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Executive Summary

Overview

A review of car parking in Ilkley was undertaken to address increasing issues around congestion and parking in the town. The study used a range of primary data collection and stakeholder consultation to better define the perceived parking issues in the town.

It also explored options for better management of car parking and improvements to alternative modes of travel. The study focused on the centre of Ilkley and the surrounding streets which were identified by initial member consultation and site visits as the areas where parking pressure was perceived to be greatest.

Parking supply

The study identified 943 off-street parking spaces in the town including 329 operated by the Council and 614 by private car park operators, including parking at supermarkets. It also identified around 1,320 on-street spaces within a survey zone approximately 400 metres of Ilkley station, of which approximately 200 (15%) are subject to a parking restriction.

Parking demand

Parking occupancy surveys undertaken on a weekday in May and a Saturday in June found the peak weekday period of demand occurred between 14:00 to 15:00 at which point 72% of all available spaces were occupied. On the Saturday, the peak period of parking occupancy occurred between 12:00 and 13:00 at which point representing 67% of all available spaces were occupied.

Commuter parking

To address the concern amongst local stakeholders about long stay commuter parking on residential streets, on-street parking occupancy surveys sought to distinguish cars belonging to residents of each street from non-residents who were then split into commuters and non-commuters based on the times they were observed.

Overall, on the weekday survey on the streets within 400 metres of Ilkley station, 28% of cars observed were likely to be residents' cars, 17% commuter cars and 55% non-resident, non-commuter cars (likely to be shoppers and visitors to the town centre but also may include part-time workers).

Travel behaviour

On-street interview surveys and an online survey found that around two thirds of respondents travelled to Ilkley by car and one in four by walking with little use of public transport or cycling. There was a high number of short journeys made by car, with 38% of car users making journeys to Ilkley town centre that are under two miles in distance, most of which originate within Ilkley.

Most respondents visited regularly and the most common journey purpose was shopping (56%) followed by leisure (12%) and work (commuting, 11%).

Estimated spend

The overall average spend in Ilkley during their last trip as estimated by survey respondents was £24. Car passengers had the highest spend by day, at £28, followed by car drivers (£25) and those visiting the town centre on foot (£22). Although those who walk spend less per trip,

they do but visit more often, so respondents who walk to Ilkley town centre have the highest estimated average *monthly* spend, at £354 per month, followed by car drivers (£295) and car passengers (£223).

Shoppers gave an average estimated spend of £28, followed by those visiting for leisure (£24) and to visit and meet friends or relatives (£21). Those who work in the town or commute from the station spend less per trip (£10) but do visit regularly.

Parking problems experienced

For each of the following problems, more than half of Ilkley residents surveyed stated that they experienced the problem on their street:

- Difficulty in finding a space to park their car on their street
- Parked cars obstructing access to their property/drive
- Parked cars obstructing the footway/pavement or creating a safety issue
- Parked cars creating a safety issue

All issues are most severe between 09:30 and 15:30. There was little difference between perceived timing of the severity of the four problems.

Recommendations

The study makes the following recommendations which are in line with local policy to reduce car use and long stay town centre parking:

Recommendation 1: Protect on-street parking for use by short-stay shoppers and encourage turnover by introducing charges for short-stay on-street bays within the town centre that are currently subject to waiting restrictions.

Recommendation 2: Introduce resident parking schemes to reduce commuter parking in residential areas. Areas of parking stress close to Ilkley station are identified as requiring controls on commuter parking to protect parking for residents.

Recommendation 3: Increase tariffs at South Hawksworth Street car park and re-invest additional income into improved parking facilities. Tariffs should be introduced at other Council-operated car parks in Ilkley, but at a lower rate to reflect their distance from the main shopping area.

Recommendation 4: Improve Blue Badge parking provision through ensuring all Blue Badge parking bays are to good practice standards and convert some on-street spaces to Blue Badge bays on Brook Street.

Recommendation 5: Review the business permit scheme with a view to reducing business permit parking provision.

Recommendation 6: Improve presentation and co-ordination of alternative travel options, in particular the frequent public transport routes in the Wharfe Valley corridor.

Recommendation 7: Undertake an urban realm study to identify ways of improving the pedestrian environment to facilitate and encourage more walking trips to Ilkley town centre.

1 Introduction

1.1 Steer Davies Gleave was commissioned by Bradford Metropolitan Borough Council to undertake a review of car parking in Ilkley. The review sought to gather evidence about the nature and extent of perceived parking problems in the town.

1.2 The review incorporated the following elements:

Consultation with local stakeholders including ward members, parish councillors, council officers and the business community to understand the local area and the key issues.

Car parking occupancy surveys undertaken on-street in Ilkley town centre and at off-street car parks, to understand the levels and patterns of car parking occupancy.

Interview surveys conducted on-street in Ilkley town centre and an online survey to understand the experiences of people visiting Ilkley town centre, issues encountered and parking issues in residential streets.

A review of the transport options available for accessing Ilkley town centre, including public transport, walking and cycling provision.

A review of car parking provision, including the level of existing supply, split between long and short stay spaces, waiting restrictions and parking fees.

Forecasting of the impact of implementing the full extent of the Unitary Development Plan.

Benchmarking of Ilkley against similar towns.

1.3 An audit of the Traffic Regulation Orders (TROs) currently in place in Ilkley was also undertaken. The assessment identified any inconsistencies between the legal TRO drawings and the road markings / restrictions that are in place in order that restrictions can be effectively enforced. The findings of this audit are contained in a separate report submitted to Bradford Council in February 2017.

1.4 This report sets out the findings of the review. Following this introduction, the report is structured as follows:

Section two provides further background including the characteristics of Ilkley and the local policy context.

Section three outlines the existing situation, covering the public transport options available, review of parking supply and management in Ilkley town centre and benchmarking of Ilkley against similar towns in the local area.

Section four contains the results of the parking occupancy surveys, interview surveys and the online survey.

Section five considers likely future supply of and demand for parking in Ilkley based on the full implementation of the UDP.

Section six provides key findings and recommendations.

2 Background

Characteristics of Ilkley

- 2.1 Ilkley is located in the Wharfe Valley 11 miles north of Bradford and approximately 18 miles to the north west of Leeds. Its key characteristics, as derived from the 2011 Census include:

A population of just under 15,000 which has grown by around 7% since 2001. Much of this growth has been accommodated within the existing urban fabric of Ilkley, rather than expansion of the town.

The average age of Ilkley residents at 45 is older than the Bradford average age of residents of 36.

Car ownership per household in Ilkley as recorded by the Census has grown from 1.27 in 2001 to 1.32 in 2011. In comparison, car ownership in Bradford is 1.0 car per household and the Yorkshire average is 1.1.

57% of working Ilkley residents travel to work by car as either the driver or a passenger compared to a Bradford average of 67% and a Yorkshire average of 62%. Ilkley residents are more likely to travel to work by rail (16%) compared with Bradford (5%) and Yorkshire (2%).

- 2.2 Ilkley is one of the least deprived areas in the country – it is within the 10% least deprived areas within the Office of National Statistics' Index of Multiple deprivation (2015).

Policy context

- 2.3 Local policies are relevant to car parking in Ilkley include:

- West Yorkshire Combined Authority Transport Strategy 2016-2036 (plan under consultation).
- My Journey West Yorkshire Transport Plan 2011-2026 (the current plan).
- Core Strategy Development Plan Document (publication draft).
- Allocations Development Plan Document Issues and Options for the Wharfedale Sub Area.

- 2.4 Table 2.1 summarises the key elements of each policy and their relevance to car parking in Ilkley.

Table 2.1: Summary of relevant policies

Policy	Key elements
<p>My Journey West Yorkshire Transport Plan 2011-2026, Metro, 2012</p> <p>West Yorkshire Combined Authority Transport Strategy 2016-2036 (plan under consultation), July 2016</p>	<p>The vision of the Plan is to ensure that West Yorkshire’s transport system connected people and places in ways that support the economy, the environment and quality of life. Ilkley is recognised as a ‘Principal Town’ in the Plan.</p> <p>There are 26 Proposals within the Plan to support enhancements to transport in West Yorkshire. Proposal 11 is to ‘strengthen demand management and enforcement to gain maximum benefit from measures to enable more sustainable choices’.</p> <p>The first stage of Proposal 11 is to re-allocate existing road space to buses and active modes to encourage people away from cars through quality systems supporting faster journey times and better journey time reliability (the ‘pull’). Parking charges would support this outlook (the ‘push’).</p> <p>Challenges highlighted:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Car dominance in town centres and a past prioritisation of car parking in centres <input type="checkbox"/> Insufficient parking at rail stations <input type="checkbox"/> Over-reliance on car use <p>Three objectives:</p> <ul style="list-style-type: none"> Improved connectivity and reduced congestion - thereby increasing business productivity and providing access to wider labour markets. Measures include additional car parking at key transport hubs Have a positive impact on the built and natural environment – increasing longer term resilience against climate change Create a ‘sense of place’ – encouraging walking and cycling for health and other benefits and increasing access in a safe way
<p>Core Strategy Development Plan Document, Publication Draft, City of Bradford MDC, February 2014</p> <p>Allocations Development Plan Document Issues and Options for the Wharfedale Sub Area, City of Bradford MDC, May 2016</p>	<p>Looks to enhance the role of Ilkley as an accessible place to live and work. Planning decisions, including investment decisions should therefore look to:</p> <ul style="list-style-type: none"> Improve accessibility from surrounding areas and improve their function as hubs for transport services and interchange. Improve public transport links between Ilkley, Keighley, Bingley, Regional Cities of Leeds and Bradford. Ensure that they provide the main focus for employment development in rural areas. Enhance the vitality and viability of their town centres. Create new and improve existing green areas, networks and corridors including the urban fringe to enhance biodiversity and recreation. <p>Policies relating to new development (SC4 and SC5) envisage a concentration of development within the Principal Towns which is supported by a transport measures which seek to balance and reduce car use and ensure more journeys are by sustainable or active modes.</p> <p>In the period to 2030, Ilkley will accommodate 800-1,000 extra homes focused on urban redevelopment with significant contribution from green belt changes.</p> <p>Wharfedale will see 2,500 new homes in the period from 2013 to 2030 with 800-1000 located in Ilkley. It is approximated that 1 hectare will deliver a minimum net density of 30 dwellings</p>

Policy	Key elements
<p>Core Strategy parking policy (TR2)</p>	<p>Core Strategy contains a specific parking policy which outlines the following aims:</p> <ul style="list-style-type: none"> <input type="checkbox"/> There should be a progressive reduction in long stay, town centre parking <input type="checkbox"/> The use of on-street parking controls should support reduction of on-street parking to maximise a move to sustainable modes <input type="checkbox"/> Improvements should be made to improve the quality of parking in town centres for shoppers and other short stay uses. <input type="checkbox"/> Parking should be located with new developments to support the overall quality of the area but not to detract from the character of the street scenes <input type="checkbox"/> Suitable solutions to parking can include, sub-street level parking, courtyards and on-street <input type="checkbox"/> Car parks owned by Network Rail, rail operators, Metro and airports should be managed to complement the Local Plan and Local Transport Plan. This includes Park and Ride.
<p>Criteria for prioritising community on-street permit parking schemes, Bradford Council</p>	<p>Bradford Council has developed set criteria for assessing whether streets in the District are suitable for resident parking permit schemes. The basic evaluation sets out a requirement that 80% of available on-street spaces are occupied for more than six hours per day, four days per week during a working day, for more than four hours per evening more than four evenings per week and for more than six hours on a Saturday or Sunday. Not more than 50% of properties must have off-street parking and schemes must not be detrimental to the area. There can be a range of types of scheme including permit zones (non-marked bays) or zones with designated bays and options for limited waiting by non-residents.</p>

2.5 Two other studies were reviewed in relation to car parking in Ilkley:

Ilkley Rail User Car Parking Survey 2016, West Yorkshire Combined Authority. This study interviewed rail users at Ilkley station who travelled to the station by car. The key findings of the study were that:

Just under a third of station users (29%) travelled to the station by car.

Just over half of those travelling by car (55%) parked a car at or near the station with others being dropped off.

Most of those travelling to the station by car had a journey origin within Ilkley or Addingham.

Ben Rhydding station feasibility study. This identified several options for additional car parking at Ben Rhydding station which has been identified by West Yorkshire Combined Authority as a priority station for additional car parking as part of the West Yorkshire Growth Fund.

3 Existing situation

3.1 This section describes the key parking issues identified by stakeholders and outlines the existing parking supply, public transport and an overview of the walking and cycling environment in Ilkley.

Parking issues identified by stakeholder and business consultation

3.2 A range of stakeholders was consulted to provide a broad understanding of the key parking related issues and to inform the content of the questionnaire survey and the nature of parking occupancy surveys. Discussions were held with:

- Bradford MBC ward members.
- Ilkley Parish Councillors.
- Bradford Council officers
- Members of the Ilkley Business Forum.

3.3 This consultation identified the main issues that are summarised in Table 3.1. While the table does not necessarily represent all the issues discussed, it highlights those which were mentioned most frequently.

Table 3.1: Key issues highlighted by stakeholders

Issue	Key points highlighted by stakeholders
<p>Issue 1: Long-stay on-street parking on streets close to Ilkley town centre.</p>	<p>Streets where there are no parking restrictions are filled by commuters (those using the station and those working in Ilkley) throughout the day. This causes frustration for residents who find difficulty in parking on-street close to their home and limits the parking options for visitors to the town.</p> <p>Options for additional parking supply at Ben Rhydding station were generally preferred to commuter parking at Ilkley station, though there were concerns about environmental impacts of that option.</p> <p>A general feeling that many commuters parking on-street travel short distances by car within Ilkley.</p> <p>Most thought that resident parking schemes should be considered, though there were differing views on the scale and nature of implementation. Some felt that resident zones (where bays are not marked on the road) would be preferable as they allow residents to continue to park partially on the footway, maintaining capacity. Others noted that footway parking should not be tolerated.</p>
<p>Issue 2: Inconsiderate parking, particularly parking on the footway</p>	<p>All stakeholders highlighted some examples of inconsiderate parking and there was a general consensus that there should be better management / more enforcement to ensure parked vehicles did not cause obstructions or safety risks to other road users.</p>

Issue	Key points highlighted by stakeholders
Issue 3: A perceived shortage of off-street parking	<p>While there was agreement that parking demand exceeds supply and that the main Council car park (South Hawksworth Street) was frequently at capacity, there were differing views on potential solutions. The option of additional supply at the Tesco site and a park and ride site were preferred by some. Others noted the negative visual impact of any multi-storey parking and highlighted the importance of on-street restrictions to reduce the extent of commuter parking, supported by measures to encourage use of alternative travel modes by commuters in particular.</p>
Issue 4: Condition of off-street car parking, principally South Hawksworth Street car park	<p>There was general agreement that the South Hawksworth Street car park requires investment to improve the overall condition including surfacing, bay markings, payment machines and the information displays at pay points (subsequently improved by the Parish Council during the preparation of this study).</p> <p>There was a general feeling that the 32 spaces allocated to business permit holders were under-used and the current arrangement needs to be reviewed to make more efficient use of these spaces. Some felt the business permit fees were too low.</p>
Issue 5: Parking charges	<p>There was broad agreement that: Parking charges should be reviewed Ilkley was quite different to other towns in Bradford district so there was not necessarily a need to harmonise charges with other towns in Bradford borough. Income raised from car parking charges should be re-invested into Ilkley wherever possible. However, there was no broad agreement on whether charges should be higher or lower or whether charges should be introduced for on-street parking.</p>

Transport options in Ilkley

Car parking

3.4 The main publicly available off-street car parks serving Ilkley town centre are summarised in Table 3.2. It shows:

A total of 943 publicly available off-street car parking spaces of which 329 (35%) are operated by Bradford Council and 614 (65%) are privately operated

695 spaces are free representing (73%) of the total supply with charges applying to only 258 (27%) of spaces. Bradford Council is considering the introduction of charges at Wharfe View, Riverside Gardens and Railway Road car parks.

320 spaces are subject to a maximum stay. There are no dedicated long-stay parking facilities in the town though at the time of this study long stays were possible in 6 car parks with a total of 623 spaces, representing 66% of the total supply.

There are 32 spaces within South Hawksworth Street car park that are reserved for use by holders of business permits which are charged at an annual fee of £500.

Table 3.2: Publicly available off-street car parks in Ilkley

Car Park	Spaces	Payment method	Tariff	Operator	Max. stay
South Hawksworth Street	230 (including 32 business permit spaces)	Pay and Display	Up to 30 min – 20p Up to 1 hours – 60p Up to 2 hours- £1.20 Up to 3 hours - £1.80 Up to 4 hours - £3.00 Up to 5 hours - £4.00 Over 6 hours - £6.00	BMDC	24 hours
Ilkley Station	36	None – users must provide a valid rail ticket on request	-	Private	Not specified
Wharfe View	36	None	-	BMDC	None
Riverside Hotel	40	None	-	BMDC	None
Railway Road	23	None	-	BMDC	None
Tesco supermarket	220	None	-	Tesco	2 hours, no return within 1 hour
Marks & Spencer supermarket	100	None	-	Private	2.5 hours, no return within 1 hour
Ilkley Boyes	28	Pay and Display	2 hours: £1.00 £1.00 per hour thereafter	Private	Not specified
Booths supermarket	230	None		Private	2 hours

Site assessment

3.5 Site visits were undertaken to assess the condition of car parks, payment machines and information provision at a high level. The following observations were made relating to the Council-operated car parks.

At the main South Hawksworth Street car park, the Blue Badge bays are not to standard (lacking hatched areas to the side and rear) and there may be an insufficient supply of Blue Badge spaces to meet demand – Blue Badge holders were observed to park in standard bays. The supporting information boards were not in good condition and did not offer a positive welcome to the town. Some work by the Parish Council ongoing to improve the advertising displays around the payment machines.

