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**East Lothian**  
Council

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# **NORTH BERWICK PARKING**

**Economic Impact Assessment**

March 2023

In partnership with:  **Stantec**



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# Introduction

North Berwick Parking

Economic Impact Assessment





# 1 Introduction

## 1.1 Background

- 1.1.1 North Berwick is a town located within East Lothian. Economic growth alongside an improved tourist offer has resulted in more car journeys into North Berwick which has brought about a higher demand for parking with limited parking availability. North Berwick has a number of public, pseudo-private and privately owned off-street car parks, some controlled with parking time restrictions but in the main operated under unrestricted parking times. There is substantial anecdotal evidence, through community representation and public opinion that there is a shortage of parking, especially during the summer months as competing interests (tourism, business, trade, shoppers, residents), vie for space in the historic borough. With increased demand, it is essential that appropriate parking management policies are enacted to improve parking utilisation of available space.
- 1.1.2 To determine the full impacts of implementing a parking control zone (CPZ) within North Berwick, East Lothian Council (ELC) commissioned Stantec to carry out an Economic Impact Assessment to develop an understanding of the economic, social, and wider societal benefits and impact of introducing new parking management measures.
- 1.1.3 The remainder of the report is structured as follows:
- **Chapter 2 – Methodology and Approach:** An overview is provided of the methodology of generating the subsequent outcomes and impacts.
  - **Chapter 3 – Strategic Need:** This chapter presents the results from a data analysis review used to set out the baseline socio-economic and transport conditions in North Berwick.
  - **Chapter 4 – Inputs:** This chapter provides an overview of the policy inputs that allow ELC to implement parking controls and the scope of any further intervention.
  - **Chapter 5 – Outputs:** An overview is provided of the proposed parking interventions.
  - **Chapter 6 – Outcomes and Impacts:** This section details the expected societal outcomes and impacts to the local economy based on the data presented and results from a bespoke Economic Impact Model.
  - **Chapter 7 – Summary:** This section summarises the main findings from the study and makes recommendations around how to deliver the benefits considered in this study.



# Methodology and Approach

North Berwick Parking

Economic Impact Assessment

## 2 Methodology and Approach

### 2.1 Theory of Change

- 2.1.1 To understand the impacts of the proposed parking management measures, logic mapping is required to summarise the need, the benefits sought and, crucially, the strategic responses and changes required to address the need while achieving the benefits. To achieve this, we have employed a five-stage logic-chain / theory of change approach.
- 2.1.2 This approach considers the existing transport problems and opportunities to eventual impacts to contextualise the benefits and potential impacts that the measures will generate. Logic chains also provide a useful tool to monitor and evaluate impacts of policies after implementing them. This approach is recommended by both the Scottish Transport Appraisal Guidance (STAG) and HM Treasury Magenta Book.
- 2.1.3 The main components of the logic chain are:
- Context – the strategic need: Transport problems and opportunities that the measures will address and the rationale for proceeding with the parking interventions. Through this we will demonstrate the justification for the proposed parking measures.
  - Input: The processes required to implement the parking management measures.
  - Outputs: The parking management measures.
  - Outcomes: Changes in travel behaviour which result from the measures.
  - Impacts: Societal changes which occur as a result of the changes in travel behaviour and connectivity stemming from the intervention, e.g., improved labour market efficiency.
- 2.1.4 A high-level Theory of Change / logic map for the parking interventions is shown below. The expected outcomes and impacts outlined in the Theory of Change have been used the direction of the impact assessment for the study.

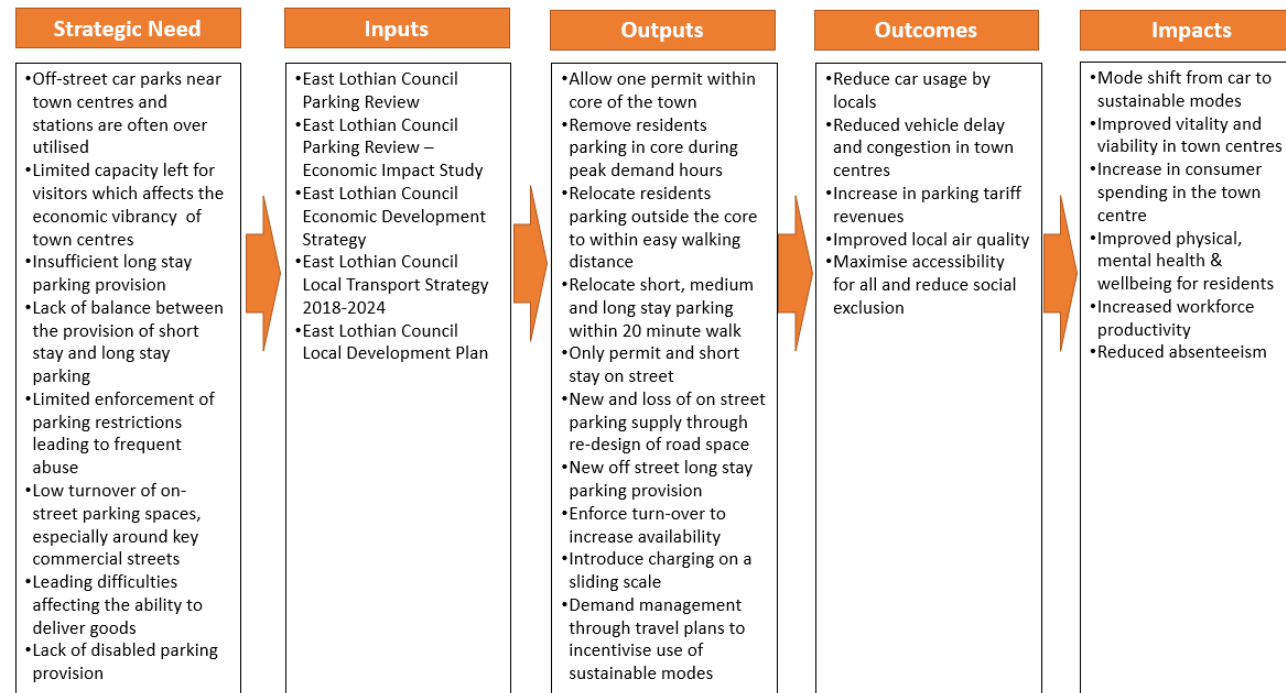


Figure 2.1: Theory of Change

2.1.5 We have undertaken a number of tasks to support development of this study. This includes:

- Desktop evidence and case study review to develop a comprehensive understanding of likely implications of parking management for North Berwick
- Analysis of context specific to the economic, transport and visitors data for the North Berwick ward to build a body of evidence to underpin the stated outcomes and impacts as outlined in the logic map above.
- Collated and reviewed relevant local policy such as the Local Transport Strategy and Parking Strategy Objectives.
- Quantitative and qualitative assessment of wider social and economic impacts of the proposed parking intervention options considering the economic impacts on the local community, its businesses and town centre.



# Strategic Need

North Berwick Parking

Economic Impact Assessment

## 3 Strategic Need

### 3.1 Overview

- 3.1.1 North Berwick increasing popularity as a tourism destination and a rising resident population across East Lothian has resulted in more car journeys into North Berwick leading to a higher demand for parking set against a static amount of parking supply. North Berwick has a number of public, pseudo-private and privately owned off-street car parks, some controlled with parking time restrictions but in the main operated under no restricted parking times.
- 3.1.2 There is substantial anecdotal evidence from the community and residents that there is a shortage of parking for residents and visitors to North Berwick. During the Summer months, parking demand often outstrips available capacity leading to illegal and nuisance parking that disrupts the safety and efficient operation of the town centre.
- 3.1.3 East Lothian Council (ELC) is responsible for the provision and management of parking within North Berwick. On-street parking, waiting, and loading restrictions are implemented by ELC in accordance with the Road Traffic Regulation Act 1984. ELC has Decriminalised Parking Enforcement (DPE) after the enactment of The Road Traffic (Permitted Parking Area and Special Parking Area) (East Lothian Council) Designation Order 2016. NSL LTD are contracted by East Lothian Council to enforce all parking restrictions (with the exception of zig-zag marking at controlled crossing points and box marking) and to issue Penalty Charge Notices (PCNs) for breaches of parking legislation.
- 3.1.4 The following parking restrictions are in place in North Berwick:
- On-street waiting restrictions of 90 minutes (8:30am to 5:30pm Monday to Sunday including bank holidays). This restriction operates within an area bounding the High Street (included) with Forth Street to the north, Quality Street / Victoria Road acting as an eastern boundary and Church Road acting as a western boundary.
  - Free resident parking scheme (9am to 5:30pm Monday to Sunday including bank holidays) is available for residents in the On-street waiting restriction zone. Only residents of the area within the on-street waiting restriction zone are eligible for this scheme, with no permit scheme for other residents of North Berwick.
  - Off-street car parks located within the Town Centre. Temporary 90-minute restrictions were introduced as part of the Spaces for People interventions associated with the covid public health emergency. The Glebe, Law Road and Gardeners Garden car parks all have restrictions of 90 minutes waiting time which has been enforced.
- 3.1.5 A set of problems and opportunities have been developed for the project in consultation with East Lothian Council. The points below set out the problems and opportunities identified. The remainder of this section outlines the data and supporting evidence for each problem and opportunity identified.

- Concentration of economic activity around town centre / High Street creates high traffic and pedestrian demand in these areas.
- High levels of car use by residents of and visitors to North Berwick.
- Growing demand by tourists to visit to North Berwick and surrounding coastal attractions.
- Affluent population with higher proportion of people in managerial and professional jobs and lower levels of deprivation supports a vibrant local economy.
- High dependency on retail, hospitality, and accommodation within the local economy and consequently the need to enable access for tourists and visitors to support this.
- Key off-street car parks near North Berwick town centre (e.g., Imperial) are often over capacity whilst others remain underutilised leading to inefficient use of existing parking capacity.
- Long-stay parking on key town centre streets (e.g., Beach Road) and car parks (e.g., Imperial, Gardeners Garden) is affecting the economic vibrancy of the town centre and access for residents.
- Inefficient use of on-street parking in North Berwick town centre with some streets being well utilised and others experiencing low occupancy and turnover which results in cruising for parking in the town centre.
- Limited of disabled parking provision.

