is a missed opportunity as coaches cannot come to the area to spend a few days due to the lack of coach space. Council needs to encourage this type of tourism also.
6.	Most of the strategy and presentation has focused on the town of Portrush. Everything based around Portrush, even the consultation meeting happened there.
7.	Strongly agree with the product placement / advertising opportunities.
8.	Is it not part of the strategy to harmonise pricing?
9.	These are big proposals which we Councillors are being shoehorned into. Suggest a public consultation takes place before any decisions are made.
10.	National Trust is creaming it in – they charge for everything and Council has to pick up the effects of this.
11.	Bigger proposal needed for Ballintoy Harbour – to introduce charging there at the minute would be madness. There are opportunities to approach landowners in the area and effectively manage the need for additional car parking.
12.	Possible signal problems in Ballintoy particularly, could make paying for parking more difficult.
13.	If additional coach parking is required, better use could be made of Council land e.g. Quay Road Ballycastle and this availability promoted to coach companies.
14.	Consideration should be given to introducing parking permits for residents in the Borough to offer them free parking.
	The above questions and queries were discussed and clarified at the meeting. Members were asked to put any further concerns, relevant points or queries requiring further clarification in writing and submit by end of day on Tuesday 30th January for inclusion in the report to committee. **Copies of the presentation were emailed to Members the following day.**

SDLP

Cloonavin, Monday 29th January at 8:10pm
(meeting scheduled to begin at 8:00pm but delayed due to previous consultation running over time)

Councillors In Attendance:

Cllr. J. Deighan
Cllr. R. Loftus
Cllr. A. Mulholland

	Comments / Questions
1.	In relation to the advertising opportunities, have Council ever received any requests from interested companies for this?
2.	Important to embrace campervan tourism and provide suitable and adequate services for them. Definitely agree with encouraging and promoting campervans.
3.	Is it not a stretch to consider beach parking as a "car park"? Would be cautious of liability issues e.g. if a member of the public was knocked down on the beach who would be liable? Maybe worth looking into historic cases of where this has happened before. Possibility of introducing a separate area for pedestrians only where children could be free to run around without the fear of getting knocked down.
4.	In relation to the inappropriate parking, would Council be responsible for identifying the areas where cars could potentially be removed from?
5.	Taking into account use of charged car parks for events – would Council charge charities or community groups the same as private companies for the space?
6.	Council spending money on leasing an area to use as a free car park (as in Convention Avenue Car Park, Portstewart) seems madness. Surely we should be trying to re-coup this money by way of Pay and Display?
7.	Use of Pay and Display machines was disputed – seems to restrict the amount of time a person can spend, for instance if the time on their ticket is up, they are more likely to go home rather than linger for longer. The use of a barrier system was discussed where people could stay as long as they wanted without feeling restricted or rushed.
8.	Discussions took place in regard to Traffic Attendants – the issuing of tickets, costs applicable to Council, current service contract etc.
9.	When the maintenance costs for all the car parks are highlighted, introducing seasonal charging makes total sense.
10.	Can see how VMS could work for Portrush, however there still remains a problem in Coleraine on busy days where you could drive around for 10-15 minutes looking for an available space despite current VMS in place.
11.	Clarification was sought around the reports going to committee next week for decision.
	The above questions and queries were discussed and clarified at the meeting. Members were asked to put any further concerns, relevant points or queries requiring further clarification in writing and submit by end of day on Tuesday 30th January for inclusion in the report to committee and Council.
	Copies of the presentation were emailed to Members the following day.

Email from Councillor J. Baird

From: Joan Baird <Joan.Baird@causewaycoastandglens.gov.uk>
Date: 17/01/2018 18:26 (GMT+00:00)
To: Aidan McPeake <Aidan.McPeake@causewaycoastandglens.gov.uk>
Subject: Response to recent Car Parking Strategy

Please have the following view incorporated in the Car Parking Strategy -
1 Proposal to charge for Marina Car Park Ballycastle.
A. There is already a shortage of car parking spaces and no bus spaces in this entire Northerly part of Ballycastle. Consequently the Marina Park facilitates not just the few boat owners but the wider public who use the sea front to exercise whether it be walking to the beach, bowling or playing tennis. I suspect the main usage is by our large elderly population who in the absence of easier access, use the Park to see the sea and have an ice cream. We already suffer from a dirth of Recreation facilities in Ballycastle therefore taxing what we do have seems perverse.

B. Shopping in the area is mainly low scale, very few would use these shops to do any large weekly grocery shop, it is certainly not on the scale of the Castle Street or Ann Street shops.The area's shopping resembles village convenience type stores.

C. The Park additionally takes overspill from the Marine Hotel and is used by local residents - we still have several residential properties in the area and charging here would be highly disadvantageous to these people. Given the facts outline I suggest in the first instance our Strategy should explore adequate provision of car Parking in this Northerly area of town, when this is solved then and then only should charging be a consideration.

2 Proposal to charge for parking at Ballintoy Harbour
A. As for Ballycastle this would in effect be a tax on recreation as the Harbour area is mainly used by young families because of it's easy access to a beach unlike many other sea side areas in the Borough.

B. The Park is also at the end or start of the Causeway Coastal path which carries uninterrupted to the Giant's Causeway and Portballintrae. This world famous popular walk takes several hours to complete and imposing a charge here would make this a very expensive recreation!

C. Similar to Ballycastle many local elderly or disabled people Park here to simply look at the sea and in this case have a coffee at O'Rourke's Kitchen which is a Council owned facility.

D Charging here may lead to further congestion on the cork screw road leading to the Harbour as motorists endeavour to avoid paying. This may have serious consequences for Ballintoy Parish Church located on the access road which is already disadvantaged by cars and buses parking when services are taking place.

E. Not all of the actual Harbour area is in Council ownership and I cannot understand how Council would manage here, for example, how would we stop cars driving onto the privately owned land in order to avoid charges and how would the owners cope with this? The one thing we do need to resolve is to stop tour buses parking at the Church and obstructing the road and footpath.

I trust the views expressed will accompany any proposal to Council as I have had to take considerable time to express these in writing.
I should point out that consultations with Councillors should be just that, officers should take views at an interactive session and not rely on further written submissions.
As outlined I strongly oppose car parking charges at both locations until a fully researched Strategy is in place alongside the revised Area Plan which will address a more flexible approach and potential for Park and Ride opportunities.

Cllr. Joan Baird OBE MSc FCIH

Causeway Coast & Glens
Parking Strategy

Causeway Coast & Glens Borough Council

2017 - 2027

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Diagram

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Tables

1.   Background and need

As part of Local Government Reform (LGR) in 2015, local councils in Northern Ireland received responsibility for public off-street parking. A number of car parks were transferred from the Department for Regional Development (now renamed as the Department for Infrastructure – DfI) to each of the councils, along with responsibility for the management and operation of these car parks through an Agency Agreement with DfI. The Agreement, for the provision of off-street parking enforcement and a penalty charge notice processing service will expire on 31st October 2019. Council will explore all future delivery options to investigate, prepare and ensure a comprehensive delivery of a competitive tendering process for the operational management, enforcement and revenue collection of Council car parks – in readiness for post TransportNI contract 2019. This is detailed in action point 16.

It is important to create a car parking policy to effectively manage car parks and generate a balanced revenue to share costs across an appropriate user spectrum and to collaborate this with stake holders to ensure business stimulation and revenue collection.

Local Government Reform also gave councils planning and place making powers, with a major deliverable being the development of Local Development Plans. To inform these plans, the Strategic Planning Policy Statement (SPPS) for Northern Ireland has stipulated that councils are to formulate parking strategies in order to inform the development of their Local Development Plans. The development of a parking strategy will also enable councils to ensure that parking is delivered in order to meet a number of other objectives. We will continue to work closely with the Department for Infrastructure to address all aspects of parking to provide best solutions to alleviate public concerns surrounding congestion.

This strategy document provides an understanding of the baseline in terms of parking, consideration of best practice and presents strategic objectives and actions for the parking strategy.

It should be noted that this document also has a particular focus on the parking related aspects of seasonal leisure events and tourism within the Borough.

Diagram 1 on page 4 clarifies the need and areas of delivery.

Abbreviations:

- SPPS   - Strategic Planning Policy Statement
- VMS   - Variable Message Signage
- LGR   - Local Government Reform
- P&D   - Pay and Display

Diagram 1 – The Need for a Strategy

Causeway Coast & Glens Parking Strategy

The need for a strategy

To address the overall need for car parking within the Borough

Social, economic and business needs

Availability, accessibility, convenience of car parking

Tourism and major events parking

Future Options

Health & Safety

Review of parking tariffs

Enforcement for illegal parking on Council land

Park n Ride, Bushmills Giants Causeway

Explore all future delivery options to ensure best service delivery

Gritting

Advertising possibilities, billboards, product placements etc.

Event requests for car parks, policy, pricing etc.

Campervans, management/ enforcement solutions

Lighting

Smart parking,

P&D machines

White line spaces, disabled bays, surface, signage etc.

Future projects, i.e. Market Yard

Identify land for other use/lease. Land registry

Seasonal charging

Beach parking

1.1   Existing parking in Causeway Coast and Glens Borough

The Causeway Coast and Glens Borough extends from Cushendall, Waterfoot in the east and on the Antrim Coast, over to Ballykelly and Dungiven in the west. The area also includes the principal settlements of Coleraine and Ballymoney as well as Portrush, Portstewart, Ballycastle, Bushmills and Limavady

The Council is currently responsible for a total of 79 car parks within the Borough, as shown in Figures 1 – 5 and table 1.

The Agency Agreement between the Council and DfI details a total of 37 car parks that were transferred as part of LGR in 2015; comprising 10 charged and 27 free car parks. This represented a transfer of just under 3,600 spaces in total. Council is proposing to develop the 'Market Yard' site in Coleraine to deliver a multi-use facility to include a car park with approximately 90 to 100 spaces.

