



# London Borough of Hounslow

**Report for: ACTION****Contains  
Confidential or  
Exempt Information****Y – Appendix 4 exempt  
under Part 4E of the  
constitution, paragraph 3-  
financial information****Cabinet Key  
Decision****Y**

<b>Report Title</b>	Kerbside Strategy
<b>Member Reporting</b>	Cllr Katherine Dunne, Portfolio Holder for Climate, Environment and Transport
<b>Contact Details</b>	Phil Cresswell, Executive Director of Regeneration, Housing and Environmental Services
<b>For Consideration By</b>	Cabinet
<b>Date to be Considered</b>	16 July 2024
<b>Implementation Date if Not Called In</b>	25 July 2024
<b>Affected Wards</b>	All Wards
<b>Keywords/Index</b>	Kerbside Strategy, e-bikes, car clubs, cycle parking, greening, freight, taxis

## 1. Details of Recommendations

Cabinet is recommended to:

1. Approve the Kerbside Strategy as summarised in section 3.3 of the report and attached at Appendix 1.
2. Authorise the establishment of three new permanent full time posts to oversee the delivery of the actions detailed in the Kerbside Strategy and Parking Strategy and associated projects, to be funded from the additional income expected to be generated from the Parking and Kerbside Strategies;
3. Approve the use of the Parking Revenue Account to fund the actions arising from the strategy, with delivery phased over a number of years, subject to the availability of funding from the reserve and appropriate approvals;
4. Delegate authority to the Assistant Director Transport & Parking, in consultation with the Cabinet Member for Environment & Climate Change, to:
  - a. Implement the actions set out in the Kerbside Strategy, subject to the availability of funding from the Parking Revenue Account, including approval of specific locations for any new facilities at the kerbside, in alignment with the strategy;
  - b. Appoint car club providers to work in partnership with the council to deliver the car club expansion (see section 3.3A);
  - c. Make permanent the experimental traffic orders associated with the e-bike scheme, subject to satisfactory review of a full 12 months of data from each

scheme area, a further review of e-bike parking bay locations, consultation with ward members and implementation of the amendments set out in this report (see section 3.3B and Appendix 3);

- d. appoint two e-bike operating companies via an updated Memorandum of Understanding (see section 3.3B and Appendix 3);
- e. Sign a Statement of Intent to enter into the pan London TfL/London Councils micro-mobility contract and subsequently enter into this contract, implementing any necessary on-street changes to facilitate this in accordance with scheme requirements at the appropriate time, subject to satisfactory terms and conditions (see section 3.3B);

## 2. Report Summary

In June 2023, Cabinet approved the draft Kerbside Strategy for consultation. The results of the consultation have been analysed, and strategy actions reviewed, with the final strategy now presented to Cabinet for approval.

The Kerbside Strategy complements the Parking Strategy. It recognises that the kerbside is a finite resource and yet there are a range of kerbside uses that have the potential to support the different ways in which people travel around the borough and create streets that feel more liveable. Almost a third of households in the borough do not own a car and rely on walking, cycling or public/shared transport to get around. Those that own a car are also likely to use alternative modes for at least some of their trips, which is to be supported if the council is to meet its climate change pledges. This means that a careful and considered rebalancing of the kerbside would be beneficial to support these aims.

The strategy covers the following themes, with actions in relation to each: car clubs, micro-mobility, cycle parking, urban greening, Sustainable Urban Drainage (SUDS), placemaking, parklets, taxis, freight, deliveries and servicing.

Between 10 September to 20 December 2023, a public consultation was undertaken on the draft Kerbside Strategy alongside the draft Parking Strategy. The consultation was promoted using the Council's communications channels, and engaged residents, businesses and visitors in a meaningful conversation about what facilities they would like to see at the kerb to create healthier and more attractive places for everyone.

It should be noted that despite officers' best efforts to reach everyone, with over 20 engagement events and activities and over 800 emails sent to stakeholders, community groups and schools, survey participation was not as representative of Hounslow's diverse community as officers were hoping for. However, there was broad support for the Kerbside Strategy with 72.2% agreeing the street is a public space everyone should be able to use and almost half saying they worry about the impact of poor air quality on their health. Almost half (42%) of respondents said they would like to see more greening at the kerbside, with additional trees and greening a frequent request noted within responses to the survey's open question.

Feeling safer, increased provision of green space and trees, cleaner air and quieter streets/public spaces were most frequently selected measures that would encourage

respondents to cycle or scoot more. Feedback on the council's e-bike and car club proposals was informative and aligns with the proposed location strategy set out, with some suggested amendments to the e-bike scheme to address some of the concerns raised.