## 3.2 North Berwick Socio-Economic Profile

3.2.1 North Berwick is one of six defined town centres in East Lothian within the Local Development Plan. It has experienced significant growth over the last 20 years with a 24% increase in population from 2001 to 2021 (6,776 to 8,397)<sup>1</sup>. There are also other developments currently under construction mainly on the edge of the town which suggests the population of the town will grow further. North Berwick Town Centre is wholly located within the designated North Berwick Conservation Area which covers not only the oldest parts of the town and around the harbour, but the High Street and much of the town's expansion in the 19<sup>th</sup> century when it developed as a holiday destination and recreational area on completion of the town's railway.

3.2.2 This section provides a high-level overview of socio-economic information relevant to the study area. It should be noted that, whilst a wide range of socio-economic data have been reviewed, only that which has a potential bearing on this study is reported here. Other contextual socio-economic analysis can be found in data can be found in Appendix A

<sup>1</sup>Small Area Population Estimates, (National Records Scotland, 2021)

**Data Geography**

3.2.3 Due to the size of North Berwick, analysis was undertaken at the Scottish Datzone 2011 level. Figure 3.1 and Table 3.1: Datzones Used for Analysis below display the datatzones included in the following analysis and their coverage.

Table 3.1: Datzones Used for Analysis

Location	Datzones
North Berwick	S01008268, S01008269, S01008270, S01008271, S01008272, S01008273, S01008274, S01008275, S01008276

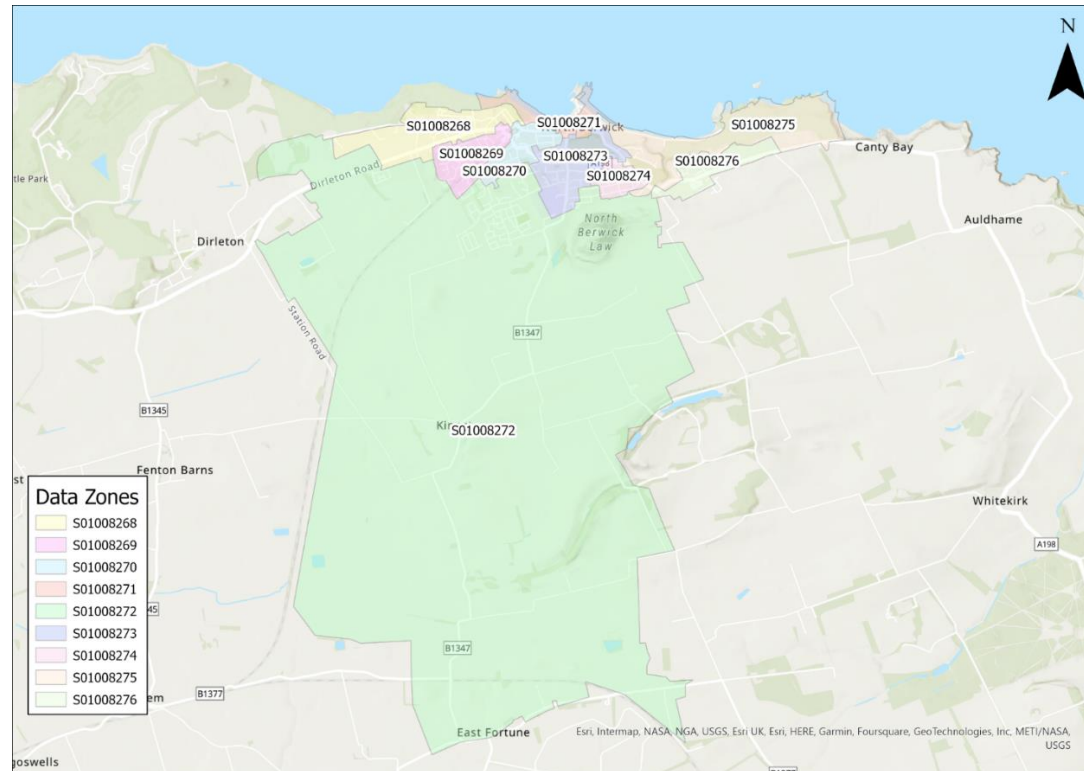


Figure 3.1: Datzone Locations within North Berwick



Visitor Numbers

- 3.2.4 Tourism is vital to East Lothian’s economy with around 10% of the total workforce employed in this sector, generating circa £280 million into the local economy<sup>2</sup>. North Berwick was East Lothian’s most visited town with 64% (n = 481) of all visitors to East Lothian. A survey was undertaken by STR in 2021 on behalf of ELC to determine the characteristics of day and overnight visitors to East Lothian, establish visitor perceptions of the local tourism product and to evaluate visitor activity, spending habits and experiences at each destination. The survey was conducted by positioning interviewers at 15 different sampling locations. The interviewers would invite visitors to complete an online survey via email. In total, 752 responses were received.
- 3.2.5 North Berwick had two sampling locations at North Berwick High Street and the Scottish Seabird Centre. The Scottish Seabird Centre received 17% (n = 128) and North Berwick High Street received 15% (n = 110) which were the first and third highest responses respectively. The study considers visitors data and analysis in terms of East Lothian geography. The report also provided demographic, origin, reason for travel and mode of transport data which is relevant for the study.
- 3.2.6 Car has the largest mode share for tourism within East Lothian, with car’s mode share increasing from 81% in 2015 to 86% in 2021. Visitors noted that arriving by car was more convenient than other forms of transport. It was also estimated from that the average spend per person per day at destinations within East Lothian by tourists was £63.54. The report also estimated that day trips visitors to East Lothian spent £29.28. Estimated costs by type of spend are displayed in Table 3.2: Estimated Tourist Spend by Origin (East Lothian Visitor Survey, 2022, £ per person per day) by the origin of tourists surveyed.

Table 3.2: Estimated Tourist Spend by Origin (East Lothian Visitor Survey, 2022, £ per person per day)

Origin	Accommodation	Eating & Drinking in Cafes, Pubs & Restaurants	Shopping	Entertainment	Spend (Travel and Transport)	Total
Day Trip Scotland	N / A	£13.41	£7.65	£4.06	£4.16	£29.28
Staying Visitors	£31.30	£16.04	£10.30	£5.12	£4.55	£67.30
Scotland	£22.66	£12.50	£7.15	£3.75	£3.78	£49.84
Rest of UK	£35.83	£17.57	£10.80	£5.94	£4.79	£74.93

**Key Point:** Day trippers from Scotland tend to spend 63 pence less than those who visit from the ‘Rest of the UK’. However, the proportion of the transport spend for day trippers from Scotland is 14%, which is less than the 6% from the ‘Rest of UK’. This suggests that day trippers from Scotland may be more sensitive to the introduction of parking fees.

<sup>2</sup> East Lothian Community Planning Economic Development Strategy 2012-22, STEAM 2020

**Footfall**

- 3.2.7 To understand the footfall on North Berwick High Street, pedestrian footfall counts were undertaken in the ‘neutral’ month of November 2019, 2020, and 2021. The survey was undertaken over a six-hour period between 10:00 am and 5:00pm on a Friday and Saturday. The totals given for Friday and Saturday represent samples which are grossed up by a factor of 15, to allow for the fact that on either day pedestrian movements were counted for a total of 24 minutes out of a possible six hours. The weekly estimates are the sums of those given for Friday and Saturday grossed up by a second factor of 2.353 to allow for the days Monday – Thursday and Sunday which were not enumerated.
- 3.2.8 The survey involved 21 count points covering the retail area. The survey counted pedestrians passing the count points in both directions, with the exception of children under the age of eight, post-persons, traffic wardens, police officers, and delivery staff. These locations are listed in Table 3.3: Footfall Survey Count Point Locations and Figure 3.2: Footfall Count Point Locations (Map).

Table 3.3: Footfall Survey Count Point Locations

Number	Occupier	Street Address
1	Wilkie's Law	19-21 Station Hill
2	Westgate Gallery	39-41 Westgate
3	East Lothian Chiropractic Centre	17 Westgate
4	Sweet News C T N	113 High Street
5	Charity Shop	87 High Street
6	Greens & Blues Gallery	59 High Street
7	The Grange Rest	35 High Street
8	Time & Tide Gifts & Homeware	11 High Street
9	North Berwick Fry & Chips	11 Quality Street
10	East Lothian Council	2 Quality Street
11	Italian Wine Bar	10 Quality Street
12	Baptist Church	2 Forth Street
13	Vets Surgery	1 Forth Street
14	Dwelling	31 Quality Street
15	North Berwick Chemist	14 High Street
16	The Buttercup Café	7 Market Place

Number	Occupier	Street Address
17	Vacant	92 High Street
18	Abbey Church	Church Road
19	Commercial & Rural Financial ADV	4 Church Road
20	Scotbet Betting Office	118-120 High Street
21	Vacant	12 Westgate



Figure 3.2: Footfall Count Point Locations (Map)

**Footfall – Friday**

3.2.9 Figure 3.3: Friday Pedestrian Footfall shows the pedestrian footfall at each count site on a Friday in November 2019, 2020, and 2021.

