



**Management of Campervans in Wallasey and New Brighton Scrutiny  
Review  
Report of Business Overview & Scrutiny Committee**

**March 2020**



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## 1. INTRODUCTION

In 2018, the Business Overview & Scrutiny Committee requested that the effective management of campervans at coastal locations in Wirral was added to the committee work programme. Between July 2017 and July 2018, a number of complaints had been received by residents of the New Brighton and Wallasey wards in regard to overnight parking of campervans and similar vehicles in the area, primarily along the Kings Parade and Coastal Drive areas of New Brighton. A Task & Finish Group was established in order to review these issues with campervan parking and to understand resident concerns, whilst ultimately informing the development of a future policy for Wirral to encourage its thriving visitor economy.

As per the scoping document attached as Appendix 1 to this report, it was initially envisaged that the following sessions would take place as part of the scrutiny review:

- Initial session to explore key background information, examine relevant case studies and review any comparable policy or procedures elsewhere in the UK.
- Evidence gathering sessions and focus groups to engage with stakeholders on all sides, in order to gather evidence, information and opinion on current issues and potential solutions.
- Discussion around commercial opportunities to establish a permanent alternative site for campervans.
- Evaluation of the Experimental Traffic Regulation Order (ETRO) implemented in November 2018.

This report sets out the research, engagement and findings of the Scrutiny Review Panel.

## MEMBERS OF THE PANEL

Chair of the Panel – Councillor Lesley Rennie



Councillor Dave Mitchell



Councillor Sarah Spoor



It should be noted that the previous Chair of the Panel, Councillor Pat Hackett, stepped down following his appointment of Leader of the Council in May 2019.