It should be noted that the Council recently made the Waterside in Coleraine and Main Street in Limavady car parks free. Therefore the 10 charged Council sites utilise pay and display machines, with tariffs ranging between 20 – 50 pence per hour depending on the location. Payment can also be made over the phone, online or through a mobile app via the Parkmobile system. These car parks are subject to routine patrols by traffic attendants throughout the week.

There are a further 42 car parks that were already in possession of the Council prior to 2015 and it should be noted that some of these are associated with council owned buildings e.g. community centres, council offices, etc.

The Council is therefore in control of approximately 5,700 off-street parking spaces, although the true total is not currently known due to a lack of data on some sites and because some of the car parks are not currently laid out in a formal manner.

There are also a number of parking locations that are operated by others. These include on-street parking bays for which time restrictions apply (currently no charging) and therefore they are typically used for short duration parking acts. These spaces are enforced by DfI through the use of traffic attendants. There are also a number of parking sites provided by the private sector for the public to use.

The Borough has a large number of tourist attractions and parking is provided for most of these facilities. For example, the National Trust provides charged parking for the Giants Causeway at the Causeway Head and also controls the associated park and ride site in the centre of Bushmills. Translink provides the associated bus service to/from the Causeway Head and strategically placed Variable Message Signage is used to advise motorists if the Causeway Head site is full so that they can park in Bushmills instead.

As well as charged beach parking on Portstewart Strand operated by the National Trust, it is also possible to park on Benone, Downhill and Castlerock Strands for free.

Figure 1 - Council car parks within the Borough

Figure 2 - Council car parks between Portstewart and Ballycastle
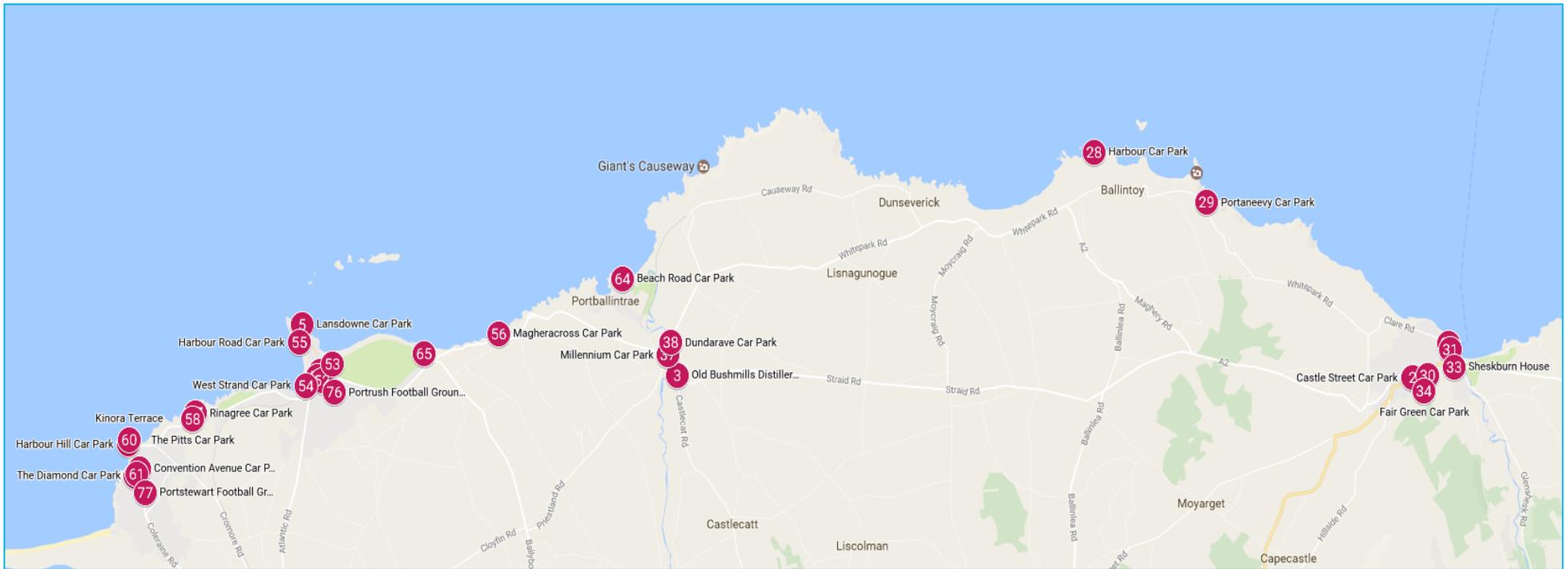
**Figure 3 - Council car parks in Cushendun, Cushendall and Waterfoot**
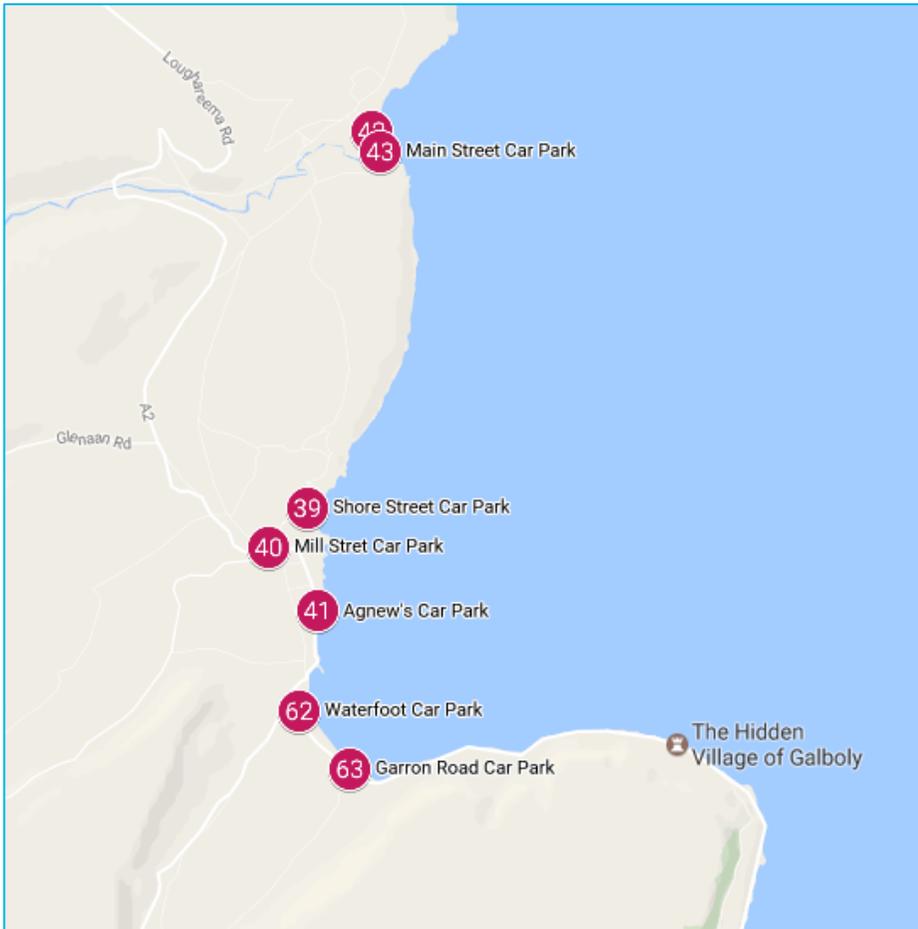
**Figure 4 - Council car parks in Coleraine, Ballymoney, Garvagh and Kilrea**
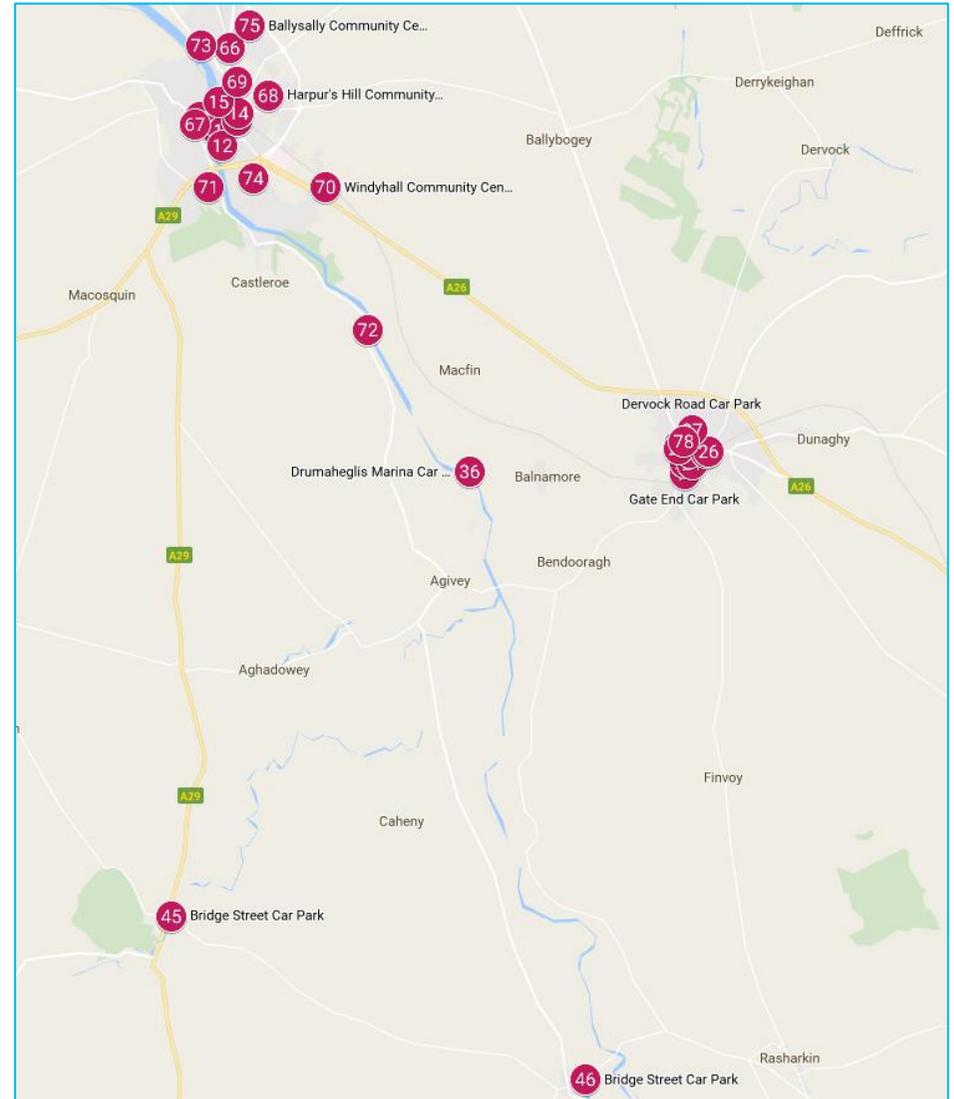
**Figure 5 - Council car parks in Limavady, Ballykelly and Dungiven**
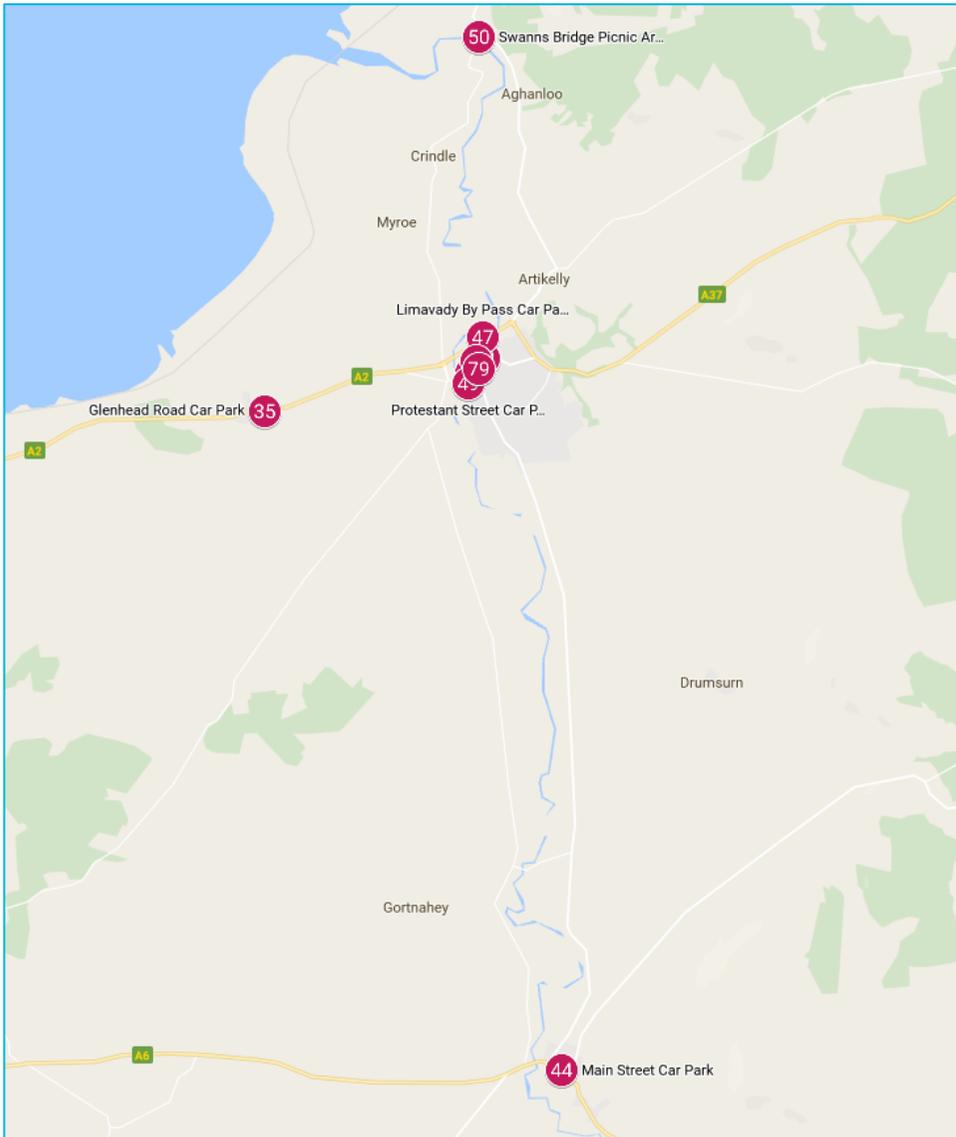
Table 1 – Council Car Parks