The cost of delivering the strategy actions will be predominantly met from surplus parking income each year, within the available Parking Revenue Account budget. However, other external funding opportunities will also be explored. During 2024/25, the total cost of the capital programme is expected to be approximately £130,000, however some of these costs will be met from external TfL funding. The cost of three new officers needed to deliver the Parking and Kerbside Strategy and associated projects is expected to be £187,000 to £198,000, depending on the spine point appointed to.

### 3. Reason for Decision and Options Considered

#### 3.1. Background and policy context

3.1.1 The 'kerbside' is the space at the edge of a road, next to the footway (i.e. at the kerb). The management of kerbside space affects everyone who spends time on our streets. It belongs to everyone, and serves a variety of uses including parking, deliveries, active travel and greening. Space on our footways is limited and should be predominantly safeguarded for pedestrians, meaning that it is important to accommodate some uses at the kerbside.

3.1.2 Parking for private vehicles is currently the most prevalent use of the borough's kerbside despite almost one third (32.8%) of Hounslow households not owning a private vehicle (Census 2021), and 66% of residents either mainly working at home (32.5%) or travelling to work via public transport, on foot or cycle (33.4%) (Census 2021).

3.1.3 Providing an abundance of car parking, without adequate provision for other modes, can make car-based travel appear to be the default option. This does not align with the Council's active travel and environmental ambitions. A more balanced approach that recognises the diversity of travel options available is needed, whilst recognising that not everyone is able to walk, cycle or use public transport for every journey, and some people rely on private car travel for their mobility.

3.1.4 Key issues that a better management and allocation of kerbside space works to address include:

- **Climate change:** Road transport accounts for 34.2% of total CO2 emissions in the borough. The Council has declared a climate emergency with action needed to address emissions from road transport. In the last decade extreme weather events have affected the road network, with these events forecast to become more frequent and severe.
- **Air quality:** The whole borough has been designated as an Air Quality Management Area, with several focus areas. Annually more than 100 deaths in Hounslow can be attributed to poor air quality.

- **Health & Wellbeing:** 30.8% of Hounslow's GP registered population has at least one long term health condition. Some of these are linked to poor air quality and a sedentary lifestyle. The Council's Local Implementation Plan (LIP) has set a target for 70% of residents to do 20 minutes of active travel per day by 2041.
- **Active and Sustainable Travel:** At present, 60% of trips in the borough are made by walking, cycling and public transport, with a target for 71% by 2041 (TfL, 2022/23). A rebalancing of the kerbside will be needed to accommodate an increase in demand for these modes, as well as supporting the LIP target of reduced car ownership and use in the borough.

3.1.5 The strategy (Appendix 1) sets out the Council's process for rebalancing the kerbside. It is the Council's first Kerbside Strategy to be developed, and indeed the first within an Outer London context. It has been drafted in accordance with the Council's Corporate Plan objectives of creating a greener, healthier, cleaner, thriving, safer and liveable Hounslow. The strategy consultation engaged residents, businesses and visitors in a meaningful conversation about what facilities they would like to see at the kerb to create healthier and more attractive places for everyone.

## 3.2 Strategy scope and objectives

3.2.1 The overarching aim of the Kerbside Strategy is:

'To strike a better balance between different kerbside uses, to create safe, healthy, liveable and multi-functional streets, in line with the Council objectives around net zero, active travel, social inclusion and the Healthy Streets Approach.'

3.2.2 The objectives of the strategy are:

1. **More sustainable** mobility: greener streets and the creation of more transport options, make it easier and more enjoyable to walk, wheel, cycle and access shared mobility and public transport in Hounslow.
2. **Improved health and wellbeing:** expanding the kerbside space for other uses ensures that everyone benefits. An increase in physical activity and exercise, especially when outdoors, can improve health and quality of life outcomes. More places to rest and meet friends, with more accessible and attractive streets to walk and cycle, helps us address loneliness, anxiety and depression while also reducing air pollution.
3. **Building resilience and adaptability:** through kerbside greening, we will build local resilience to extreme weather events such as heat waves and flash flooding and support greater biodiversity.
4. **Strengthening communities through better places:** attractive and multi-functional streets everyone can use and enjoy will help strengthen communities, with more places to meet neighbours, play and grow.
5. **Improved accessibility and inclusion:** well-designed streets and spaces benefit everyone, not just a few. We are designing our

streets for all abilities, ages and incomes, ensuring that everyone can get around with more transport options, and safe and accessible kerbside car parking.

3.2.3 To meet these objectives, the strategy contains a range of actions which have been grouped under the themes listed below. The strategy also considers the potential to establish mobility hubs, where a number of mobility features are combined.

- A. Car clubs
- B. Cycle hire
- C. Cycle parking
- D. Placemaking & Parklets
- E. Urban Greening and SuDS
- F. Freight, Delivery & Servicing
- G. Taxis and Private Hire Vehicles (PHV)

3.2.4 Kerbside allocations are influenced by land use and availability of off-street parking space. The strategy highlights those areas of the borough that are more likely to require provision of facilities at the kerbside.