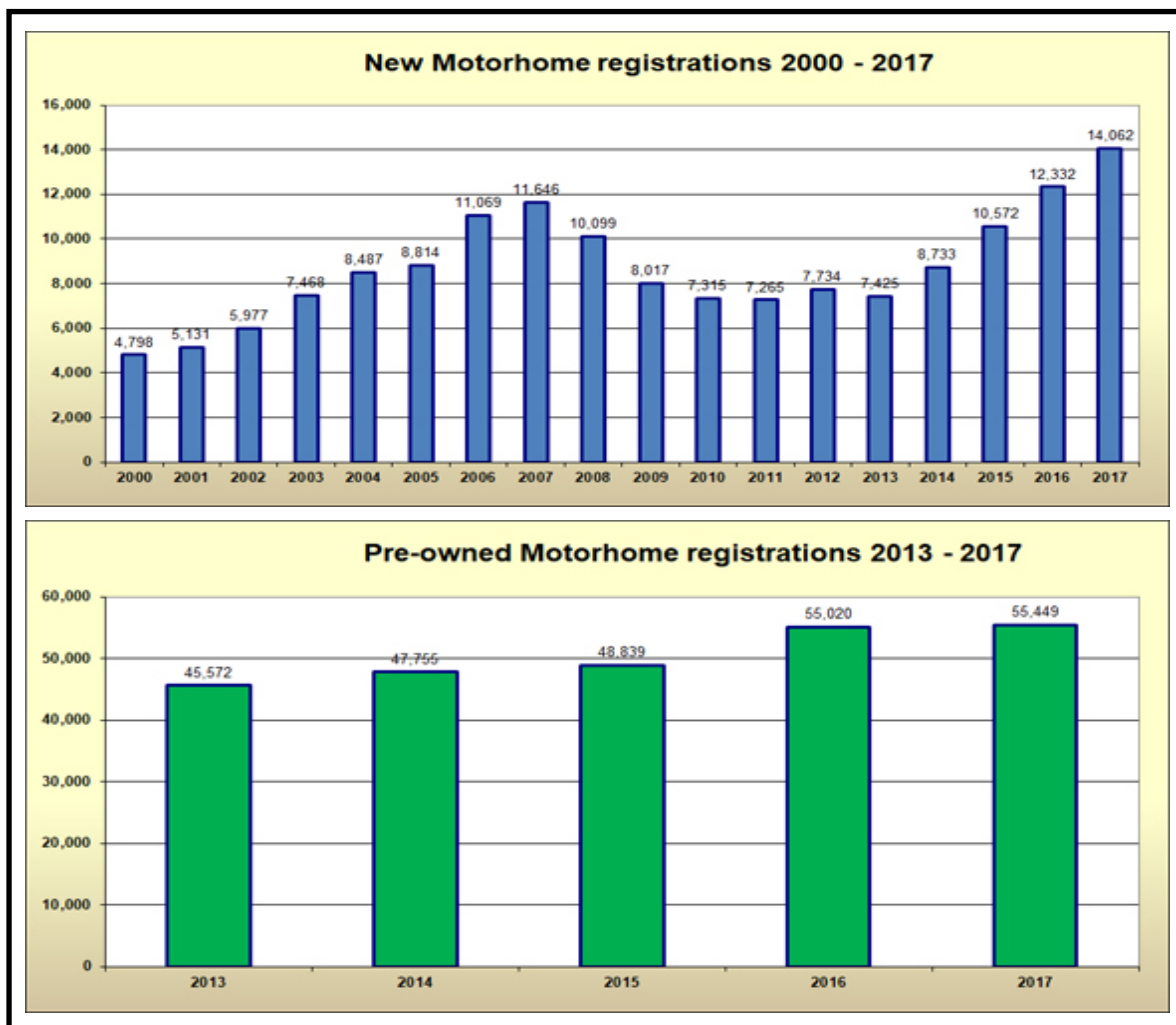
## 2. BACKGROUND INFORMATION

The caravan industry in the UK contributes more than £6 billion per annum to the UK economy, with this revenue primarily a result of product sales, holiday bookings and related services. Across the country, the industry is responsible for the employment of 130,000 people (including part time and seasonal staff).

In 2016, £2 billion was spent on caravan holidays across the UK and 9.8 million domestic caravan holidays were taken – resulting in the region of 50 million nights spent in both static and touring caravans each year.

The UK motorhome market experienced annual growth rates every year until 2008 after which economic difficulties in the UK impacted upon sales of new products. However, sales have since started to climb again (see figure 1).

Fig 1.



Source: National Caravan Council Industry Statistics 2019

In the UK, it is estimated that there are currently in use;

- 555, 000 touring caravans
- 365, 000 caravan holiday homes
- 225,000 motorhomes

A number of different terms are used to describe a motorised vehicle used for camping – generally, campervans are more compact with motorhomes tending to be larger two to six berth vehicles, built on a long wheel base. Motorhomes usually include kitchen and bathroom facilities along with other features generally found in a home (television etc), although some campervans have these facilities.

For the purposes of clarity and continuity, any reference to ‘campervans’ and ‘motorhomes’ in this and any subsequent documentation will be interchangeable and used to cover tourers, motorhomes and any other larger motorised vehicles.

### **3. CAMPERVAN MANAGEMENT IN THE UK**

As part of this review, Members looked at campervan management case studies across the UK to utilise best practice to inform potential policy for Wirral.

There is currently no national guidance for local authorities in the UK regarding the development of motorhome facilities, nor is there a consistent approach nationally. Each individual authority is responsible for the provision of services for motorhomes, and often any action taken tends to be reactive.

Due to a lack of detailed data around workable models for motorhome provision, it is difficult to draw any meaningful conclusions from other authority frameworks. However, the following case studies may help to inform ideas of what ‘best practice’ could look like and how some Councils have started to accommodate the sector, allay resident concerns and ensure stakeholder involvement.

#### **3.1 Exmouth, Devon**

Exmouth is a port town and seaside resort located 11 miles southeast of Exeter. With a population of 34,432, Exmouth is the fifth most populous settlement in Devon. The area has a substantial summer tourist trade and serves as a regional centre for leisure activities -particularly water sports.

In 2018, East Devon District Council identified the issue of increasing number of motorhomes and similar types of vehicles using Exmouth seafront for extended stays. This had been causing growing concern among local residents in recent years (27 complaints over a 3-year period) and had prompted action. Exmouth Town Council, East Devon District Council and Devon County Council convened a ‘task and finish’ forum to look into the issue, and to review how best to manage parking for campervans in the area. Motorhomes were banned from the coastal area between 8pm and 8am in a restriction that reflects Wirral’s current ETRO. Alongside the parking restriction, East Devon District Council also advertised amendments to its off-street parking provision, with three long stay car parks in the area offering overnight motorhome parking with a total of 70 spaces – at a charge of £11 for 24 hours stay, and a maximum of 3 consecutive nights.

Although these new plans are currently still in a trial period for up to 2 years, so far the scheme has been touted as a successful resolution to the initial parking issue.

Cllr Bill Nash of East Devon District Council, who chaired the campervan task and finish forum, made the following comments;

“We want to improve the seaside experience for both camper van owners along with all visitors and residents. We are offering these new arrangements on a trial basis for up to two years to enable us to carefully assess any impact they might have on the town. We will then take views from all parties with the plan to improve facilities still further.”

“After a trial period of twelve months, should the parking after 8pm be taken up strongly within all designated car parks, I would urge the committee to assess the need for extra services such as electric points and foul waste facilities for users.”

“It has been a clear and long-held desire of the majority of residents to implement some restriction on motorhomes to enable more residents and visitors to enjoy our stunning location. This restriction is an example of what can be done when local authorities listen and work together.”

The initial review into motorhome parking in Exmouth assigned £15,000 to implementing on-road parking restrictions. It is forecasted that the introduction of this scheme could also provide an income to the Council of up to £50,000 per year in car parking fees.

Although this scheme is in the trial phase and the long-term implications yet to be realised, it shows that the combination of parking restrictions and an improved off-highway parking offer for campervan users has the potential to provide a successful outcome for campervan management at a coastal location.

Further information can be found at [www.eastdevon.gov.uk](http://www.eastdevon.gov.uk).