Car Park	Town	Ownership	Tariff	Fee	Spaces	
Harbour Car Park	Ballintoy	Council	Free		46	
Portaneevy Car Park	Ballintoy	Council	Free		49	
Fairhill Street Car Park	Ballycastle	Council	Free		58	Ex DRD
Castle Street Car Park	Ballycastle	Council	Free		94	Ex DRD
Ann Street Car Park	Ballycastle	Council	Chargeable	20p/hr	97	Ex DRD
Harbour Car Park	Ballycastle	Council	Free		61	
Marina Car Park	Ballycastle	Council	Free		65	
Sheskburn House Council Car park	Ballycastle	Council	Free		54	
Fair Green Car Park	Ballycastle	Council	Free		58	
Kinbane Castle Car Park	Ballycastle	Council	Free		?	
Glenhead Road Car Park	Ballykelly	Council	Free		38	Ex DRD
Gate End Car Park	Ballymoney	Council	Free		27	Ex DRD
Castle Street Car Park	Ballymoney	Council	Chargeable	20p/hr	117	Ex DRD
Seymour Street Car Park	Ballymoney	Council	Free		65	Ex DRD
Church Street Car Park	Ballymoney	Council	Chargeable	40p/hr	96	Ex DRD
Townhead Street Car Park (North)	Ballymoney	Council	Free		156	Ex DRD
Townhead Street Car Park (South)	Ballymoney	Council	Free		64	Ex DRD
Cockpit Brae West Car Park	Ballymoney	Council	Free		22	Ex DRD
Cockpit Brae East Car Park	Ballymoney	Council	Free		23	Ex DRD
Dervock Road Car Park	Ballymoney	Council	Free		86	Ex DRD
Drumaheglis Marina Car Park	Ballymoney	Council	Free		25	
Riada House Council Car Park	Ballymoney	Council	Free		16	
Old Bushmills Distillery Car Park	Bushmills	Council	Free		112	
Millennium Car Park (Main St)	Bushmills	Council	Free		41	Ex DRD
Dundarave Car Park	Bushmills	Council	Free		80	
The Mall Car Park	Coleraine	Council	Chargeable	50p/hr	218	Ex DRD
Waterside Car Park	Coleraine	Council	Free		201	Ex DRD
Abbey Street Car Park	Coleraine	Council	Chargeable	50p/hr	182	Ex DRD
Long Commons Car Park	Coleraine	Council	Chargeable	50p/hr	140	Ex DRD
Leisure Centre/Railway Road Car Park	Coleraine	Council	Chargeable	20p/hr	321	Ex DRD
Railway Place Car Park	Coleraine	Council	Chargeable	20p/hr	156	Ex DRD
Rose Gardens Millburn Road Car Park	Coleraine	Council	Free		37	Ex DRD
Shellbridge	Coleraine	Council	Free		90	
West of Bann Community Centre	Coleraine	Council	Free		36	
Harpur's Hill Community Centre	Coleraine	Council	Free		16	
Millburn Community Centre	Coleraine	Council	Free		50	
Windyhall Community Centre	Coleraine	Council	Free		30	
Castleroe Road (Somerset Riverside)	Coleraine	Council	Free		50	
Camus - Curragh Road	Coleraine	Council	Free		40	
Cloonavin Council Car Park	Coleraine	Council	Free		130	
Rugby avenue	Coleraine	Council	Free		60	
Ballysally Community centre	Coleraine	Council	Free		53	
Shore Street Car Park	Cushendall	Council	Free		16	
Mill Street Car Park	Cushendall	Council	Free		42	
Agnew's Car Park	Cushendall	Council	Free		15	
Bay Road Car Park	Cushendun	Council	Free		92	
Main Street Car Park	Cushendun	Council	Free		32	
Main Street Car Park	Dungiven	Council	Free		51	Ex DRD
Bridge Street Car Park	Garvagh	Council	Free		104	Ex DRD
Bridge Street Car Park	Kilrea	Council	Free		15	Ex DRD
Connell Street Car Park	Limavady	Council	Chargeable	40p/hr	110	Ex DRD
Ballyclose Street Car Park	Limavady	Council	Free		19	Ex DRD
Main Street Car Park	Limavady	Council	Free		68	Ex DRD
Protestant Street Car Park	Limavady	Council	Free		16	Ex DRD
Swanns Bridge Picnic Area	Limavady	Council	Free		38	
Central Car Park	Limavady	Council	Chargeable	40p/hr	164	Ex DRD
Limavady By Pass Car Park	Limavady	Council	Free		16	Ex DRD
Limavady Council Car Park	Limavady	Council	Free		68	
Beach Road Car Park	Portballintrae	Council	Free		132	
Portrush Football Grounds	Portrush	Council	Free		30	
Dunluce Avenue Car Park	Portrush	Council	Free		240	Ex DRD
Lansdowne Car Park	Portrush	Council	Free		219	Ex DRD
Sandhill Drive Car Park	Portrush	Council	Free		139	
East Strand Car Park	Portrush	Council	Free		537	
West Strand Car Park	Portrush	Council	Free		186	
Magheracross Car Park	Portrush	Council	Free		43	
Harbour Road Car Park	Portrush	Council	Free		36	Ex DRD
Whiterocks	Portrush	Council	Free		150	
Portstewart Football Grounds	Portstewart	Council	Free		40	
Convention Avenue Car Park	Portstewart	Council	Free		107	Ex DRD
Rinagree Car Park	Portstewart	Council	Free		40	
The Pitts Car Park	Portstewart	Council	Free		22	
Harbour Hill Car Park	Portstewart	Council	Free		62	
Kinora Terrace	Portstewart	Council	Free		32	
Lever Road Car Park	Portstewart	Council	Free		12	Ex DRD
The Diamond Car Park	Portstewart	Council	Free		11	Ex DRD
Waterfoot Car Park	Waterfoot	Council	Free		116	
Garron Road Car Park	Waterfoot	Council	Free		50	

1.2   Wider Context

It is necessary to consider wider issues that affect parking in the Borough. The most obvious are the increasing numbers of tourists visiting key sites within the Borough.