3.2.5 The strategy also sets out in the Kerbside Spatial Framework how kerbside space hierarchies can guide the allocation of space to different users. The four urban types listed below have been identified, with a separate hierarchy for each.

- Town centres and high streets
- Movement corridors
- Residential
- Neighbourhood initiatives, e.g. Low Carbon Neighbourhoods, School Streets, etc

3.2.6 It is recognised that there will be some variances in land use within these areas that may affect the hierarchy on an individual street (e.g. movement corridors within a town centre environment) so there will need to be flexibility in approach. Also, the position of a kerbside use on the hierarchy does not necessarily correspond to the amount of space that use occupies on the kerbside. For instance, an allocation at the top of the hierarchy may only require one or two car parking spaces, whereas a facility at the bottom of the hierarchy may occupy the majority of the kerbside space. This approach strives to achieve some rebalancing towards the facilities at the top of the hierarchy.

### **3.3 Summary of strategy actions**

#### **A. Car clubs**

3.3.1 Car clubs provide individuals and businesses with easy and affordable access to a car or van without the need for ownership. Each car club has the potential to take 20 private cars off the street. Benefits include reduced private car ownership, use, congestion and parking pressure and improved air quality.

- 3.3.2 Zipcar and Enterprise already operate in Hounslow through a round-trip model, where users book a vehicle and then must return it to their point of origin. At present there are 34 car club bays and over 6000 members registered across the borough. There are currently no car club operations catering for one-way trips.
- 3.3.3 A range of factors can influence car club usage in an area, including car ownership levels, travel mode share, and public transport accessibility. CoMoUK, a sustainable transport charity, has combined these factors to produce heat mapping of London showing which areas have the greatest potential for car club usage. This mapping has been used to influence the location strategy for the bays, with a higher concentration of bays proposed for areas of predicted high demand .
- 3.3.4 Three levels of density (i.e. the spacing between locations) have been identified (high, medium and low), ranging from bays every 500m to every 834m. In the consultation survey (see Appendix 2), only 7% of respondents have membership to a car club scheme, with a further three quarters of respondents stating that they are aware of car clubs. The highest proportion of respondents (37%) said they would walk between three and five minutes to the nearest car club bay, aligning with the proposed spacing between bays set out in the strategy.
- 3.3.5 This means that around 66 new car club bay locations are required in addition to existing locations. The Council will seek to partner with at least two round-trip car club operators. Delivery will start in areas of highest demand, with each of three phases delivered at approximately 12 month intervals to give the scheme a chance to establish and grow. The proposed locations will be subject to a separate Chief Officer Decision (COD) report, as set out in the recommendations of this report. A minimum of one flexible car club operator will also be sought where vehicles are not based in dedicated bays but can be parked in specified types of parking bay and can be used for one-way trips, at a similar density to the round-trip car club bays.

B. Micro-mobility (dockless e-bikes and e-scooters)

- 3.3.6 Following Cabinet approval in April 2023, a dockless e-bike scheme was trialled across the borough, with this launched in three geographical phases between June and September 2023. Over 260 dedicated bays were introduced, with a single operator, Lime. Bays were spaced every 250m to 500m depending on the level of anticipated demand in each area. This approach was reflected in the draft Kerbside Strategy.
- 3.3.7 The consultation invited comments on the general principles of the e-bike scheme, which were considered alongside the comments being received on individual e-bike trial locations through the Experimental Traffic Order process. Scheme data and consultation responses have been evaluated and the outcome reflected in the final Kerbside Strategy for approval. A report setting out the results from the trial is presented in Appendix 3