### 3.2 Hawick, Scottish Borders

Hawick is a town in the east Southern Uplands of Scotland. It is one of the farthest towns from the sea in Scotland, and the biggest town in Roxburghshire. The population is 14,294 (Census 2011), with the area's main income from the manufacturing trade – Pringle wool was based in Hawick until recently.

In 2011, the Hawick Campervan Welcome Initiative was introduced, with the intention of generating interest from tourists arriving in Hawick looking for facilities and to stay one or two nights in the area. The initiative was actually set up as a private sector led project to enhance the visitor experience in the area, present a positive image of the town and to provide opportunities to the town's tourism and retail sector to improve performance. Scottish Borders Council's Members and planning and economic development departments were consulted and included in the planning process.

Consultation took place in 2012 in connection with the practicalities of putting together a formal plan for campervan users. The initial plan was to pilot a project to set aside bays in one car park for motorhomes – with stays limited to one night, but free of charge. The scheme operates from Easter to the end of September. Those campervan users who have utilised the facility have reported their appreciation of the location and the opportunity to spend the night, despite the limited stay of one night.

Feedback included;

“We congratulate you on the Hawick Campervan Welcome initiative and will do our best to publicise it. This must be the first time we have ever felt welcome in

a town car park. We are often met with indifference or even hostility. We frequently encounter height barriers, we tend to move on to spend our money elsewhere.”

The following statistics show the usage of the car parks for overnight campervan stays – but do not include those who parked during the day and then moved on (see Fig 3).

Fig. 3

**Weekly usage of overnight campervans stays**

<b>Week Commencing</b>	<b>20/4/2012</b>	<b>3</b>
	<b>27/4/2012</b>	<b>1</b>
	<b>04/05/2012</b>	<b>6</b>
	<b>11/05/2012</b>	<b>2</b>
	<b>17/05/2012</b>	<b>2</b>
	<b>24/05/2012</b>	<b>4</b>
<b>Closed 2 weeks</b>	<b>Common Riding</b>	
	<b>22/06/2012</b>	<b>9</b>
	<b>29/06/2012</b>	<b>5</b>
	<b>06/07/2012</b>	<b>4</b>
	<b>13/07/2012</b>	<b>7</b>
	<b>20/07/2012</b>	<b>10</b>
	<b>27/07/2012</b>	<b>14</b>
	<b>04/08/2012</b>	<b>11</b>
	<b>10/08/2012</b>	<b>8</b>
	<b>17/08/2012</b>	<b>11</b>
	<b>24/08/2012</b>	<b>21</b>
	<b>31/08/2012</b>	<b>14</b>
	<b>7/09/2012</b>	<b>10</b>
	<b>14/09/2012</b>	<b>10</b>
	<b>21/09/2012</b>	<b>3</b>
<b>Total</b>		<b>155</b>

There are guidelines for campervan users located at the car park, including encouragement for them to take advantage of facilities in the local area. Local spend by campervan users was captured by way of surveys amongst those visitors using the car park for an overnight stay. On average, £50 was spent per campervan per stay in the local area (in local restaurants, shops and other amenities) with a total income of £7,750 from April to September.

Although a relatively small area against the larger demographic of Wirral (the population of Hawick does however reflect that of New Brighton’s 14,919 residents), the scheme was reviewed after one year and deemed to be a success. A number of outcomes were noted, including increased tourism awareness of the area and its facilities – as well as a small boost to the local economy. It was noted that further funding was required to manage and support the project and increase awareness through additional marketing and improved publicity and project management.

This scheme is an example of the benefits of encouraging campervan users to continue to visit Wirral by virtue of their assumed contribution to the local economy through utilisation of local businesses throughout the duration of their stay.

### 3.3 Gwynedd, Wales

Gwynedd is the second largest authority in Wales in terms of land area and also one of the most sparsely populated. The area covers 2,548 square metres and has a population of 121,874 (Census 2011).

The area has a thriving tourist economy, with many visitors attracted by the many beaches and mountains as well as Snowdonia and the surrounding areas of natural beauty – although this tends to be seasonal. Since 2016, there has been an increase of 5.5% in visitors staying overnight in the region.

In July 2018, concerns were raised by residents and owners of nearby camping sites, that motorhome owners had been camping on Morfa Bychan beach overnight – causing environmental concerns and fears that the beach was becoming an overnight campsite for motorhome users. Some visitors were also reportedly using nearby business facilities and amenities without contribution.

As a result, local Councillors met with local residents and businesses to engage in a new way of encouraging campervan users away from this area of coastline. Warning signs that prohibit overnight sleeping on the beach are in place, with officers issuing initial polite warning notices to those that flout these rules – and Fixed Penalty Notices issued to those who continue to ignore the warnings. There is currently provision for day parking for campervans at a number of Council owned car parks across this region, with a £5.00 charge for 24-hour parking. However, overnight sleeping is prohibited and none of the car parks offer electric charging points or waste disposal facilities.

This course of action has addressed the environmental issues that were caused by motorhome beach parking but does not seem to go any way to promoting alternative services and facilities for campervans – it remains to be seen whether this could have the potential to impact on the local economy in the long term by discouraging tourists.