The layout of the Wharfe View car park meant that some marked bays could not be used, for example due to trees or lack of manoeuvring space.

The Riverside car park had no bay markings or information.

Benchmarking – how parking in Ilkley compares with similar towns

3.6 To understand how parking provision compares with nearby towns, parking provision in Skipton and Harrogate was reviewed. These nearby towns are both larger than Ilkley but are similar in geographical location, demographics of the local population and a mix of visitors and local parking demand. They were benchmarked against Ilkley for number of long and short stay spaces and pricing structures.

3.7 Information regarding the number of spaces available was collected by means of desktop research of Local Council and other websites. As such, the dataset may not be comprehensive and should be used as an indication of provision rather than definitive.

Parking fees

3.8 In Ilkley, charges are only applied in the South Hawksworth Street (Council-operated) and Ilkley Boyes (privately-operated) car parks. South Hawksworth Street car park accommodates short and long stays.

3.9 The average equivalent hourly fee for short stay parking in Ilkley (average of £0.68 per hour) is notably cheaper per hour than Skipton (£1.25) and Harrogate (£1.06). The averages for Skipton and Harrogate exclude any flat car park fees for long stay car parks such as the £6 daily fee at Skipton station.

3.10 For all car parks in each town (including dedicated long stay and mixed long and short stay car parks), the average rates for long-stay parking are similar (Ilkley £0.86, Skipton £0.93 and Harrogate £0.92).

3.11 While Skipton and Harrogate are larger towns with a higher demand for parking, there are similarities in terms of the demographics of the population and high demand for parking.

Table 3.3: Short and mixed-stay provision

	Off-street parking spaces	Average equivalent hourly rate up to 4 hours	Average hourly rate long stay (6+hours)
Ilkley	943	£0.68	£0.92
Skipton	1,851	£0.83	£0.93
Harrogate	1,898	£1.06	£0.92

3.12 Ilkley currently only charges for 27% of its available parking spaces. This is significantly less than both Skipton (100%) and Harrogate (67%) which can explain why charged parking is offered so cheaply in Ilkley despite spaces being in much more demand per resident. For those spaces that do charge, a traditional pay-and-display approach is currently in place.

Public transport provision in Ilkley

Rail

- 3.13 Ilkley is well served by local rail services as summarised in Table 3.4. Rail service provision and levels of rail use have grown rapidly in recent years – passenger numbers at Ilkley station have increased from just over 600,000 per year in 2001 to 1.3 million per year in 2016¹.
- 3.14 The rail service provided is of a high standard with fast journeys (both Leeds and Bradford can be reached in around 30 minutes) operated by modern electric trains. For the Wharfe Valley section of the route between Guiseley and Ilkley there is a very high frequency service of four trains per hour during the day. Trains depart at 10, 21, 38 and 51 minutes past the hour, giving a waiting time of no more than 19 minutes.

Table 3.4: Summary of Ilkley rail services

Route	Trains per hour			
	Monday to Friday peak	Monday to Friday off-peak	Saturday	Sunday
Ilkley - Ben Rhydding – Burley-in-Wharfedale – Menston – Guiseley – Kirkstall Forge – Leeds	3	2	2	1
Ilkley - Ben Rhydding – Burley-in-Wharfedale – Menston – Guiseley – Baildon – Shipley - Frizinghall – Bradford	2	2	2	0.5 (1 every 2 hours)
Total trains per hour Ilkley - Guiseley	5	4	4	1.5

Bus

- 3.15 The principal bus routes serving Ilkley are summarised in Table 3.5. Buses provide regular links to Harrogate, Keighley and Leeds. Assessment of the bus service offer identified several the following elements:

High level of service frequency between Ilkley, Burley in Wharfedale and Otley with up to six services per hour during the day. However, this includes four services operated by three different operators with little co-ordination and joint ticketing between them.

The 962 service is too low a frequency to be attractive to car users. This service links Ilkley town centre with residential areas of Ilkley that are not served by other buses and formerly acted as a “hopper” service designed to link with rail services at Ilkley station. However, the low frequency of this service and lack of peak time buses limits its attractiveness to commuters and it is unlikely to offer an attractive journey option to car users due to its low frequency of service.

Unevenly spaced departures of different operators’ services linking to nearby towns limits the convenience to passengers. For example, the X84 and 62 routes between them offer three buses an hour to Addingham. However, these routes are operated by two different operators, limiting the ease of use for Addingham residents accessing Ilkley. A passenger purchasing a day or return ticket for Keighley Bus Company for the outward journey would be unable to use this on First buses for the return journey. In addition, the three buses per hour are not evenly spaced, leaving at 00, 07 and 37 minutes past the hour during a weekday.

¹ Office of Rail and Road Station Usage Estimates, <http://www.orr.gov.uk/statistics/published-stats/station-usage-estimates>

Similar problems exist on the Harrogate to Ilkley route where the X52 departs Harrogate at 30 past the hour and the 62 at 40 past the hour.

Relatively high cost compared to car parking in Ilkley. With day tickets at £4.80 (First West Yorkshire) and £4.20 (Keighley Bus Company), compared with the cost of parking in Ilkley, bus services also offer a relatively costly local journey option for non-concessionary pass holders.

Table 3.5: Ilkley bus services March 2017

Route	Operator	Peak time buses per hour	Off-peak buses per hour	Saturday buses per hour	Sunday buses per hour
62 Keighley - Silsden - Addingham - Ilkley - Otley - Harrogate	Keighley Bus Company	2*	2*	2*	1
962 Otley - Ilkley	Keighley Bus Company	-	1	1	-
X84 Skipton-Addingham - Ilkley - Otley - Headingley - Leeds	First	1	2**	2**	2
X52 Harrogate - Otley - Ilkley	Connexions buses	-	1	1	-

*One service per hour continues to Otley and Harrogate

**One service per hour continues to Skipton and Addingham

3.16 In addition to the principal routes above, there are less frequent services linking to principal towns and rural areas surrounding Ilkley, primarily at weekends. These less frequent routes are summarised in Table 3.6 below.

Table 3.6: Infrequent bus services

Route	Operator	Peak time buses per hour	Off-peak buses per hour	Saturday buses per hour	Sunday buses per hour
873 + 884 Skipton - Ilkley	Keighley Bus Company	-	-	One bus every two hours	4 services a day
874 Wakefield - Ilkley	Arriva Yorkshire	-	-	-	2 Services a day
874 Buckden - Ilkley	Arriva Yorkshire	-	-	-	2 services a day
74 Hebden - Ilkley	Pride of the Dales	-	-	3 services a day	-
74 A Hebden - Ilkley (Monday and Wednesday only)	North Yorkshire County Council	-	3 services a day	-	-

Walking

3.17 As a small town that stretches 2.5 miles from East to West and 1.5 miles North to South, there is potential for many journeys within the town to be made on foot. Most residents of Ilkley

live within one mile of the town centre. The topography of the town, particularly to the south where there are steep inclines, may limit the potential for some residents, particularly older and disabled people, to make journeys on foot. Topography is less of an issue for east-west journeys.

- 3.18 Site visits and stakeholder discussions identified some particular issues relating to the walking environment within Ilkley. Key issues include:

Footway parking which limits the space available to pedestrians. This is likely to be a problem for people travelling in groups (such as families), wheelchair users and pushchair users. The extent of footway parking varies across the town depending on the available road width but is typically a greater problem in the narrower streets towards the town centre. Areas where footway parking is a problem were identified by respondents to the online survey and are summarised from paragraph 5.35. An example of footway parking is shown in Figure 3.1.

Figure 3.1: Example of footway parking, College Drive



Side road crossings: There are some streets where generous corner radii at side roads encourage high vehicle speeds, making road crossings more difficult. Examples include the junction of Railway Road and Brook Street, the junction of Grove Road and Bolton Bridge Road and the junctions of Station Road with Wells Walk, Wells Promenade and Wells Road. Improving the walking environment at these locations through tightening corner radii, measures to reduce vehicle speeds and continuous crossings could improve the pedestrian experience and encourage more walking journeys in Ilkley. A local precedent is at the junction of the short road which links Grove Road to Back Grove Road, where the design of the side road crossing gives greater visual priority to pedestrians.

Figure 3.2: Wide side road crossing at Railway Road. Source: Google Street View



Figure 3.3: Example of continuous footway on The Grove. Source: Google Street View



Cycling

- 3.19 As noted above, Ilkley is a compact town which means that most local shops and services are within a short cycle ride. There is a thriving local sport cycling culture with a large cycling club that runs cycling -related events. The Tour de France Grand Depart passed through Ilkley which boosted the level of local interest in cycling in Ilkley. However, while there appears to have been a notable boost in the level of leisure cycling, from regular visits to the town as part of this study, this boost in leisure cycling has not necessarily translated into the use of bicycles for utility trips, such as shopping or work trips.
- 3.20 A high-level assessment of cycle parking and cycling infrastructure provision facilities in Ilkley and discussions with Ilkley Cycling Club were undertaken. The research identified the following issues which may explain the relatively low level of utility cycling in the town.

Cycle parking provision: There are several uncovered cycle racks located in the town centre including the southern end of Brook Street, Station Road (at the junction with wells

Promenade) outside the library on Station Road. There is a lack of cycle parking towards the bottom of Brook Street and on Grove Road, a lack of covered cycle parking and limited information about cycle parking locations. Cycle parking at Ilkley station is relatively good, including a covered stand providing parking for up to 20 bikes on platform two plus ten cycle lockers.

Cycling infrastructure provision: There is very little in the way of dedicated cycle lanes or signed cycle routes in Ilkley. While some key routes are relatively narrow, which limits the potential for cycle lanes, there is also a lack of facilities which can support cycling such as Advanced Stop Lines (ASLs) at some of the major junctions in the town. ASLs are provided at the junction of the A65 and Wheatley Lane but not at the A65 / Brook Street traffic lights. However, given the lack of space for segregated cycling facilities in the town, the greatest potential for encouraging cycling in Ilkley may be through filtering of traffic and traffic calming to create quiet cycling routes. For example, a calmed, quiet route could be created to provide an East-West link using Valley Road and Railway Road. At present fast “rat-running” traffic is likely to make such routes unattractive to less confident cyclists. Outside of Ilkley, there is greater potential for segregated cycle lanes on the A65 linking to Burley in Wharfedale and Addingham, for example, to the standard of BMDC’s CityConnect routes. It is understood that there is a long-term plan to extend the Otley Greenway towards Ilkley – this would provide some stimulus to increased cycling to Ilkley by residents along the Wharfe Valley, but needs to be supported by additional measures within the town to create a welcoming cycling environment for less confident riders.

4 Survey Method

4.1 To understand parking issues in more detail, four surveys were undertaken:

- Occupancy counts at off-street car parks
- On-street occupancy counts
- Interview surveys in Ilkley town centre
- An online survey

Car parking occupancy surveys

4.2 Car parking occupancy surveys were undertaken in May and June 2017 during school term time. These are relatively neutral months, neither in the depths of Winter nor the peak of Summer. Surveys were conducted as follows:

- At the publicly available off-street car parks in Ilkley town centre
- On streets within a zone approximately 400 metres from Ilkley station

4.3 The surveys aimed to understand parking occupancy on a typical weekday and a typical Saturday.

4.4 For off-street car parks, video surveys were undertaken which identified the number of vehicles within each car park at 15 minute intervals from 8am to 6pm on Thursday 18 May and Saturday 17 June.

4.5 As there was a perception amongst local stakeholders that there is a high level of on-street commuter parking, the on-street survey method attempted to distinguish vehicles belonging to residents of a street from non-resident vehicles. This was achieved by undertaken counts of the number of vehicles and recording of the registration of each vehicle at the following times on Thursday 18 May and Saturday 17 June:

- Count 1: between 05:00 to 07:00
- Count 2: between 10:00 to 12.00
- Count 3: between 14.00 to 16.00
- Count 4: between 16.00 to 18.00

4.6 This allowed assumptions to be made about whether vehicles parked belonged to residents, commuters or non-resident, non-commuters based on the times that vehicles were observed as parked. The assumptions made were as follows:

- All vehicles observed during count 1 between were assumed to be residents.
- Vehicles observed during counts 2, 3 and 4 but not at count 1 were assumed to be commuters.

Vehicles observed during counts 2 and 3 but not at count 1 were assumed to be commuters.

Vehicles observed during only one of counts 2,3 and 4 but not at count 1 were assumed to be non-resident, non-commuters, as were those parked at counts 3 and 4 but not 1 or 2, and 2 and 4 but not 1 and 3.

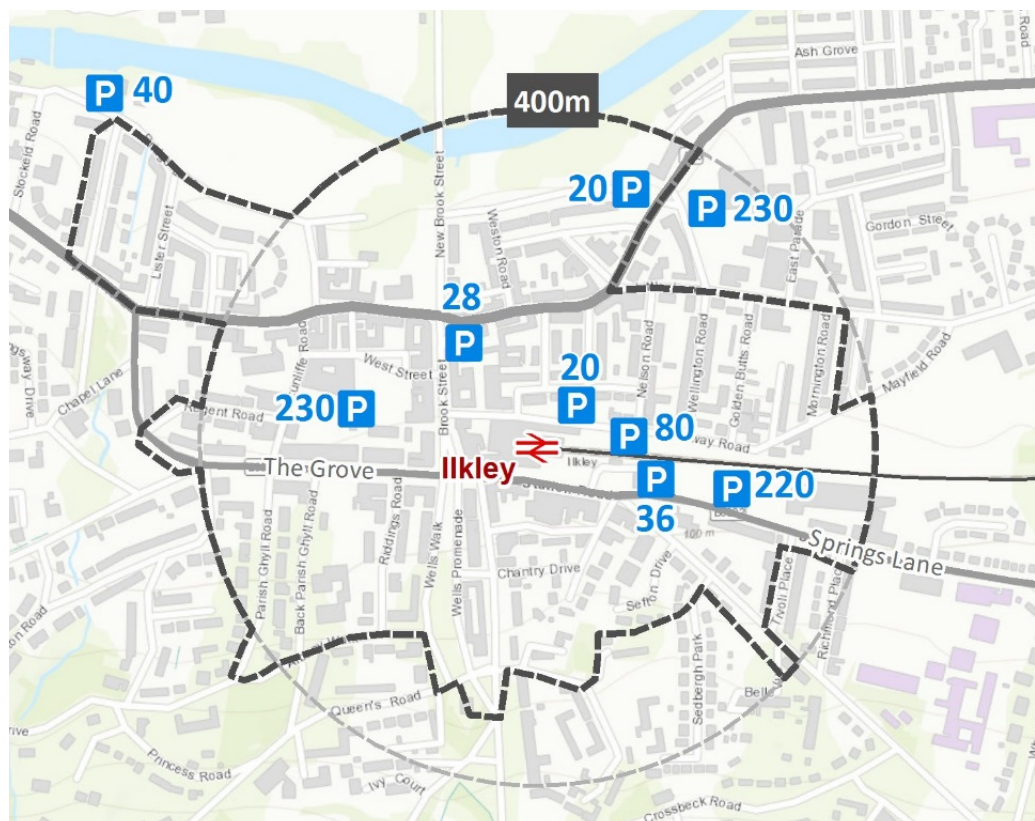
- 4.7 The assumptions made are summarised in Table 4.1. While this method does not produce a complete picture of who each vehicle belongs to, it provides a useful indication of the proportion of non-resident vehicles on each street and how long they are parked on the street.

Table 4.1: Assumed typology of on-street parking

Time observed	Assumed type							
	Resident	Commuter		Non-residential, non-commuter				
05:00–07:00	✓	X	X	X	X	X	X	X
10:00-12:00		✓	✓	✓	X	X	X	✓
14:00-16:00		✓	✓	X	✓	X	✓	x
16:00-18:00		✓	X	X	X	✓	✓	✓

- 4.8 Prior to undertaking the surveys, surveyors estimated the number of available parking spaces on each street. As most streets do not have marked bays, estimates of parking capacity in each street were based on a parking space length of 5 metres. Estimates were based on site visits to identify waiting restrictions, driveway access and real life conditions. If, for example, vehicles were observed as parked partially on the footway on both sides of the street, the calculated capacity reflected this. The total number of available off street parking spaces was estimated to be 1,320, a detailed breakdown by each street can be found in Appendix A.
- 4.9 The on-street survey zone and locations of the off-street car parks surveyed are shown in Figure 4.1. The light grey dotted line indicates a zone of 400 metres from Ilkley station.