Data[1] shows increasing volumes at Bushmills Distillery and Carrick-a-Rede Rope Bridge where volumes have increased by 46% between 2011 and 2015. At the Giant's Causeway World Heritage Site volumes have increased by 60% over the same period.

It is reasonable to assume that increased tourist volumes would have resulted in some increased car trips and therefore parking volumes. For example, data shows that car parking usage in the East Strand and West Strand car parks in Portrush has increased by 26% from 2011 to 2015. Therefore increases may have been seen at key car parking sites along the 'Causeway Coastal Route' i.e. Waterfoot, Cushendall, Cushendun, Ballycastle, Ballintoy, Bushmills, Portrush, Portstewart and Limavady.

This is reflected in an increase in traffic volumes at key locations within the Borough. Data[2] collected by DfI has shown that traffic volumes at count locations along the North Coast in 2015 were between 3% to 14% higher than the yearly average for the period 2011 to 2015. Count data on roads outside of the Causeway Coastal Route but still within the Borough shows that 2015 volumes were up to 4% higher than the yearly average for the period 2011 to 2015.

This data is also reflective on an improving jobs picture across Northern Ireland. Data[3] obtained from the Department for the Economy shows that there has been an overall increase of 5.2% in the number of employee jobs in Northern Ireland from 2011 to 2015. For Causeway Coast & Glens Borough the equivalent figure is 3.1%. Improving employment prospects lead to people having higher disposable incomes and increased spending confidence, meaning they are more likely to take day trips or holidays, amongst other things.

It is important to consider wider regional policies that have an impact on parking and these include the Regional Development Strategy, the Regional Transportation Strategy, the Sub-Regional Transport Plan and the aforementioned SPPS. These policies discuss key themes of parking demand management and the importance of economic activity and growth to the success of hubs and clusters i.e. towns such as Coleraine, Ballymoney, Ballycastle and Limavady.

The existing area plans have been prepared in the context of the Regional Development Strategy and the Regional Transportation Strategy which promote the shared vision of a "modern, sustainable and safe transportation system which benefits society, the economy and the environment and which actively contributes to social inclusion and everyone's quality of life". Further the local development plans should consider a range of initiatives such as parking pricing policy, designating areas of parking restraint and reducing long term parking spaces, in order to better manage existing car parking provision in the Borough.

Of particular note is a feasibility study commissioned by Council in 2016. The study identified 18 candidate sites for the possible provision of 'Park & Ride' or 'Park & Stride' facilities for the British Open Golf Championship which is to be held at Royal Portrush Club in 2019. Two sites on the Ballywillan Road in Portrush were identified as the best sites for the proposed facilities, although others were also workable in principle. These facilities could also be used to assist with other large events such as the North West 200 and Portrush Airshow and they would be useful for the numerous other smaller events that happen in the area throughout the year.

2.   Issues and Opportunities

It is evident that there are a number of opportunities that exist to improve the approach to and quality of parking that is provided by Council. This would lead to an improved parking experience for users whilst protecting the Council's short and long term interests and objectives.

The key areas of consideration are increasing user activity within the Borough and the need to ensure that parking provision complements rather than discourages this activity, along with ensuring the high quality and ease of use of parking for users.

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[1] Northern Ireland Visitor Attraction Survey, NISRA 2011-2015
[2] Traffic and Travel Information (2015) Report – DfI TransportNI
[3] Business Register and Employment Survey (BRES)

The respective aspects of these issues are summarised as follows:

Increasing Activity

- With increasing tourist and traffic volumes, more pressure will be felt in key areas. Most of the car parks located on the Causeway Coast have very limited capacity, and some attractions have limited if any parking (e.g. Dunluce Castle, Whitepark Bay, and the Dark Hedges etc. which are provided by the National Trust or DfI Roads). Council need to consider how they can provide additional parking in these areas that would also include coach / bus parking.

- The Causeway Coast is also an area of Outstanding Natural Beauty and this should be managed sensitively. This means removing unsightly and inconsiderate kerbside parking and preventing anti-social driver behaviour in public spaces e.g. on beaches.

- There is therefore a need to manage demand within limited parking supply, and this can primarily be achieved through linking payment with parking desirability.

- There is also a need for the area to be able to accommodate short seasonal peaks in demand e.g. single day trips or weekend peaks due to events or particularly good weather. Users need to be able to find a parking spot without having to revert to parking on verges or circulating looking for parking spaces.

- There are a number of 'hubs' that are already the focus of activity and these will become increasingly so. These include Portrush and Portstewart but also Bushmills and Ballycastle. Bushmills is an attractive town in its own right but it has also become a hub for trips to the Giants Causeway (by both shuttle bus and the heritage railway). There is the potential for Bushmills to further connect trips to Whitepark Bay and the Dark Hedges in the east and to Portballintrae and Dunluce Castle in the west. Ballycastle performs a similar function and is also the hub for trips to Rathlin Island.

- The increasing number of overnight stays from those using campervans will add to pressure on certain sites, and it is worth considering how this can be managed more effectively. Consideration should be given to enforcement solutions bearing in mind coastal car parks accommodate a range of users including outdoor recreation enthusiasts (including commercial operators) who often have high sided vehicles carrying equipment associated with their pursuit/activity, thus height restriction barriers may not help address this issue.

- In the absence of managing parking demand, the attraction of key tourist sites could be diminished which may ultimately lead to declining volumes due to a poor user experience.

- Similarly, parking in the towns within the Borough could become affected by inappropriate all day parking acts which can inhibit town centre trade. Research[4] shows that it may be advantageous to displace the 'all day workers' to the periphery of towns to encourage shoppers and tourists into areas of high footfall.

Parking as an Essential Asset

- Parking enforcement can be approached in a number of different ways and it does not have to rely on traffic attendants which can often be viewed negatively by the general public and local businesses.

- The Borough hosts large tourism and sporting events, with the 2017 Irish Open and impending 2019 Open Golf tournaments being the notable headlines, as well as large annual events such as the North West 200, Ould Lamas Fair and Portrush Airshow etc. There is a need to ensure that these events run smoothly and parking provision and management is a critical aspect.

- Parking can help to 'link trips' between various attractions through shuttle bus park and ride services or linked parking tickets etc. This needs to be fully explored, see action point 7.

- An effective parking policy can also increase the length of stay of visitors through incentives rather than reduce it.

- A revenue stream arising from parking can then be used to invest in local facilities. These do not only include the car parks and their associated equipment/management systems but revenues can be used to provide improved cycling and walking links which improve connectivity within the Borough.

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[4] Chartered Institute of Highways & Transportation Parking Strategies and Guidance

- Parking sites can be requisitioned for events or identified for reuse if surplus to requirements, realising significant land values in certain locations subject to review by the Capital Assets Realisation Team (C.A.R.T).

- Parking sites can be used to provide advertising opportunities for local businesses.

- Investment in parking sites can increase user confidence, safety and ease of use.

- Modern parking technology can be used to guide users to individual car parks, advise on availability and provide easy payment options.

- Parking facilities should have appropriate features such as lighting, good signage, white lining and spaces for those with limited mobility.

3.   Best Practice in Parking

In developing the parking strategy, it is important to identify and consider best practice. Parking technology is a particularly evolving area, however there are other principles that apply when seeking to provide the best parking offer to users and wider society.

In general terms, the parking strategy should seek to address the following areas:

- Ease of use in relation to payment options where applicable;

- Increase turnover of spaces in the most desirable locations so that more people can visit per day e.g. areas of town centres closest to shops etc.;

- Improved signage would aid in the redistribution of vehicles wishing to park, and ensure that parking takes place in the most appropriate location;

- Improving access for pedestrians and those with mobility issues will improve the attractiveness of some car parks;

- The perception of safety in car parks is vital for continued use. This could include creating defined areas with perimeter fencing, CCTV and reducing the feeling of isolation at some car park locations could increase occupancy; and

- The setting of parking tariffs can influence parking activity including the level of usage, and hence the traffic generated, the type of user and also length of stay i.e. increased space turnover.

Tariffs and Payment

There are a wide range of approaches to tariffs and payment. When setting parking tariffs, factors that should be taken into account include the price elasticity of parking demand, competition between areas and incentives for the use of off-street parking. When setting tariffs at public car parks, it is good practice to set them at a level so that 10-15% of the space is free at peak times ensuring that drivers will be confident that parking will be available. As surrounding factors change, a review of tariffs in response to particular events should be undertaken regularly i.e. each three year period.