### 3.4 Other Countries

#### Ireland

There are no local authorities that have developed formal policies on motorhome provision, although Cork County Council published a policy paper on the issue in 2018 (further details on this can be found later in this report).

#### France

France has an extensive network of community run 'Aires de Service' that provide basic facilities for motorhomes, an approach that is reflected in other European countries.

#### Australia and New Zealand

There are a number of communities set up for welcome motorhomes (or 'RVs') and facility standards must be met to achieve this accreditation.

### 3.5 Benefits and Risks



A policy paper issued by Cork County Council identified a number of issues, benefits and recommendations in relation to development of service and facilities for motorhomes in the Cork area.

This study recognised the importance of acknowledging current growth in the touring campervan sector and the benefits to the local area, whilst also carefully considering impact on residents and stakeholders. The paper stated that a well-defined partnership between all parties can mitigate any potential negative consequences.

The following rationale was included in the report:

*Opportunities;*

- Improved local tourism industry
- Increased local spend
- Extended tourist season

*Threats;*

- Illegal Parking
- Increased traffic
- Illegal Dumping

*Recommendations;*

- Support existing caravan and camping parks in the area.  
(Increased signposting and comprehensive traffic management and parking policies to make clear which parking places are available to motorhomes – and at which times they are available. It may be, for example, that vehicles are permitted to stop for short periods on the street or in car parks, but be required to move to alternative facilities, such as Caravan and Camping parks, for overnight stops.)
- Local/Multi-Use Community Provision.
- Direct provision by Local Authorities.

#### **4. CAMPERVAN MANAGEMENT IN THE NORTH WEST**

Currently, none of Wirral's closest neighbouring authorities provide dedicated overnight camping sites for motorhomes, nor any formal policy for the provision of services to campervan users. Further information can be found in Appendix 2 of this report.

#### **5. CAMPERVAN MANAGEMENT ON WIRRAL**

Wirral has long been a destination for tourists, thanks to its natural beauty and close proximity to areas of interest such as Liverpool and Chester. It is reported anecdotally that New Brighton is promoted amongst the campervan fraternity as a place to visit. In fact, a brief internet search returns a number of different posts on campervan websites and discussion boards relating to Wirral. Not only do campervan users promote and endorse New Brighton as a beautiful place to visit,

but also alert other users from across the UK as to the free parking provision (prior to the introduction of the overnight parking ban). 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. A number of online forums relating to campervans in Merseyside have also previously discussed utilising the free parking in New Brighton as a base for a visit to the tourist attractions in Liverpool.

Specific issues raised by local residents in relation to the parking of campervans in New Brighton stated that waste from these vehicles had not been disposed of properly (and allegedly dumped into the sea), as well as concerns raised over the aesthetics of such vehicles parked in a scenic location. Following the reported environmental offences at sites in New Brighton, officers visited the locations on numerous occasions and, as of July 2018, found no tangible evidence of offences committee that would warrant formal enforcement action being taken.

### 5.1 Experimental Traffic Regulation Order (ETRO)

In October 2017, Ward Members met with relevant officers to look at potential options for the management of campervans visiting New Brighton. The options identified during the meeting focused on discouraging campervans from parking on the highway, either by the implementation of regulation (i.e. 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 attached to this report (see Appendix 3).

Following discussion with Department for Transport and other Local Highway Authorities, an Experimental Traffic Regulation Order (ETRO) was introduced in November 2018. This order prohibits the 'waiting of motor caravans between 8pm to 8am' and places 24 hour waiting restrictions on the approach roads leading to the two cul-de-sacs of Kings Parade and Coastal Drive (see figure 2)