- 3.3.8 In summary, the data shows that highest usage to date has been seen in June 2024, with over 81,000 trips started from the borough. Around 60% of trips both start and finish within the borough, with neighbouring boroughs key destinations for trips outside the borough. As anticipated, upon launch a period of adjustment was needed as users were required to park in dedicated bays, rather than being able to leave the bikes parked anywhere within certain parameters. This meant that parking compliance gradually rose from an initial 78% to the current 95%. Operator response times for collection of bikes left outside of bays is within the desired thresholds set out in the Memorandum of Understanding (MoU) with Lime. The scheme initially experienced issues with hacking and vandalism of the bikes, particularly by youths, resulting in anti-social behaviour in the vicinity of the bays. This was addressed in the Autumn by Lime applying both software and hardware fixes to the bikes and back-office system.
- 3.3.9 Feedback on the scheme from users has been positive in terms of ease of use of the scheme. However, 81% of scheme users considered Lime's pricing to be too expensive, with 37 non-users also highlighting scheme fees as a barrier to uptake. It is therefore recommended that the borough seeks to engage a further operator to help keep prices competitive and facilitate greater user choice.
- 3.3.10 Customer feedback on specific locations has been reviewed throughout the trial, and any urgent issues were addressed straight away through bay relocations/removal. A consistent view is that bikes continue to be abandoned outside of bays, albeit to a lesser extent than when the scheme was launched. Due to the high volume of trips, even with strong parking compliance there will be a degree of user error. However, with improved consistency of parking approach across boroughs, it is anticipated that further improvements will be seen. For instance, the neighbouring borough of Ealing is in the process of moving towards the provision of dedicated bays at all of its micro-mobility locations.
- 3.3.11 In summary, the emerging results from the scheme are positive, particularly when compared to the unauthorised free-floating scheme that was in operation up to June 2023. However, Area 3 of the scheme in the western part of the borough has only been in place since September 2023, meaning that it has not yet experienced a full summer of operation, when demand tends to be highest. It is recommended that the trial should therefore be extended, so that data for a full 12 month period can be evaluated in each of the three e-bike areas. A decision on the bays forming part of each area will be delegated to the Chief Officer, and will be subject to consultation with Ward Members, informed by scheme data and public feedback.
- 3.3.11 It should be noted that from the correspondence received to date, a small number of changes to bay locations are likely to be recommended to address concerns. A few new bays will be proposed to ease pressure on existing bays that have high usage to help ensure that users can end their ride compliantly and as close to their intended destination as possible. Usage data shows that all bays receive at least some usage each month, to varying degrees,

demonstrating that even in areas of low anticipated usage, trips will be attracted to an area if facilities are provided. No bays are currently proposed to be removed without a suitable alternative being provided.

- 3.3.12 TfL and London Councils are seeking to put in place a pan London micro-mobility scheme that brings a range of benefits to both boroughs and scheme users in terms of consistency of scheme design/rules, tighter controls, improved parking compliance, better user behaviour and improved safety. The proposed TfL contract has been reviewed by officers and is considered to be robust, although confidential at this stage in the process. The contract will be a dual-mode approach covering both e-bikes and e-scooters, albeit with a slant towards e-bikes. There will be a mandatory parking approach across London, with a London wide fleet cap. It will take many of the learnings from the existing TfL e-scooter trial and borough operations (see Appendix 3), but there would be a dedicated TfL team to manage the contract and operations, plus a data solution to independently verify data.
- 3.3.13 A key condition of joining the contract is that boroughs must introduce e-scooters in at least part of the borough. For Hounslow this would mean converting a proportion of existing e-bike bays into shared use bays with e-scooters. E-scooters bring a new sustainable transport offering to the borough and tend to be popular with a slightly younger demographic.
- 3.3.14 If the borough chooses not to join, it would effectively render the borough's existing e-bike scheme unviable as cross borough boundary trips would be prohibited due to operational constraints. The bays that the borough has implemented would have to be removed. The borough scheme has the potential to grow to 1 million trips a year in the next 5 years. If the scheme were to be removed, these trips would then revert to other modes, which could represent a backwards step in achieving the borough's active travel and climate emergency goals.
- 3.3.15 Careful consideration has been given to where within the borough to host an e scooter scheme, as it would need to adjoin at least one neighbouring borough's e-scooter operations. Initial analysis of potential demand for e-scooters has shown that a scheme located in the Brentford, Osterley and Isleworth part of the borough is likely to be well used (see Appendix 3). This would also have the benefit of providing a link between the neighbouring boroughs of Ealing and Richmond, both already part of the TfL e-scooter trial. A few other parts of the borough also have strong potential, which could be possible areas for expansion in future if the trial is successful.
- 3.3.16 In order to prepare, TfL is now seeking in principle agreement from London boroughs to participate in this future contract. The Chief Officer is required to sign a Statement of Intent to join the TfL and London Councils scheme, which can be found in Appendix 4. This is needed in order for TfL to secure a critical mass of interested boroughs, and to enable the TfL tender process to commence. The contract is likely to become operational by early 2026. A final decision to operate an e-scooter scheme in the borough will be subject to a



separate Chief Officer decision prior to implementation, subject to a further review of the contract conditions and latest data from scheme operations.

## C. Cycle parking

3.3.18 Cycle hangars offer secure and sheltered cycle parking on residential streets, particularly for those without convenient access at home. Compared to cycles being attached to street furniture, hangars offer a more secure solution that also keeps footways clear for pedestrian use. The hangars are an efficient use of the kerbside compared to car parking, with 12 bikes accommodated in the space of a single car.

3.3.19 A number of hangars have already been installed across the borough, with further phases planned. Locations are prioritised according to local demand and existing access to cycle storage. The current price for residents to access the hangars is £36 per year after a 50% subsidy from the Council has been applied, which is in line with car parking permit pricing proposed as part of the Parking Strategy. The Kerbside Strategy proposes to expand provision to keep up with demand, and to review the prioritisation criteria to ensure that when resources are limited, delivery is focused in areas with the greatest demand and need. The strategy consultation requested views on cycle hangar provision and signposted residents to how to express an interest in having a cycle hangar placed on their street.

