

15<sup>TH</sup> JUNE 2022

<b>REPORT TITLE</b>	<b>PROPOSED HACKNEY CARRIAGE STAND VICTORIA ROAD, NEW BRIGHTON</b>
<b>REPORT OF</b>	<b>DAVID KIRK, TEAM LEADER – TRAFFIC NETWORK MANAGEMENT</b>

## **REPORT SUMMARY**

This report considers two objections submitted during the formal advertisement period of the proposal to introduce an evening Hackney Carriage Stand for two vehicles on Victoria Road, New Brighton. Further details of the originally proposed restrictions can be seen on plan No. Marine-TRO-03 in Appendix A to this report.

One of the key themes in the Wirral Plan 2025 vision is to provide safe and pleasant communities. By generally making roads safer for cyclists, pedestrians and other road users, this scheme will contribute to the key priorities set out within the current plan by encouraging the use of public transport and therefore reducing parking congestion.

This matter affects the New Brighton Ward.

This matter is not a Key Decision.

## **RECOMMENDATIONS**

The Interim Assistant Director for Highways and Infrastructure is requested to:

- (1) Note the objections received and the Officers' responses; and
- (2) Approve the proposal to introduce an evening Hackney Carriage Stand for two vehicles on Victoria Road, as shown on attached drawing No Marine-TRO-03 in Appendix A to this report.

## **SUPPORTING INFORMATION**

### **1.0 REASONS FOR RECOMMENDATIONS**

- 1.1 Whilst the objections are noted, and concerns considered, the introduction of an evening Hackney Carriage stand will help to reduce parking congestion whilst assisting the nighttime economy and reducing potential anti-social behaviour by transporting people out of the area when the restaurants and other entertainment venues close of an evening.

### **2.0 BACKGROUND INFORMATION**

- 2.1 Due to requests from local businesses and from the local Hackney Carriage trade, it was proposed to introduce an evening Hackney Carriage Stand on Victoria Road, near to the bars and restaurants. The stand is to operate between 11pm and 6am.
- 2.2 The proposal is being put forward in the interests of improving parking congestion in the area, reducing the reliance on the private motor vehicle and to assist with moving visitors out of the area once the bars and restaurants close.

### **3.0 PUBLIC CONSULTATION**

- 3.1 The statutory advertising process for the proposal included publication of notices on the roads and in the press on the 16th of February 2022 with a deadline for comments of 11<sup>th</sup> March 2022. All party spokespersons and Ward Members were informed.
- 3.2 As part of the consultation exercise for this scheme, letters were also delivered to directly affected properties. In addition, consultation was undertaken with the Active Travel Forum, Emergency Services, Freight Transport Association, Road Haulage Association, and Merseytravel.
- 3.3 During the objection period, two individual objections were received against the proposals.
- 3.4 Objector 1 argues that the location of the stand is directly outside their living room window so the noise levels from customers or from the taxi engine will affect their sleep. The objector proposes that the stand be located elsewhere in the vicinity such as by the supermarket or near to the roundabout. The objector is supportive of Victoria Road having a night time economy but residents do not want to deal with additional noise levels.
- 3.5 Objector 2 argues that the proposed location is directly outside a café / bar where the footway is narrow and there are already difficulties for pedestrians trying to pass due to outdoor tables and chairs. The objector argues that other locations on Victoria Road and the surrounding streets would be more suitable.

- 3.6** In response; The location was chosen as it is central, very close to the evening establishments and the hackney carriages and their lights will be visible from most vantage points in the area. This would assist potential customers and also other hackney carriage drivers who would be able to see clearly if there is room on the stand. This was agreed with a hackney carriage trade representative as part of a wider scheme for New Brighton.

With regards to concerns relating to Hackney Carriages idling, Wirral Council has adopted 'anti-idling' regulations, to enable fixed penalty notices to be issued to drivers in Wirral who refuse to switch off their engines when asked and that regulation could be enforced at this location, if needed.