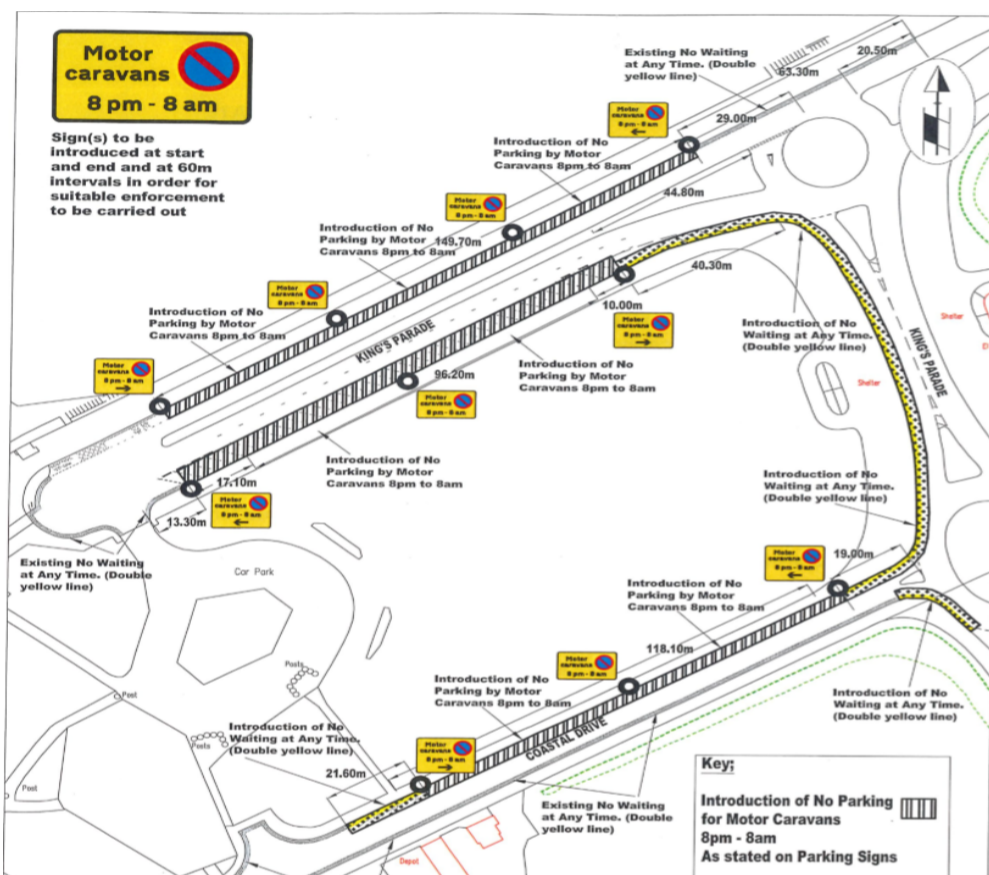


Fig. 2

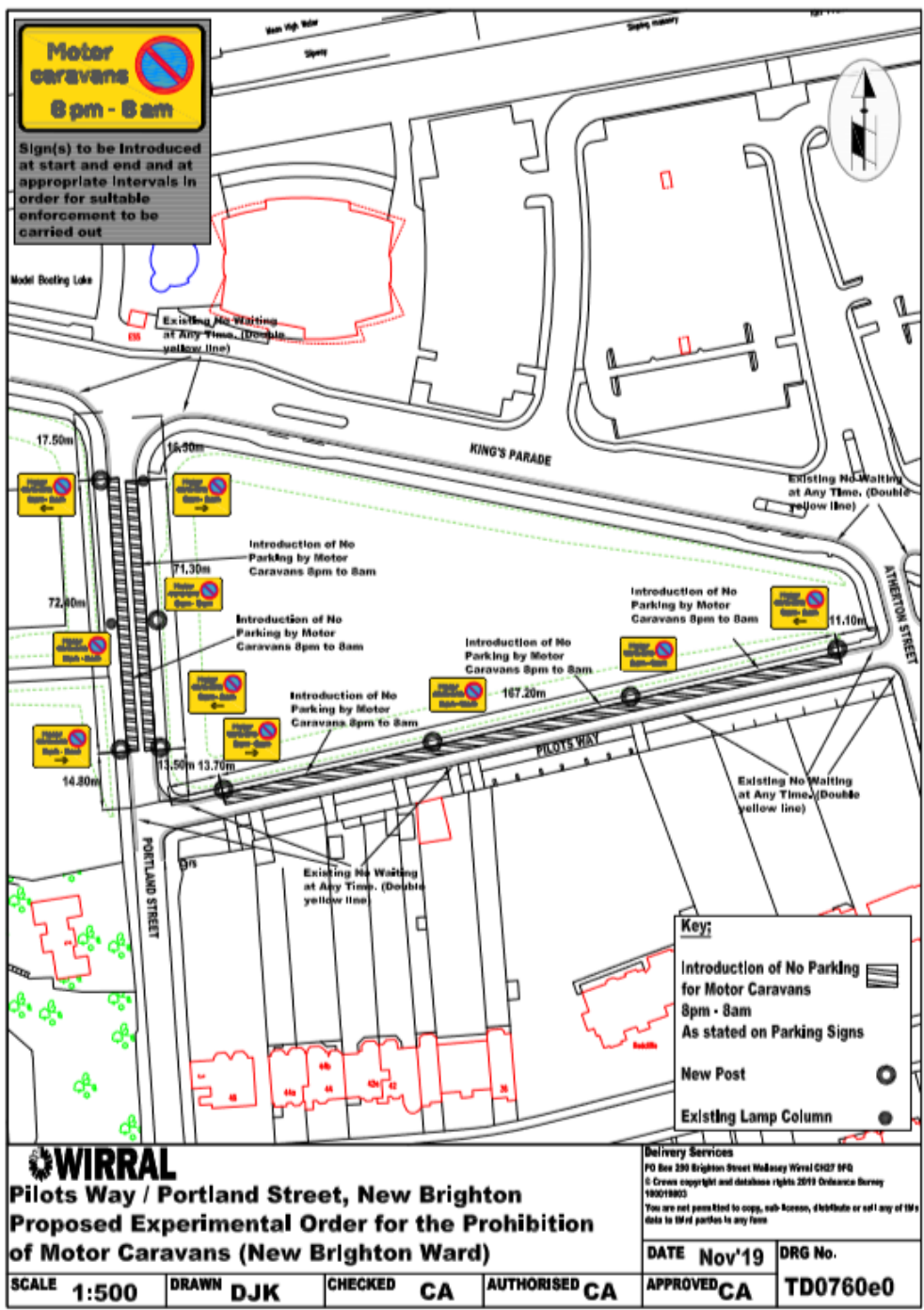
The scheme was introduced to assist in preventing overnight stays by motor caravans and to act as a deterrent to stop such vehicles from parking there. A traffic sign has been erected in this area to show restrictions and will be used without road markings but with repeater signs in use along the length of the restriction. Parking officers proposed to have the restrictions in place for a maximum period of 12 months, with measures monitored and assessed during the first six months, including consideration of any comments or objections. It was proposed that this would provide a flexible approach to allow for immediate feedback on the success of the scheme and minor changes. The ETRO came into operation during November 2018 and was initially to be in place for 12 months but was extended during August 2019 to run for 18 months (expiring in May 2020). This was to allow for any further comments or objections to be made during the summer period. A period of 18 months is the maximum period an experimental order can be in place.