3.3.20 On-street cycle parking is already provided at key destinations across the borough, but there is an opportunity to audit and expand provision where necessary to ensure cycling to town centre and other key destinations remains an attractive option. This could be on the footway or at the kerbside to help free up space for pedestrians where footfalls are high. In response to the survey, 'more cycle parking' was the most frequently selected priority for town centres, with 137 respondents selecting this option, compared to 46 in residential areas.

## D. Placemaking & Parklets

3.3.21 Placemaking seeks to create places that promote people's health, happiness, and wellbeing. This puts the individual, rather than vehicles, at the heart of urban design in line with the Healthy Streets approach. Examples of placemaking interventions at the kerbside include:

- Seating, places to rest and opportunities to meet neighbours.
- Urban greening (planters, trees, urban gardens), shelter from the weather and building climate resilience.
- Children's play features
- Street art
- Community uses, e.g., notice boards, book swap cabinets, etc
- Drinking fountains

3.3.22 Parklets offer a way of providing one or a combination of the above features at the kerbside. The Council's Parklet Policy, approved by Cabinet in

September 2022, already sets out the community led location criteria and process. The Kerbside Strategy consultation promoted this further and considers priority areas for installation of any Council funded schemes. This includes retail areas, urban greening priority areas, areas with less play space, areas with narrow footways or no front garden space and areas with higher levels of deprivation. In the consultation survey, parklets were considered to be the third highest priority in residential areas.

#### E. Urban Greening and SuDS

3.3.23 Urban greening is a core element of the Healthy Streets approach and can be located at the kerbside as part of wider transport or urban design initiatives, e.g. Low Traffic Neighbourhoods (LTNs), School Streets, speed reduction measures, illegal crossovers, parking schemes or as stand-alone schemes. Benefits include creation of a more pleasant urban realm, mental and physical health and wellbeing improvements, reduced flood risk, reduced exposure to air pollution and increased biodiversity. Almost half (42%) of respondents said they would like to see more greening at the kerbside, with additional trees and greening a frequent request noted within responses to the survey's open question.

3.3.24 There are currently approximately 15,000 trees on footways across the borough. There is a Corporate Plan target to plant 20,000 more trees by 2026 across the road network and in parks. Urban greening, tree planting and SuDS will be prioritised in areas that will get the most benefit in terms of climate change resilience. As part of the Green Streets Initiative, a new project from the Kerbside Strategy, priority locations for urban greening and SuDS will be identified, with the development of a high-level design framework to guide future kerbside greening projects. The short-term plan is for new trees to also be incorporated into existing soft landscaping or on the footway if there is sufficient pedestrian clearance space.

#### F. Freight, Delivery & Servicing

3.3.25 A high proportion of loading and unloading activity takes place at the kerbside, with the COVID19 pandemic having accelerated a trend towards home deliveries in residential areas. The Kerbside Strategy commits to continuing to ensure that during all transport scheme development, sufficient space is being allowed for deliveries and servicing. In town centres and local centres, the feasibility of virtual/flexible use of loading bays will be explored. The Council is already trialling delivery lockers and this will continue to be expanded. There is more work needed on freight consolidation, and the promotion of cargo bikes to businesses and households. The strategy also recognises the importance of continuing to develop progressive planning policies that minimise the impact of freight/servicing at the kerbside.

#### G. Taxis and Private Hire Vehicles (PHV)

3.3.26 There are currently around ten formal taxi bays across seven locations in the borough. Benefits of allocation of kerbside spaces to taxis include ensuring

connectivity with public transport, serving hospitality venues, servicing locations used by those with limited mobility or vulnerable persons such as GP surgeries and community venues. Community views on the current provision of taxi bays was included in the consultation, with support for more accessible taxi bays. Almost half (46%) of survey respondents said they agree that accessible taxi bays, providing easier access for people with disabilities, is important at the kerbside, with only 14% disagreeing. Consideration is also to be given to shared use of bays with other uses at different times of the day to optimise use of the kerbside.