Figure 4.1: On-street survey zone and off-street car parks



On-street interview and online questionnaire survey

4.10 The nature of parking demand and parking issues were further explored through interview surveys conducted on the street in Ilkley town centre and by means of an online survey shared with local residents by local ward and parish members and the business forum. The survey was designed to give a better understanding of local travel behaviours, use and experiences of parking in Ilkley, including the problems experienced. The sample was self-selecting and was not designed to be representative of the population, though it did achieve a very high response for a survey of this type (1,400 responses). The survey included questions on the following topics:

- Type of respondent (Ilkley resident, worker, business owner or visitor)
- Purpose of trip to Ilkley (on-street interviews) or last trip to Ilkley (online survey)
- Mode of travel used to access Ilkley
- Use of car parks in Ilkley
- Home postcodes
- Frequency of trips to Ilkley
- Amount spent during last trip to Ilkley
- Awareness of parking options
- Reasons for choosing parking area / car park
- Experiences / difficulties encountered in trying to park
- Rating of car parks
- Rating of local walking environment
- Perception of other travel modes as realistic alternatives to driving
- Experience of specific issues identified (obstructions, footway parking, safety issues) on residential streets and times when problems are experienced

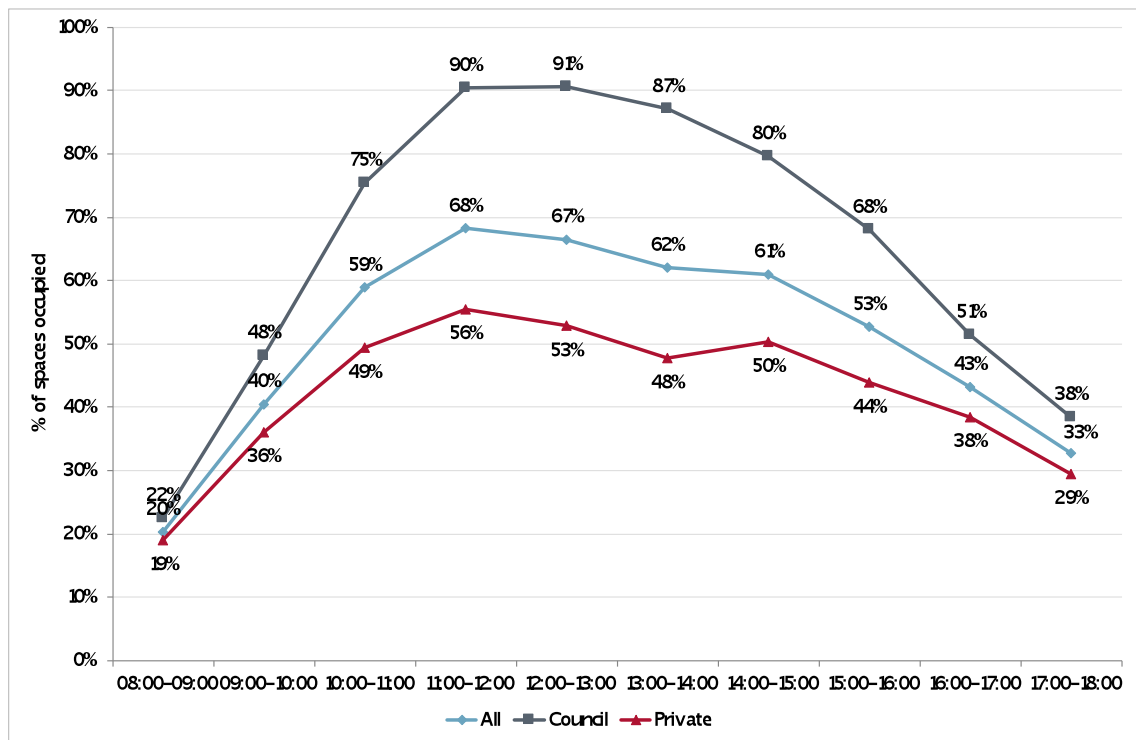
Disability and age

5 Survey results

Off-street car park occupancy

- 5.1 The chart below (Figure 5.1:) shows parking occupancy by hour for the Thursday survey. It shows accumulation for all car parks and for the Council-operated and privately-operated car parks separately. When taken as a whole, parking occupancy reaches a peak of 68% of available off-street spaces between 11:00 and 12:00. However, the Council-operated car parks are close to capacity (87% to 91% of spaces occupied) from 11:00 to 14:00 with only around 40 available spaces.
- 5.2 For the peak hour of occupancy (11:00 to 12:00) the available spare capacity is mostly found in Booths car park (139 spaces) and Tesco (84 spaces).

Figure 5.1: Off-street car park occupancy, Thursday 18 May²

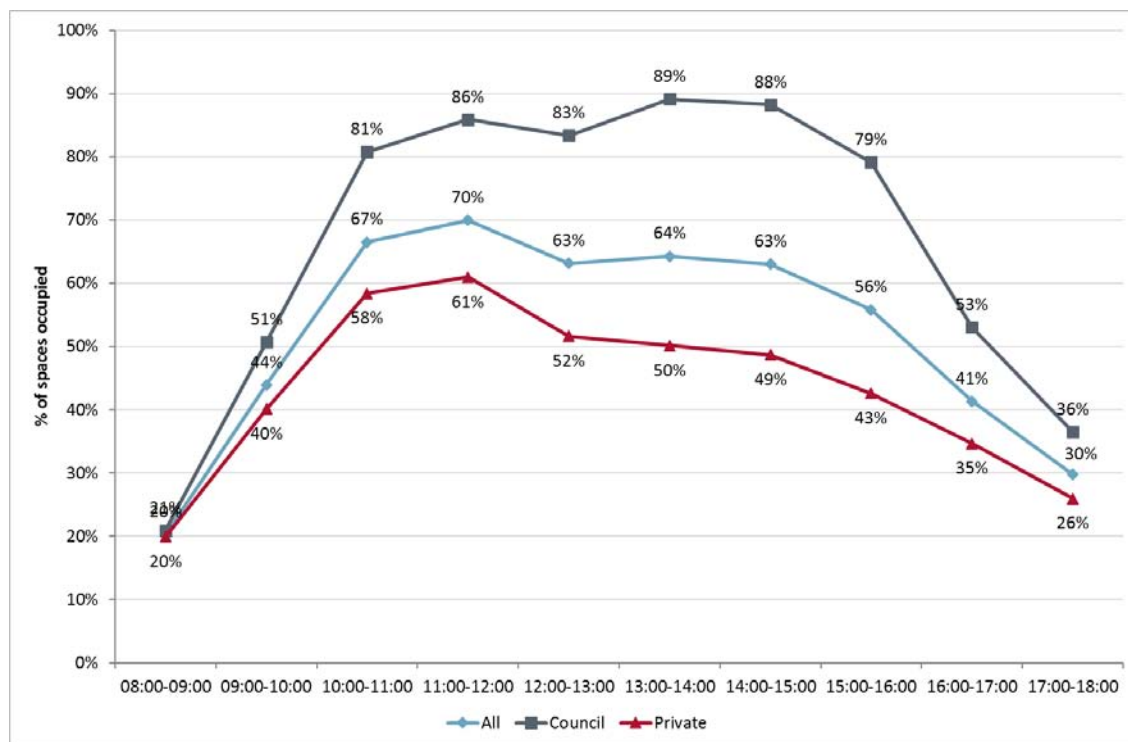


- 5.3 Parking occupancy by hour for off-street car parks on the Saturday is shown in Figure 5.2. As a whole, parking occupancy reaches a peak of 70% of available off-street spaces between 11:00

² The surveys on Thursday May 18 exclude Ilkley station car park. From site visits and local knowledge of stakeholders, Ilkley station car park is typically full from early on a weekday until early evening.

and 12:00. The same trend of a greater level of occupancy of Council-operated car parks was observed though the maximum occupancy was slightly lower and occurred later in the day (89% of spaces occupied between 13:00 and 14:00).

Figure 5.2: Off-street car park occupancy, Saturday 17 June

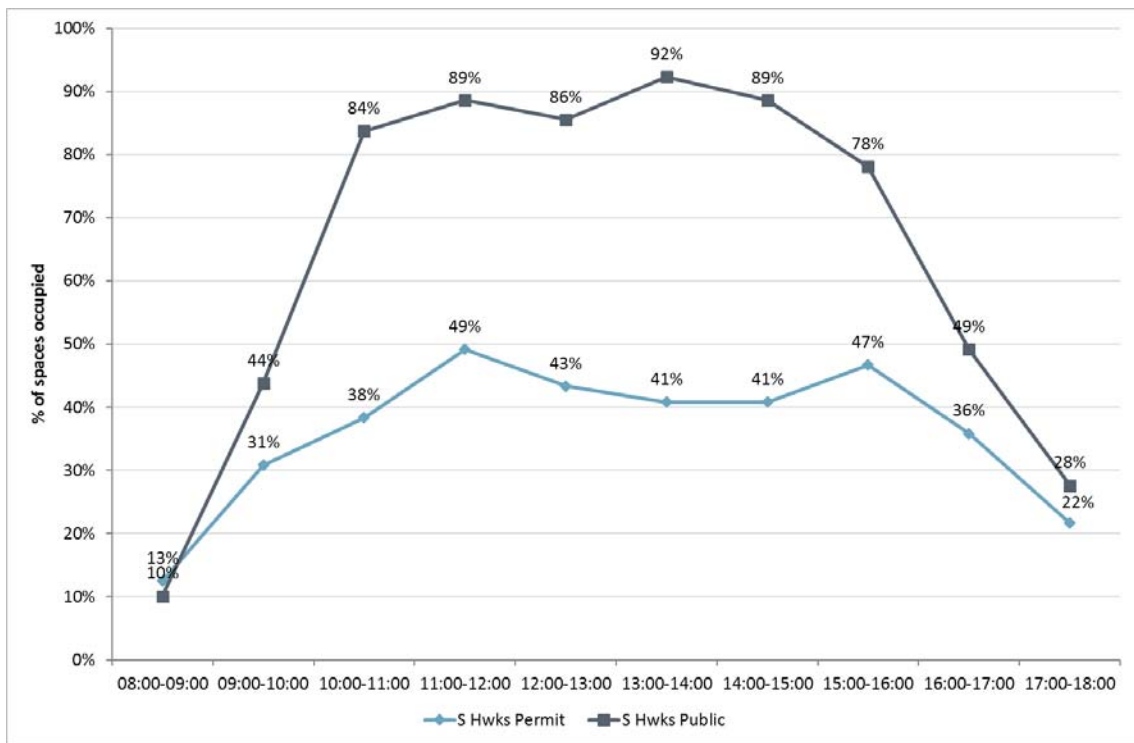


South Hawksworth Street car park permits

5.4

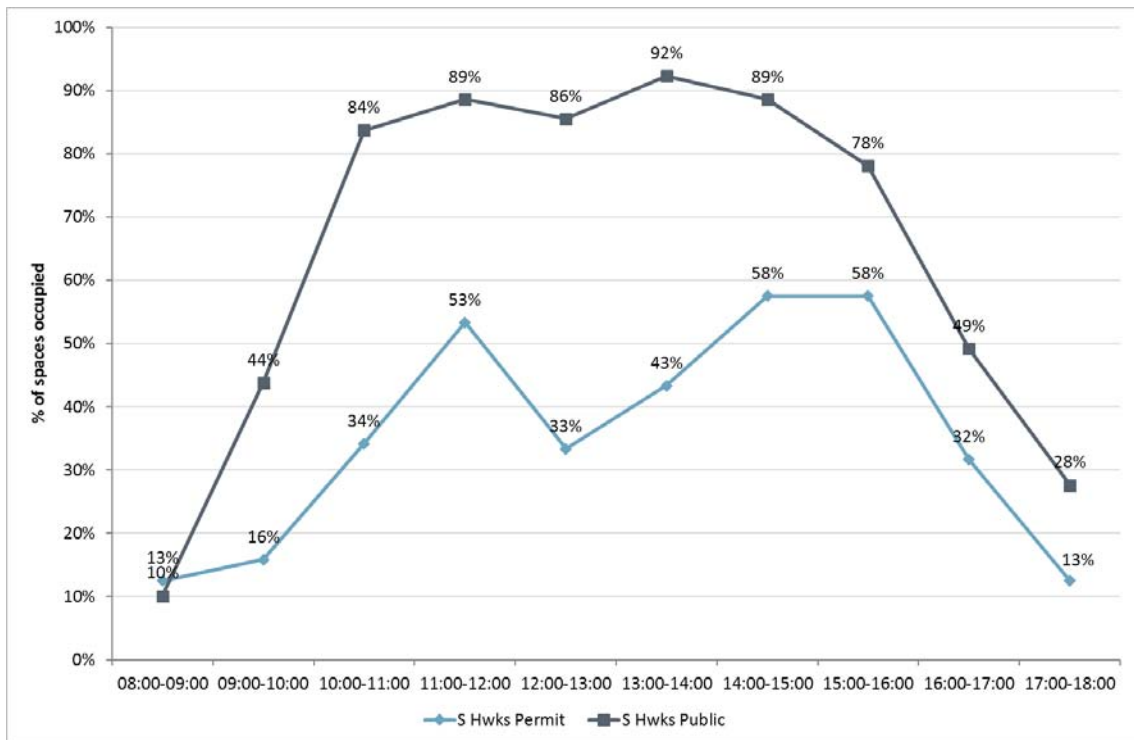
Within the total of 260 car parking spaces in South Hawksworth St car park a section of 32 spaces are reserved for permit holders belonging to nearby businesses. The occupancy data for these spaces are shown in comparison to the public portion of the car park for both weekdays and weekends. In both examples, it can be seen that whilst the public area of the car park is close to full occupancy the permit only area is vastly underutilised. Figure 5.3 shows that when the public car park reaches a peak of 92% only 41% of permit only spaces are occupied. This equates to 19 spaces being unused and unavailable for charged public parking.

Figure 5.3: Weekday Occupancy of South Hawsworth Street Public and Permit-Only Car Parks



5.5 Figure 5.4 shows that when the public car park reaches a peak of 92% only 43% of permit only spaces are occupied. This equates to 18 spaces being unused and unavailable for charged public parking.

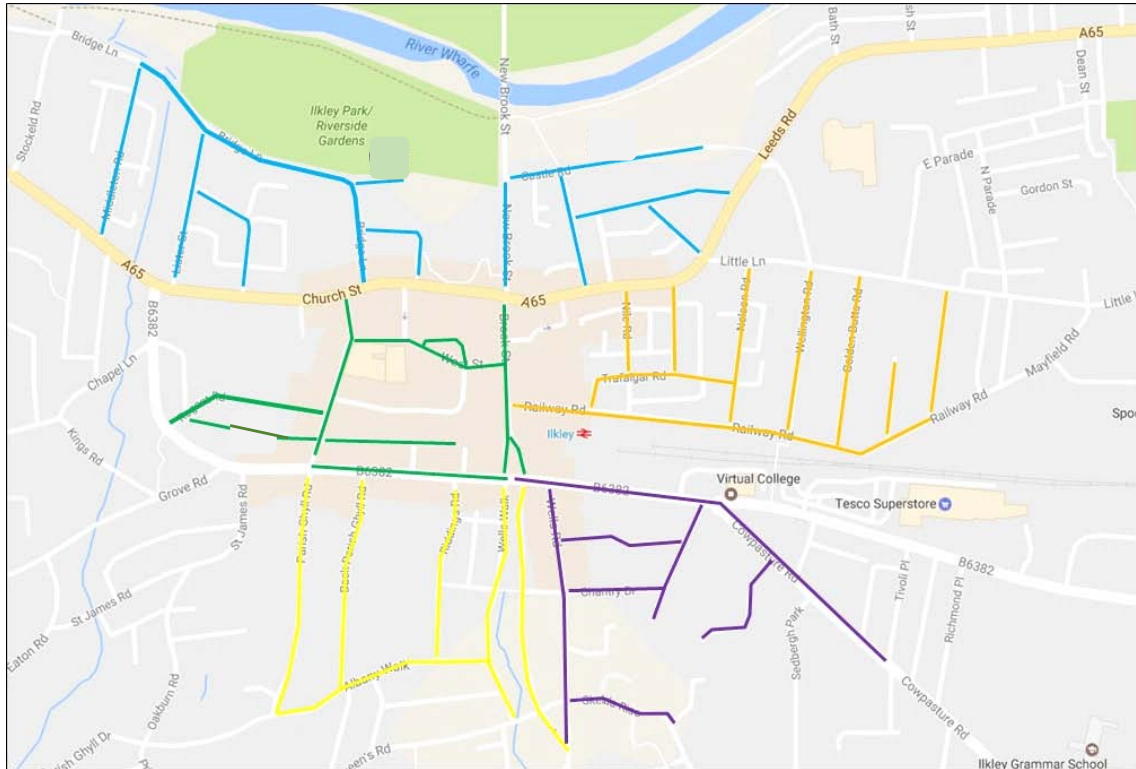
Figure 5.4: Weekend Occupancy of South Hawsworth St Public and Permit-Only Car Parks



On-street car parking occupancy

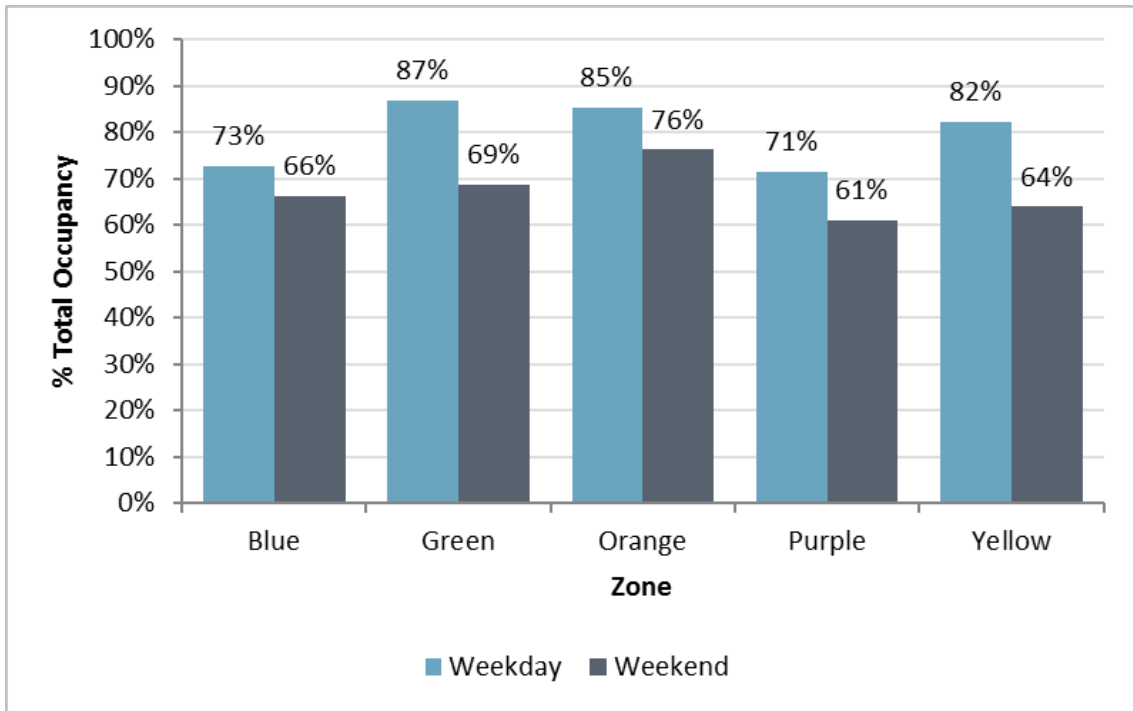
- 5.6 To allow understanding of occupancy in different areas of the town centre, on-street parking spaces were categorised into five coloured zones as shown in Figure 5.5 .