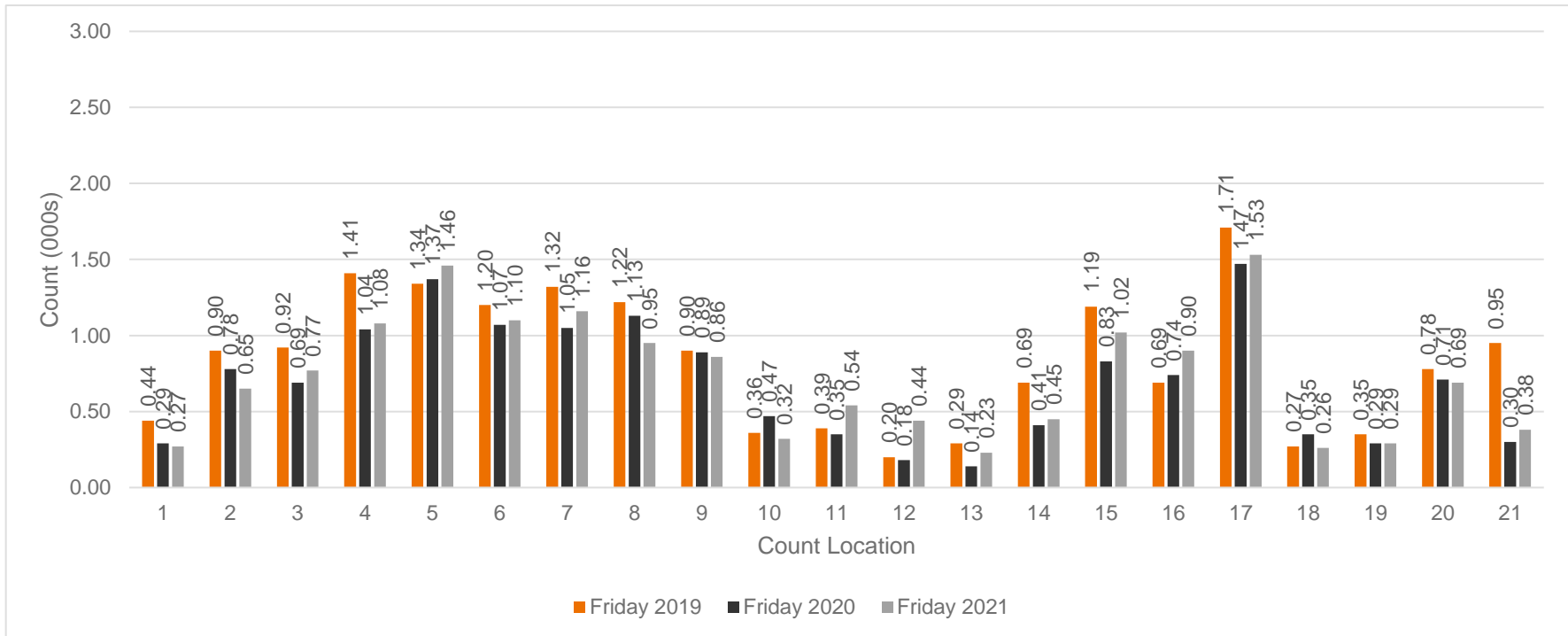


Figure 3.3: Friday Pedestrian Footfall

3.2.10 As expected, the count points with the highest footfall were located within the midsection of North Berwick High Street (Church Road – Law Road). There is an overall decrease in average footfall (-17%) with count points 1 (-39%), 2 (-28%), 4 (-23%), 14 (-21%), and 21 (-12%) recording significant decreases. This was due to the COVID-19 pandemic influencing travel behaviour.

**Footfall – Saturday**

3.2.11 Figure 3.4: Saturday Pedestrian Footfall displays the pedestrian footfall at each count site on Saturday in November 2019, 2020, and 2021.

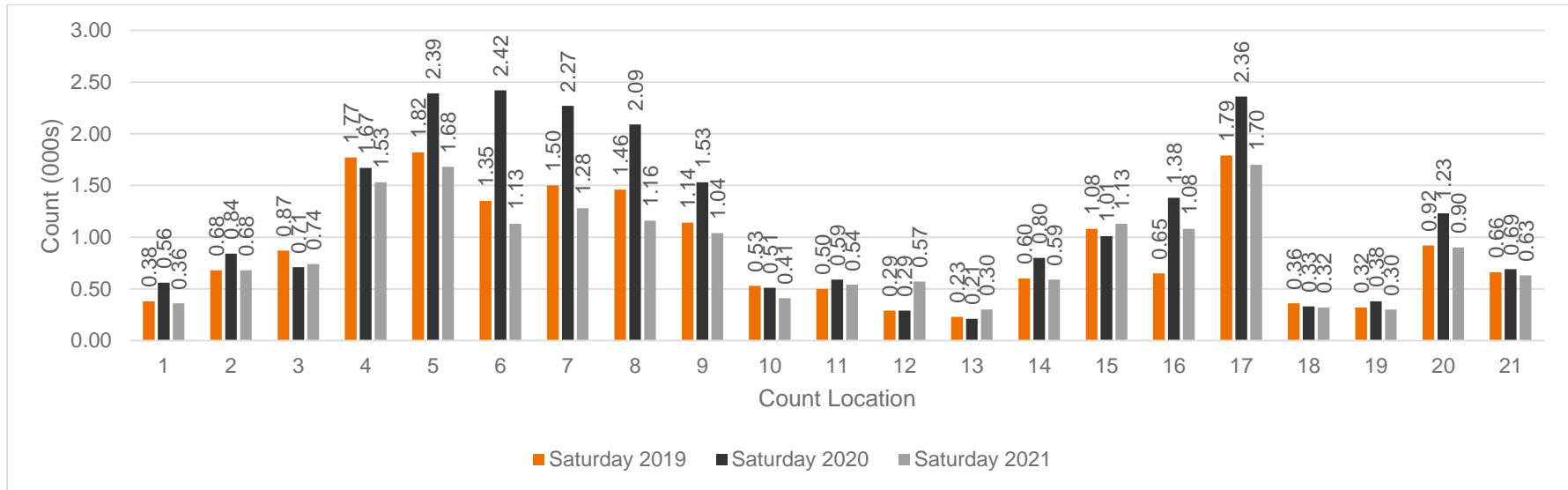


Figure 3.4: Saturday Pedestrian Footfall

3.2.12 The Saturday counts report higher footfall overall, which is proportionate to the Friday footfalls. 2020 data recorded a 28% increase in footfall when compared to the 2019 data. However, 2021 reported a significant drop of -25% when compared to the 2020 data and -4% when compared to the 2019 data. ‘Staycations’ and day trips due to travel restrictions during the COVID-19 pandemic is the cause of the recorded increase.

### Footfall – Weekly Estimate

3.2.13 Figure 3.5: Weekly Pedestrian Footfall displays the weekly estimate of footfall for each count site based on the November Friday and Saturday counts.

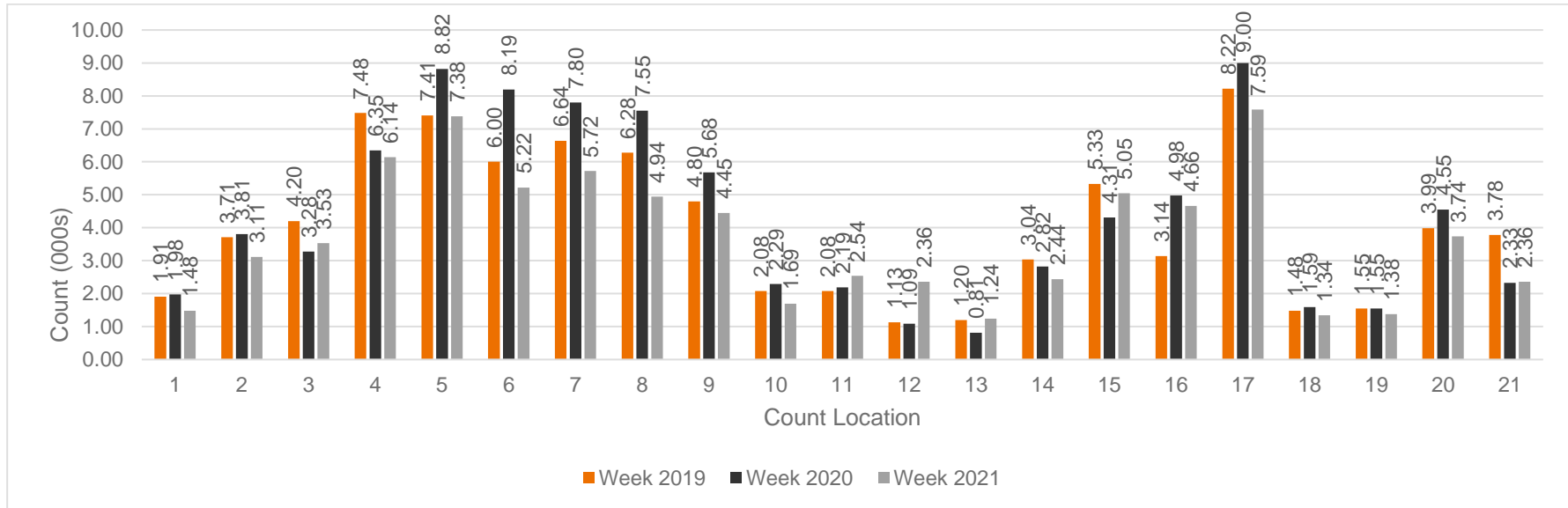


Figure 3.5: Weekly Pedestrian Footfall

3.2.14 Overall, the majority of count points saw significant growth in 2020 which has tapered off in 2021, with some count points having lower footfall in 2021 than in 2019. The rise in interest in ‘staycations’<sup>3</sup> and UK day trips<sup>4</sup> due to the COVID-19 pandemic could be the cause of this sharp increase in footfall with the slight decline in 2021 being driven by the opening up of the wider tourism sector.

**Key Point:** The footfall on North Berwick Highstreet reached a peak, with the majority of count points recording a significant increase in 2020 due to the COVID-19 Pandemic. This demand appears to have subsided with some 2021 count points recording a lower total than 2019.

<sup>3</sup> Staycation - Explore - Google Trends

<sup>4</sup> Staycation Market Report 2021 | Parkdean Resorts



**BRES**

3.2.15 The Business Register and Economic Survey provides detailed information on what business sectors operate in a small geographic area. Table 3.4: Industry Sectors in North Berwick (BRES, 2021) displays the breakdown of industry within North Berwick. The ‘top 3’ industrial sectors by total employment in North Berwick are highlighted in orange.

Table 3.4: Industry Sectors in North Berwick (BRES, 2021)

Sector	Percentage
A: Agriculture, Forestry and Fishing	0.5%
B: Mining and Quarrying	0%
C: Manufacturing	0.2%
D: Electricity, Gas, Steam and Air Condition Supply	0%
E: Water Supply, Sewerage, Waste Management and Remediation Activities	0%
F: Construction	3.6%
G: Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	21.3%
H: Transport and Storage	3.6%
I: Accommodation and Food Service Activities	11.8%
J: Information and Communication	4.7%
K: Financial and Insurance Activities	0.7%
L: Real Estate Activities	3.6%
M: Professional, Scientific and Technical Activities	8.3%
N: Administrative and Support Activities	3.6%
O: Public Administration and Defence; Compulsory Social Security	0.9%
P: Education	9.5%
Q: Human Health and Social Work Activities	19%
R: Arts, Entertainment and Recreation	7.1%
S: Other Service Activities	1.7%



Sector	Percentage
T: Activities of Households as Employers; Undifferentiated Goods and Services Producing Activities of Households for Own Use	0%
U: Activities of Extraterritorial Organisations and Bodies	0%

3.2.16 The employment structure of North Berwick highlights its important role as a tourist destination. With a vibrant retail core, the town unsurprisingly has an above average concentration of employment in ‘wholesale and retail trade, repair of motor vehicles and motorcycles’, ‘Accommodation and food service activities’ and ‘arts, entertainment, recreation, and other service activities’. The presence of Edington Cottage Hospital and various care homes in the area account for almost a fifth of all jobs in North Berwick.