With regards to the footway widths, the location was chosen partly due to a wide footway width adjacent and being in a fairly long parking lay-by set back from the carriageway. The footway width between Rowson Street and Waterloo Street is too narrow. The footway width between Windsor Street and Richmond Street is sufficient but the parking layby is too short in length to allow for the hackney carriage stand along with maintaining sufficient levels of other overnight parking that might be needed by local residents in that layby.

The location near to the former supermarket is too far away from where the main demand would be.

#### **4.0 FINANCIAL IMPLICATIONS**

- 4.1 The projected cost of implementing these works is approximately £2,000 which will be funded from the 2022/23 Traffic Signs and Lines Revenue budget. Future maintenance costs for any associated road signing and lining will need to be met from the limited highway maintenance revenue budget.

#### **5.0 LEGAL IMPLICATIONS**

- 5.1 There are no specific implications under this heading arising from the recommendation of this report.
- 5.2 The maintenance of highways, promotion of road safety and the management of traffic are statutory duties for the Council.
- 5.3 The council has a statutory duty to communicate and consult specific customers for highway improvement schemes where the council intends to implement Traffic Regulation Orders (restricting access, waiting or parking); or to alter the speed limit under the Road Traffic Regulation Act 1984.

#### **6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS**

- 6.1 Existing staff resources will be used to deliver this project

#### **7.0 RELEVANT RISKS**

7.1 Failure to undertake the proposed scheme would result in a failure to support the Council's existing Corporate Goals and Objectives.

## **8.0 ENGAGEMENT / CONSULTATION**

8.1 As part of the consultation exercise for this scheme letters were delivered to local residents and businesses in the vicinity of the scheme, informing them of the proposals. In addition, consultation was undertaken with Party Spokespersons, Ward Members, Active Travel Forum, Emergency Services, Freight Transport Association, Road Haulage Association and Merseytravel. Notices of intent for the scheme were also publicly advertised.

## **9.0 EQUALITY IMPLICATIONS**

9.1 This scheme has been subject to an equality impact assessment.  
A copy can be found at:-

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2017/delivery>

## **10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS**

10.1 This area hosts an increasingly popular and developing night time economy with limited parking availability nearby. It is intended that the hackney carriage stand will assist with reducing the reliance on private motor vehicles and therefore reducing parking congestion in the area.

## **11.0 COMMUNITY WEALTH IMPLICATIONS**

11.1 The area in the vicinity of Victoria Road is host to an emerging and increasingly successful night time economy, which will no doubt provide jobs and other improved facilities for the local area. Some of the local businesses have requested the assistance of the council, where possible, in helping with their aspirations for the area.