Figure 5.5: Zone Map of On-Street Parking



- 5.7 The peak on-street occupancy for all zones is 80% on a weekday (at 14:00) and 68% on Saturday (12:00). This is shown by zone in Figure 5.6 below. Here it shows that all zones are above 70% occupancy during weekdays and that the green and orange zones experience the occupancy on both weekends and weekdays.

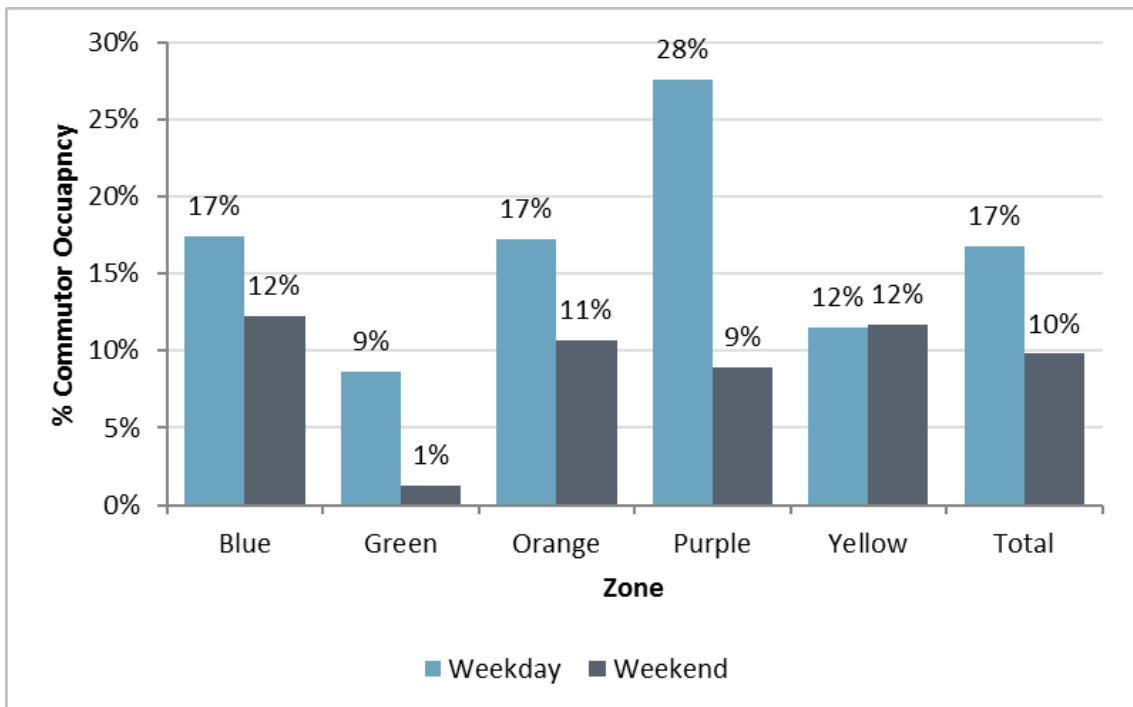
Figure 5.6: Total on-street occupancy by zone, peak period of demand



5.8 Using the typology of vehicles described earlier, an estimated 17% of weekday on-street parking came from commuters with the rest coming from residents (28%) and non-resident non-commuters (55%).

5.9 The proportion of commuters was greater in the purple zone to the south east, orange zone to the north east and blue zone to the north, as shown in Figure 5.7.

Figure 5.7: Percentage of Occupancy of Commuters by Zone



- 5.10 A detailed typology report for each street is available in the appendix however streets with a high commuter percentage are; Skelda Rise, Castle Road (B), Weston Road, New Brook Street, Castle Hill, Wells Road and a narrow street in the town centre located between Cunliffe Road and Regent Road which does not appear to have a name but has several cars parked along it throughout the day.
- 5.11 The proportion of commuters parked on each street at the peak period of weekday occupancy (14:00 to 15:00) is shown in Figure 5.8. It shows particularly high commuter parking on Golden Butts Road, Castle Road, New Brooks Street, Wells Road, Skelda Rise, Chantry Drive and Parish Ghyll Road.

Figure 5.8: Proportion of commuters by street, peak period of occupancy weekday



Peak period occupancy

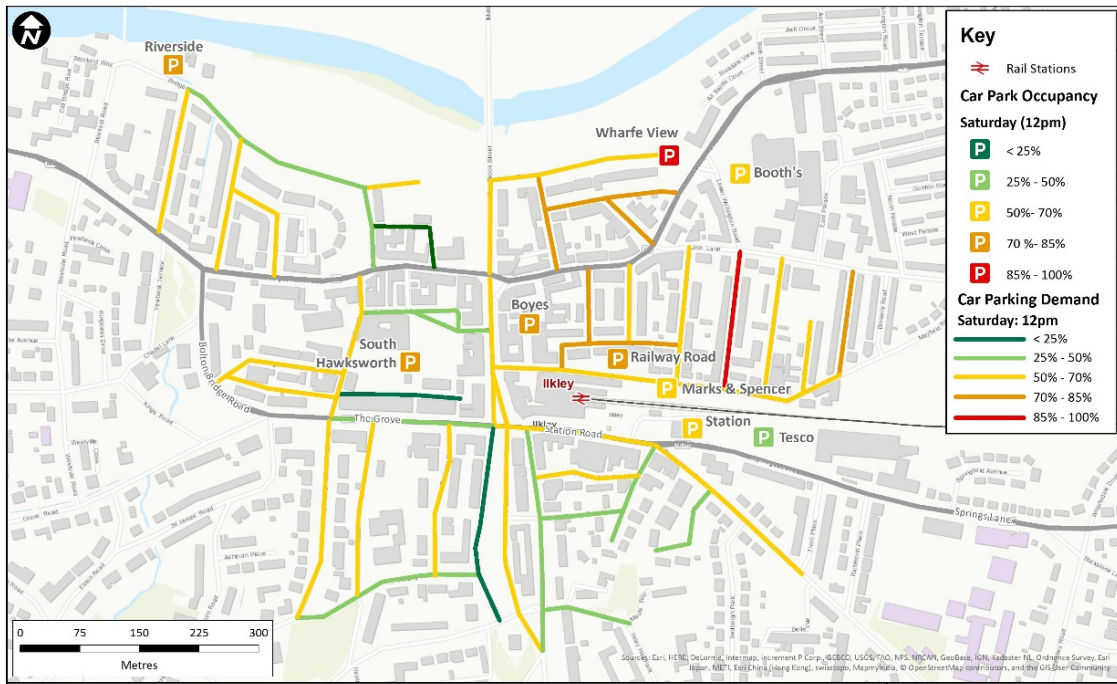
- 5.12 Combining on-street and off-street occupancy data for the peak period of demand on each survey day provides an overview of the level of parking network stress in Ilkley. Although the peak period of occupancy for off-street parking was 11:00 to 12:00, the overall peak occupancy for off-street and on-street combined was 14:00 to 15:00. The distribution of demand at the peak period of demand on the Thursday is shown in Figure 5.9 which colour codes each car park and street according to the level of occupancy. It shows the on-street areas where parking stress is greatest. Streets where occupancy exceeds 85% include Alexandra Crescent, Weston Road, Wharfe View Road, Back Grove Road, South Hawksworth Street, Brook Street, Nile Road, Victory Road, Trafalgar Road, Nelson Road, Wellington Road, Golden Butts Road, Skelda Rise, Parish Ghyll Road, Riddings Road and Wells Promenade.

Figure 5.9: Distribution of demand at the peak period of demand (Thursday)



- 5.13 Figure 5.10 shows the distribution of demand at the peak period of occupancy on the Saturday (12:00 – 13:00).
- 5.14 It shows the on-street areas where parking stress is greatest. Streets where occupancy exceeds 85% include Weston Road, Wharfe View Road, Cunliffe Road, South Hawksworth Street, Nile Road, Victory Road, Trafalgar Road, Wellington Road, Cowpasture Road and Back Parish Ghyll Road.
- 5.15 Generally, there is less parking pressure on Saturdays, which is likely to reflect the lower commuter demand.

Figure 5.10: Distribution of demand at the peak period of demand (Saturday)



User survey results

Survey response

- 5.16 A total of 1,588 responses were achieved across the two surveys. This included 995 Ilkley residents equivalent to around 7% of the population of Ilkley, indicating the high level of interest in the topic amongst local residents.

183 on-street responses; and
1405 online responses.

Respondent characteristics

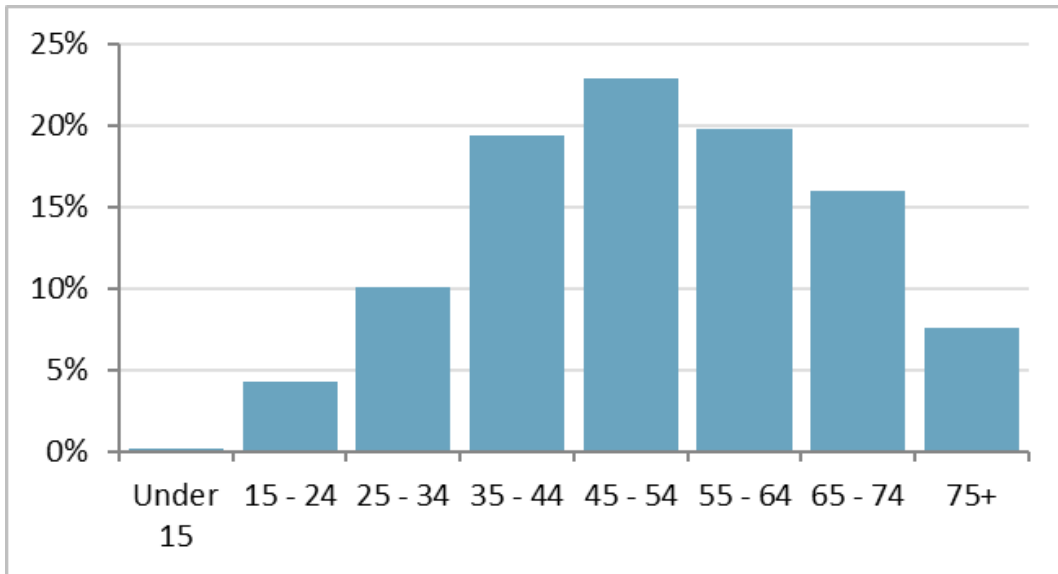
- 5.17 Table 5.1 provides further information on the characteristics, for both online and on-street surveys. It shows that for the online survey, most people were Ilkley residents, whereas on-street respondents were predominantly visitors to Ilkley.

Table 5.1: Respondent characteristics by survey type

User Type	Ilkley Resident	Work in Ilkley	Owner of business in Ilkley	Visitor to Ilkley	Other
Online	943	223	62	283	95
On-street	52	11	3	117	0
Total	995	234	65	400	95

- 5.18 Figure 5.11 shows the age distribution of survey respondents who indicated they were Ilkley residents. The responses indicate a high number of respondents between the ages of 45 and 54, followed by those slightly younger (35 – 44 years) and slightly older (55 – 64 years) of that age group. The average age of respondents (calculated using a mid-range of categories) was 51, compared to an average age of adults in Ilkley of 54.

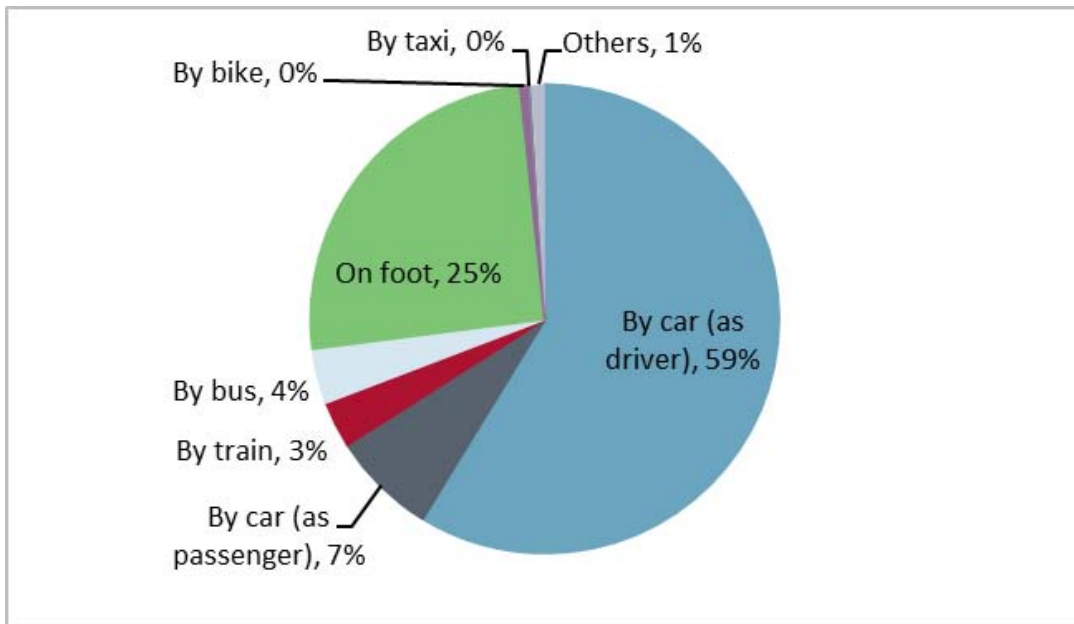
Figure 5.11: Age distribution of survey respondents who are Ilkley residents



Visiting Ilkley town centre: modes of travel

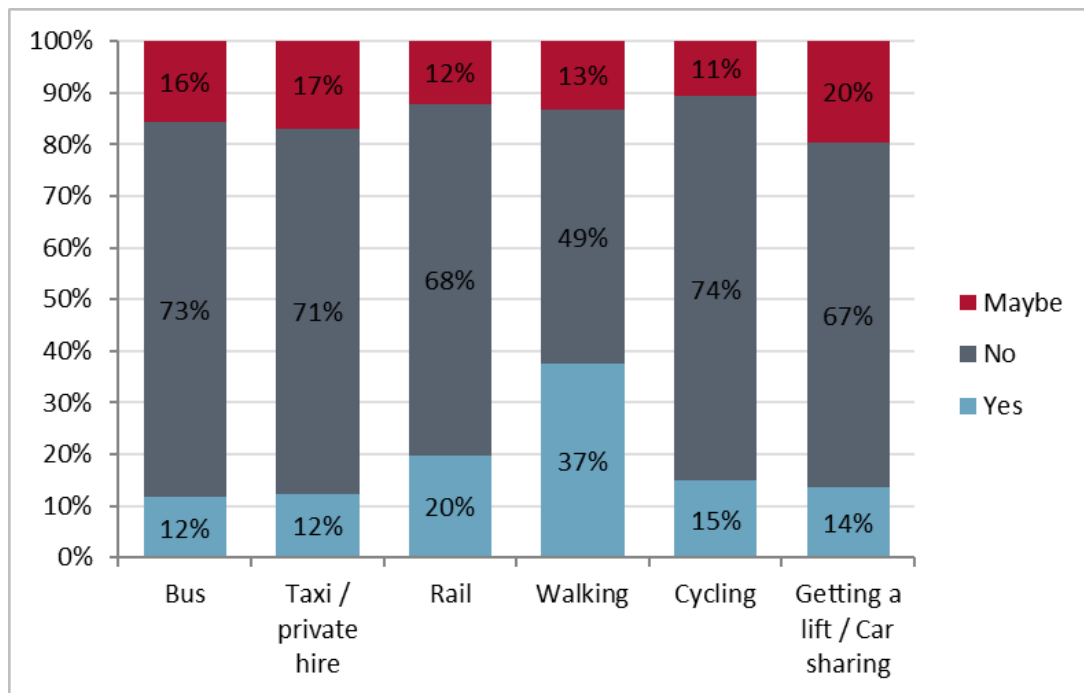
5.19 The on-street survey how respondents travelled to Ilkley used on the day of completing the survey, the online survey asked respondents to think about their last trip to Ilkley town centre. The overall results are shown in Figure 5.12 highlight that the majority of respondents use cars, predominantly as drivers (59%) but also as passengers (7%). The second most used mode was walking, with 25% of respondents, followed by bus use at 4%.