#### **4. Key Implications**

- 4.1. Once the Kerbside Strategy has been approved, actions from the strategy, as set out in section 3 of this report, will be progressed.
- 4.2 The Action Plan within the Kerbside Strategy sets out how it will be monitored. Key indicators include the following:
  - Volume of requests for new features outlined in strategy
  - Annual delivery of different features
  - Car club membership, usage and fleet composition
  - Micro-mobility scheme membership, usage, trip data and other performance metrics
  - Cycle hangar occupancy data
  - Mode shift
  - Collision data
  - Air quality levels
  - Public health
  - Council website traffic, resident feedback, survey response rates

#### **5. Financial Details**

##### **a) Financial Background**

- 5.1 There are a number of actions within the strategy that are expected to generate an income for the Council, derived from operators paying to use dedicated on-street micro-mobility bays and car club bays, plus the operation of a free-floating car club. Due to commercial sensitivities, an evaluation setting out income received to date along with anticipated forecasts in relation to e-bikes is set out in a confidential appendix (Appendix 4). Income to be derived from car clubs is difficult to forecast at this point as it is subject to a tender process. This income, alongside any surplus arising from the Parking Strategy actions related to on street parking, as detailed in the Cabinet report on the Parking Strategy which is also being considered at May 2024 Cabinet, could be used to fund the phased delivery of actions from both strategies over a number of years. Additional funding from other sources will also be sought when available.

5.2 During 2024/25, the total cost of the programme is anticipated to be approximately £130,000, although some of this is likely to be funded externally by TfL. A breakdown is provided below:

- The first two phases of expansion of the car club are expected to cost no more than £20,000, to cover the cost of bay installation (traffic orders, lining and signing). These could initially be funded from the Parking Revenue Account (PRA), with this cost then off-set by operator income;
- The e-bike scheme amendments are expected to cost up to £10,000, to cover the cost of bay installation/relocation (traffic orders, lining and signing). However, boroughs intending to join the pan London micro-mobility scheme can submit bids to TfL to cover such costs. Any costs not met by TfL are expected to be met from operator income;
- The introduction of e-scooters into part of the borough will require the conversion of existing e-bike bays to shared use, with amendments to the lining. The cost will be dependent on the size of the trial, but this is expected to cost up to £20,000, with boroughs able to submit bids to TfL to cover such costs;
- Funding for cycle hangar and cycle parking delivery is already secured for 2024/25 through the Local Implementation Plan (LIP);
- There is no cost to the council arising from the current Parklet Policy, and staffing implications were already considered as part of the Cabinet report on Parklet Policy (September, 2022).
- Funding has already been secured to deliver the first stage of feasibility and design work associated with delivering the Green Streets Initiative, with approximately a further £50,000 needed to deliver a pilot phase, that could be funded from PRA. The feasibility study will also consider any ongoing maintenance costs and identify prioritised future programmes of work which can be scaled according to the budget available.
- The costs of the other elements of the strategy for delivery in 2024/25 are not expected to be significant, and primarily relate to exploratory feasibility work for the other actions in the strategy to be brought forward in future years, plus promotional work. This is expected to cost no more than £30k and could be met from the Parking Revenue Account. All future work will be prioritised and scaled according to the budget available from PRA.

5.3 Three new permanent posts, one at PO6, one at PO5, and one at PO3 will need to be created to ensure the timely delivery of the actions detailed in the strategies, alongside other strategic transport work, as detailed in section 13 of this report. The annual cost of these three positions to the Council will be between £187,000 - £198,000, depending on the spine point appointed to. This will be funded from the additional income expected to be generated from the Parking and Kerbside Strategies. Further detail is provided in section 13.

5.4 The loss of income from the removal of Pay by Phone or Shared Use parking bays is expected to be minimal but will be assessed on a case-by-case basis as part of each resulting Chief Officer Decision.

**b) Comments of the Executive Director Finance and Resources**

- 5.5 This report seeks approvals relating to the Kerbside Strategy at Appendix 1. The implementation of the Strategy will require one-off investment, estimated at up to £130,000 for 2024/25 in relation to non-staffing costs (as outlined in paragraph 5.2) and up to c£198,000 per annum ongoing permanent costs for additional staffing resources (as outlined in paragraph 5.3). The Council will also need to enter into contractual arrangements for car clubs, e-scooters and e-bikes.
- 5.6 The costs of any additional permanent staffing resources is expected to be met from the recurrent additional parking income generated from this strategy and the Parking Strategy (elsewhere on the Cabinet agenda) over the medium term.
- 5.7 The implications of the proposals for the Council's revenue budget over the medium term will need to be considered before proposals are implemented. The Council's revenue budget for 2024/25 does not include any additional income or costs arising from the implementation of the Kerbside Strategy. These assumptions and projections will need to be reflected in the 2025/26 budget setting process. Confidential Appendix 4 provides an indication of the scale of income that a micro mobility contract (e bikes and e scooters) could generate but this is subject to take up and contractual arrangements that have yet to be procured by TfL.
- 5.8 It will be important to ensure that income is generated at anticipated levels as any deviations on planned income will result in a net unfunded cost to the revenue account. Close monitoring of this will be required in the councils monthly monitoring process and prompt action taken for any variances from planned income.
- 5.9 The non staffing related implementation costs are proposed to be met from the Parking Revenue Account (PRA). The maintenance costs for street greening schemes and bays and signage need particular consideration as part of the approval process for any investment from the Parking Reserve Account.
- 5.10 This will all be subject to the availability of resources within the PRA. The level of funding available from the Parking Reserve Account varies year on year depending on the level of surplus off street parking income (income less costs of service delivery) that is generated. At present, there is limited balance available; £3.4m was earmarked by Cabinet in November 2023 to support the delivery of the Footway Pledge and the Multiyear Transport Strategy. As outlined in the report, officers should take proactive action to seek other external funding opportunities to fund the delivery of the strategy actions. Any resultant request of funding from the PRA, will be subject to availability of funding and the appropriate approvals via the decision-making processes set out in the Council's Financial Regulations.