3.2.17 Figure 3.6: Industry Sector Breakdowns for North Berwick, East Lothian and Scotland (BRES, 2021) below compares North Berwick’s industrial sectors with those in East Lothian and Scotland.

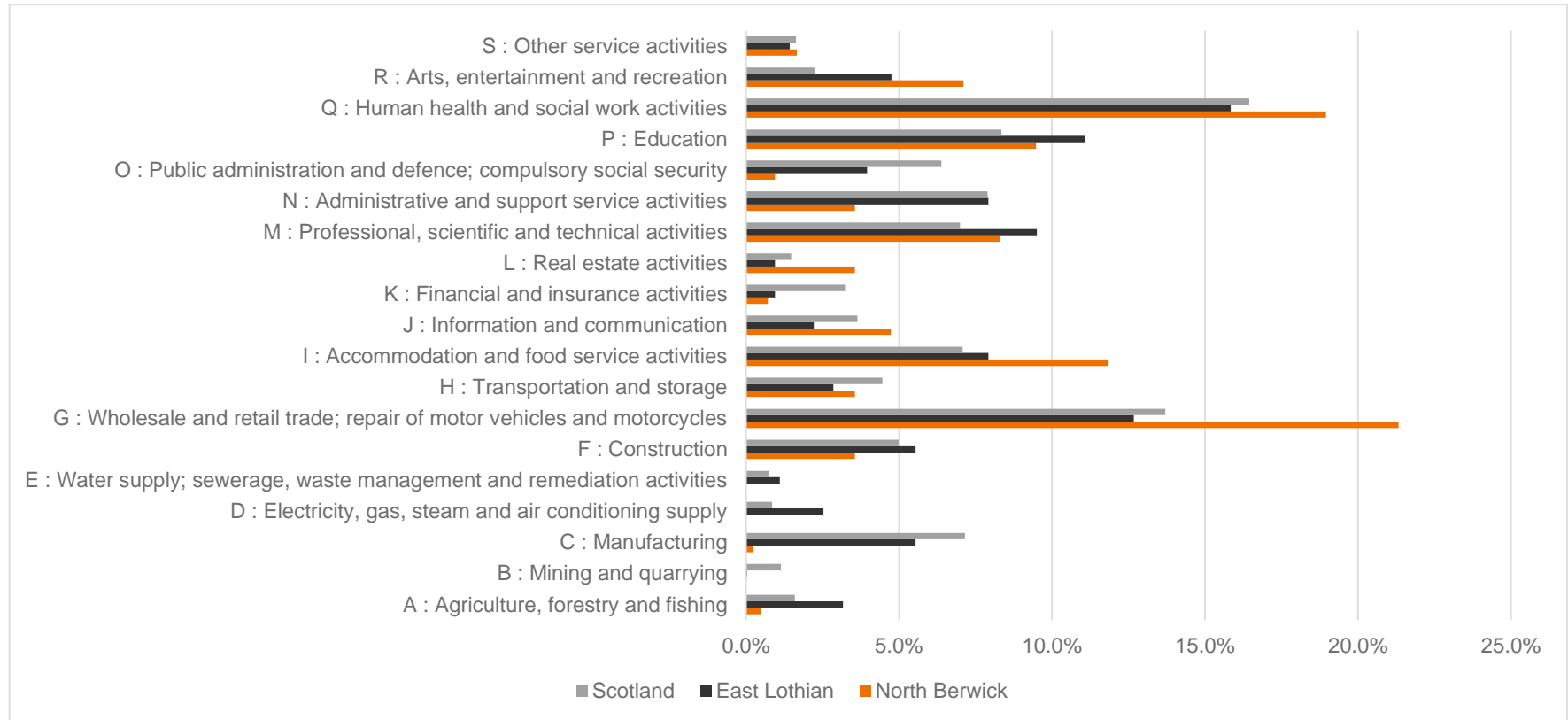


Figure 3.6: Industry Sector Breakdowns for North Berwick, East Lothian and Scotland (BRES, 2021)

3.2.18 ‘Wholesale and retail trade, repair of motor vehicles and motorcycles’ is an extremely strong sector within North Berwick (21.3%) when compared to the East Lothian (12.7%) and Scottish (13.7%) averages. This shows the importance of the sector to the local economy. ‘Accommodation and food service activities’ is also a strong sector within North Berwick (11.8%) when compared to the East Lothian (7.9%) and Scottish (7.1%) averages suggesting tourism is a significant part of North Berwick’s local economy.

**Key Point:** North Berwick has a significant tourism based industry (i.e. sectors R, Q, G), which will attract more footfall than other sectors.

## BRES Mapping

- 3.2.19 To understand the location of the industries which are most important to North Berwick, maps of the BRES data are displayed by datazone to show the density of each industry. All figures are located in A.8. From the analysis the following was identified:
- 'Wholesale and retail trade, repair of motor vehicles and motorcycles'. There is a higher proportion of retail located immediately within the town centre, with the corresponding datazone recording 31.5% of the total industry being retail. Datazones S01008275 and S01008276 recorded the highest and second highest respective proportion of industries as retail despite being located just out with the town centre. This could be due to the location of an Aldi and Tesco within these datazones along with the areas mostly comprising of residential properties.
  - Datazone S01008271 recorded the highest percentage (31.5%) of industries in the 'accommodation and food service sector' which is unsurprising due to the sectors coverage of the town centre and the beach front to the north west of the centre. Datazone S01008268 recorded the second highest proportion with 24.4%, which may be due to the number of hotels located in the area.
  - The datazones with the highest proportion of 'arts, entertainment and recreation' were located near North Berwick High Street and beach. S01008268 recorded the highest proportion with 24% of all industries.

**Key Point:** The majority of 'tourist' BRES sectors are located near North Berwick High Street. This will increase demand for parking in this area.

## 3.3 North Berwick Transport Profile

- 3.3.1 This chapter outlines transport analysis relevant to the development of the outcomes and impacts. ELC have provided all parking data and beat counts. Some of this data was analysed by ELC, which has been included in this section and noted appropriately.

### Parking Demand

- 3.3.2 North Berwick currently has five car parks operated by ELC. These are listed below and are shown in Figure 3.7: Public Car Parks in North Berwick:
- Dunbar Road
  - The Glebe
  - Kirkports
  - The Lodge

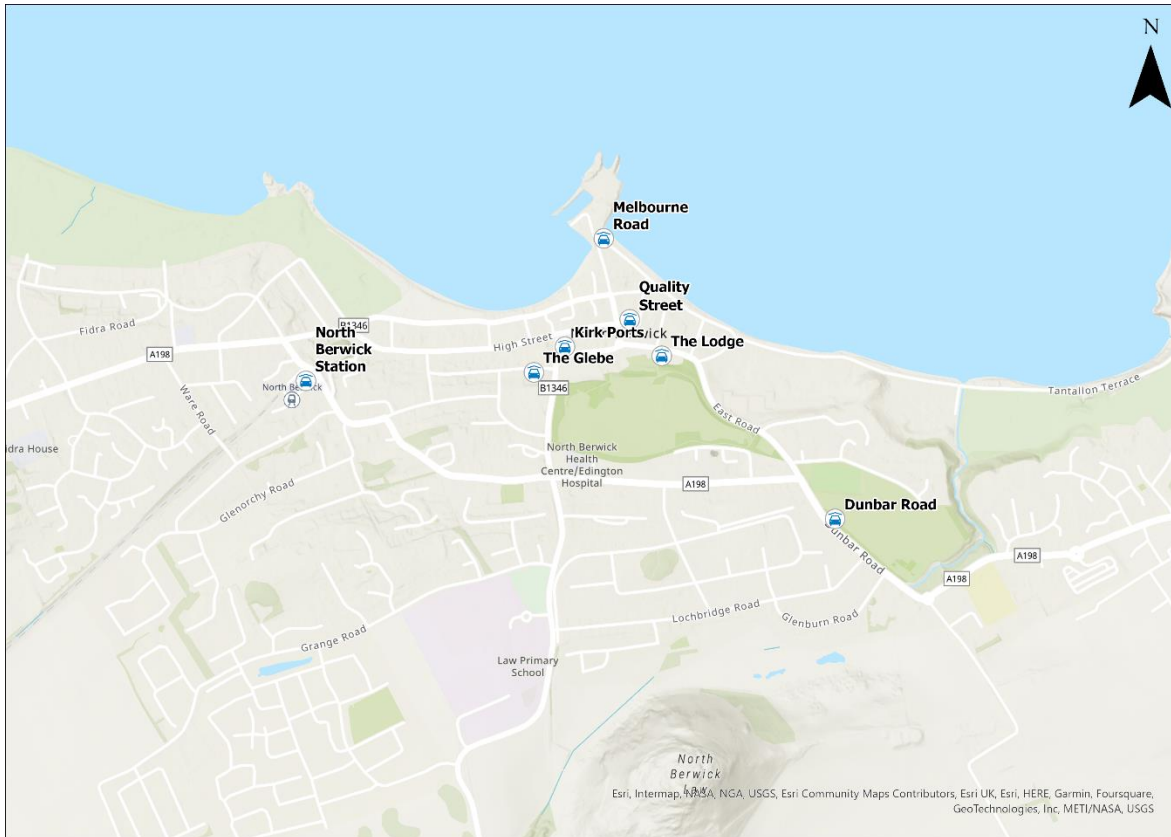


Figure 3.7: Public Car Parks in North Berwick

**Current Parking**

3.3.3 To understand the current level of parking in North Berwick, analysis was undertaken of off street and on street parking facilities in and round North Berwick town centre. The parking surveys were conducted on Thursday 15<sup>th</sup> August, Saturday 17<sup>th</sup> August 2019 and Thursday 26<sup>th</sup> August 2021. The weekday surveys were used for analysis as there was no comparable data available for Saturday 2021. These are considered to be peak times of the year and as such demand may suggests higher usage than a typical ‘off-peak’ day.