Figure 5.12: Modes used by survey respondents



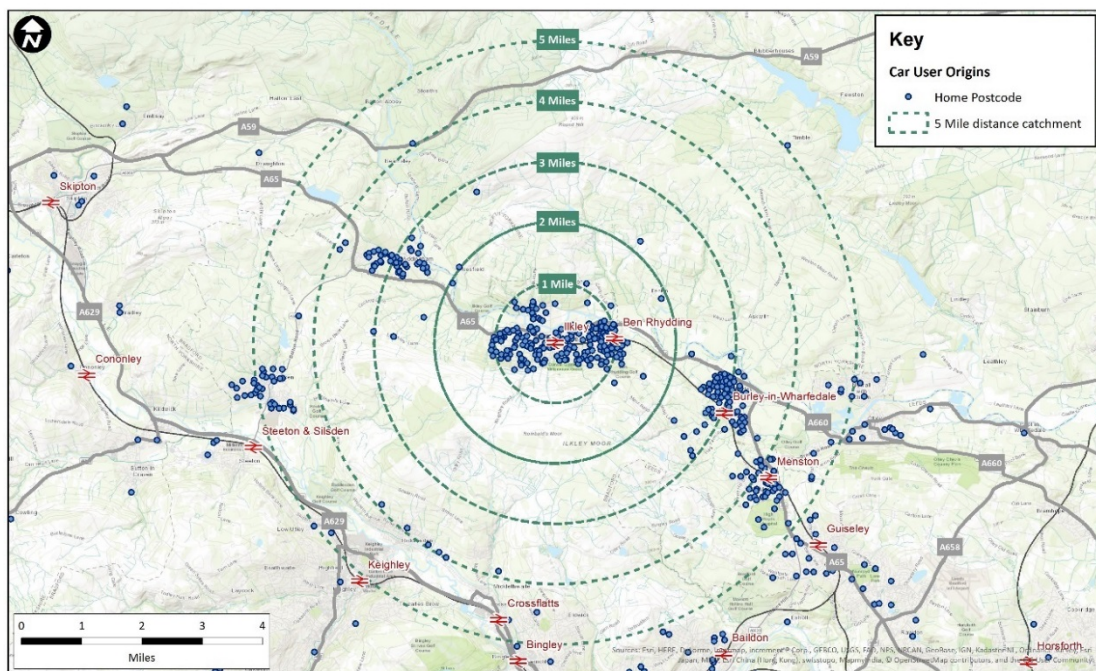
5.20 Respondents who travelled by car were asked to state whether they perceived alternative travel options to be realistic for their journey. Car users indicated that the most realistic options were either walking at 37% or rail at 20% as shown in Figure 5.13.

Figure 5.13: Perceptions of alternative options to car travel



5.21 Figure 5.14 shows the home locations of those who made their last journey to Ilkley by car and the distance from Ilkley town centre. There is a high number of short journeys made by car, with 38% of car users making journeys to Ilkley town centre that are under two miles in distance, most of which originate within Ilkley. There is some potential to shift these journeys towards more active modes such as walking and cycling. There are clusters within Addingham, Burley in Wharfedale and Menston where public transport options exist though, as evidenced by Figure 5.13, car users tend not to see public transport as a plausible alternative.

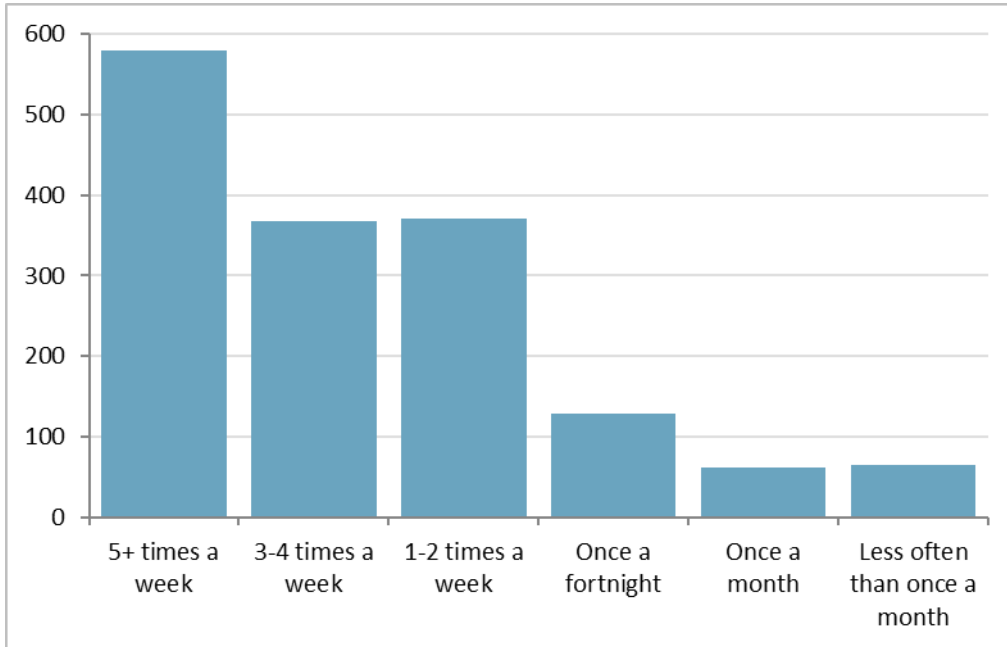
Figure 5.14: Car users – origins by distance



Visiting Ilkley town centre: journey purposes, frequency of visits and spend

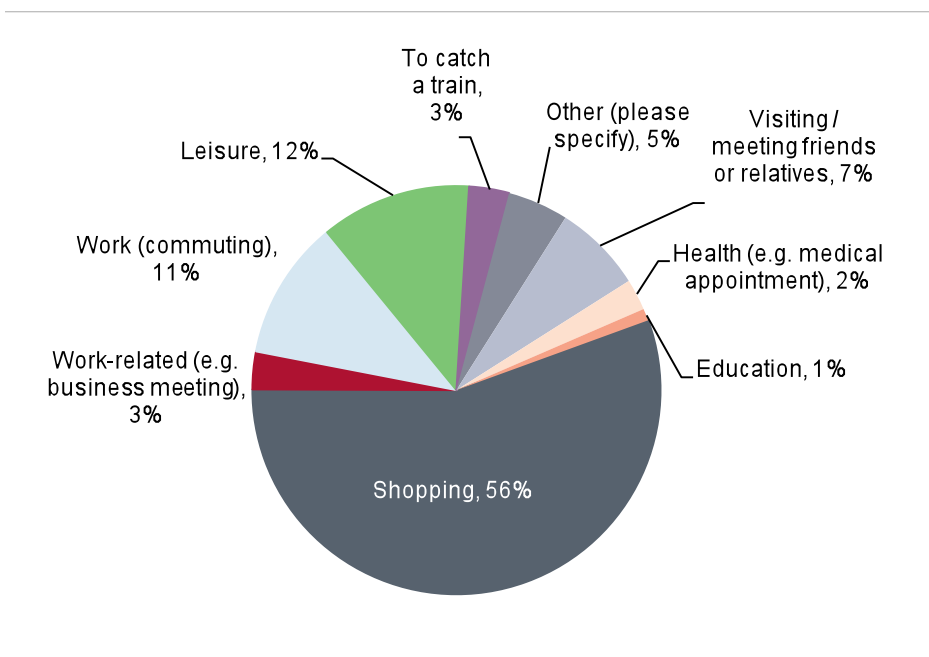
5.22 As part of the survey, respondents were asked how frequently they visit Ilkley town centre. Figure 5.15 shows that most respondents visit the town centre five or more times per week.

Figure 5.15: Frequency of visits to Ilkley town centre



5.23 When asked about the purpose of their last visit to Ilkley town centre, most respondents indicated shopping to be the main purpose (Figure 5.16). Leisure and commuting to/from work were listed as the second and third most noted trip reasons, at 12% and 11% respectively.

Figure 5.16: Journey purpose for visiting Ilkley town centre



Estimated spend during last trip to Ilkley

5.24 Respondents were asked to indicate their approximate spend during their last visit to Ilkley town centre. On average, respondents estimated their spend at £24.09 per visit, excluding any parking fees paid.

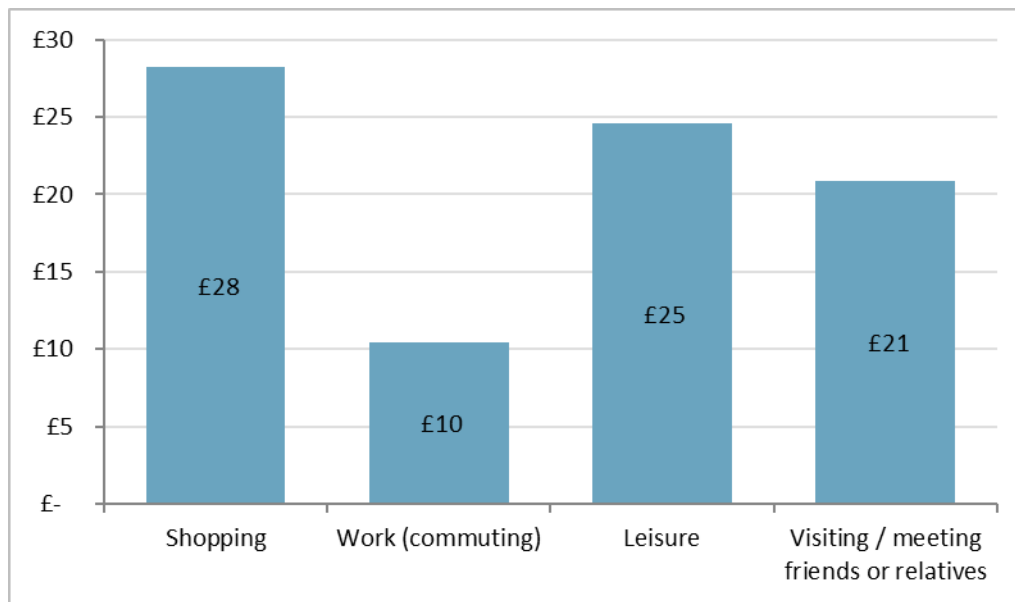
5.25 Figure 5.17 presents the average spend by the three most common modes of accessing the town centre (car as driver, car as passenger and on foot). Car passengers had the highest spend by day, at £28, followed by car drivers (£25) and those visiting the town centre on foot (£22).

Figure 5.17: Average daily spend during last visit to Ilkley town centre by mode



5.26 Spend by journey purpose is shown in Figure 5.18. It shows that those respondents who visited the town centre for shopping, spent the highest average amount of money (£28), followed by those visiting for leisure and to visit and meet friends or relatives, with £24 and £21 respectively. Those who work in the town spent less during their last trip but indicated that they visit more often.

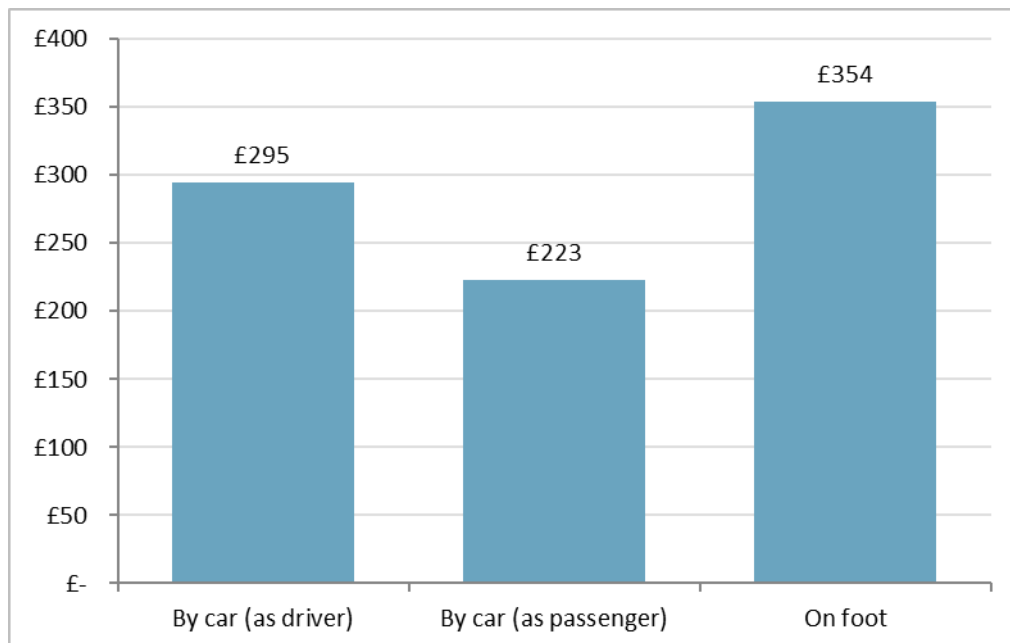
Figure 5.18: Average daily spend during last visit to Ilkley town centre by journey purpose



5.27 Using the frequency of visits for respondents, as well as the mode they indicated using to travel to Ilkley town centre, an estimation of average spend per month per mode was calculated. Figure 5.19 shows that respondents who walk to Ilkley town centre have the highest average spend, at £354 per month, followed by car drivers (£295) and car passengers (£223).

5.28 The proportion split of overall spend per month by mode in Ilkley was also calculated– 71% of spend was by car drivers and 29% by users of other modes.

Figure 5.19: Average spend per month by mode

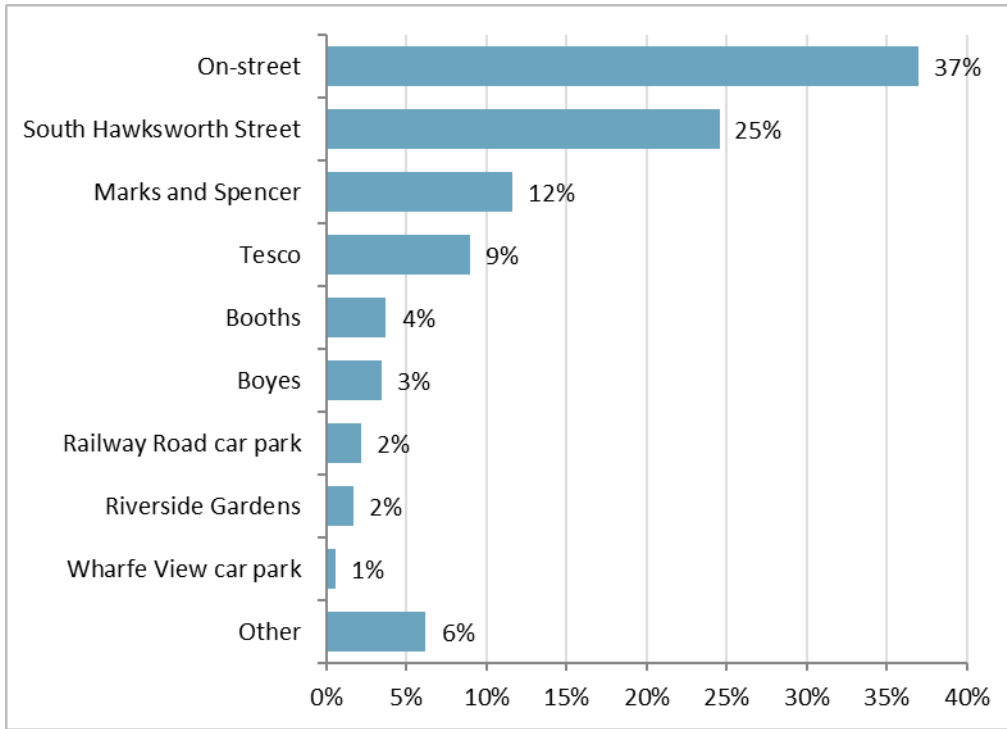


Parking in Ilkley town centre

5.29 As part of the survey, respondents were asked where they parked during their last visit to Ilkley town centre. Results show that most respondents parked their cars on-street (37%). A

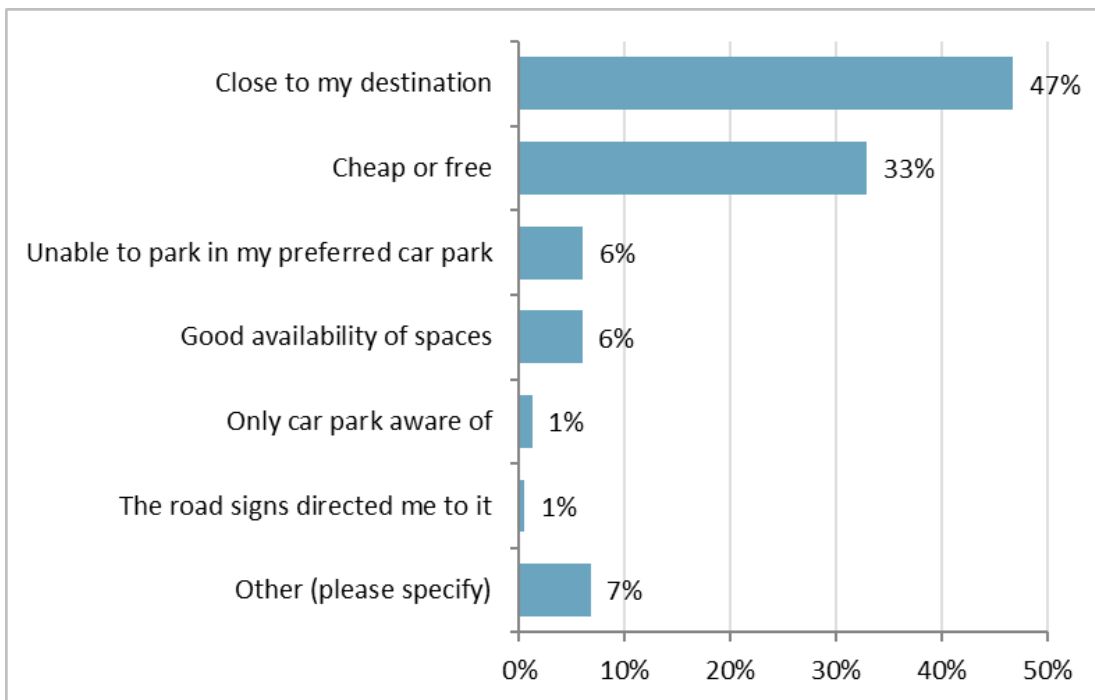
quarter of respondents parked on South Hawksworth Street car park, and 12% at the Marks and Spencer’s car park.

Figure 5.20: Car parks that respondents used for their last visit to Ilkley town centre



5.30 Figure 5.21 indicates the main reasons why respondents chose the parking locations shown in Figure 5.20. Nearly half of the respondents said that the main reason for their choice was that it was close to their destination. Additionally, 33% suggested that price was a key factor influencing their decision.