- 5.11 The report also seeks approval for officers to submit a Statement of Intent to enter into the pan London TfL/London Councils micro-mobility arrangement and implement any necessary on-street changes to facilitate this in accordance with scheme requirements. The cost of this implementation is expected to be funded through external funding sources. The council will need to review the trial once complete, considering all implications, finance, legal and operational, before entering any future formal contractual arrangement

## **6. Legal Comments of the Director of Law and Governance and Monitoring Officer**

- 6.1 This Report asks Cabinet to approve the Kerbside Strategy attached in Appendix 1. The strategy sets out how the kerbside (the space where cars park typically) will support the Council's response to the climate emergency, tackle inequality and enable a wide range of other strategic objectives such as clean air,

The key actions identified within the strategy are in respect of:

- Car clubs
- Cycle hire
- Cycle parking
- Placemaking & Parklets
- Urban Greening and SuDS
- Freight, Delivery & Servicing
- Taxis and Private Hire Vehicles (PHV)

It is worth highlighting that the Strategy identifies many of the recommended elements set out within the Local Government Association 'path to Inclusive footways' report.

- 6.2 Whilst there is no statutory obligation to implement a kerbside strategy, it supports the parking strategy which does have a statutory footing as set out below:

The Traffic Management Act 2004 imposes an explicit duty on local authorities to manage their network so as to reduce congestion and disruption, and provides additional powers to do with parking. As a part of this Network Management Duty, local authorities need to develop parking strategies (covering on- and off-street parking) that are linked to local objectives and circumstances, it is therefore appropriate to set out a complementary kerbside strategy.

- 6.3 This is the first Kerbside Strategy proposed by the Council and there will be a number of legal implications when implementing the various aspects of the strategy, these include data sharing, accreditation of a car club operator, procurement process' to execute the placemaking proposals and further updated equality impact assessments to ensure that the effect of each individual proposal is considered in detail.

- 6.4 Further, the Councils Corporate Plan, Climate Emergency Action Plan and Air Quality Action Plan all commit to reduce transport emissions: The Council continuing to promote active travel over the use of private vehicles and support electric vehicle infrastructure is a key part of these existing live strategies. The kerbside strategy also feeds into the Council's continuing focus on residence health and wellbeing.
- 6.5 Cabinet has the power to exercise executive Functions pursuant to s9E of the Local Government Act 2000 and arrange for the discharge of any of those functions by an officer of the authority.
- 6.6 Cabinet will note the Equality Impact Assessments at Appendix 5 which have been conducted. These record that the impact on any group is no higher than a score of 1 which is 'low'.
- 6.7 The recommendations within this report are within the Terms of Reference as set out in Part 3B of the Council Constitution.

## **7. Equalities, Human Rights and Community Cohesion**

- 7.1 An Equalities Impact Assessment has been drafted alongside the development of the strategy and can be found attached in Appendix 5. Actions in the Kerbside Strategy will affect everyone living, working, studying or visiting Hounslow. Most protected groups will benefit, with improved health and quality of life outcomes by supporting the uptake of sustainable and active modes, such as walking, cycling, public transport, creating better places and improving air quality and public health. Any negative consequences are outweighed by positive impacts.

## **8. Climate Emergency Considerations**

- 8.1 Almost a third of households in the borough don't own a car and rely on walking, cycling or public/shared transport to get around. Those that own a car are also likely to use alternative modes for at least some of their trips, which is to be encouraged if the council is to meet its climate change pledges. This means that a careful and considered rebalancing of the kerbside would be beneficial to support these aims, as set out in the Kerbside Strategy. This will be supported by other proposed interventions such as greening which will help make the borough more resilient to extreme weather events and flooding.

## **9. Value For Money**

- 9.1 The actions outlined in the strategy have been costed but are expected to achieve a significant impact in delivering the council's objectives in relation to the cost of delivery. Where possible the council will be working with private sector partners, who will help to fund the delivery of the schemes, such as with cycle hire and car clubs.