3.3.4 Four off-street car parks were included and are listed below:



- The Glebe Car Park
- The Law Car Park (Kirk Ports)
- The Imperial Car Park (Melbourne Place)
- The Gardeners Garden Car Park (East Road)

3.3.5 The streets included in the on-street parking review includes:

- Beach Road
- Forth Street
- High Street
- Quality Street
- Westgate

3.3.6 The Figure 3.8: On-Street Parking Beats displays the location of streets included within the analysis.

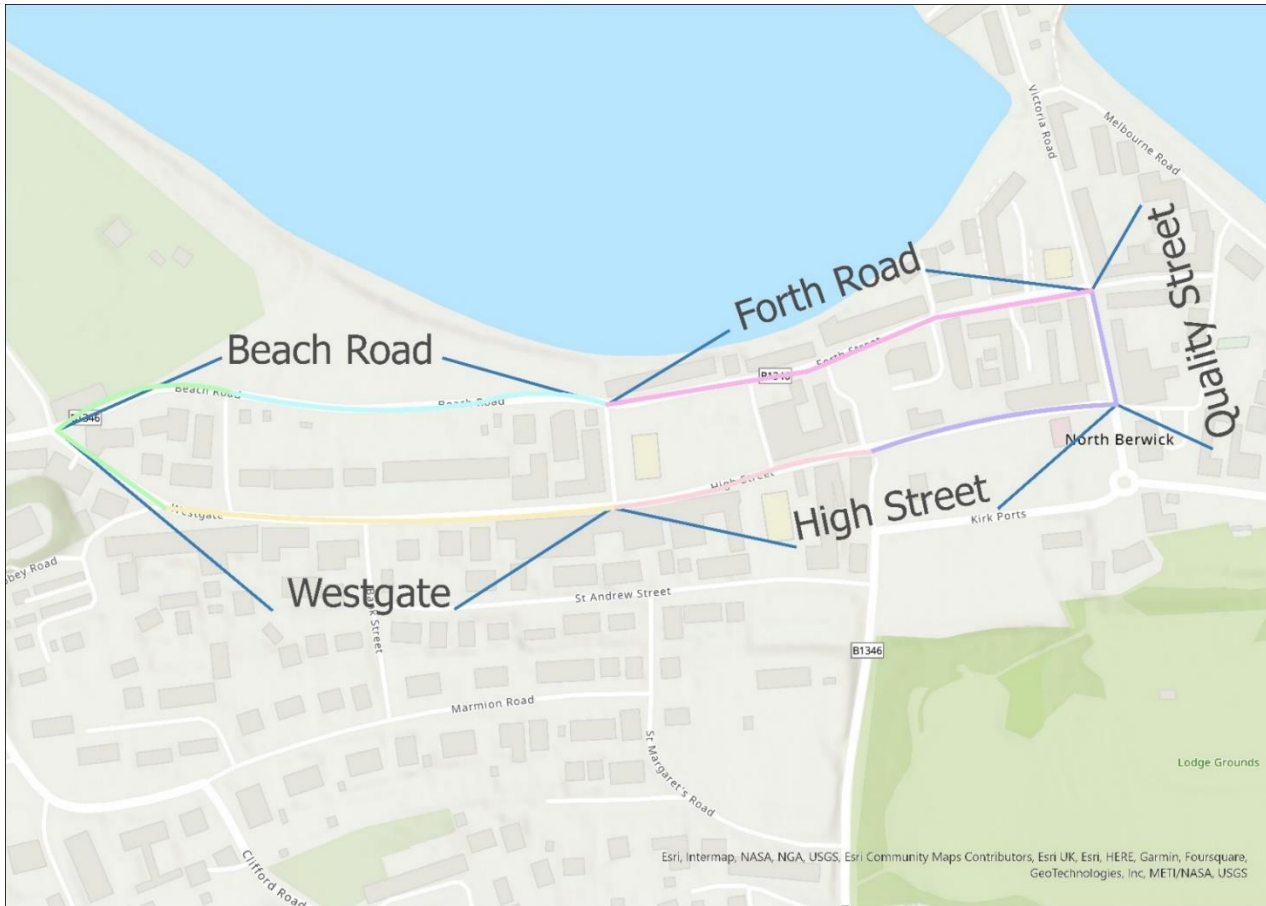


Figure 3.8: On-Street Parking Beats

3.3.7 Parking data was gathered between 07.00am and 7.00p.m. Although the restrictions come into force from 8.30 to 5.30 p.m. daily. As a consequence of the Space for People programme introduced in 2020 to protect people through physical distancing in response to COVID-19, Glebe Car Park and Law Road car Park went under different restricted parking regimes with waiting time limits in place to improve turnover and parking availability. The change in restriction was laid out in accordance with TTRO 102.21. KS and TTRO 167a/20/RC issued by ELC for North Berwick Glebe Car Park and High Street respectively, informing the public about the car park restrictions in place at the identified car parks and street parking areas. These restrictions were still in place at the time of the 2021 parking survey. There were no parking waiting time restrictions in place at the time of the 2019 parking surveys.

- 3.3.8 An important variable used in the analysis of parking within North Berwick is parking turnover. Parking turnover rates can be defined as the average duration of parking or the number of vehicles that use each parking space in a given period of time. Parking turnover is calculated by dividing the cumulative number of parking vehicles by the parking capacity of the facility in any given time. Where a turnover rate is larger than one, the demand is greater than supply and more than one car is using one space. When the parking turnover rate is less than one, then the demand is less than the supply and only one car occupies the parking space throughout the day. When the parking turnover is large, it means that the car park is better utilised and operates in a more efficient way with more vehicles accessing the parking facility. This is influenced by limited duration of parking or charged parking.
- 3.3.9 The patronage of the parking facility among drivers and the usage of the parking facility reveals more about the parking turnover rate of the facility. It is an important factor in determining the performance of the parking facility. If the parking facility has a parking charging regime in place, then the increase in the parking turnover value means that the revenue of the facility will increase from the parking spaces as a result of more vehicles accessing the parking spaces.

**On-Street Beat Counts**

- 3.3.10 This section compares the Thursday 2019 to the Thursday 2021 data. Table 3.5 shows the average occupancy, percentage occupancy and average duration of stay on the streets surveyed. This data and analysis has been provided by ELC to support this study.

Table 3.5: On-Street Parking Occupancy and Average Duration

Street Parking	Time	2019				2021			
		Total Spaces	Occupancy Average	%	Average Duration	Total Spaces	Occupancy Average	%	Average Duration
Beach Road	08:30 – 10:00	36	28	78.2%	05:45:00	36	35	96%	04:20:00
	08:30 – 17:30		31	87.2%	03:04:23		34	93.4%	01:58:30
Forth Street	08:30 – 10:00	41	31	76.7%	01:08:26	42	30	71.4%	01:45:00
	08:30 – 17:30		36	88.9%	01:12:20		31	73.5%	01:19:30
High Street	08:30 – 10:00	43	31	71.8%	00:22:45	44	18	41.9%	00:15:58
	08:30 – 17:30		34	80.1%	00:24:26		22	50.1%	00:20:18
Quality Street	08:30 – 10:00	7	4	63.3%	00:57:30	7	5	67.3%	00:20:43
	08:30 – 17:30		5	71.8%	00:51:23		6	79.9%	00:39:41
Westgate	08:30 – 10:00	64	24	37.5%	00:45:00	80	30	37.0%	00:26:15
	08:30 – 17:30		39	60.3%	00:33:01		44	54.5%	00:39:48

3.3.11 The results from the beat count show that there was a reduction in the duration of stay on Quality Street and High Street in 2021. The High Street’s capacity was reduced due to the introduction of the spaces for people measures, with a resulting slight increase in duration of stay on Forth Street and Westgate in 2021. Beach Road saw the largest increase in duration of stay.

**Key Point:** There has been a reduction in the average occupancy on some streets when compared to 2019 data.

3.3.12 Table 3.6: Average Occupancy of Parking Bays and Unrestricted Spaces in 15 Minute Intervals displays the occupancy of marked bays and unrestricted spaces between 07:00 and 19:00. This data and analysis has been provided by ELC to support this study.

Table 3.6: Average Occupancy of Parking Bays and Unrestricted Spaces in 15 Minute Intervals

Street / Hour	Beach Road (2019)	Beach Road (2021)	Forth Street (2019)	Forth Street (2021)	High Street (2019)	High Street (2021)	Quality Street (2019)	Quality Street (2021)	Westgate (2019)	Westgate (2021)	Average (2019)	Average (2021)
07:00	81%	89%	73%	55%	42%	25%	0%	14%	27%	26%	45%	42%
07:15	78%	94%	63%	57%	40%	30%	0%	29%	27%	33%	46%	48%
07:30	78%	94%	63%	57%	40%	34%	14%	14%	30%	30%	47%	46%
07:45	78%	92%	63%	60%	42%	39%	29%	14%	25%	33%	49%	47%
08:00	75%	94%	59%	64%	42%	39%	29%	57%	34%	30%	55%	57%
08:15	78%	94%	56%	67%	50%	34%	43%	57%	31%	31%	57%	57%
08:30	78%	94%	61%	69%	60%	27%	57%	57%	30%	31%	59%	56%
08:45	78%	94%	63%	64%	65%	32%	43%	57%	30%	33%	58%	56%
09:00	75%	94%	78%	67%	69%	43%	71%	57%	30%	34%	65%	59%
09:15	78%	97%	73%	74%	71%	43%	71%	57%	39%	36%	67%	62%
09:30	81%	97%	85%	74%	69%	52%	71%	71%	52%	45%	72%	68%
09:45	81%	97%	88%	74%	79%	52%	71%	86%	39%	45%	74%	71%
10:00	78%	97%	88%	79%	75%	43%	57%	86%	44%	35%	72%	68%
10:15	92%	97%	85%	76%	75%	34%	86%	71%	55%	23%	75%	60%
10:30	92%	94%	93%	79%	81%	55%	86%	86%	61%	60%	81%	75%
10:45	92%	94%	93%	79%	81%	52%	86%	86%	69%	54%	81%	73%
11:00	94%	94%	93%	79%	81%	55%	71%	86%	63%	58%	80%	74%
11:15	92%	94%	93%	79%	83%	57%	71%	86%	67%	58%	80%	75%
11:30	92%	92%	93%	79%	71%	55%	86%	86%	69%	49%	80%	72%
11:45	92%	92%	88%	79%	77%	52%	86%	86%	73%	59%	80%	73%