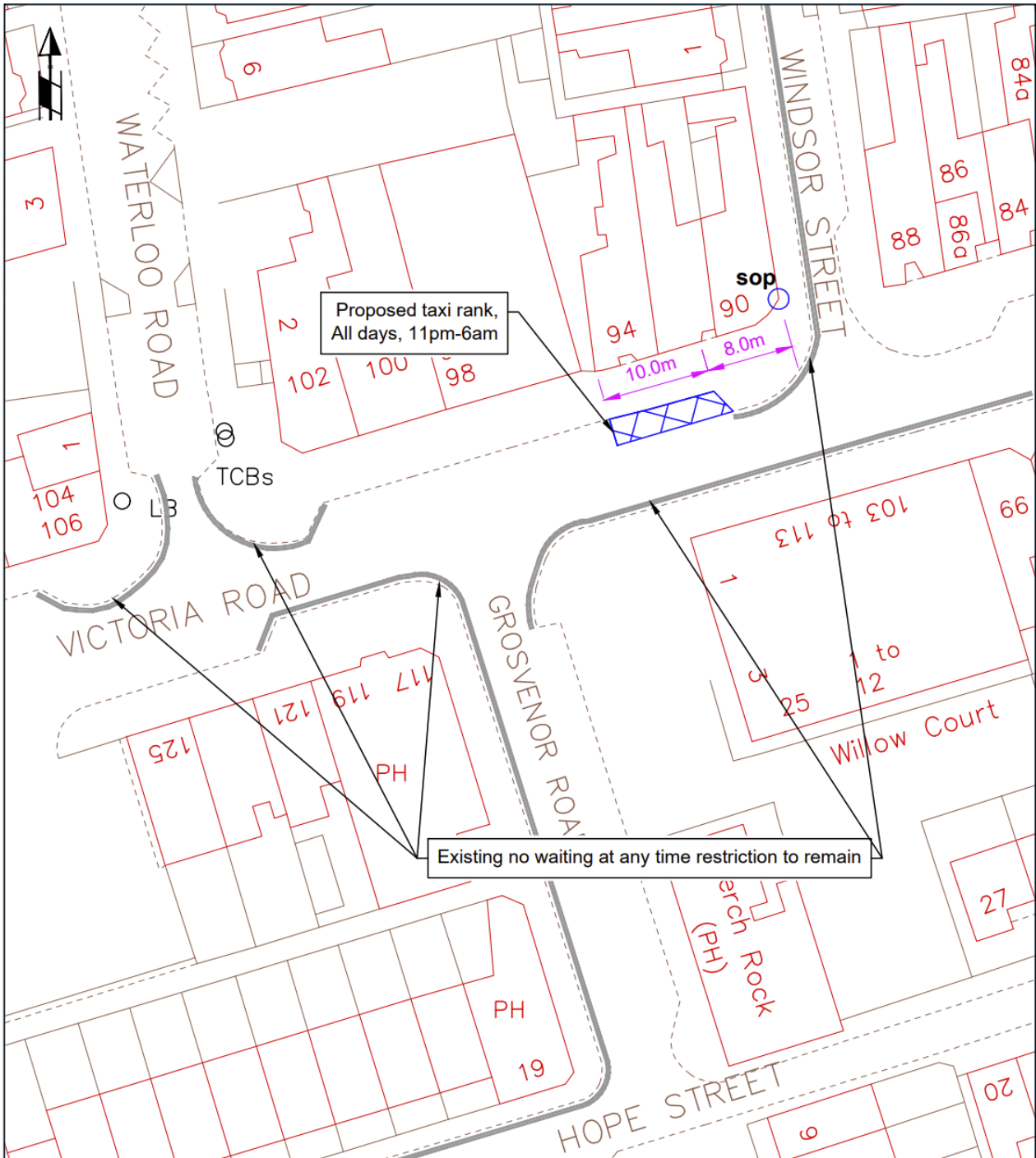
11.2 Sustainable travel is at the heart of the emerging Local Plan. This scheme will have a positive impact on supporting active travel and encouraging modal shift away from the private motor car, as well as supporting the local economy in that area.

**REPORT AUTHOR:** *Joanne Evans*  
*Senior Traffic Engineer – Neighbourhood Services*  
email: [joanneevans@wirral.gov.uk](mailto:joanneevans@wirral.gov.uk)

## **APPENDICES**



*Appendix A - Drawing MARINE-TRO-03 – Proposed On-Street Parking Provision,  
Marine Promenade – Victoria Road*


APPENDIX A



Proposed taxi rank,  
All days, 11pm-6am

Existing no waiting at any time restriction to remain

- KEY:**
-  Proposed Taxi Rank, All Days, 11pm-6am.
  -  Existing No Waiting At Any Time Restriction

 <b>WIRRAL</b> Proposed On-Street Parking Provision Marine Promenade - Victoria Road (New Brighton Ward)				Neighbourhood Services PO Box 290 Brighton Street Wallasey Wirral CH27 9FQ © Crown copyright and database rights 2020 Ordnance Survey 100019803 You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form							
SCALE	1:500	DRAWN	CD	CHECKED	DK	AUTHORISED	CA	DATE	AUG 2021	DRG No.	
						APPROVED	CA			MARINE-TRO-03	