The 'pay on foot' system issues a ticket upon entry which the driver then feeds into a payment machine to calculate the cost for the length of their stay upon returning to their vehicle. The same ticket is then used to exit the car park via the barrier system. A major benefit of pay on foot is that parking enforcement patrols are not required as users pay for the amount of parking they use before being able to leave.

Cashless parking means that users do not have find loose change to pay for their parking. Instead, users can pay online, over the phone or via an app. This also means they are less likely to overpay for their parking, which is something that can occur in a 'pay and display' scenario. Some cities have developed parking 'apps' that assist users to find car parks and spaces and then pay for them electronically. Similarly, parking bay sensors can be used to identify if a space is occupied and then drivers and parking system operators accordingly.

Season tickets can also be purchased by certain users and they then need to display the permit on their vehicle. Season tickets can provide dedicated/assured parking space for those undertaking essential activities (e.g. key workers such as nurses, firefighters etc.) Collaboration with TNI is essential to allow Council to manage off street

car parks effectively and where possible facilitate additional visitor parking to assist with the alleviation of TNI's resident parking issues.

Parking Management

It is important to set out the reasons why some parking acts need to be closely managed. In the first instance, it is evident that with no restrictions on parking, people can park for as long as they want. Whilst this may be acceptable in locations where there is ample parking, it is not the case in most towns or indeed most of the key locations in the Borough where space is constrained or is at a premium.

Having no restrictions effectively limits the number of people who can park in a given place per day. This means businesses see lower footfall and limited parking supply will mean visitors find it hard to park. Rather than providing more parking, the solution in constrained areas is to increase space turnover so that spaces become available more often. It is also worth noting that research[5] in other areas has shown that shopkeepers consistently overestimate the share of their customers coming by car. In some cases[6], this is by a factor of as much as 400%.

Managing parking can mean that some users have to realistically consider whether their trip can be made by other means such as public transport. In the absence of parking controls, users may not have to make this consideration. If this occurs then it frees up parking and road space for others and increases public transport patronage. Similarly, providing park and ride sites means that parking acts can be concentrated in non-central locations and then people can arrive at their destination by bus. This is a much more efficient means of transporting large numbers of people into a particular location.

There is also a balance that needs to be struck between providing sufficient space for all day parkers (typically local workers) and short stay parkers who are often the customers of the same businesses or visitors to the area. In towns, there is not one type of user and therefore the parking restrictions need to be cognisant of this by providing flexible tariffs. In other areas such as at tourist attractions, a set time period is reasonable to allow visitors to see the attraction and then depart, freeing up space for others.

There is always a cost to parking acts. If parking is provided free to the end user, the car park provider has to bear the construction, ongoing maintenance and enforcement costs of the car park (even free sites require some enforcement). Related to this, if the car parks are publicly owned, local residents who don't need to park in the car parks are effectively subsidising visitors who do need to park. However with car park charges in place, this subsidy burden is removed from local residents. There are also ongoing issues with requests for resident's permits to be able to park directly outside their properties. Although this remains an 'On Street' issue for TNI, (see previous) Council will liaise with TNI on how they can assist in areas such as Long Commons in Coleraine and Ramore Avenue in Portrush.

There are also costs to people who are unable to find a parking space. They either have to keep circulating until they find their space or they even may not make the trip again. Costs are also experienced in terms of environmental damage from the congestion associated with circulating vehicles and there are associated impacts on personal health and the visual amenity of individual towns.

It is also worth pointing out that parking price is not a big consideration for retail customers. Numerous research publications[7] have come to this conclusion, and they note that location/convenience and personal safety rank above parking price. Furthermore, recent research[8] into parking conducted by the Welsh Assembly Government noted the following:

"Car park charging should not be viewed in isolation from other factors (availability of parking, signage and traffic flow) which affect willingness to drive in town centres"

"There is very little published evidence which links changes in car park charges to changes in town centre footfall."

"General availability of spaces is felt by visitors to be more important than cost in their overall decision about visiting. Traffic flow and parking signage are felt by visitors to have the same, if not

[5] http://chrisabruns.blogspot.co.uk/2009/10/shoppers-and-how-they-travel.html
[6] 'The relevance of parking in the success of urban centres' - A review for London Councils, October 2012
[7] Key Success Factors, 'In-Town Parking: What Works?' Association of Town Centre Managers
[8] 'Impact of Car Parking Charges', Welsh Government, 2015

greater, effect on their decision to visit the town centre, how long they spend there, and how much money they spend."

Wales is similar in many ways to Northern Ireland, and this research reinforces the point that the introduction of parking charges/controls does not in isolation have a detrimental impact on how town centres perform. The key factor is availability and in locations where space is at premium, the best way to ensure availability is through parking pricing. In other words, if people can't find a space or feel unsafe when parking then those are bigger reasons for not returning than the actual cost of parking.

Examples

To understand potential approaches to parking management within the strategy, a review of similar tourism/leisure locations elsewhere in the UK has been undertaken. These are detailed below and shown on Figure 6.

Cornwall

Cornwall is located on the South-West coast of England. Newquay and St Ives are two of the main towns located on the County's North-Western coastline. Cornwall has numerous beaches which attracts tourists to the county such as Carbis Bay Beach, Fistral beach (Newquay) and Porthmeor Beach (St Ives). Attractions such as The Eden Project, Land's End, Pendennis Castle and The Lost Gardens of Heligan attract tourists to Cornwall.

Twenty five car parks were reviewed and it was found that four of the 25 car parks provide short stay parking and the remaining 21 provided long stay car parking facilities. Tariff charges are approximately £1.40 per hour. Twenty three of the 25 car parks provide seasonal car parking facilities from March 15th to 31st October/30th November each year. Non seasonal parking tariffs are either significantly reduced or free. Ten out of the 25 car parks provide free non seasonal car parking.

Conwy

Conwy, Colwyn and Llandudno are situated on the North Wales coast. Betws y Coed is a village located further inland within Gwydir Forest Park. The area is popular with tourists due to the presence of numerous attractions and beaches such as Conwy Castle, Snowdonia Mountains, Penryn Castle and Llandudno North Shore Beach.

There are a total of 17 car parks within the study area, all of which are charged. Parking tariffs are approximately £1.00 per hour. Reduced parking charges and free car parking generally apply between 18.00 and 08.00.

Northumberland

Northumberland is located on the North-East coast of England. The towns of Bamburgh, Beadnell, Blyth and Seaton Sluice are all situated on Northumberland's coastline with the North Sea. Tourists are attracted to Northumberland's coast due to the presence of local attractions such as Lindisfarne National Nature Reserve (Holy Island), Bamburgh Castle and Dunstanburgh Castle. An abundance of beaches along the coastline also attract tourists to the area such as Bamburgh Castle Beach, Coves Haven and Seahouses South.

There are 10 coastal car parks on the Northumberland coast. A mixture of free and tariff charges apply at each car park. Seven out of the 10 car parks provide free car parking facilities. All day car parking tariffs in Low Newton, Holy Island and Seahouses are approximately £3.50 daily.

Isle of Skye

The Isle of Skye is located off the North-West of mainland Scotland and is the largest of the Inner Hebrides Islands. Portree is the largest town on the island and is situated on the Eastern coast. The abundance of natural attractions and sights on the Isle of Skye makes it a popular destination for tourists such as The Old Man of Storr, Faerie Glen, Dunvegan Castle and Quiraing. There are two car parks in Portree. Car parking tariffs apply in both car parks and are approximately £0.40 per hour.

Isle of Wight

The Isle of Wight is located in the English Channel off the coast of Portsmouth. It is the largest and second most populous island in England and is accessible via ferry or aeroplane. Ryde is the largest town and is a seaside resort on the island, located on the North-East coast. The large town of Newport is centrally located on the island. The Isle of Wight is popular with tourists due to the abundance of beaches in the area. The Needles, Carisbrooke Castle, Appuldurcombe House and Fort Victoria are examples of just some of the attractions which bring tourists to the Isle of Wight.

There are 61 car parks on the Isle of Wight, all of which charge tariffs. Eleven out of the 59 car parks are short stay and there are a total of approximately 4,400 car parking spaces on the island. The short stay car parks charge £1.30 per hour compared to the long stay car parks which charge £1.00 per hour.

Conclusions

This review of sites shows that (1) they are similar to the Causeway Coast and Glens context, (2) they all provide a degree of charged parking, (3) tariffs vary but are generally related to desirability and the proximity to key attractions, (4) they provide a revenue stream for local authorities assisting with offsetting maintenance and other service provision costs, and (5) having parking charges does not discourage use as these are well established destinations.