Street / Hour	Beach Road (2019)	Beach Road (2021)	Forth Street (2019)	Forth Street (2021)	High Street (2019)	High Street (2021)	Quality Street (2019)	Quality Street (2021)	Westgate (2019)	Westgate (2021)	Average (2019)	Average (2021)
12:00	94%	94%	88%	71%	83%	45%	71%	86%	77%	60%	79%	71%
12:15	94%	94%	93%	76%	85%	55%	71%	86%	81%	63%	82%	75%
12:30	94%	94%	95%	74%	85%	52%	86%	86%	78%	65%	83%	74%
12:45	94%	94%	95%	76%	88%	57%	86%	86%	75%	65%	83%	76%
13:00	94%	94%	95%	76%	92%	57%	86%	86%	70%	75%	83%	78%
13:15	86%	94%	95%	74%	75%	50%	86%	86%	59%	68%	78%	74%
13:30	92%	89%	93%	76%	79%	55%	86%	86%	66%	71%	80%	75%
13:45	94%	89%	90%	76%	77%	61%	71%	86%	63%	68%	79%	76%
14:00	94%	94%	90%	79%	83%	52%	71%	86%	70%	49%	80%	72%
14:15	92%	94%	88%	76%	79%	57%	86%	86%	75%	70%	81%	77%
14:30	92%	94%	90%	79%	79%	57%	86%	86%	72%	74%	82%	78%
14:45	94%	94%	90%	76%	79%	61%	86%	86%	63%	65%	81%	77%
15:00	78%	94%	90%	79%	83%	52%	71%	86%	69%	61%	78%	74%
15:15	75%	92%	93%	79%	73%	50%	86%	86%	64%	59%	77%	73%
15:30	97%	89%	93%	71%	81%	55%	86%	71%	66%	61%	79%	70%
15:45	94%	92%	88%	74%	79%	52%	71%	71%	63%	51%	76%	68%
16:00	94%	92%	88%	64%	67%	43%	43%	86%	66%	53%	71%	67%
16:15	92%	89%	83%	64%	69%	48%	43%	86%	64%	58%	71%	69%
16:30	92%	92%	85%	69%	83%	48%	71%	86%	58%	54%	76%	70%
16:45	89%	94%	105%	69%	83%	52%	43%	86%	66%	61%	76%	73%
17:00	69%	94%	105%	67%	81%	48%	29%	86%	64%	50%	71%	69%
17:15	69%	89%	95%	64%	69%	52%	43%	86%	45%	50%	68%	68%
17:30	67%	86%	88%	62%	69%	41%	86%	43%	42%	49%	65%	56%
17:45	64%	81%	68%	55%	56%	39%	86%	71%	45%	45%	63%	58%
18:00	67%	89%	68%	60%	56%	36%	86%	71%	50%	56%	65%	62%
18:15	69%	83%	78%	67%	52%	32%	86%	71%	45%	55%	65%	62%
18:30	69%	83%	66%	67%	54%	39%	86%	71%	38%	58%	64%	64%
18:45	67%	83%	78%	64%	60%	30%	86%	100%	47%	58%	68%	67%
19:00	67%	72%	61%	64%	63%	18%	57%	100%	47%	56%	61%	62%

- 3.3.13 The table shows Beach Road is currently at capacity, with all times surveyed (with the exception of 19:00) with occupancy rates averaging 90% during the day. There was a reduction in demand on High Street in 2021, with no times recording an occupancy of over 80%. Quality Street had an increase in demand, with the majority of the day seeing occupancy rates of 86%. The average occupancy rate decreased in 2021 when compared to 2019. This suggests that the reduction in parking spaces due to the Places for People measures have not significantly affected parking capacity.
- 3.3.14 Table 3.7 shows the 85<sup>th</sup> percentile occupancy and turnover of each street surveyed. This the parking turnover compared to the average occupancy. The above sections show the average amount of spaces occupied at one time while this shows how many cars are using those spaces. This data and analysis has been provided by ELC to support this study.

Table 3.7: 85<sup>th</sup> Percentile Occupancy and Turnover on Surveyed Streets

Street Parking	2019		2021	
	Occupancy	Turnover	Occupancy	Turnover
Beach Road	37	2.81	37	2.00
Forth Street	41	5.17	43	3.84
High Street	48	10.60	48	7.27
Quality Road	7	7.43	7	9.14
Westgate	70	7.91	81	6.16

- 3.3.15 The results show that with the exception of Quality Street which recorded high turnover in 2021, all the on-street parking considered in this study showed high turnover in 2019 compared with 2021 for both the 90 minutes and 9 hours of duration of stay. The Beach Road in the 90 minutes duration of stay showed similar turnover in 2019 and 2021.
- 3.3.16 The 85% percentile turnover for all the on-street parking range from 2.81 – 10.60 and 2.00 – 9.14 for 2019 and 2021 respectively. Similarly, the 85<sup>th</sup> percentile occupancy for all the on-street parking considered for this study range from 7 – 70 and 7 – 81 for 2019 and 2021 respectively. There are the occupancy / turnover that 75% of the car park spaces are occupied / turn over at or below on a typical weekday during the entire 9 hours of operation.

**Key Point:** Turnover has reduced on the majority of streets in 2021, when compared to 2019 statistics.

**Loading Bay**

- 3.3.17 Analysis of loading bay usage was also undertaken during the survey of parking demand. 10 loading bay spaces were identified in 2019, all of which were located on High Street. In 2021, this was reduced to eight spaces due to the implementation of Spaces for People. The occupancy for 2019 and 2021 are displayed in Table 3.8: Loading Bay Occupancy 2019 and 2021. This data and analysis has been provided by ELC to support this study.

Table 3.8: Loading Bay Occupancy 2019 and 2021

Hour	2019	2021
07:00	10%	0%
07:15	10%	13%
07:30	10%	0%
07:45	0%	0%
08:00	0%	0%
08:15	0%	13%
08:30	0%	0%
08:45	0%	0%
09:00	20%	25%
09:15	30%	75%
09:30	40%	50%
09:45	30%	75%
10:00	10%	38%
10:15	30%	38%
10:30	40%	75%
10:45	50%	38%
11:00	60%	63%
11:15	50%	50%
11:30	30%	63%
11:45	40%	38%
12:00	40%	38%
12:15	30%	38%
12:30	10%	63%
12:45	0%	50%

Hour	2019	2021
13:00	10%	63%
13:15	20%	63%
13:30	60%	25%
13:45	20%	38%
14:00	40%	38%
14:15	60%	25%
14:30	30%	13%
14:45	50%	25%
15:00	40%	50%
15:15	0%	50%
15:30	10%	25%
15:45	20%	25%
16:00	0%	25%
16:15	0%	25%
16:30	0%	0%
16:45	0%	0%
17:00	0%	13%
17:15	0%	63%
17:30	0%	25%
17:45	10%	25%
18:00	10%	38%
18:15	10%	38%
18:30	0%	38%
18:45	0%	25%
19:00	10%	38%

3.3.18 The analysis shows that with the reduction of loading bay spaces there has been a slight reduction in usage. This could be due to COVID-19 impacts. However, there are still points throughout the day where loading bay capacity does reach slightly higher levels than in 2019.

**Key Point:** The demand for loading bay spaces has increased since 2019. This could lead to illegal unloading if occupancy continues to increase.

**Disabled Parking**

3.3.19 Disabled parking occupancy rates were also included in both the 2019 and 2021 surveys. There were five disabled parking spaces located on Forth Street for both 2019 and 2021. This is displayed in Table 3.9.

Table 3.9: Disabled Parking Occupancy

Forth Street	2019	2021
07:00	40%	40%
07:15	40%	40%
07:30	40%	20%
07:45	40%	20%
08:00	40%	60%
08:15	40%	60%
08:30	40%	60%
08:45	20%	60%
09:00	20%	60%
09:15	40%	60%
09:30	40%	40%
09:45	60%	60%
10:00	60%	60%
10:15	40%	60%
10:30	20%	60%
10:45	20%	40%
11:00	60%	60%

Forth Street	2019	2021
11:15	20%	40%
11:30	20%	40%
11:45	20%	80%
12:00	20%	60%
12:15	20%	40%
12:30	20%	40%
12:45	20%	40%
13:00	40%	80%
13:15	40%	60%
13:30	60%	80%
13:45	60%	80%
14:00	60%	60%
14:15	60%	60%
14:30	60%	80%
14:45	60%	80%
15:00	60%	60%
15:15	40%	60%

Forth Street	2019	2021
15:30	40%	60%
15:45	60%	60%
16:00	60%	40%
16:15	80%	60%
16:30	80%	80%
16:45	60%	80%
17:00	60%	80%
17:15	60%	60%
17:30	40%	40%
17:45	20%	40%
18:00	20%	40%
18:15	20%	60%
18:30	20%	60%
18:45	20%	60%
19:00	20%	60%

3.3.20 From the analysis, there has been a significant increase in demand for disabled parking spaces, with the average occupancy increasing from 41% in 2019 to 57% in 2021.

**Key Point:** Disabled bay parkin demand has slightly increased, with 80% of spaces occupied for the majority of the time between 13:00 and 14:45.

**Off-Street ANPR Counts**

3.3.21 This section reports on the analysis of the four main car parks: Glebe, Law Road, Imperial and Gardeners Garden Car Parks within North Berwick town centre. The analysis compare each of the individual car parks 2019 survey data against the 2021 survey data in order to ascertain the car parks performances in terms of parking turnover, vehicle accumulation turnover, duration of stay and the 85th percentile of the car parks operating occupancy. Table 3.10: Off-Street Car Parks Turnover in 2019 and 2021 and Table 3.11 list the duration of parking, number of vehicles and turn over for each of the four off-street car parks surveyed and a comparison for 2019 and 2021.

Table 3.10: Off-Street Car Parks Turnover in 2019 and 2021

Car Park	2019 Turnover		2021 Turnover	
	90 Minutes	9 Hours	90 Minutes	9 Hours
<b>Glebe</b>	0.38	1.13	2.26	3.46
<b>Law Road (Kirk Port)</b>	1.38	1.90	3.00	3.45
<b>Imperial (Melbourne Place)</b>	1.15	2.03	1.04	1.68
<b>Gardeners Garden (East Road)</b>	0.91	2.48	1.12	2.13

3.3.22 The results show that there were more vehicle accumulation in 2021 for both 90 minutes limited waiting time and the entire 9 hours of operation of the Glebe car park, Law Road car park and Gardeners Garden car park than in 2019. The Imperial car park showed more vehicle accumulation in 2019 than in 2021 for the 90 minutes duration and 9 hours of operation of the car park. Overall, 2021 has seen an increase in the vehicle turnover at most of the car parks in the centre of North Berwick.

