



**WIRRAL COUNCIL
BUSINESS OVERVIEW & SCRUTINY COMMITTEE
4 JULY 2018**

REPORT TITLE	MANAGEMENT OF CAMPERVANS AT COASTAL LOCATIONS
REPORT OF	STRATEGIC COMMISSIONER FOR ENVIRONMENT

REPORT SUMMARY

At the request of Committee this report sets out the background and latest position with respect to the management of campervans at coastal locations.

The effective management of campervans and other visitors to the borough primarily contributes to the Wirral Plan Pledge to achieve a Vibrant Tourism Economy.

To date the presence of campervans has mainly been an issue affecting the Wallasey and New Brighton Wards.

RECOMMENDATION/S

The views of the Committee are welcomed on the issues outlined in this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The effective management of campervans can reduce complaints from local residents and contribute to a vibrant tourism economy.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 Alternative options for the management of campervans are outlined in this report.

3.0 BACKGROUND INFORMATION

- 3.1 During the past twelve months, numerous complaints have been received from residents in New Brighton and Wallasey Wards regarding the overnight parking of campervans and similar vehicles along Kings Parade and Coastal Drive in New Brighton. The concerns have focused on the aesthetics of these vehicles parking at this seaside location along with anecdotal evidence of environmental offences being committed (waste being thrown into the sea etc). Officers have visited the location on numerous occasions and to date there has not been any tangible evidence of environmental or other offences being committed that would warrant formal enforcement action being taken.
- 3.2 It is reported anecdotally that New Brighton is promoted amongst the campervan fraternity as a place to visit, in part due to the availability of free parking. It is also reported anecdotally that a proportion of those people staying in campervans visit the local attractions and make use of the food and drink offer, contributing to the local economy.
- 3.3 In October 2017, Ward Members requested a meeting with officers to look at potential options for the management of campervans visiting New Brighton. The options identified focused on either removing/ discouraging campervans from parking on the highway by regulation (ie. a Traffic Regulation Order to ban or charge for vehicles) or by incentivising such vehicles to park at an alternative off-highway site. A summary of the options discussed at the meeting is appended to this report (see Appendix 1).
- 3.4 As part of the budget process for 2018/19 the Council has, subject to satisfactory completion of legal/ consultation processes, approved in principle the introduction of charges for parking on the highway along Kings Parade and Coastal Drive to raise revenue to pay for the management of these coastal locations. This includes the proposal to charge £20 per night for any vehicle wishing to park overnight (10pm to 8am) which it is anticipated would result in a dramatic reduction in overnight parking by campervans.
- 3.5 In terms of alternative off-highway provision, officers have carried out a preliminary assessment of the potential to use a nearby Council site (off Kings Parade near the Sailing Club) for such a purpose. The development of a dedicated campervan site in New Brighton would be consistent with the

Economic Plan for the resort, published in 2016 by New Brighton Coastal Community Team (a partnership between local businesses, community groups/ organisations and Wirral Council). Even if potential land is available, it is anticipated that significant capital investment would be required for the necessary civil engineering works to create such a facility.

4.0 FINANCIAL IMPLICATIONS

4.1 The estimated income from parking charges along Kings Parade/ Coastal Drive is £65k per annum.

5.0 LEGAL IMPLICATIONS

5.1 There are no specific legal implications arising from this report.

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

6.1 This issue is currently managed from within existing staffing resources.

6.2 The provision of an alternative off-highway site for campervans would have asset implications in terms of the construction/ creation of such a facility as well as its ongoing operation/ maintenance.

7.0 RELEVANT RISKS

7.1 There are no significant risk issues associated with this report.

8.0 ENGAGEMENT/CONSULTATION

8.1 Meetings have taken place with local Ward Members in Wallasey and New Brighton Wards in particular to discuss and develop options for the management of campervans.

9.0 EQUALITY IMPLICATIONS

9.1 There are no specific equality implications associated with this report.

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APPENDICES

Appendix 1: Campervans, New Brighton Promenade – Potential Options

REFERENCE MATERIAL

None

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Business Overview & Scrutiny Committee – Budget Workshop (car parking at coastal locations budget option)	January 2018

CAMPERVANS, NEW BRIGHTON PROMENADE – POTENTIAL OPTIONS

Option:	Details:	Benefits:	Issues/ Risks:
A1. Regulate highway – prohibit campervans	Traffic Order with simple night-time ban (8pm-8am)	<ul style="list-style-type: none"> -Directly addresses the issue raised -Some evidence of inconsiderate parking during daytime peak periods which may not be addressed -Requires minimum number of signs to enforce (approx. 200) and no markings 	<ul style="list-style-type: none"> -Cost of implementation: just over 200 signs (approx. £20k) -Risk of displaced parking into nearby residential areas/ other locations -Risk of objections/ legal challenge to Traffic Order -Only ad-hoc enforcement regime possible in absence of ongoing revenue funding -Need clear criteria for enforcement (eg. DfT motorvan definition?) -Possible effect on tourism/ visitor economy and loss of income to local businesses
A2. Regulate highway – charge for campervans	Traffic Order introducing parking charges eg. £10 campervans overnight (8pm-8am); daytime £1 up to 2 hrs, £2 all day for all vehicles	<ul style="list-style-type: none"> -Directly addresses the issue raised including daytime inconsiderate parking -Creates revenue stream to fund day and night-time enforcement and make implementation self-funding 	<ul style="list-style-type: none"> -Significant cost of implementation: signs, markings and pay and display machines (over £100k) -Risk of displaced parking into nearby residential areas -Signs and machines: cost of ongoing maintenance in coastal environment -Transient nature of some campervans may make it difficult to chase fines -Possible effect on tourism/ visitor economy and loss of income to local businesses

B. Provide alternative off-highway site	Establish and promote dedicated campervan site on nearby Parks & Countryside land with nominal cost (£2 for 12 hours 8-8) to make proposal self-funding and cover cost of signage, hard-standings etc	<ul style="list-style-type: none"> -A more passive approach to discourage/ reduce campervans that will not affect tourism/ local business and not have risk of potentially displacing parking into nearby areas -Potential to provide an attractive campervan/ motorhome offer as part of the tourism/ visitor economy strategy to promote business in New Brighton 	<ul style="list-style-type: none"> -If charge is necessary to make self-funding then may not be sufficiently attractive if campervans can still park on the highway for free -Local residents may not want campervans parking on areas of open space in the locality
C. Combination A1 or 2 plus B	Introduce enforcement and alternative provision in tandem	<ul style="list-style-type: none"> -The most effective method of removing/ discouraging campervans from parking on the highway: regulation/ enforcement combined with a more attractive and cost-effective nearby off-highway location -Potential to provide an attractive campervan/ motorhome offer as part of the tourism strategy to promote business in New Brighton 	<ul style="list-style-type: none"> -Significant cost of regulating the highway as per A1 and A2 above -Local residents may not want campervans parking on areas of open space as per B above
D. No further action	No highway regulation or alternative off-highway site: continue to just take action on any enforceable offences	-No resource implications	-Insufficient evidence re traffic management or environmental effects of campervans to justify significant resources/ action