Figure 5.21: Main reasons for choosing the parking location

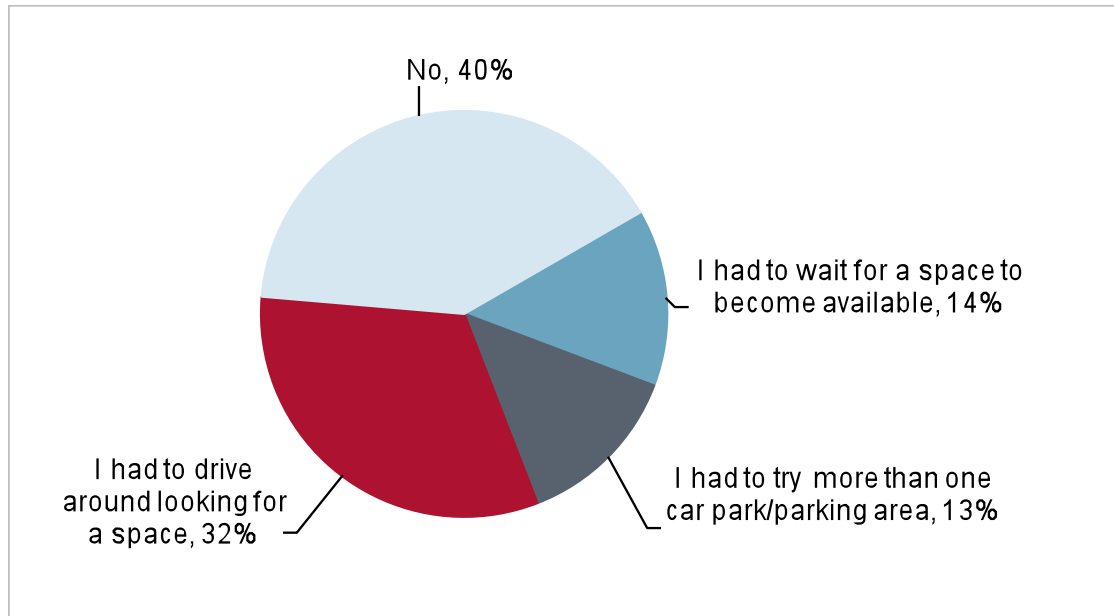


Experiences of parking

5.31 To better understand the respondents' experience of parking in Ilkley town centre, the survey asked about difficulties relating to their ability to find parking spaces

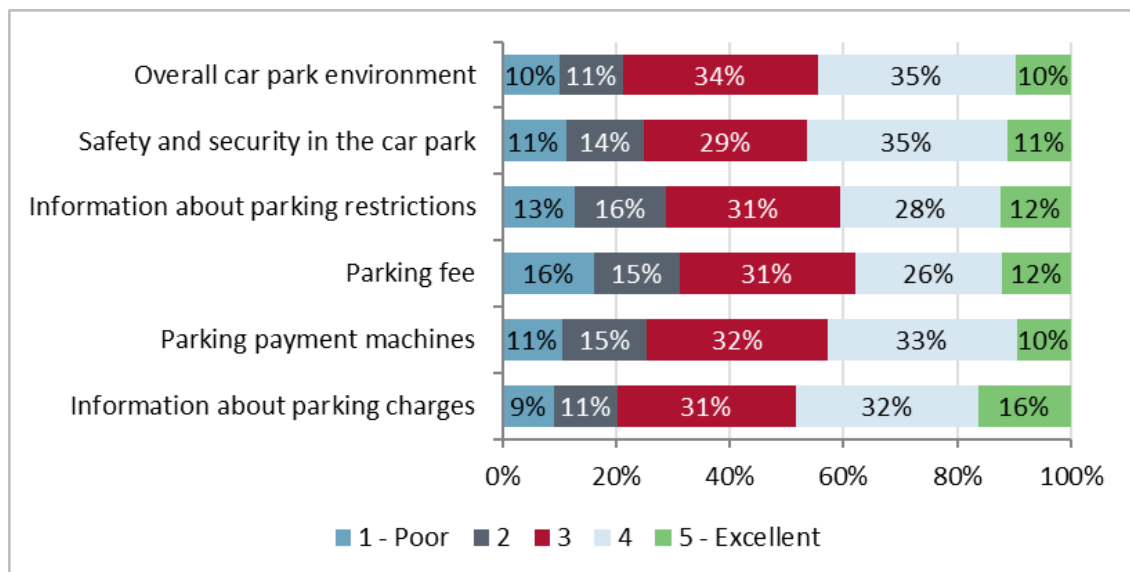
5.32 Figure 5.22 shows that 40% of respondents had no issue with finding parking availability. However, 32% of respondents indicated that they had to drive round looking for a space, 14% had to wait for a space to become available, 13% had to try more than one car park/parking area.

Figure 5.22: Issues encountered in trying to find parking in Ilkley town centre



5.33 Figure 5.23 shows how people experience the parking experience in Ilkley town centre and how they rank any parking problems they have encountered. The various issues relating to parking were ranked similarly by survey respondents. Between 20% and 31% of visitors have a negative view on at least one parking experience in Ilkley rating some of the criteria either one or two, with one being poor and five being excellent.

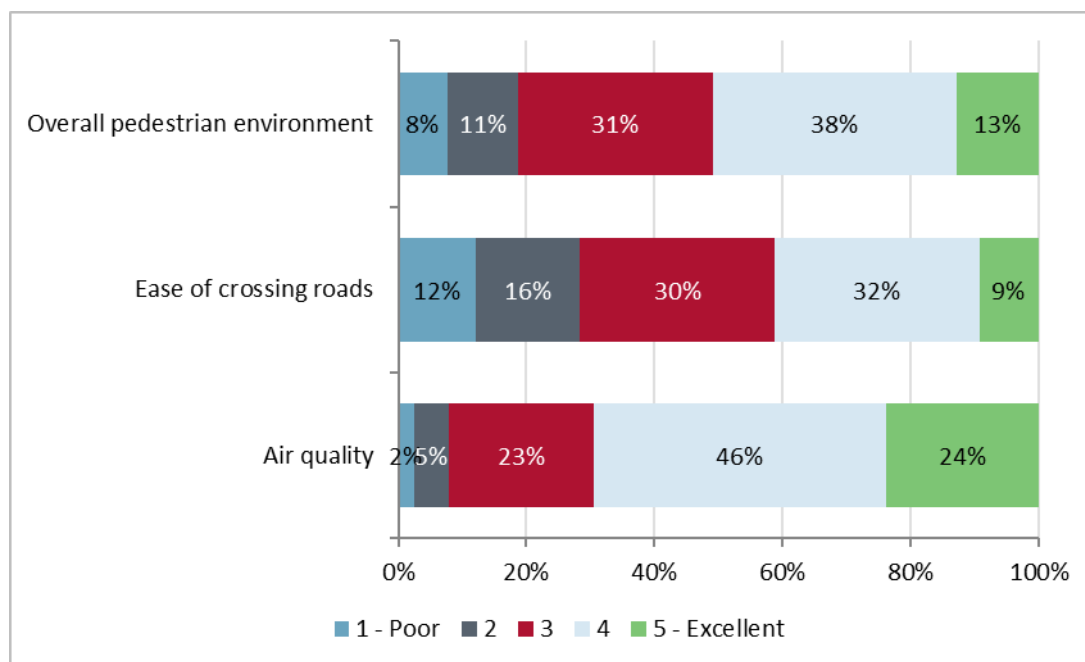
Figure 5.23: Parking problems encountered in Ilkley town centre



Pedestrian experience in Ilkley town centre

5.34 As part of the survey, respondents were asked to rank air quality, the ease of crossing roads and the overall pedestrian experience in Ilkley town centre. As shown in Figure 5.24, on average air quality was ranked the highest with 70% of respondents rating air quality a 4 or 5, followed by the overall pedestrian environment (51%) and the ease of crossing roads (41%).

Figure 5.24: Ranking of the pedestrian environment in Ilkley town centre



Parking problems in residential areas

5.35 The questionnaire asked those who live in Ilkley about their experience of some of the main parking problems that were identified through consultation with local members, site visits and review of comments made on local online forums:

- Difficulty in finding a space to park my car on my street
- Parked cars obstructing access to my property/drive
- Parked cars on my street obstructing the footway/pavement
- Parked cars on my street creating a safety issue

5.36 Respondents rated the extent to which they found each of the problems identified to be a problem *on the street they live on*. Table 5.2 shows the results. More than half of respondents stated that each of the issues identified was a problem for them. Parked cars creating a safety issue was considered a problem by the highest proportion (67%) including 24% who rated this as a “very large” problem.

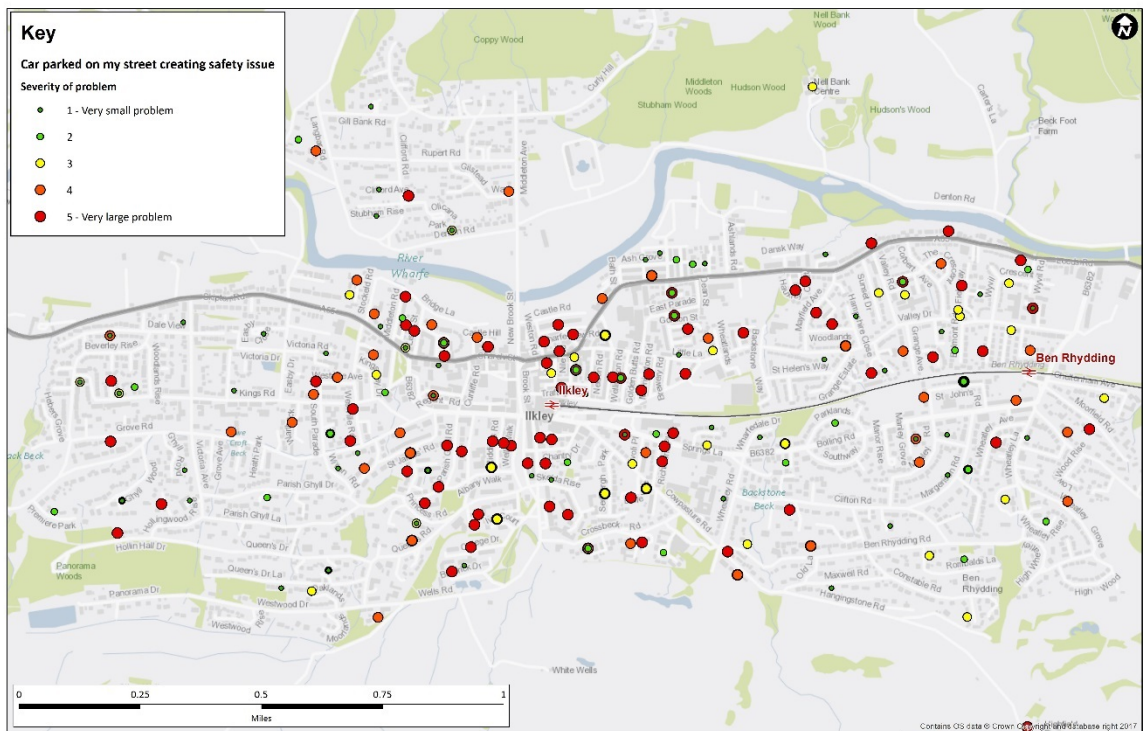
Table 5.2: Residential parking – ranking of parking problems in Ilkley

Issue	% of residents indicating issue as problem	1 – very small problem	2	3	4	5 – very large problem
Difficulty in finding a space to park my car on my street	50%	9%	5%	7%	6%	22%
Cars parked on my street obstructing access to my property/drive	58%	17%	6%	9%	7%	19%
Cars parked on my street obstructing the footway/pavement	60%	14%	8%	10%	8%	20%
Cars parked on my street creating a safety issue	67%	15%	8%	10%	10%	24%

5.37 Figure 5.25 to Figure 5.28 show the locations of the Ilkley residents that indicated parking problems on their street with the location dots colour coded as to the perceived severity of the problem.

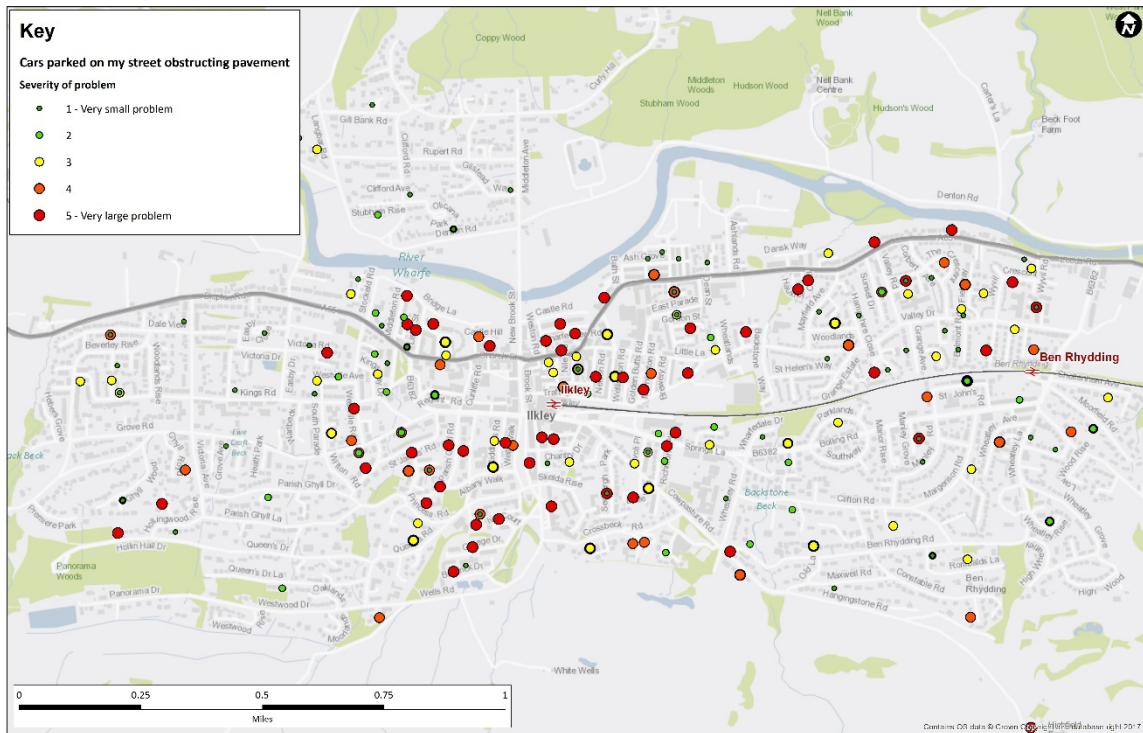
5.38 Figure 5.25 highlights that, particularly in streets to the north and south of the Ilkley station, residents feel that parked cars create safety issues.

Figure 5.25: Residents indicating that cars parked on their street create a safety issue



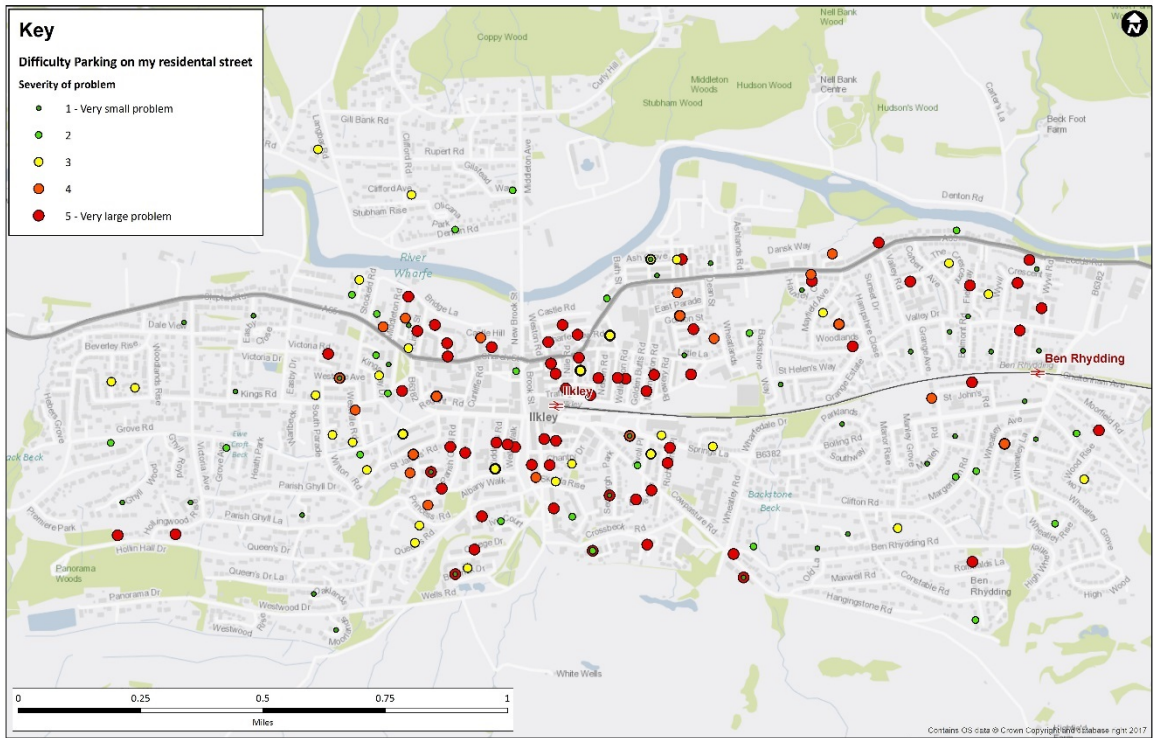
5.39 A similar pattern is shown in Figure 5.26, with residents in the centre of Ilkley indicating that the obstruction of footways through parked cars is a large problem.