Table 3.11: Average Parking Occupancy and Duration of Stay of the Off Street Car Parks in 2019 and 2021

Car Park	Time	2019			2021		
		Average	%	Average Duration	Average	%	Average Duration
<b>Glebe</b>	08:30 – 10:00	75	84.25%	07:40:35	18	22.56%	01:47:58
	08:30 – 17:30	77	86.70%	03:32:21	52	63.96%	01:34:11
<b>Law Road</b>	08:30 – 10:00	17	79.37%	08:23:37	10	43.94%	01:52:39

Car Park	Time	2019			2021		
		Average	%	Average Duration	Average	%	Average Duration
	08:30 – 17:30	18	85.58%	01:31:07	13	58.46%	00:52:15
Imperial	08:30 – 10:00	68	94.68%	02:55:59	83	110.31%	04:07:11
	08:30 – 17:30	82	114.20%	01:59:04	94	124.16%	01:52:19
Gardeners Garden	08:30 – 10:00	19	21.90%	02:25:52	29	34.12%	04:23:18
	08:30 – 17:30	66	76.87%	02:21:39	60	70.10%	01:50:39

3.3.23 The results show that there was a considerable reduction in vehicle occupancy, parking index and average duration of stay at the Glebe car park, Law Road car park and Gardeners Garden car park (8:30 am – 5:30pm only) in 2021 than in 2019. Short durations of stay were recorded at these car parks in 2021 during the operation of the car parks in a day. The Imperial car park, even though recorded high parking occupancy in 2021, had a shorter average duration of stay in 2019 for the 9 hours of operation from 8:30am to 5:30pm. It should be noted that Imperial car park had a high pre-occupancy before the start of the car park’s operating time i.e., cars parked overnight or before the day begins.

3.3.24 Overall, 2021 showed a considerable reduction in average occupancy and average duration of stay at the Glebe car park, Law Road car park and Gardeners Garden car park for the 9 hours of operation of the car parks in a day. The Imperial car park showed increased in average occupancy and parking index with reduced average duration of stay in 2021 compared to 2019 records during the 9 hours of operation in a day.

**Key Point:** There is a significant amount of illegal parking at the Imperial off-street car park. However, there is significant capacity in other off-street parking areas.

### Traffic Counts (To North Berwick)

3.3.25 In order to understand traffic flows to North Berwick, analysis of traffic count data from Transport Scotland’s National Traffic Data System (NTDS) was undertaken. However, there were a number of issues with this data which included:

- Several sites were historic and no longer have data collected at them.
- Other sites had gaps where the counter appeared to not have been functioning for a period

3.3.26 On this basis only one count site with available data for the relevant time period was identified which was 467030 on the B1377 Longniddry (Core 703). This count point is on the signed route between North Berwick and Edinburgh was deemed sufficiently close to provide a proxy. The average daily traffic flows for each month are displayed in Figure 3.9: ATC Count Outwidth North Berwick.

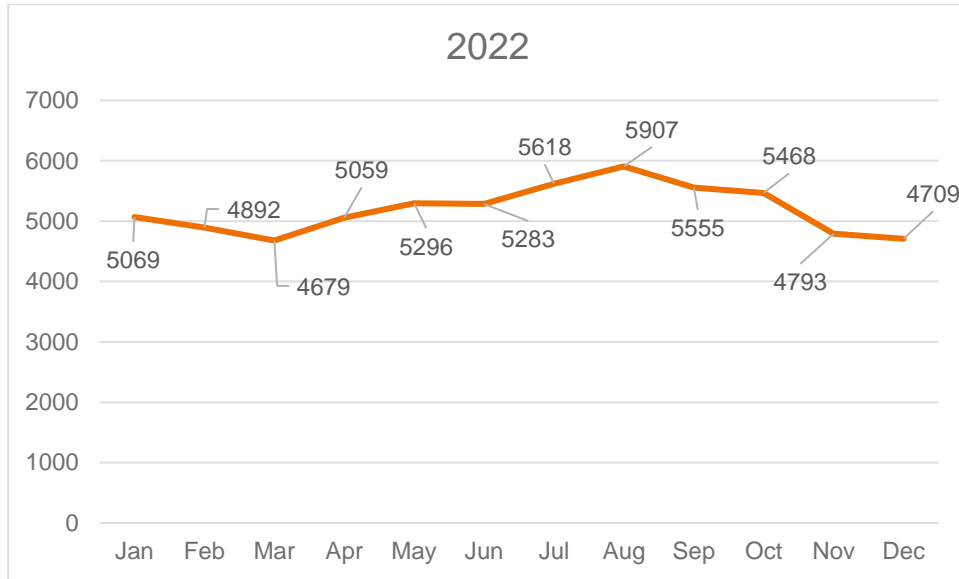


Figure 3.9: ATC Count Outwidth North Berwick

3.3.27 From the figure the following can be said:

- The average annual daily traffic is the lowest in March (4,679 ADT)
- The average monthly daily traffic is highest during the July to September period highlighting the additional tourist traffic during these months.

**Traffic Counts (North Berwick Boundary)**

3.3.28 To understand the traffic flows into North Berwick, ELC undertook a traffic counts at five sites in August in 2019 and 2021. These are listed below:

- A198 – Dirleton Avenue
- A198 – Tantallon Road
- B1347 – Haddington Road
- Heugh Brae





- Grange Road

3.3.29 Table 3.12: Average Weekly Traffic Counts for North Berwick Sites displays the Average Daily Traffic Count for the sites for 2019 and 2021 and the percent change.

Table 3.12: Average Weekly Traffic Counts for North Berwick Sites

Site Location	2019 Average Daily Traffic Count	2021 Average Daily Traffic Count	% Change from 2019 to 2021
A198 – Dirleton Avenue	9262	8942	-3%
A198 – Tantallon Road	3048	3386	11%
B1347 – Haddington Road	3155	3494	11%
Heugh Brae	1550	1669	8%
Grange Road	300	411	37%

3.3.30 The majority of sites saw an increase in traffic flow, with only A198 – Dirleton Avenue recording a slight decrease in traffic flow. This suggests that patronage to the town centre has not decreased and there may be a higher demand due to the changes in travel behaviour following the travel restrictions imposed during the COVID-19 pandemic.

### 3.4 Overview of the Strategic Need

3.4.1 Based on the analysis set out above a series of key problems and opportunities that form the strategic need have been identified and is set out in Table 3.13. These provide the rationale for intervention and, in particular, for proceeding with parking interventions. The strategic need highlights why measures are required to support the ongoing economic vitality of North Berwick and is clearly linked to the evidence base provided in this chapter.

Table 3.13 Summary of Strategic Need

Problem / Opportunity	Evidence
Concentration of economic activity around town centre / High Street creates high traffic and pedestrian demand in these areas	<ul style="list-style-type: none"> <li>• BRES analysis</li> <li>• CoStar analysis</li> <li>• Footfall surveys</li> <li>• Parking surveys</li> </ul>
High levels of car dependency by residents of and visitors to North Berwick	<ul style="list-style-type: none"> <li>• Census 2011 car availability for residents</li> <li>• Car mode share for visitors</li> </ul>

Problem / Opportunity	Evidence
Growing demand by tourists to visit to North Berwick and surrounding coastal attractions	<ul style="list-style-type: none"> <li>• Visitor survey</li> <li>• Coastal car park revenue</li> </ul>
Affluent population with higher proportion of people in managerial and professional jobs and lower levels of deprivation supports a vibrant local economy	<ul style="list-style-type: none"> <li>• Average weekly wage</li> <li>• Occupation type analysis</li> <li>• SIMD analysis</li> </ul>
High dependency on retail, hospitality and accommodation within the local economy and consequently the need to enable access for tourists and visitors to support this	<ul style="list-style-type: none"> <li>• BRES analysis</li> </ul>
Key off-street car parks near North Berwick town centre (e.g., Imperial) are often over capacity whilst others remain under utilised leading to inefficient use of existing parking capacity	<ul style="list-style-type: none"> <li>• Parking surveys</li> </ul>
Long-term parking on key town centre streets (e.g., Beach Road) and car parks (e.g., Imperial, Gardeners Garden) is affecting the economic vibrancy of the town centre and access for residents	<ul style="list-style-type: none"> <li>• Parking surveys</li> </ul>
Inefficient use of on-street parking in North Berwick town centre with some streets being well utilised and others experiencing low occupancy and turnover	<ul style="list-style-type: none"> <li>• Parking surveys</li> </ul>
Leading difficulties affecting the ability to deliver goods	<ul style="list-style-type: none"> <li>• Parking surveys</li> </ul>
Lack of disabled parking provision	<ul style="list-style-type: none"> <li>• Parking surveys</li> </ul>



# Inputs

North Berwick Parking

Economic Impact Assessment

## 4 Inputs – Policy Context

### 4.1 Overview

4.1.1 The inputs are the processes required to implement the parking management measures as set out in and defined by key national, regional, and local policy documents. These provide the foundation upon the interventions set out in the outputs chapter can be taken forward.

### 4.2 National Policy

4.2.1 A policy review has been undertaken to establish the rationale for the introduction of parking management interventions. Key national policies are listed within this section.

#### National Transport Strategy 2

4.2.2 In February 2020, Transport Scotland published its *National Transport Strategy 2* (NTS2) which set out a vision for Scotland's transport system over the next 20-years to 2040, including a statement of transport's contribution to achieving net zero by 2045. Its 'Vision' is:

*'We will have a sustainable, inclusive, safe and accessible transport system, helping deliver a healthier, fairer and more prosperous Scotland for communities, businesses and visitors'.<sup>5</sup>*

4.2.3 The Vision is underpinned by four 'Priorities' and 12 'Outcomes', as shown in Figure 4.1: NTS2 Priorities below.

<sup>5</sup> National Transport Strategy 2 (Transport Scotland, 2020), p. 5.



Figure 4.1: NTS2 Priorities

4.2.4 The NTS2 establishes two ‘hierarchies’ which define the principles upon which future transport investment decision making and services should be planned. The ‘Sustainable Travel Hierarchy’ defines the priority which will be given to each mode of transport in future investment planning and is shown in Figure 4.2: NTS2 Sustainable Travel and Investment Hierarchies below which also includes the ‘Sustainable Investment Hierarchy’ which establishes a structured set of steps to be followed when planning investment in transport provision.

