

CONSULTANCY BRIEF

Ilkley Parking Review

Ilkley is an affluent, vibrant town with increasing issues around congestion and parking. Residents are generally professional or professional retirees. There are a variety of shops, bars and cafes and there are car parks in the centre and at the rail station. Yellow lines and limited waiting TROs are extensively used throughout the town to manage parking on traffic sensitive streets. Given the increasing number of modern bars and restaurants, a younger demographic is being drawn to the town at evenings and weekends.

1. Background

1.1 The study will:

- Examine the existing parking arrangements both on street/off street and council owned and privately owned land being used as parking or potentially available for parking;
- Collate traffic regulation order information on parking/time restricted yellow lines and double yellow lines;
- Examine the council's own parking plans for Ilkley around space usage and charging;
- Examine emerging proposals for increased commuter traffic at Ilkley rail station currently being developed by the West Yorkshire Combined Authority;
- Look at demand for different users such as residents, shoppers, shop owners (and staff) and commuters (both bus and rail);
- Identify areas of conflict where road user charging or charging could impact on residential streets;
- Examine the considerations listed below and make recommendations where appropriate.

1.2 The study covers all of the Ilkley Ward but may include surrounding areas such as Addingham, Menston, Burley in Wharfedale and Skipton.

2. The Study and Deliverables

Study

2.1 The study should consider :

1. How to maximise parking in Ilkley considering the various different demands for parking(residential, shopper, commuter, business owner without the need for high investment);
2. How to create extra capacity for parking in Ilkley;

3. Areas where improvements could be made to parking along with associated costs;
4. Improvements to alternative transport modes such as walking, cycling and public transport use;
5. What are the benefits of increasing parking?
6. What is the evidence of the dis-benefits of increasing parking?
7. What are the evidence/case studies on similar affluent towns in the UK where parking demand is high?
8. What are the current national and local political considerations for increasing parking?
9. What opportunities for abstraction of commuter parking could be created as a result of the rail station car park investment programme being developed by the West Yorkshire Combined Authority and its impact on demand levels in Ilkley?
10. How can the health agenda be incorporated into the decision for making a lifestyle towards a different transport choice?
11. What are the options for measuring attitudinal and behavioural decisions towards where someone would choose to park?
12. What are the barriers that prevent local people from using alternative modes of transport?
13. What extent should resident permit parking cover to protect residential parking from commuter/shopper parking?
14. Are local bus services well used and given 90% of the parking at the rail station is by Ilkley residents, do the local hopper buses cover the appropriate residential areas?
15. If the full extent of the UDP in Ilkley is introduced, a further 700 dwellings could be constructed. What would be the impact locally for parking?

Deliverables

2.2 The deliverables from the study are:

- A written report; and
- A presentation to the Portfolio Holder for Regeneration, Planning and Transport and the Ilkley Ward Members.

Study Report

- 2.3 The study report should be submitted in an MS Word format. Any supporting information should be made available electronically.

3. Timescales

- 3.1 It is proposed that consultants be appointed by Friday 16th December 16th 2016
- 3.2 The deadline for a completion of the Report March 17th 2017
- 3.3 The consultant will be required to present the outcome of the study to the Principal Engineer, Traffic and Highways North by Friday March 24th 2017

4. Framework

- 4.1 Following a competitive tender process you were appointed to WYCA's panel of Consultants to provide transport planning consultancy services. As a result of that appointment you have been invited to bid for this work.
- 4.2 If your bid is successful then the services will be provided strictly in accordance with the terms of the Framework Agreement which you entered in to with WYCA.

5. General

- 5.1 The indicative budget for the study is £15,000 - £25,000.
- 5.2 Consultants must disclose any existing conflicts of interest during the bidding process and WYCA reserves the right to specify any restrictions regarding possible future conflicts.
- 5.3 WYCA shall have the right of inspection and audit of all documents and its authorised representatives have the right to make copies and to take these away.
- 5.4 Final payment will not be made until receipt of study output to the client's satisfaction.
- 5.5 All of WYCA's bid documents and any other matters whatsoever disclosed during the bidding process shall/must remain confidential.
- 5.6 Consultants should comply with current legal and professional body requirements relating to market research.

6. The Proposal

- 6.1 A concise proposal (maximum of 5 sides, excluding CVs – using a print size of 10 or above) should be submitted setting out the overall approach to undertaking the key tasks and must include the following information:
- A fixed price bid broken down by staff member costs and days input and including expenses, for undertaking the study. This will be subject to discussion with the Client on the proposed methodology and scope of the study. Claims for expenses additional to the fixed costs would not normally be entertained unless authorised in advance by WYCA.
 - Confirmation that the study timescales can be met including the presentation to Bradford Council.
 - A statement of the names of the proposed project team and other resources that will be used to carry out this study.
- 6.2 Full involvement of the client team will be expected for the duration of the study and due allowance should be made within the fee for the liaison meetings, reporting of progress and production of reports.
- 6.3 An electronic copy of the proposal should be emailed to simon.dvali@bradford.gov.uk by Friday 6th January 2017.

Contacts

- 6.4 Requests for further information or clarification of the brief should be emailed to simon.dvali@bradford.gov.uk in the first instance.
- 6.5 List of Consultees:
- Local Area Traffic Office, Bradford Council
 - Area Coordinators Office, Keighley
 - Parking Services, Bradford Council
 - Planning Department, Bradford Council
 - Ilkley Elected Ward Members, Bradford Council
 - Ilkley Town Council
 - Ilkley Residents
 - Business owners/staff
 - Commuters
 - Local MPs office
 - West Yorkshire Combined Authority
 - Rail Operators
 - Bus Operators
 - Taxi Services

(Contact Simon D'Vali for consultee contact names and numbers)

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