At the time of publication, a decision on the permanency of the ETRO at Kings Parade and Coastal Drive had not yet been taken.

One of the potential risks identified as part of this review was the possibility that the introduction of the ETRO set out above, whilst addressing the immediate issue in that area, was likely to cause displacement – with those wishing to park their motorhome overnight simply doing so elsewhere along the stretch of promenade.

In December 2019, a similar set of overnight parking restrictions were established along Pilot's Way and part of Portland Street, New Brighton. Members of the public will be given the opportunity to make representations within six months, with possible modifications to the order as a result of comments received in this period. The overall duration of the ETRO will be 18 months (expiring in June 2021) when a decision will be made as to whether the order should continue indefinitely. The area affected as part of this ETRO can be found in figure 3 below;

Fig. 3



### 5.2 Stakeholder Session

One of the key objectives of this scrutiny review was “to understand the current issues around campervan parking on Wirral; with particular focus on resident concerns and environmental impact”. In order to ensure that local residents and motorhome users were given a voice as part of this review, a focus group was convened for Elected Members to take part in open discussion with stakeholders so that their comments may be taken forward as part of plans for any future provision for campervans. Local residents from New Brighton and Wallasey were in attendance, along with the Chair of the Wellington Road Conservation Area

Committee, a member of the New Brighton Coastal Community Team and the Cabinet Member for Regeneration and Growth.

Mr C Leckey, a seasoned motorhome user and member of the New Brighton Coastal Community Team, presented his views to the panel on the introduction of the ETRO on Coastal Parade in Wallasey. Mr Leckey's concerns centred around Wirral's reputation as a welcoming location for motorhome users and he expressed his worries regarding the detrimental impact that the ETRO had seemingly had within regional motorhome communities. The lack of engagement and fact that the ETRO had been imposed very quickly were key issues that had caused alarm within campervan communities, with motorhome users feeling that they had been targeted over other irresponsible general motorists. Mr Leckey was keen to assure Members that a number of resident concerns, particularly in relation to environmental implications, were a result of a small number of reckless motorhome users, and to penalise the whole community of campervan enthusiasts was not a proportionate response. Mr Leckey suggested the Wirral bases its provision for campervans on the New Zealand model – stating that they have an incredibly organised and efficient approach to campervan use, with self-contained sites, clean facilities and security controls.

Mr K McGonigle, a resident of New Brighton and motorhome user, echoed Mr Leckey's comments in relation to the common confusion between responsible campervan users and those that live in the vehicle overnight. Mr McGonigle stated that the vast majority of motorhome users are incredibly 'green-minded' and that the nature of owners is that they stay in a certain area for 1-2 days before moving on. A number of thoughts were provided as to a possible future solution including a suggestion to restrict motorhome parking in Wallasey and New Brighton to a 48 hour maximum stay, in order to discourage any long-term parking and associated problems.

Members also took representations from Mr H Batterbury, Chair of the Wellington Road Conservation Area Committee. As a local resident, Mr Batterbury was keen to emphasise the importance of parking restrictions as a way to preserve the character of the local area and the wellbeing of the local community. The Wellington Road conservation area was established in 1973 as a way to improve local housing stock and has successfully achieved this objective over the years. Alongside his concerns around previous overnight campervan parking causing the area to become an 'unregulated campsite', Mr Batterbury also apprised Members of the impact on parking for local residents. On-street parking around Pilot's Way in particular has been difficult and for residents with garages in this area, it is incredibly problematic for them to move their own vehicles whilst large motorhomes are parked along the highway. Mr Batterbury stated that a more holistic approach to parking in the area is needed, with further understanding of how congestion along with promenade impacts on pedestrian and cycling amenities, displacement of motorhomes to other areas, and ultimately the implications for the area as a local visitor attraction.