## **10. Sustainability Impact Appraisal**

- 10.1 The Kerbside Strategy complements the Parking Strategy. It recognises that the kerbside is a finite resource and yet there are a range of kerbside uses that have the potential to support the different ways in which people travel around the borough and create streets that feel more 'liveable'. Almost a third of households in the borough don't own a car and rely on walking, cycling or public/shared transport to get around. Those that own a car are also likely to use alternative modes for at least some of their trips, which is to be encouraged if the council is to meet its climate change pledges. This means that a careful and considered rebalancing of the kerbside would be beneficial to support these aims.

## **11. Risk Management**

<b>Risks</b>	<b>Uncontrolled Risk</b>	<b>Controls</b>	<b>Controlled Risk</b>
Insufficient funding to deliver measures	Funding is predominantly from parking surplus	Careful prioritisation of funding	
Individual projects not supported at traffic order consultation	Public response	Clear communication of scheme benefits.	
Insufficient interest from operators		Early engagement with operators and market testing to determine the appropriate procurement strategy.	
Reallocation of standard parking space may create further parking pressures in the short term.	Timescales and scale of transition to other modes of travel.	Implementation of a range of supporting measures set out in both Parking and Kerbside Strategies. Regular monitoring and review of programme.	

## **12. Links to Council Priorities**

- 12.1 The Kerbside Strategy has been developed in accordance with the Council's Corporate Plan 2022-26, which seeks to create a greener, healthier, cleaner, thriving, safer and liveable Hounslow. The strategy seeks to rebalance kerbside uses to ensure that all modes are supported, specifically sustainable modes. The strategy is also in alignment with the goals of the Local Implementation Plan 2019-2041, Climate Emergency Action Plan 2020 and Air Quality Action Plan 2018-2023.



### **13. Staffing/Workforce and Accommodation implications.**

- 13.1 Approval is sought for the creation of three new permanent posts, who will deliver the actions detailed in the Kerbside Strategy and Parking Strategy, alongside work on other strategic transport projects. These will be permanent posts as there is a strong alignment with the delivery of the Council's Corporate Plan objectives and once the strategies have been implemented there will be a need to review the strategies, update them and then commence a new implementation programme. The three new posts will be:
- Strategic Projects Manager (PO6) to lead on the development and delivery of projects, line managing the below position;
  - Transport Project Officer (PO3) to assist the Strategic Projects Manager.
  - Contracts and Performance Manager (PO5) to oversee the management of contracts, performance and project planning arising from the strategies and other associated workstreams.
- 13.2 Any additional resources to deliver these projects will be determined depending on workloads and met from existing budgets.

### **14. Property and Assets**

- 14.1 There are no property implications arising directly from this report. Any features that are installed at the Kerbside will improve the Council's highway asset by diversifying provision and creating greener, healthier, thriving, safer and more liveable spaces, in line with the Corporate Plan objectives.

### **15. Any Other Implications**

- 15.1 There are no other implications arising from this report.

### **16. Consultation**

- 16.1 A joint public consultation on the draft Kerbside Strategy and draft Parking Strategy ran for 14 weeks from 10 September to 20 December 2023. The Consultation Report can be found in Appendix 2 and has been published on Let's Talk Hounslow. The consultation was promoted using the Council's communications channels, and engaged residents, businesses and visitors in a meaningful conversation about what facilities they would like to see at the kerb to create healthier and more attractive places for everyone.
- 16.2 Responses weren't as representative of the borough's diverse population as officers would have liked. While most people who responded live in Hounslow (91%), those aged 50+ are over-represented (68%), as are people from white and Christian backgrounds and those living in the east of the borough (Chiswick / Brentford / Isleworth). Walking was the most frequently selected mode for daily trips, with 66% of respondents walking daily. This was followed by private car (39%) and cycling (13%) for daily trips. Most respondents (over 85%) noted they never use hired cycles, e-scooters or car clubs for travel.

- 16.3 A communication plan has been developed to identify further engagement activities that are needed post consultation, to help engage residents from Hounslow's diverse communities.

## **17. Timetable for Implementation**

- 17.1 The strategy will be implemented from summer 2024 in alignment with the broad timescales set out within the strategy document. Some measures, such as the dockless e-bike scheme trial, were implemented in advance of this as per the recommendations of April 2023 Cabinet report on e-bikes and the June 2023 Cabinet report on the draft Kerbside Strategy.

## **18. Appendices**

Appendix 1 – Kerbside Strategy  
Appendix 2 – Consultation Report  
Appendix 3 – E-bike Trial Evaluation Report  
Appendix 4 - (Confidential) – Income summary  
Appendix 5 – Equalities Impact Assessment

## **19. Background Information**

- LB [Hounslow Local Implementation Plan 2019-2041](#)
- LB Parking Strategy (see agenda pack for May 2024 Cabinet)
- June 2023 [Cabinet report on draft Kerbside Strategy](#)
- June 2023 [Cabinet report on draft Parking Strategy](#)
- April 2023 [Cabinet report on Dockless E-bike rental trial](#)

**REPORT ENDS**