Figure 5.26: Residents indicating that cars parked on their street obstruct footways



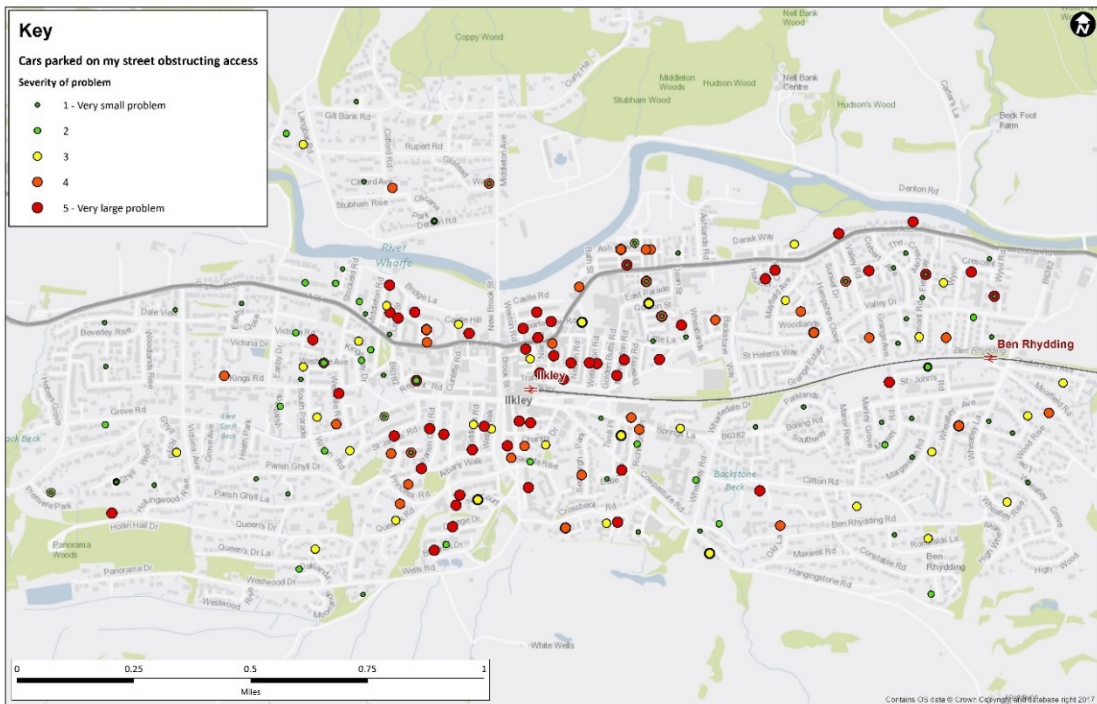
5.40 Figure 5.27 highlights where residents have indicated that it is difficult to find a parking space on their own street. Residents to the north of Church Street and to the west and east of New Brook Street have rated this as a very large problem. Furthermore, residents to the north of the station and south of Church Street view the difficulty of finding a parking space on their own street to be a large problem.

Figure 5.27: Residents assessing the difficulty of finding a parking space on their streets



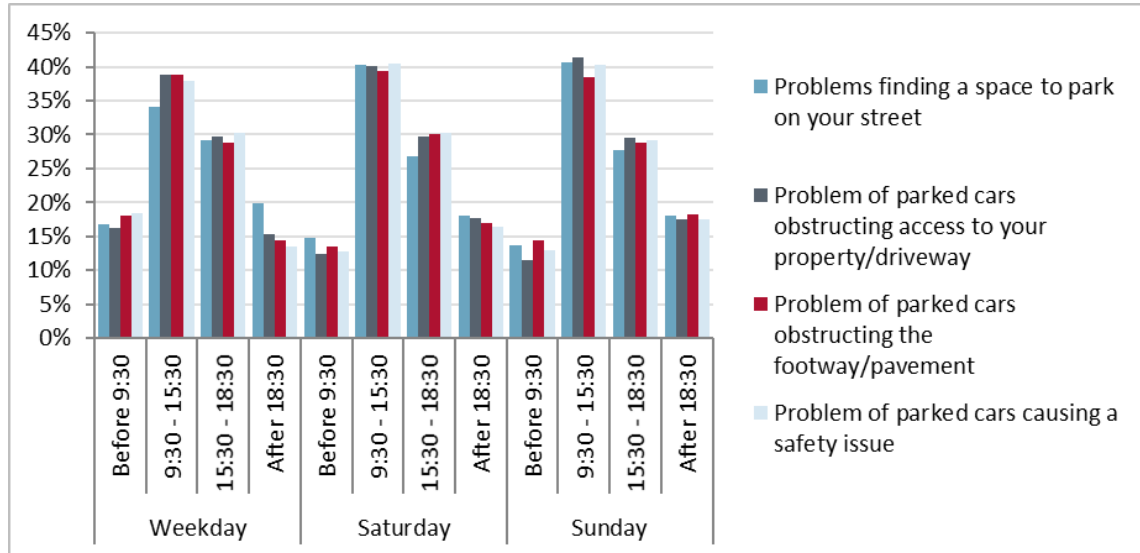
5.41 Figure 5.28 shows how residents ranked the issue of parked cars obstructing access to their property and/or drive. Similarly to Figure 5.27, the issue was considered most severe to the north of Ilkley station around Church Street. Additionally, residents ranked the obstruction of access to their drives as a very big problem around Wells Road and the residential area south of Queens Road.

Figure 5.28: Residents assessing the severity of parked cars obstructing access to their property/drive



5.42 Residents who rated each issue as a problem were asked to state the time of the day when each issue was considered to be most severe. The results are shown in Figure 5.29 which shows that on both weekdays and weekends, all issues are most severe between 09:30 and 15:30. There was little difference between perceived timing of the severity of the four problems.

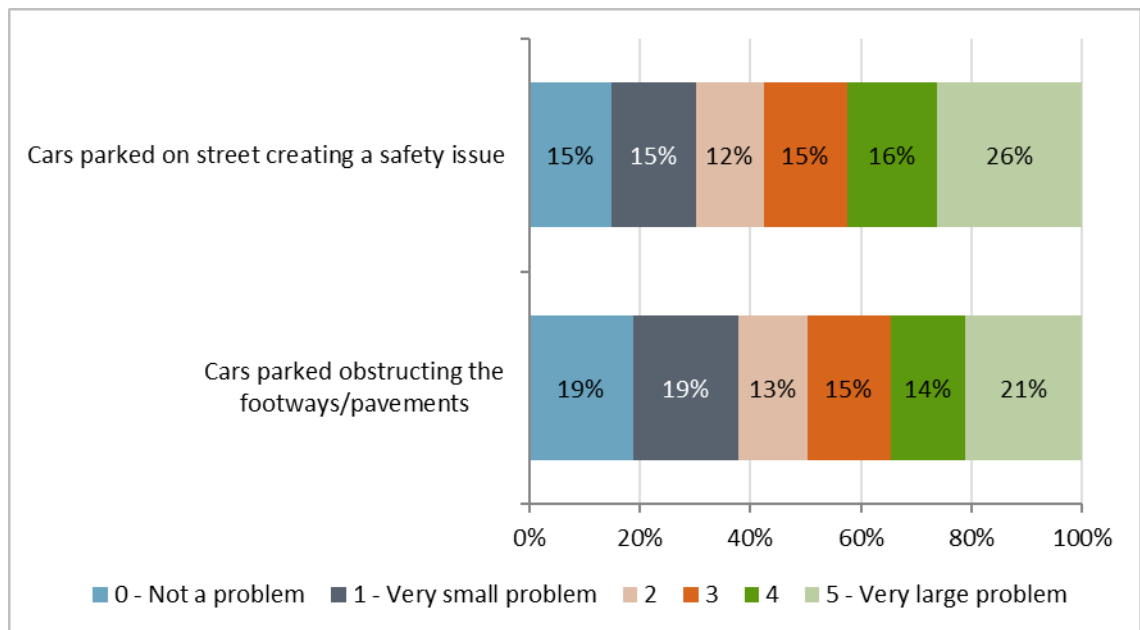
Figure 5.29: Residential parking – frequency of issues



Parking problems generally in Ilkley

5.43 Figure 5.30 shows how parking issues, namely cars parked obstructing the footways/pavements and cars parked on street creating a safety issue, were generally ranked in Ilkley. Cars parked on the street which create a safety issue were viewed as a very large problem by over a quarter of the respondents.

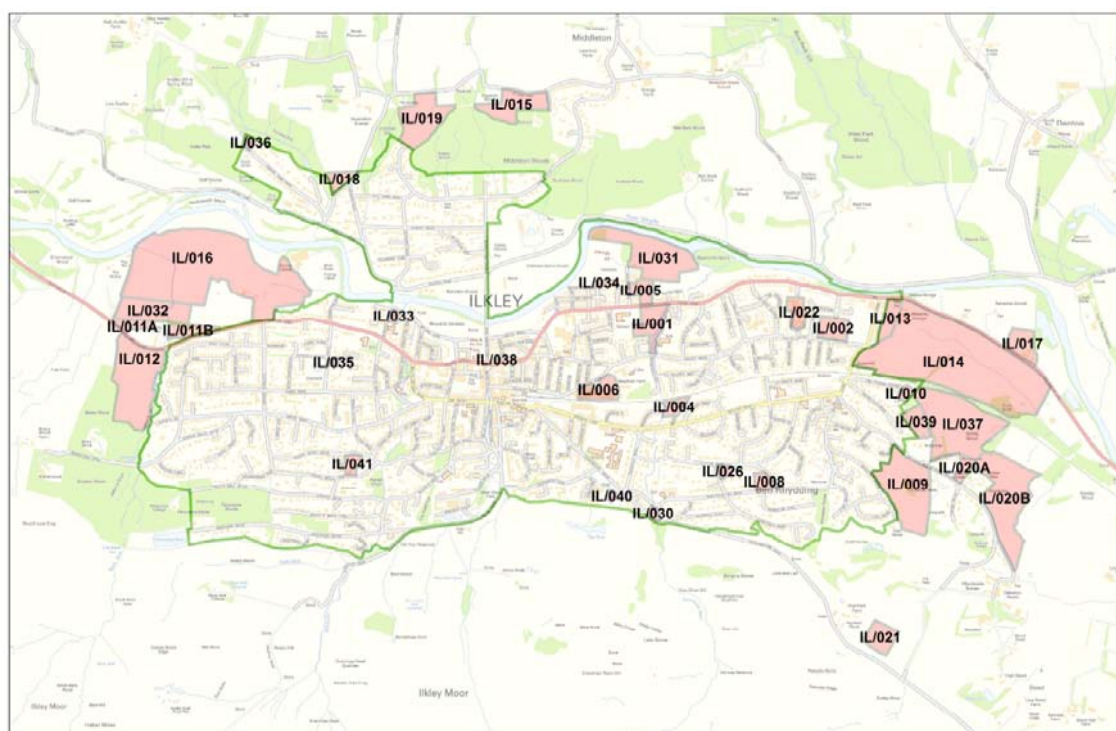
Figure 5.30: Rating of parking problems in Ilkley



6 Future supply and demand

- 6.1 To understand future parking demand, development proposals in Ilkley were reviewed and estimates of future parking supply and demand were made.
- 6.2 The Allocations Development Plan Document Issues and Options for the Wharfedale Sub Area, City of Bradford MDC, May 2016 notes that Wharfedale will see 2,500 new homes in the period from 2013 to 2030 with 800-1000 located in Ilkley.
- 6.3 The housing allocations for Ilkley taken from the Unitary Development Plan are shown in Figure 6.1.

Figure 6.1: Housing Allocations, Ilkley



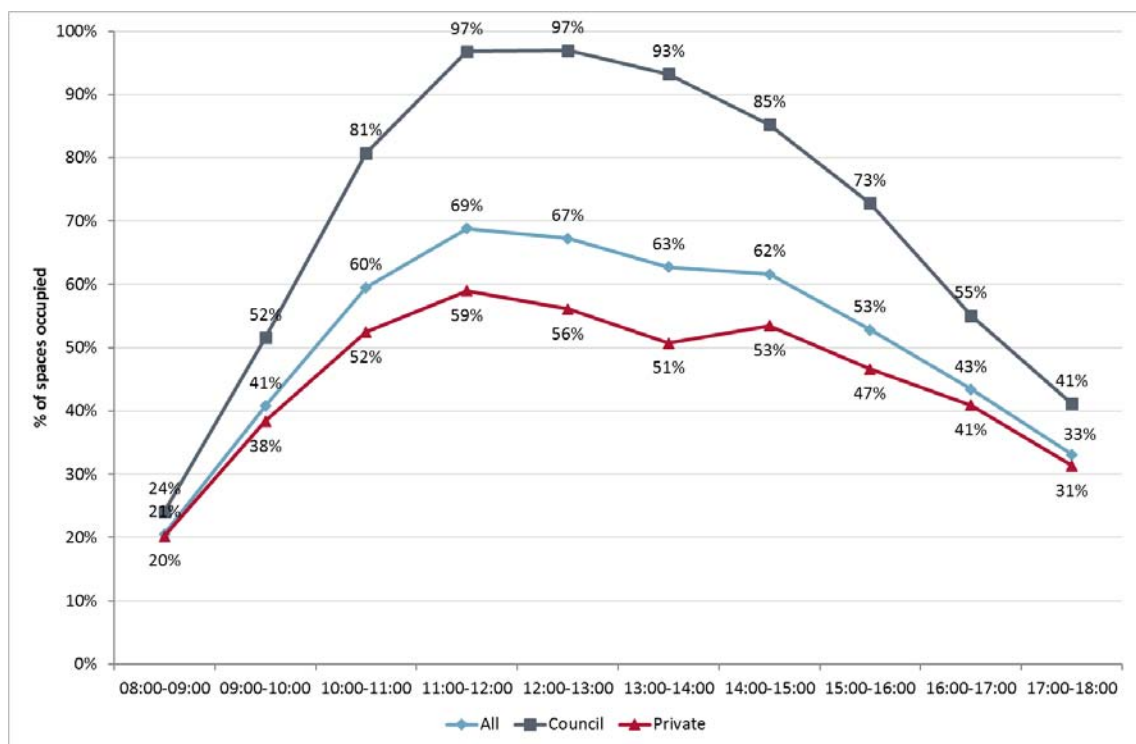
- 6.4 The uppermost additional housing estimate (1,000) was used as basis of future estimates of parking demand. Aside from housing development, review of the UDP found no development that would result in the provision of significant additional publicly available car parking. It was therefore assumed that parking supply would remain the same as for 2017.
- 6.5 Using the national average of 2.3 people per household it is estimated that the population of Ilkley will increase by around 2,300.

6.6 Based on the survey results it was found that 66% of Ilkley residents visited the town by car either as driver or a passenger. Using the current average visits per month of Ilkley residents it was estimated that these new residents would visit Ilkley by car 4,228 times each month or 151 times each day collectively.

6.7 It was assumed that the new trips would be distributed across the day proportional to the current split. Therefore, more visits will occur in the peak hours of the day and less in the quieter periods. Figure 6.2 shows the effect that this increase in demand could have on weekday car park occupancy.

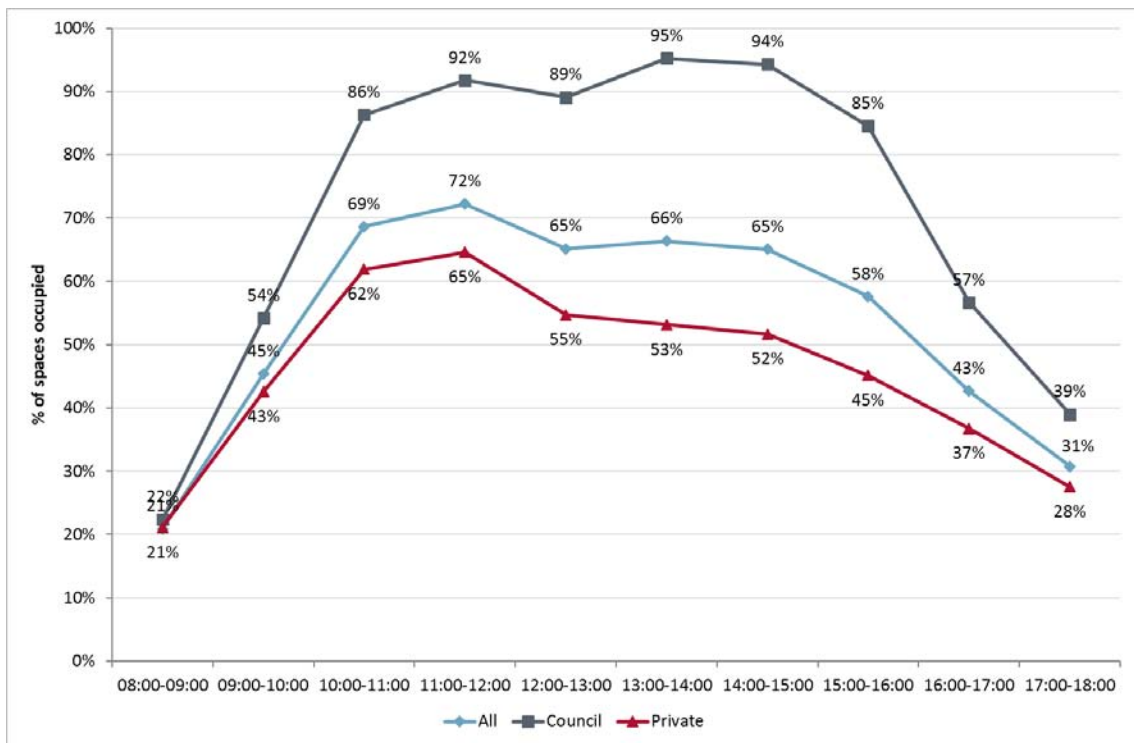
6.8 As shown in the chart, the Council-operated car parks would be close to capacity at the peak period of demand, reaching 97% from 11:00 to 13:00 – the car parks would be effectively full. It should be noted that the estimates in Figure 5.2 represent a “do nothing” situation whereby there are no changes to parking arrangements or provision of alternative travel options.