In addition, two Wallasey residents with homes very close to the Coastal Drive promenade expressed their views to the Panel. Mrs J Foster expressed her gratitude for the introduction of the ETRO in the area, stating that the parking of motorhomes on the highway had created an unwelcome environment and that campervans were often parked for days on end, leaving no space for visitors to the area. In addition to this, there were a number of superficial impacts such as spoilt views. Mrs J McCallum presented an overview of the situation for local residents prior to the introduction of the ETRO, stating that the roads were dominated by motorhomes, with uncaged water and gas bottles as well as generators littering the highway. Parts of Kings Parade were used for tables, chairs and other motorhome accessories meaning difficulty for wheelchair and mobility scooter users in navigating the area. In addition, Mrs McCallum asserted that she had witnessed a number of environmental hazards; with the public conveniences on Harrison Drive used for disposal of the contents of chemical toilets, overflowing litter bins and waste emptied onto the beach. Since the overnight parking ban was introduced, both residents reported that there is now more visitor parking and that residents feel safer, as well as there being a noticeable improvement in the general appearance of the area.

There was consensus amongst all stakeholders in attendance, including the Cabinet Member for Regeneration and Growth, that a sustainable and properly managed site for motorhomes on Wirral is the best long-term solution.

## **6. FINDINGS AND RECOMMENDATIONS**

As a result of this scrutiny review, a number of crucial findings were gathered;

- i) Initial evaluation of the effectiveness of the Experimental Traffic Regulation Order along Kings Parade and Coastal Drive has shown that the prohibition of overnight parking in this area has proven to be a successful resolution to previously reported concerns. The Panel therefore endorse that this order be made permanent following cessation of the initial 18 month temporary order in May 2020.
- ii) As expected, displacement of these vehicles has occurred and caused similar issues in alternative areas of New Brighton. Although similar restrictions are currently in place along Pilot's Way in New Brighton, it is clear that an aspirational, integrated and holistic approach to the management of campervans in Wallasey and New Brighton is necessary, to continue to encourage visitors to the areas whilst reducing any detrimental impact on local residents and communities.
- iii) There is a clear need for an alternative off-highway provision with dedicated facilities for motor caravans at a central location along the North Wirral coast. Whilst the Panel recognise that there will be inevitable financial implications, capital investment and significant resource involved

in identifying the most suitable site, Members suggest that such a facility could become self-financing or even income generating in the long-term.

The Management of Campervans in Wallasey and New Brighton Scrutiny Review Panel request that the Business Overview & Scrutiny Committee;

1. Approve the findings of the Scrutiny Review Panel.
2. Refer this report to the most relevant committee within the new governance arrangements for 2020/21 for consideration so that these findings might be used to inform future provision for motor caravans at coastal locations.

## **Scrutiny Review Scoping Template**

**Review Title: Campervans Scrutiny Review**

**Responsible Committee: Business Overview and Scrutiny Committee**

**Date: 5<sup>th</sup> November 2018**

<b>1. Contact Information:</b>	
<b>Scrutiny Panel Chair:</b>  Cllr Lesley Rennie <a href="mailto:lesleyrennie@wirral.gov.uk">lesleyrennie@wirral.gov.uk</a>	<b>Lead Officer:</b>  Mark Smith <a href="mailto:marksmith@wirral.gov.uk">marksmith@wirral.gov.uk</a>
<b>Panel Members:</b>  Cllr Dave Mitchell <a href="mailto:davemitchell@wirral.gov.uk">davemitchell@wirral.gov.uk</a>  Cllr Sarah Spoor <a href="mailto:sarahspoor@wirral.gov.uk">sarahspoor@wirral.gov.uk</a>	<b>Scrutiny Officer(s):</b>  Alexandra Davidson <a href="mailto:alexandradavidson@wirral.gov.uk">alexandradavidson@wirral.gov.uk</a>
<b>2. Review Aims:</b>	
<b>Wirral Plan Pledge/s:</b>  “Vibrant Tourism Economy”	
<b>Key Issues:</b> <ul style="list-style-type: none"><li>• Members have identified issues relating to the overnight parking of campervans at coastal locations in Wirral; notably within the New Brighton and Wallasey wards. Resident concerns have highlighted the need for effective management of these campervans.</li><li>• An Experimental Traffic Regulation Order (ETRO) has been introduced to prohibit overnight waiting of campervans in the Kings Parade/Coastal Drive area of Wallasey. Monitoring and assessment will take place during the first six months of the order.</li></ul>	
<b>Review Objectives:</b> <ul style="list-style-type: none"><li>• To understand the current issues around campervan parking on Wirral; with particular focus on resident concerns and environmental impact.</li><li>• To help inform the development of an all-encompassing campervan policy for Wirral, including potential affiliation with the Culture and Visitor Strategy.</li><li>• To contribute to a series of recommendations to ensure the effective management of campervans at coastal locations, and across Wirral.</li></ul>	
<b>Scrutiny Outcomes:</b>	



- To ensure that Wirral develops a comprehensive and inclusive campervan policy that meets the needs of existing residents, whilst encouraging Wirral's thriving tourism economy.