Figure 6 - Map denoting locations of five main study sites in relation to Northern Ireland
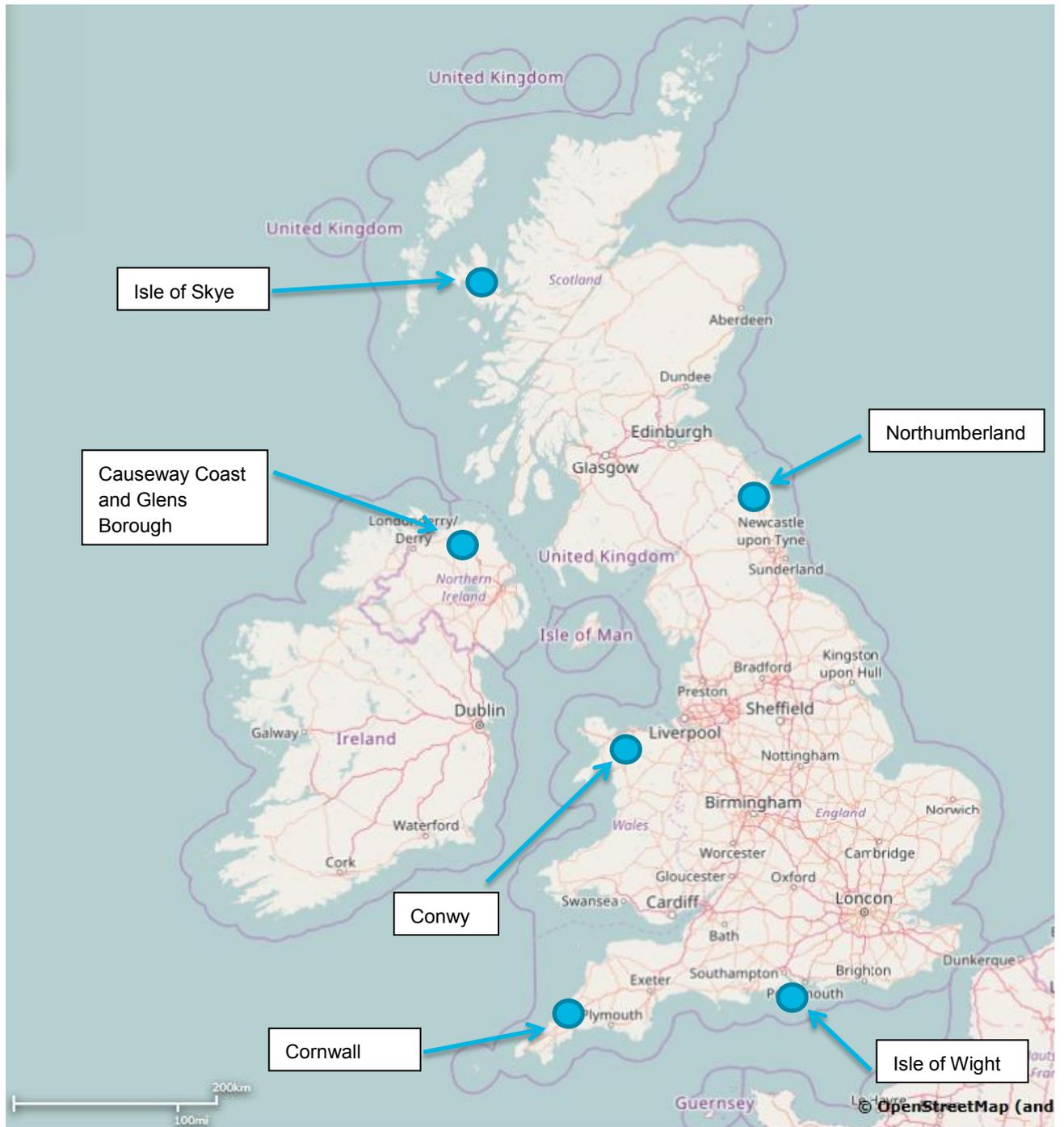
4. The Parking Strategy

4.1 Objectives

A set of objectives for the parking strategy have been developed. These primarily consider the Council's economic, social and environmental objectives and are cognisant of the issues identified to date.

The objectives for the Causeway Coast & Glens Parking Strategy are as follows:

1. Ensuring that parking supports economic vitality within the Borough

2. Ensuring that parking supports tourism and large events

3. Ensuring that parking takes place in appropriate locations and promotes connectivity

4. Providing high quality parking and information, ideally through technology

5. Providing parking for all types of users

4.2 Actions

The individual actions of the parking strategy for the Council are detailed in the following sections. Each is explained in terms of the current and proposed arrangement and a rationale for implementation is also discussed. It should be noted that actions that could be carried out by others have not been considered in this parking strategy.

The actions have been grouped into three main strands:

1. **Parking Management** – covering parking charges, restriction periods and payment systems

2. **Parking Location and Events** – covering key parking locations, alternative usage and arrangements for large events

3. **Parking Quality** – covering the standards of and features within car parks

4.2.1 Parking Management

At the existing ten charged sites in the Borough (Market Yard available November/December), the **tariffs will be reviewed** to determine their validity. This will consider whether an increase or reduction is required, based on local factors and characteristics. This will also include the hours and days of the week where charging is in force. It is considered that maintaining a mix of free and charged car parks in the main towns provides sufficient long and short stay parking opportunities for all user types.

As detailed in preceding sections, it is evident that increased parking management is required at a number of locations. There is also a need to establish a link between parking desirability and price in certain locations.

There are a number of highly popular car parks located within the Borough which are busy during the summer months. Introducing charged parking at those locations will facilitate traffic management improvements and provide a revenue stream associated with usage.

An opportunity exists to introduce **seasonal car parking charges** between March and September. Details would be brought forward to the Council for initial consideration at the following nine locations:

- Ballintoy Harbour Car Park;

- Ballycastle Marina Car Park;

- Portballintrae Beach Car Park;

- Portrush East Strand Car Park;

- Portrush West Strand Car Park;

- Portrush Landsdowne Road Car Park;

- Portrush Dunluce Avenue Car Park; and

- Portstewart Convention Avenue Car Park.

The car parks at Ballintoy, Portballintrae and Ballycastle are all located at highly desirable tourist destinations and also have limited capacity which needs to be managed to encourage turnover.

In Bushmills tour coaches let their clients exit at the Giants Causeway and then park their coaches at Dundarave Car Park in Bushmills to wait for their Clients to finish. Council will liaise with the National Trust who have a lease on the Dundarave Car Park and also Tourism and Development to potentially develop this site to provide increased Coach parking / Park and Ride to the Causeway and also other areas such as Portballintrae, Dunluce Castle, the Causeway Coast through to Whitepark Bay and east across to the Dark Hedges.

In Portrush, which is the centre of the numerous large events that happen throughout the year, there needs to be a strategic approach to car parking provision in order to ameliorate many of the traffic congestion issues associated with people circulating to look for a parking space. There are also currently no parking charges in either Portrush or Portstewart. The car parks identified in Portrush and Portstewart are highly desirable locations and this should be reflected in charged parking. The Convention Avenue car park in Portstewart is also of a suitable size for charging in comparison to the other car parks in the town. Implementing charges at these locations will also provide a revenue stream that means further investment can be made in the parking facilities themselves as well as potentially other key infrastructure such as walking and cycling routes as mentioned previously.

Any future changes to car parks will result in an additional revenue stream. If members were to consider charging in various car parks such as in Ballintoy, Bushmills, Portballintrae, Ballycastle, Portrush and Portstewart, **Officers will investigate the best payment systems available** to include multiple payment options i.e. cash, card and online etc. Any future system should give consideration to high level compliance and low level enforcement. The often negatively perceived traffic attendant patrols should be kept to an absolute minimum but undoubtedly some level of enforcement will be required.

As such, the revenue generated by these sites will be used initially to pay for any new payment systems. It would also be worth considering whether discounted 'linked ticketing' can be provided between these respective car parks given that some users travel to multiple attractions in one day, and incentivised car park ticketing could further encourage this.

The car parks will also be examined to **identify any associated refurbishment required** and new signage will be installed which states the terms of use, operating hours and tariffs applicable.

Associated with these changes, there is the opportunity to provide improved parking information for users as they approach the towns where there is a choice of car parks. At this moment in time it is suggested that **active Variable Message Signage (VMS) is investigated** to be installed on key arterial routes located in certain towns, similar to that already in place at Bushmills for the park and ride site and also in Coleraine. Whilst the long term opportunity exists for in-car / app based parking information to be used to guide users to car parks, this technology is in its infancy and does not have a wide uptake of users. Similarly, visitors to the area are unlikely to be aware of such a facility, never mind download or install the software prior to making their trip.

As such, VMS signage should be considered for installation or updated at the following locations in the first instance as these are towns where users are more likely to be unfamiliar with the parking facilities available:

Portrush:

- approach from east on A2 Bushmills Road

- approach from west on A2 Portstewart Road

- approach from south on Atlantic Road

Portstewart:

- approach from east on A2 Portrush Road

- approach from south on both Coleraine Road and Station Road

Ballycastle:

- approach from west on both A2 Straid Road and Moyarget Road

- approach from south on A2 Mary Street (i.e. west of Cushendall Road and Glenshesk Road junction)

Bushmills / Giants Causeway:

- approach from the south and east towards the Giants Causeway on Causeway Road highlighting alternative parking in Bushmills and Park n Ride facility.

- update existing VMS system to include Dundarave and Millennium car parks

The VMS equipment will be linked to any future payment systems located in the car parks so that live occupancy data can be shared and then displayed. This means that as car parks fill up, users can change their intended parking destination accordingly. This will reduce unnecessary circulating and u-turning trips.

VMS signage in Ballymoney is not required at this time as users are more likely to be those who frequent the town which would mitigate the need for such signage.

Any associated investment regarding VMS would be brought to members for consideration.

Council is also aware of instances of **overnight parking** by campervans at certain key sites located near tourist destinations e.g. Portballintrae Beach Road car park, Whiterocks car park and Magheracross car park on Dunluce Road. There is a need to clarify (1) that some car parks should not be used for this purpose altogether and (2) where overnight parking is permissible, terms and conditions should be developed and consideration given to implement a charging regime. Council will audit existing facilities and consider other areas within the Borough under Council land ownership. This will consider the associated facilities that may be required for overnight use such as aire de service machines, tank emptying equipment and electricity hook-ups. Any consideration needs to take into account our current campervan facilities at various sites including Juniper Hill, Carrick Dhu, Benone, Cushendall, Cushendun, Drumaheglis and Sandhill Drive. This will be done in conjunction with our Leisure & Development Department.

Also, Council should investigate the legalities surrounding those that are non-compliant and what enforcement methods are available for those who park overnight on Council car parks and land.

The Parking Management strategy actions are summarised in Table 1.