Figure 6.2: Future off-street occupancy forecast – Weekday



6.9 Figure 6.3 shows the effect that this increase in demand could have on weekend car park occupancy. Again, the Council-operated car parks exceed 85% from 10:00 to 15:00.

Figure 6.3: Future off-street occupancy forecast – Weekend



7 Key findings and recommendations

Off-street car parking occupancy

- 7.1 While the surveys found that there is available capacity for car parking within the town, the car parks where there is available space are not under the control of the Council.
- 7.2 Parking occupancy surveys undertaken on a weekday in May 2017 and a Saturday in June at the off-street car parks found a notably higher level of occupancy of Council-operated car parks, of which South Hawksworth Street is the largest, compared to privately-operated car parks.
- 7.3 For all off-street parking (including Council and privately operated) occupancy reaches a peak of 68% of available off-street spaces between 11:00 and 12:00. However, the Council-operated car parks are close to capacity (87% to 91% of spaces occupied) from 11:00 to 14:00 with only around 40 available spaces. For the peak hour of occupancy (11:00 to 12:00) the available spare capacity is mostly found in Booths car park (139 available spaces) and Tesco (84 available spaces).
- 7.4 On the Saturday, parking occupancy reaches a similar peak (70% of spaces occupied) at the same time of the day (11:00 to 12:00). The same trend of a greater level of occupancy of Council-operated car parks was observed though the maximum occupancy was slightly lower and occurred later in the day (89% of spaces occupied between 13:00 and 14:00).

Overall parking stress

- 7.5 At the peak weekday period of demand for parking in Ilkley, the Council car parks are close to capacity and there are over 1,000 cars parked on streets within 400 metres of the centre.
- 7.6 The peak period on the weekday occurred between 14:00 to 15:00 at which point 1,598 of the 2,227 parking spaces surveyed were occupied, representing 72% of all available spaces. On the Saturday, the peak period of parking occupancy occurred between 12:00 and 13:00 at which point 1,484 of the available 2,227 spaces were occupied, representing 67% of all available spaces.
- 7.7 While the results may indicate available capacity, the demand is not evenly spread - there is a tendency for drivers to seek to park as close to their destination as possible and a preference for South Hawksworth Street car park.

Commuter parking

- 7.8 Overall, on the weekday survey on the streets within 400 metres of Ilkley station, 28% of cars observed were likely to be residents' cars, 17% commuter cars and 55% non-resident, non-commuter cars (likely to be shoppers and visitors to the town centre but also may include part-time workers).

Travel behaviour

- 7.9 On-street interview surveys and an online survey found that around two thirds of respondents travelled to Ilkley by car and one in four by walking with little use of public transport or cycling. While this is a self-selecting survey and not necessarily representative of all travel behaviour, it gives an indication of the likely mode use for accessing Ilkley.
- 7.10 Most respondents visited regularly and the most common journey purpose was shopping (56%) followed by leisure (12%) and work (commuting, 11%).
- 7.11 There is a high number of short journeys made by car, with 38% of car users making journeys to Ilkley town centre that are under two miles in distance, most of which originate within Ilkley.
- 7.12 When asked whether they perceived alternative travel options to be realistic for their journey. Car users indicated that the most realistic options were either walking at 37% or rail at 20%. Travel by bus, cycling or car sharing were perceived as less realistic.

Estimated spend per trip

- 7.13 The average spend for trips to Ilkley as estimated by respondents was £24. Car passengers had the highest spend by day, at £28, followed by car drivers (£25) and those visiting the town centre on foot (£22). Respondents who visited the town centre for shopping, spent the highest average amount of money (£28), followed by those visiting for leisure and to visit and meet friends or relatives, with £24 and £21 respectively. Those who work in the town or commute from the station spend less per trip (£10) but do visit regularly.
- 7.14 An estimated average spend per month per mode was calculated by multiplying the estimated spend for the last visit by frequency of visit to the town. Those who walk spend less per trip but visit more often, so respondents who walk to Ilkley town centre have the highest average spend, at £354 per month, followed by car drivers (£295) and car passengers (£223).

Experiences of parking in Ilkley

- 7.15 Respondents who drove to Ilkley were asked about their experiences: 32% of respondents indicated that they had to drive round looking for a space, 14% had to wait for a space to become available, 13% had to try more than one car park/parking area. Experiences were mixed: there were a number of respondents to the surveys who noted that parking was not a particular difficulty for them.
- 7.16 Parking facilities in Ilkley also received mixed ratings. The overall car park environment was rated as good or excellent by 50% of respondents. But there was a reasonably high proportion of car park users who rated aspects as poor or very poor including the parking fees (31%), information about parking restrictions (29%), safety and security in the car park (25%), payment machines (26%) and information about parking charges (20%). Responses to the online survey, stakeholder discussions and site visits identified a need and desire for improvements to the main South Hawksworth Street car park, including general improvement in the physical environment and layout as well as more convenient payment options, information and improved signage.

Parking problems in residential areas

- 7.17 For each of the following problems, more than half of Ilkley residents surveyed stated that they experienced the problem on their street:

Difficulty in finding a space to park their car on their street
Parked cars obstructing access to their property/drive
Parked cars obstructing the footway/pavement or creating a safety issue
Parked cars creating a safety issue

- 7.18 Parked cars creating a safety issue was considered a problem by the highest proportion (67%) including 24% who rated this as a “very large” problem.
- 7.19 Residents across Ilkley highlighted these problems but there were some areas where there were clusters of residents highlighting them as “large” problems. Residents in streets immediately to the north and south of Ilkley station feel that parked cars create safety issues and cars parked on their street obstruct footways. Residents to the north of Church Street and to the west and east of New Brook Street indicated that it is difficult to find a parking space on their own street and rate this as a “very large” problem. Residents to the north of the station and south of Church Street view the difficulty of finding a parking space on their own street to be a “large” or “very large” problem.
- 7.20 All issues are most severe between 09:30 and 15:30. There was little difference between perceived timing of the severity of the four problems.
- 7.21 A majority of respondents (85%) felt that cars parked on the street create safety issues generally in Ilkley with two in five stating that this was a “large” or “very large” problem. Cars obstructing footways was seen as a problem by four in five respondents and a “large” or “very large” problem by 35%.

The pedestrian environment

- 7.22 The overall pedestrian environment in Ilkley was rated as good or very good by 51% of respondents and as poor or very poor by 19%. The ease of crossing roads was rated less favourably with 28% finding this to be poor or very poor and 41% rating this as good or excellent. Given the high potential for walking trips to Ilkley town centre and the relatively high average spend by those who walk to the town, there is a need to consider how the pedestrian environment can be improved to support walking to the town centre.

Recommendations

- 7.23 The following recommendations are made to address some of the issues identified by this review. Recommendations 1 to 5 focus on management of existing on-street and off-street parking operated by the Council. Recommendations 6 and 7 concern potential improvements to alternative travel options, to reduce parking demand.

Recommendation 1: Protect on-street parking for use by short-stay shoppers and encourage turnover

- 7.24 Introduce charges for the short-stay on-street bays within the town centre that are currently subject to waiting restrictions (for example Cunliffe Road, South Hawksworth Street, Brook Street and The Grove). A free period of 30 minutes would encourage turnover of spaces, allowing them to be used for quick visits to specific shops. Stays longer than 30 minutes should be charged at a similar rate to South Hawksworth Street using payment machines which allow payment by phone or credit card.
- 7.25 This approach is in line with the Core Strategy parking policy TR2 objectives to reduce long stay parking in the town centre.

Recommendation 2: Introduce resident parking schemes to reduce commuter parking in residential areas

- 7.26 Residential parking permit schemes should be considered for the areas identified by this study as having significant levels of parking stress. Area where parking stress was high included:
- Streets to the north of Ilkley station (Nile, Victory, Nelson, Wellington and Golden Butts Roads)
 - Wharfe View, Weston Road and Castle Road
- 7.27 Streets in these areas are less suited to sharing between residents and other users, due to narrow streets and would be more suited to a resident parking zone. It is recommended that this is supported by traffic calming measures and, where appropriate, one-way streets and filtering to create a Home Zone, reducing the car dominance of the area in line with local policy.
- 7.28 In some streets, there is potential to introduce restrictions on long-stay parking but allow designated parking bays which could be shared between residents and short stay (e.g. maximum 2 hours) use. Suitable streets include those to the south of Ilkley centre including Wells Road, Wells Promenade, Wells Walk, Riddings Road, Back Parish Ghyll Road, Parish Ghyll Road.
- 7.29 While the likely initial effect of introducing resident parking schemes may be to displace demand to streets further from the town centre, the density of dwellings in those streets reduces and the number of dwellings with off-street parking increases, meaning that they have greater ability to cope with on-street parking. A further effect may be to reduce the number of local commuters travelling to Ilkley by car, as they will not be able to park close to their destination, so may choose to walk instead.
- 7.30 This approach is in line with the Core Strategy parking policy TR2 objectives to reduce long stay parking in the town centre. The potential impacts on local business through reduced commuter parking availability close to the town centre would need to be considered in more detail. Rail commuters who currently park on-street in Ilkley are likely to have the option of parking at a dedicated station car park at Ben Rhydding station in the future, offering a more suitable alternative to parking on-street in residential areas.

Recommendation 3: Increase tariffs at South Hawksworth Street car park and re-invest additional income into parking facilities

- 7.31 Review the parking tariffs at South Hawksworth Street car park. While feedback on appropriate charging levels was mixed and the survey did not specifically address this issue, the surveys did show a high level of demand to use South Hawksworth Street car park. There is also a need to improve the condition of the surfacing, signage and payment machines, for example to offer alternative payment by card or mobile phone. As such, it is recommended to make the following changes to payment tariffs at South Hawksworth Street to manage demand and increase revenue to pay for upgrades to the car park:
- Remove the option to park for up to 30 minutes – make this option free and available in on-street bays.
 - Increase the 1 hour parking fee to at least £1.00.
 - Encourage turnover of car parking spaces by introducing a maximum 4 hour stay.
 - Introduce evening charges supported by appropriate enforcement.

- 7.32 Parking fees should also be introduced for other Council-operated car parks, though at a lower rate, given their less convenient location for the town centre.

Recommendation 4: Improve Blue Badge parking provision

- 7.33 Ensure all Blue Badge parking bays within South Hawksworth Street car park are to good practice standards with hatched areas to each side and the rear. To meet demand for Blue Badge bays, convert some on-street spaces to Blue Badge bays on Brook Street.

Recommendation 5: Review the business permit scheme with a view to reducing business permit parking provision

- 7.34 Occupancy surveys showed that the business permit bays within South Hawksworth Street car parks are typically at less than half the occupancy of the rest of the car park. Conversion of at least some of these bays to parking for general use would allow use by shoppers and visitors who typically spend more in the town centre. If there is a need for business permits, the option of on-street permits within controlled parking zones further from the town centre should be considered. Business permits should be charged at a rate which more closely reflects the potential income from each space – the existing £500 annual fee is significantly less than the annual income that could be achieved from parking spaces for general use.

Recommendation 6: Improve presentation and co-ordination of alternative travel options

- 7.35 Ilkley is well served by public transport but there is a range of services and operators with little or no co-ordination between them. The Wharfe Valley is a frequent public transport corridor including six bus services an hour between Otley and Ilkley, four trains an hour between Guiseley and Ilkley and three buses an hour between Ilkley and Addingham. However, this frequent service provision is not immediately evident to the user.
- 7.36 It is recommended that BMDC works with Leeds City Council and local bus and rail operators to better present the range of public transport options available in the Wharfe Valley. Initiatives to improve presentation of services and encourage public transport use for travel to Ilkley include joint ticketing initiatives between bus operators, integrated rail and bus ticketing (particularly for Addingham residents using Ilkley station) and improved mapping to show the Wharfe Valley public transport network.
- 7.37 A demand responsive service should also be explored as a potential alternative to the current 962 service. Transport for Greater Manchester's Local Link services offer a good example of providing more flexible services in semi-rural areas.

Recommendation 7: Undertake an urban realm study to identify ways of improving the pedestrian environment

- 7.38 The surveys undertaken for this study identified a strong local demand for car parking in the town centre, with many car park users making short trips that could be walked. Over half of respondents who drove for their last journey to Ilkley town centre stated that walking was or may be a realistic option for this journey. Encouraging walking in place of car trips could be achieved through a range of parking management, infrastructure, design and awareness raising measures.
- 7.39 It is recommended that other measures to support walking are considered as part of a wider urban realm study that seeks to improve the pedestrian experience in Ilkley. Measures identified in this study include:

- Improve crossing points – one in four respondents to the online survey rated the ease of crossing roads as poor or very poor.
- Tightening corner radii and giving greater pedestrian visual priority to support crossing of side roads in the town centre, moving towards continuous footways along Brook Street and The Grove.
- Reduction of traffic speeds through implementation of 20 mph zones and traffic calming, particularly on Railway Road and the streets in that area which are used for “rat-running”.
- Implementation of Home Zones where traffic calming and street-redesign further reduce the dominance of parked cars and traffic.



A Typology of cars parked on-street

Table A.1: Typology of cars parked on-street - Weekday

Street	Approx. capacity	Likely typology of cars			Waiting restriction
		Resident	Commuter	Non-resident, non-commuter	
Middleton Rd	43	66%	7%	28%	No
Lister St	44	56%	16%	28%	No
Alexandra Crescent	33	52%	10%	38%	No
Bridge Ln	92	28%	2%	70%	Yes
Castle Rd (A)	18	50%	27%	23%	No
Castle Hill	10	25%	50%	25%	No
New Brook St	26	15%	43%	41%	No
Castle Rd (B)	27	13%	39%	47%	No
Weston Rd	17	37%	40%	23%	No
Wharfe View Rd	36	42%	12%	46%	No
Blue Zone Total	346	38%	25%	37%	
Cunliffe Rd	16	3%	0%	97%	Yes
Regent Rd	28	32%	12%	56%	Yes
Unnamed Rd	14	26%	58%	16%	No
Back Grove Rd	16	4%	20%	76%	No
S Haworth	16	4%	2%	93%	Yes
Brook St	17	11%	4%	85%	Yes
B6382	28	2%	0%	98%	Yes
Green Zone Total	135	12%	14%	75%	
Nile Rd	24	27%	3%	70%	No
Victory Rd	23	33%	17%	50%	No
Trafalgar Rd	52	40%	26%	26%	No
Nelson Rd	40	36%	23%	41%	No
Wellington Rd	52	51%	17%	32%	No
Golden Butts Rd	24	30%	26%	44%	No
Wilmot Rd	26	53%	9%	37%	No

Mornington Rd	45	58%	15%	27%	No
Railway Rd	72	19%	15%	66%	No
Orange Zone Total	358	39%	17%	44%	
Wells Rd	75	16%	51%	33%	No
Skelda Rise	15	39%	39%	22%	No
Whitton Croft Rd	28	2%	12%	86%	Yes
Chantry Dr	54	20%	30%	49%	No
Sefton Dr	24	39%	22%	39%	No
Cowpasture Rd	47	22%	13%	65%	No
Purple Zone Total	243	23%	28%	49%	
Parish Ghyll Rd	50	31%	26%	44%	No
Back Parish Ghyll Rd	21	29%	15%	55%	No
Riddings Rd	31	13%	19%	68%	Some
Wells Walk	35	14%	6%	80%	No
Albany Walk	53	18%	0%	82%	No
Wells Promenade	48	13%	0%	87%	No
Yellow Zone Total	238	20%	11%	69%	
Total overall	1320	28%	17%	55%	

Table A.2: Typology of cars parked on street – Weekend

Street	Approx. capacity	Typology of cars			
		Resident	Commuter	Non-resident, non-commuter	
Middleton Rd	43	84%	0%	16%	No
Lister St	44	80%	7%	14%	No
Alexandra Cres	33	100%	0%	0%	No
Bridge Ln	92	41%	14%	44%	Yes
Castle Rd (A)	18	23%	18%	59%	No
Castle Hill	10	100%	0%	0%	No
New Brook St	26	44%	24%	32%	No
Castle Rd (B)	27	36%	18%	46%	No
Weston	17	67%	5%	29%	No
Wharfe	36	37%	19%	44%	No
Blue Zone Total	346	61%	10%	29%	
Cunliffe Rd	16	0%	0%	100%	Yes
Regent Rd	28	49%	3%	49%	Yes
Unnamed Rd	14	31%	6%	63%	No
Back Grove Rd	16	0%	0%	0%	No
S Hawksworth	16	18%	0%	82%	Yes
Brook St	17	13%	0%	87%	Yes
B6382	28	6%	0%	94%	Yes
Green Zone Total	135	20%	1%	79%	

Nile Rd	24	61%	13%	26%	No
Victory Rd	23	55%	9%	36%	No
Trafalgar Rd	52	62%	12%	26%	No
Nelson Rd	40	57%	6%	37%	No
Wellington Rd	52	74%	10%	16%	No
Golden Butts Rd	24	59%	5%	36%	No
Wilmot Rd	26	76%	8%	16%	No
Mornington Rd	45	75%	10%	15%	No
Railway Rd	72	17%	16%	68%	No
Orange Zone Total	358	60%	10%	30%	
Wells Rd	75	24%	14%	62%	No
Skelda Rise	15	75%	0%	25%	No
Whitton Croft Rd	28	25%	8%	67%	Yes
Chantry Dr	54	49%	12%	40%	No
Sefton Dr	24	80%	5%	15%	No
Cowpasture Rd	47	28%	5%	67%	No
Purple Zone Total	243	47%	7%	46%	
Parish Ghyll Rd	50	44%	12%	44%	No
Back Parish Ghyll Rd	21	30%	15%	56%	No
Riddings Rd	31	26%	17%	57%	Some
Wells Walk	35	38%	15%	46%	No
Albany Walk	53	38%	0%	63%	No
Wells Promenade	48	18%	14%	68%	No
Yellow Zone Total	238	32%	12%	56%	
Total overall	1320	43%	10%	47%	

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