## 2. Risks and Implications

### Potential Risks/Implications:

- Members have identified that any temporary or permanent Traffic Regulation Order has the potential to displace parking to other areas of the local vicinity, thus causing possible disruption to other residents.
- In addition, discouraging a high number of campervan users from utilising Wirral's amenities has potential to impact the local economy of the area.
- It should be noted that reference to campervans and motorhomes within this review relates to recreational vehicles only and does not include the traveller community.

## 3. Review Plan

### Review Approach:

It is proposed that the scrutiny review will comprise of a number of Member discussions and evidence gathering sessions.

- An initial session will be convened for Members to explore key background information; including examining case studies, reviewing similar local authority policies and benchmarking against comparable procedures elsewhere.
- Evidence gathering session; Communication will be arranged with residents affected by current issues, along with a separate session to engage with campervan users. Potential methods of information gathering will include focus group style conversations, surveys and feedback.
- Discussions with key departmental officers to discuss potential opportunities and implications of campervan management on the visitor economy, and possible commercial solutions.
- A session will be arranged to evaluate the initial effectiveness of the Experimental Traffic Regulation Order.
- Review conclusion and recommendation setting.

### Expected Review Duration:

6 Months

### Scheduled Committee Report Date:

July 2019

**Scheduled Cabinet Report Date:**

August 2019

**4. Sources of Evidence:****Key Witnesses:**

- Assistant Director, Culture and Visitor Economy
- Senior Manager, Parks Coast and Countryside
- Parking Services Team

**Supporting Papers / Documentation / Wirral intelligence Service Website:**

Supporting documents are likely to include, but not be limited to, the following:

- Committee reports and Member briefing notes – including ‘Management of Campervans at Coastal Locations’ and ‘Management of Campervans at Coastal Locations – Update Document’.
- Case study documents detailing policies at other local authorities.
- Relevant legislation.
- Experimental Traffic Regulation Order (ETRO) document.
- Relevant news articles.
- Survey and questionnaire feedback.

**Involvement of service users / public:**

- The review will engage with local residents who have previously raised issues with campervans. Members will also look to engage with campervan owners who frequent Wirral, in order to understand their needs. This is likely to be through the format of face to face interviews and/or questionnaires.

**5. Key Communications and timings:****Cabinet Member:**

- The scope document will be shared with the relevant portfolio holder at the start of the review.

**Press Office:**

- The press office will be notified of commencement of scrutiny review, and the scope document will be sent on approval for information.

## APPENDIX 2

Local Authority	Dedicated Council Site	Parking Costs	Overnight sleeping permitted?	Notes
Cheshire East	No	Variable dependent on car park.	No	Council car parks limit parking vehicles to cars and LGVs below 3.5 tonnes Where the motorhome does not fit in one bay, two tickets must be purchased.
Cheshire West and Chester	No	Motorhomes must pay the coach tariff of £10 for more than six hours.	No	Only 1 car park in Chester that accommodates larger vehicles.
Halton	No	Variable dependent on car park	No	Limited information on parking for larger vehicles, with height barriers in operation at many car parks in the area.
Knowsley	No	Over 3 hours - £2.40	No	Long stay car parks (for up to 9 hours) available in Huyton, Kirby and Prescot.
Sefton	No	Variable dependent on car park	No	Some car parks are too narrow for motorhomes (such as Crosby).
St Helens	No	N/A	N/A	No designated motorhome parking areas.
Warrington	No	N/A	N/A	No designated motorhome parking areas at Council car parks but private facilities in the area are openly promoted. (Such as Lymm Services and Taylor Business Park)

## APPENDIX 3

### 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"> <li>-Directly addresses the issue raised</li> <li>-Some evidence of inconsiderate parking during daytime peak periods which may not be addressed</li> <li>-Requires minimum number of signs to enforce (approx. 200) and no markings</li> </ul>	<ul style="list-style-type: none"> <li>-Cost of implementation: just over 200 signs (approx. £20k)</li> <li>-Risk of displaced parking into nearby residential areas/ other locations</li> <li>-Risk of objections/ legal challenge to Traffic Order</li> <li>-Only ad-hoc enforcement regime possible in absence of ongoing revenue funding</li> <li>-Need clear criteria for enforcement (eg. DfT motorvan definition?)</li> <li>-Possible effect on tourism/ visitor economy and loss of income to local businesses</li> </ul>
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"> <li>-Directly addresses the issue raised including daytime inconsiderate parking</li> <li>-Creates revenue stream to fund day and night-time enforcement and make implementation self-funding</li> </ul>	<ul style="list-style-type: none"> <li>-Significant cost of implementation: signs, markings and pay and display machines (over £100k)</li> <li>-Risk of displaced parking into nearby residential areas</li> <li>-Signs and machines: cost of ongoing maintenance in coastal environment</li> <li>-Transient nature of some campervans may make it difficult to chase fines</li> <li>-Possible effect on tourism/ visitor economy and loss of income to local businesses</li> </ul>

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	-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	-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	-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	-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