Table 1 - Parking Management Actions

Action	Current Arrangement	Proposed Arrangement
Review tariffs at existing charged sites	Ten sites are currently charged. Tariff ranges between 20p – 50p per hour.	Examine tariffs and assess need for change according to local factors.
Consider introducing parking charges	Free parking at: Ballintoy Harbour Car Park; Ballycastle Marina Car Park; Portballintrae, Beach Car Park; Portrush East Strand Car Park; Portrush West Strand Car Park; Portrush Landsdowne Road Car Park; Portrush Dunluce Avenue Car Park; and Portstewart Convention Avenue Car Park.	Consider introducing seasonal parking charges between March and September at these eight sites. Investigate discounted 'linked ticketing' between these car parks to encourage multiple stops per day.
Payment System	None at above car parks. Ten charged car parks across the Borough operated by Pay & Display machines. All other car parks free to use.	Review all car parks and consider best payment system available. Also review free car parks with high occupancy levels that could potentially become charged, i.e. Townhead Street Ballymoney.
Refurbish car parks	Current condition of car parks.	Refurbish the above car parks as required. Install signage, directional pointers, litter bins etc. Possibly improve aesthetics in certain coastal car parks.
Variable Message Signage	Limited VMS signage system in Bushmills and Coleraine.	Consider new systems across the Borough and link to any new system in car parks. Consider updating the Bushmills VMS system to include Council car parks.
Overnight parking	Some sites have facilities, others have none and some appear to be used by campervans to park overnight disregarding "no overnight parking" signage.	Clarify which car parks can be used for overnight parking. Implement charging and hours of use arrangements for those that can be used and explore the ability to carry out enforcement if necessary. Examine need for associated facilities.

4.2.2   Parking Location and Events

A key outcome of the consideration of existing issues is that there are a number of important **activity 'hub' locations within the Borough** that could improve connectivity and stimulate economic development through a strategic approach to parking.

There are considered to be six 'hubs' in this respect, and how these should respectively be developed is considered below:

Bushmills is a key hub given its central location in relation to the main tourist attractions. It already performs a partial hub function through the provision of the park and ride bus service and heritage railway through to the Causeway Head, however there is a need to increase the length of stay of users within the town itself. There are attractions such as the Bushmills Inn and Distillery and the associated retail and food offer complement these amenities.

However the 'scope' of Bushmills could be extended to include Portballintrae, Dunluce Castle, the Causeway Coast through to Whitepark Bay and east across to the Dark Hedges. Developing car parks that provide linkages to these sites should be considered, meaning it may be feasible to introduce walking, cycling or bus links from Bushmills car parks through to these other sites (e.g. along former railway lines to be developed as greenways). We will liaise internally with Tourism & Development and externally with the National Trust who have a lease on Dundarave Car Park.

Portrush is the focus of many small and large events throughout the year, most notably the North West 200 and Portrush Airshow. It is also the location of the 2019 Open Golf Championship. As such, parking provision should be considered strategically within the town, and the first steps in this regard are the introduction of parking charges and VMS as proposed in the previous section. It is recommended that further consideration is given to additional park and ride/share sites in the town that could be used to accommodate peaks in demand associated with these large events, and feasibility work[9] has already been completed to identify potential parking sites. This will consolidate Portrush as a large hub and encourage people to stay in the town for longer, providing benefits to local businesses and leisure providers. This would also reduce congestion and the negative perception that can dissuade people from returning.

Portstewart also plays host to the North West 200 and also hosted the Irish Open in July 2017. The town has a good tourism and leisure offer and appropriate car parking can increase the length of stay of visitors and reduce traffic congestion, improving the visual amenity. In addition to the introduction of parking charges and VMS as proposed in the previous section, there is the potential to further strengthen transport links between Portstewart and Portrush through the strategic provision of park and ride sites along the A2 Coast Road, which already benefits from a regular bus service. This could encourage further businesses to locate along this corridor. Consideration should also be given to linkage between Atlantic Circle car park and the Promenade to encourage better usage of the car park and thus alleviate congestion at peak time on the Promenade.

Ballycastle is a popular seaside town with a good retail offer along its main street. However the distance between the traditional town centre (at the Diamond) and the seafront is around 1km, which means that users may be discouraged from undertaking both beach/seaside activities and retail trips. Parking can encourage this by rewarding longer stays in appropriate locations and conversely increasing turnover at more popular locations, or promoting the use of other sites such as Ann Street car park which is more centrally located but not well signposted. Ballycastle also performs a hub function for Rathlin Island, and parking provision could incentivise leisure trips to the island by allocating some spaces for all-day trip parking at the Harbour car park, or where a parking discount can be obtained when a ferry ticket is purchased. Consideration should also be given to Island Residents who shop and socialise in the town by way of parking permits.

Limavady is located to the west and is centrally located in relation to Binevenagh, Roe Valley, Magilligan Point and Benone Strand. The town centre also has lots to offer, and parking can encourage town centre footfall by offering discounts for visitors. Linkages to the nearby attractions can also be developed from the Council's car parks through appropriate signage and also VMS directing traffic to the free car park on Main Street.

Cushendall and **Waterfoot** are located on the eastern seaboard on the Causeway Coastal Route and are close to a number of other attractions such as Cushendun and its associated beach, Glenariff Forest Park and Waterfall, Torr Head and the Glens of Antrim including Trostan, Slieveanorra and Glendun. Linkages from car parks to these attractions to facilitate walkers and cyclists could be developed along with associated signage. This means that the car parks act as the start/finish point for such routes.

On occasion, enquiries have been made to the Council about **requisitioning particular car parks for events** by various organisations. While these are usually made on an ad hoc and seasonal basis, there is the need for the Council to develop a policy and protocol in relation to these requests. This is related to the need for the respective organisations to hold the appropriate insurance cover, to accept liability for any loss/damage whilst using the car park and for the Council to receive appropriate remuneration, particularly if a charged site is to be used in order to cover loss of revenue. As such, these considerations may rule out certain car parks for such events. We need to liaise internally with the Events Department and Land & Property reference this.

As mentioned before, **parking on the beach** is currently allowed at Benone, Downhill and Castlerock and this is not charged. It is recommended that this approach is reviewed given the popularity of beach parking and the need for sensitive management of these areas of coastline. Parking at these locations is subject to local byelaws, precautionary advice and/or terms and conditions. It is recommended that these are re-examined to determine

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[9] Causeway Coast & Glens Enabling Infrastructure for The British Open Golf Portrush 2019

fitness of purpose and appropriate scope. This study would be carried out in conjunction with the Tourism and Outdoor Recreation service and the Coast & Countryside team.

It is also considered necessary that all of the Council's car parks are reviewed to identify any that are either surplus to requirements as a car park and **which could be used for alternative use, or which can be leased** to third parties. In such cases all assets could be reviewed via the Capital Assets Realisation Team (C.A.R.T) and a conclusion brought to members for consideration. Some car parks are located in areas of high land value, and the Council should consider whether these portions of land can be put to better use. A set criteria list should be developed which considers typical car park usage, the ability of adjacent car parks to accommodate any lost parking supply, the respective location of each car park, planning restrictions or designations and the car park's wider importance to the local community (i.e. if it is occasionally used for events throughout the year). It should consider potential alternative uses, again in consultation with the local community. The approach to leasing should be similar and this should include safeguarding of use by the new occupier. Once a site is identified as suitable for sale/lease, the market can be notified. *note, any such considerations would initially be brought to members.

Table 2 - Parking Location and Event Action

Action	Current Arrangement	Proposed Arrangement
Development of activity 'hubs' within the Borough	Limited performance of hubs at: Bushmills Portrush Portstewart Ballycastle Limavady Cushendall / Waterfoot	Develop each location as a hub: Bushmills – increase scope of town and develop linkages through parking. Portrush and Portstewart – consider additional park and ride sites. Ballycastle – encourage linking of activity from top to bottom of the town via certain incentifications. Promote trips to Rathlin Island through parking provision. Consider parking permits for Island residents who shop in the town. Limavady – offer discounts to visitors who park. Develop linkages from car parks to nearby attractions. Cushendall / Waterfoot – develop walking and cycling links and signage from car parks to nearby attractions.
Car Parks used for events	No formal policy or protocol in place to facilitate usage.	Develop policy and protocol to stipulate requirements for use, remuneration levels, decide which car parks can be used for this purpose.
Beach parking	Free parking currently allowed on Benone, Downhill and Castlerock Strands.	Review need for beach parking and potential for charging; assess existing byelaws, precautionary advice and terms and conditions in liaison with Leisure & Development, Coast & Countryside and external stakeholders.
Car park usage/lease	No specific policy or strategic approach.	Ensure the registry of car park land is transferred to Council from TNI a.s.a.p. Consider each of the Council's car parks according to set criteria. Identify which sites are then candidates for other usage or lease and bring before members for consideration.

4.2.3   Parking Quality

Council is responsible for a total of 79 car parks, some of which are available for general use and some of which are associated with adjacent facilities. A mapping exercise is currently underway by GIS Officers and this total may increase. There is a need to fully understand the current features of all of the car parks so that decisions can be made on where future investment and ongoing maintenance is required. *Note, current contract with TNI expires October 2019, any associated procurement will be carried out prior this date.

The first action within this section is therefore a **full review of existing car park features or lack of**, ascertaining any pertinent issues such as;

- White lining condition and whether there are safety concerns. This will help to determine what level of intervention is needed to bring the car parks up to a higher standard in order to encourage use and increase user confidence. It is also understood that some car parks do not have any white lined spaces, and this means parking acts can be unregulated, reducing the overall number of people who can park.

- Continue to manage the current priority condition table for each car park to ensure any resurfacing work is carried out. A maintenance regime has already been brought before members and features within the capital programme. Work has already been completed in 2016 in The Mall and Abbey Street car parks and work is due to commence in Long Commons and Railway Road car parks this year.

- Lighting. To ensure the smooth transfer of lighting from TNI to Council and upgrade to metered supply. Review lighting in all car parks and to explore movement sensitive LED lighting which is more energy efficient in line with the energy management strategy.

- Cameras. Investigate the possibility of installing cameras that could be placed in certain car parks to offer the customer more safety, deter anti-social behaviour, monitor occupancy levels etc.

- Height restriction barriers. Review seasonal/tourist car parks for the need for height restriction barriers due to complaints about overnight parking.

- Signage. A review of all signage to ensure legislative requirements are met, adequate signage is in place and to phase in the Council logo on all signage.

- Better marketing of Council car parks via local radio advertising campaign. Promote tariffs and the ability of cashless parking, easy parking, and easy pay systems.

- Electric charging points. To investigate implementing additional electric charging points throughout car parks including council facilities such as depots and offices.

Alongside this first task, a **parking manual** should be developed which sets out the desired standard of car parks. This will consider the features mentioned above and will also identify the applicability of the various parking payment systems as well as policies and procedures in relation to issues such as vegetation maintenance, resurfacing, re-lining and gritting during cold weather. Gritting is currently carried out via an agreement with TNI whereby the car parks are gritted on a secondary route by TNI. Liaise with the Councils estates team to ensure a firm arrangement is in place reference gritting and also an inspection schedule for all car parks which will ensure repairs and maintenance will be carried out in a timely manner. The manual will also consider the legal aspects of parking provision such as dealing with illegal encampment in car parks and on other council land.

The need to **provide parking facilities for all user and vehicle** types, in line with section 75 of the Northern Ireland Act is critical. The car parks should be reviewed against guidance and user feedback to ensure they provide an appropriate level of disabled and parent and child spaces within the overall total number of spaces. Such spaces should also be located at an appropriate spot within the car parks, normally next to a key amenity or the entrance to an attraction. Associated facilities such as dropped kerbs to aid wheelchair users and tactile paving for those with visual impairments are also required. This review should also consider the need for motorcycle, bicycle, coach and lorry parking as this need will vary depending on location.

Car parks also provide **revenue opportunities for advertising, mobile trading and possible product placement** as they are often focal points of footfall. This can include billboard advertising which advises users of nearby amenities, product placement as well as portable food stalls such as ice-cream vans and coffee vans.

This already takes place at the likes of East Strand in Portrush via licensed ice-cream vans etc. Using spaces within car parks for these purposes could provide an additional revenue source for the Council and provide valuable exposure to local businesses, although this should be sensitively provided in order to not detract from the visual amenity of many of the Borough's car parks. Local advertisers could then be approached and offered fixed term arrangements in specific car parks, with rates varying depending on site popularity.

Table 3 - Parking Quality Actions

Action	Current Arrangement	Proposed Arrangement
Review of car park features or lack of	Full understanding of existing car park features is not known.	Review each site according to set criteria of features. Identify gaps and address. Consider best practice in provision.
Develop parking manual	No parking manual.	Develop parking manual in order to provide clarity to Council staff. Identify timelines for various interventions.
Parking for all user types and vehicles	Limited understanding of level of provision for different user types.	Assess level of disabled and parent/child parking spaces in each car park and compare with guidance and customer feedback. Allocate spaces according to location within car parks and identify ancillary facilities required. Assess need for parking for motorcycles, bicycles, coaches, lorries and electric vehicles.
Advertising opportunities and mobile food sales	No advertising in car parks, although limited mobile food provision e.g. East Strand Portrush ice-cream vans.	Identify car parks suitable for advertising, mobile trading and possible product placement and assess suitability. Develop advertising and assess rates according to location.
Enforcement	None outside P&D car parks.	Explore legislation to ensure Council has an adequate reactive response process in place to deal with situations as they occur.
Future delivery off-street car parking	Agency Agreement with TNI which will expire 31st Oct 2019.	To explore all future delivery options and deliver a comprehensive competitive tendering process to ensure the best possible service is in place for the provision of car park management/off-street enforcement and a PCN processing service.

4.3   Action Plan

The action plan on the next two page sets out each of the respective actions, and maps them against the objectives presented in section 4.1.

The action plan also allocates a timeframe during which the action should be completed, along with a priority level. In terms of timescales, seven of the actions should be completed within the next 12 months. A further seven should be completed within 24 months and the remaining three should be completed within five years.

In terms of priority, seven of the actions have a high priority level of one which indicates the highest urgency, with the remaining ten have a slightly lower urgency.

	Action	Current Arrangement	Proposed Arrangement	Meets Objective(s)	Timeframe	Priority
1	Review tariffs at existing charged sites.	Ten sites are currently charged. Tariffs range between 20p – 50p per hour.	Annually examine tariffs and assess need for change according to local factors	1,3	0 - 5 years	2
2	Consider introducing parking charges.	Free parking at: Ballintoy Harbour Car Park; Ballycastle Marina Car Park; Ballycastle Harbour Car Park *REMOVED* Portballintrae, Beach Car Park; Portrush East Strand Car Park; Portrush West Strand Car Park; Portrush Landsdowne Road Car Park; Portrush Dunluce Avenue Car Park; and Portstewart Convention Avenue Car Park.	Consider introducing seasonal parking charges between March and September at these eight sites. Investigate discounted 'linked ticketing' between these car parks to encourage multiple stops per day.	1,2,3,4	0 – 1 year	1
3	Payment system.	Ten charged car parks operated by Pay & Display machines. All other car parks free to use.	Review all car parks and consider best payment system available at all sites. Also to review free car parks with high occupancy levels that could potentially become Pay & Display, i.e. Townhead Street.	1,2,4	0 – 1 year	1
4	Refurbish car parks.	Current condition of car parks.	Refurbish the above car parks as required. Install directional signage, extra litter bins etc.	1,2,4,5	0 – 2 years	2
5	Variable Message Signage.	Limited VMS signage system in Coleraine and Bushmills.	Consider installing new systems across the Borough and link to any future pay system in car parks. Update the Bushmills VMS system to include Council car parks	1,2,3,4,5	0 – 1 year	1
6	Overnight parking	Some sites have facilities, others have none and some appear to be used by campervans to park overnight disregarding no overnight parking signage.	Clarify which car parks can be used for overnight parking. Consider implementing charging and hours of use arrangements for those that can be used including enforcement for non-compliance. Examine need for associated facilities in conjunction with Leisure & Development.	1,2,4,5	0 – 2 years	2
7	Development of activity 'hubs' within the Borough.	Limited performance of hubs at; Bushmills Portrush Portstewart Ballycastle Limavady Cushendall / Waterfoot	Consider developing each location as a hub: Bushmills – increase scope of town and develop linkages through parking. Portrush and Portstewart – consider additional park and ride sites. Ballycastle – encourage linking of activity from top to bottom of town. Promote trips to Rathlin Island through parking provision. Limavady – offer discounts to visitors who park. Develop linkages from car parks to nearby attractions Cushendall / Waterfoot – develop walking and cycling links and signage from car parks to nearby attractions.	1,2,3,	0 – 5 years	2
8	Car parks used for events.	No formal policy or protocol in place to facilitate usage.	Develop policy and protocol to stipulate requirements for use, remuneration levels, decide which car parks can be used for this purpose.	1,2	0 – 1 year	1

	Action	Current Arrangement	Proposed Arrangement	Meets Objective(s)	Timeframe	Priority
9	Beach parking.	Free parking currently allowed on Benone, Downhill and Castlerock Strands	Review need for beach parking and potential for charging; assess existing byelaws, precautionary advice and terms and conditions in conjunction with Tourism and Outdoor Recreation service, more specifically Coast & Countryside Team.	1,2,3,4,	0 – 2 years	2
10	Car park reuse/lease.	No specific policy or strategic approach.	Consider each of the Councils car parks according to set criteria. Identify then which sites could be considered as candidates for reuse or lease and notify the market.	1,3	0 - 5 years	2
11	Review of car park features or lack of.	Full understanding of existing car park features is unknown.	Review each site according to set criteria of features. Identify gaps and address. Consider best practice in provision.	3,4,5,	0 – 1 year	1
12	Develop parking manual.	No parking manual.	Develop parking manual in order to provide clarity to Council staff. Identify timelines for various interventions.	2,4	0 – 2 years	2
13	Parking for all user types and vehicles.	Limited understanding of level of provision for different user types.	Assess level of disabled and parent/child parking spaces in each car park and compare with guidance and customer feedback. Allocate spaces according to location within car parks and identify ancillary facilities required. Assess need for parking for motorcycles, bicycles, coaches and lorries and electric vehicles.	4,5	0 – 2 years	2
14	Advertising opportunities/mobile trading/product placement.	No advertising in car parks, although limited mobile food provision e.g. East & West Strand Portrush ice-cream vans.	Identify car parks suitable for advertising, mobile trading, product placement and assess suitability. Develop advertising and assess rates according to location.	1,2,4	0 – 2 years	2
15	Enforcement.	Current enforcement in P&D car parks is carried out through NSL via the TNI/Council Agency Agreement. No enforcement is in place to deter or prevent vehicles parking on Council land causing obstruction at locations such as harbours/marinas/coastal car parks/Council offices/beach access for emergency vehicles etc. This has recently been highlighted via social media and local papers.	To explore by-laws and legislation to ensure Council has an adequate reactive response process in place to deal with situations as they occur. Appropriate signage in place informing the public of the consequences of illegal or inconsiderate parking.	2,3,4	0 - 1 year	1
16	Future delivery off-street car parking.	Current Agency Agreement with TNI which will expire on 31st October 2019.	To explore all future delivery options and deliver a comprehensive competitive tendering process to ensure the best possible service is in place for the provision of car park management/off street enforcement and a PCN processing service.	1,2,3,4,5	0 - 2 years	2
17	Market Yard project	Empty site since 2006?	Multi use facility which will incorporate upwards of 90 to 100 charged car parking spaces.	1,2,3,4,5	0 - 1 year	1