### Prioritising Sustainable Transport



Figure 4.2: NTS2 Sustainable Travel and Investment Hierarchies

- 4.2.5 In summary, the Sustainable Travel Hierarchy prioritises walking & wheeling and cycling, with investment to support the single occupant private car being the lowest priority. Measures promoted through the strategy, and which will emerge from it, should prioritise active travel and accessible public transport connections, whilst at the same time discouraging short, single car occupant journeys. On this basis, parking interventions are highly consistent with the Sustainable Travel Hierarchy.. This hierarchy focuses on prioritising how transport resources should be spent.
- 4.2.6 The implication of this hierarchy is that investment in new infrastructure should only be considered once a wider package of options to reduce the need to travel, reduce the need to travel unsustainably, optimise use of existing infrastructure, influence travel behaviour or manage demand have been explored. Parking management interventions could be classified as ‘making better use of existing capacity’ and would therefore be more appropriate than measures that sought to increase parking capacity through construction of infrastructure.

**Key Point:** The NTS2 aims to shift investment from car travel and related infrastructure to active travel. This suggests there may be a reduction in car parking capacity due to the prioritisation of active travel and reallocation of road space.

### Securing a Green Recovery on a Path to Net Zero: Climate Change Plan 2018–2032 - Update

4.2.7 The Scottish Government’s update to the Climate Change Plan 2018-2032 (2020) sets out a commitment to reduce greenhouse gas emissions to 75% of 1990 levels by 2030, 90% by 2040 and net-zero by 2045. The Plan recognises the key role that the decarbonisation of transport will play in reducing Scotland’s emissions and includes an aim to reduce the number of kilometres travelled by car by 20% by 2030. This will require a range of measures to discourage car use and make the use of more sustainable modes of transport more attractive.

**Key Point:** The reduction in of emissions will require the use of active modes, which will require a behavioural shift.

### Consultation on the 20% Reduction in Car KMs: Route Map

4.2.8 Following the commitment to reduce car kilometres by 20% within the *Securing a Green Recovery on a Path to Net Zero: Climate Change Plan 2018 – 2032* policy document Transport Scotland published a stakeholder consultation report setting out a route map for how this target can be achieved. The framework recognises that any solution must include a holistic framework of interventions to provide car-use reduction options for different trip types in different geographical areas. To encourage the reduction in car usage, the framework outlines the need for a behaviour change by users through positive messaging. This has led to the development of four desired behaviours which are displayed in Figure 4.3 below. Parking interventions can contribute to helping people to live well locally by enabling them to access local services and amenities whilst also supporting switching modes to walking, wheeling, cycling and public transport where appropriate.



Figure 4.3 Route Map to 20% Car KM Reduction – Four Behaviours

**Key Point:** The 20% km reduction plan suggest a behaviour changes. Parking controls could act as an intervention to change travel behaviours.

### National Planning Framework 4

4.2.9 The National Planning Framework 4 (NPF4) adopted by the Scottish Government in 2023 sets out the Scottish Government's planning policies and how these are expected to be applied. The sets out a National Spatial Strategy, which is guided by four overarching principles, outlined below:

- **Sustainable places** – where we can reduce emissions and restore and better connect biodiversity
- **Liveable places** – where we can live better, healthier lives
- **Productive places** – where we have greener, fairer, and more inclusive wellbeing economy
- **Distinctive places** – where we recognise and work with our assets

4.2.10 The NPF4 outlines a wide range of policies encompassing the entirety of Scotland. Parking does not have a specific policy; however, it falls within policy 10 – *Sustainable Transport*, policy 16 – *Business and Employment* and policy 17 – *Tourism*. Relevant parking guidance from these policies is listed below:

- **Policy 10 – Sustainable Transport:**
  - *Development proposals should consider the need to supply safe and convenient cycle parking to serve the development, sheltered where possible, unless it can be demonstrated that existing nearby provision is sufficient. Cycle parking should, be more conveniently located than car parking serving the development.*
  - *Development proposals which are ambitious in terms of low / no car parking have a role to play in very accessible urban locations, well-served by sustainable transport modes. In such circumstances, consideration should be given to the type, mix and use of development, car ownership levels, the surrounding uses, and the accessibility of the development by sustainable modes.*
- **Policy 16 – Business and Employment**
  - *Development proposals for business and industrial uses must take into account:*
  - *Surrounding residential amenity and sensitive uses;*
  - *Population health and wellbeing including inequalities*
  - *Environmental quality and historic environmental assets*



- *Access, parking and traffic generation and air quality*
- **Policy 17 – Tourism:**
  - *Development proposals for tourist facilities should take into account:*
  - *The contribution made by the development to economic prosperity, local employment and community wealth building*
  - *Compatibility with the surrounding area in terms of the nature and scale of the activity and impacts of increased visitors*
  - *Impacts on communities, for example by hindering the provision of homes and services for local people*
  - *Access, parking and traffic generation*

**Key Point:** The development proposals in the NPF4 suggests a shift from requiring parking at new developments to low / no car parking. This would increase parking demand near to these developments.

### East Lothian Local Transport Strategy

4.2.11 The East Lothian Local Transport Strategy (LTS) was developed to cover the period from 2018 – 2024. The vision of the LTS is:

*‘East Lothian will have well-connected communities with increased use of sustainable transport modes to access services and amenities.’*

4.2.12 From the vision, seven objectives for the LTS were developed, which are:

- To develop a more attractive and safer environment for pedestrians and cyclists
- To reduce the overall dependence on the car and environmental impact of traffic
- To promote the availability and use of more sustainable means of travel
- To locate new development where it reduces the need to travel
- To maximise accessibility for all and reduce social exclusion
- To promote integration and interchange between different means of travel
- To maintain the transport network to a suitable standard to ensure it meets the needs of all users

4.2.13 Parking interventions are highly consistent with these objectives and, in particular, the first three objectives as they would discourage car use and encourage the use of more sustainable modes of transport where possible.

4.2.14 The strategy revolves around five core policies which provide the overarching framework under which the actions and measures to deliver the LTS sit. The five core policies are:

- Maintenance Strategy & Whole Life Costing
- A Safer East Lothian
- Active Travel and Healthy Lifestyles
- Accommodating Growth and Supporting the Economy
- Encouraging Sustainable Travel

4.2.15 Parking Strategy & Enforcement falls within the ‘*Accommodating growth and supporting the economy*’ policy. Within this section, East Lothian Council highlights that they are implementing a comprehensive Parking Management Strategy to improve efficiency of current supply and to reduce negative impacts of parking on communities. A ‘toolkit’ of measures are expected to be applied including:

- Parking management – interventions to maximise the efficiency and operation of existing parking provision
- Parking supply – measures to control the off-street and / or on-street parking provision available
- Enforcement – measures to control the usage and turnover of parking and ensure restrictions are adhered to
- Demand management – intended to reduce parking demand and maximise use of other transport modes

4.2.16 This ‘toolkit’ provides a foundation for the interventions which are now being brought forward in North Berwick. Furthermore, from these policies – a dedicated Parking Management Strategy was subsequently developed which set out additional details around how these measures would be applied across the local authority area.

**Key Point:** The strategy highlights the need for parking intervention as a measure to encourage modal shift and to promote better travel behaviours.

### East Lothian Parking Strategy 2018 - 2024

4.2.17 The East Lothian Parking strategy was developed by East Lothian Council as an action plan which sits beneath the East Lothian Local Transport Strategy. The strategy identifies problems and interventions for all major localities within East Lothian. North Berwick was identified as having the following problems:

- Significant seasonal parking problems linked to tourism. Insufficient off-street parking to accommodate peak demand leading to on-street overflow parking affecting residential parking
- On-street overflow parking around The Glebe car park and North Berwick railway station
- Lack of enforcement of parking restrictions leading to deliberate violation
- Lack of provision for long-stay parking creating long-stay on-street parking
- Lack of Blue Badge parking on High Street
- Retailers experience difficulties with deliveries including abuse of loading bays and double parking on the carriageway
- Signage to off-street car parks could be improved
- Short-term on-street problems at peak school travel periods around schools
- Aspirations to promote High Street as a pedestrian area with limited parking

4.2.18 From the defined problems, the strategy defines two objectives:

- To provide balanced and appropriate parking facilities that support the economic, environmental and accessibility requirements of towns in East Lothian
- To maximise the efficient use of parking provision

4.2.19 The outcomes underpinning the objectives are:

- The delivery of parking supply that meets local demand whilst minimising the adverse impacts of parking
- Effective enforcement of parking restrictions

4.2.20 To achieve the outcomes, 22 policies were developed:

- ELC will apply a hierarchical approach to parking strategy supply starting with the application of parking enforcement then parking management and, finally, increasing parking provision if these other measures fail to resolve the problem
- ELC will implement a parking management hierarchy in the towns

- ELC will monitor and amend the scale of Decriminalised Parking Enforcement (DPE) in East Lothian, as necessary
- ELC will review the use of the Coastal car parks and consider the introduction of new sites, expanding existing sites, and / or remove sites and re-assess the pricing structure every 3 years following introduction
- ELC will assess the demand on town centre parking supply and appraise, where appropriate the introduction of charging for off-street car parks and / or for on-street parking places. The introduction of restrictions and charging has the potential to boost the financial viability and community / business productivity of an area by increasing turnover. All parking regimes would require annual monitoring
- ELC will introduce a standard 90-minute waiting restriction in towns (following consultation) where the existing waiting restrictions are less than this. Towns with no waiting restrictions will not be affected at this time.
- ELC will keep loading provision including Taxi stances in town centres under constant review and amend, as necessary
- ELC will keep under review existing schemes and consider the need for new Resident Parking Schemes
- ELC shall consider and review the need for and introduce Controlled Parking Zones to balance parking demand in multi-use areas
- ELC will continue to undertake measures to ensure compliance with the Disabled Persons' Parking Places (Scotland) Act 2009 and will continually review the provision of Blue Badge parking in town centres
- ELC will apply national and regional parking standards where appropriate and its own local parking standards where developments do not meet the requirements for these standards
- ELC will review and keep under review the charging policy for its parking services in relation to event management and public utilities works requiring on-street parking suspension
- ELC will support additional appropriate Park & Ride provision wherever possible
- ELC will give priority to public transport by ensuring it is not hindered by illegal parking
- ELC will endeavour to ensure Park & Ride parks are used solely for this purpose and not for long-stay parking by non-travelling public
- ELC will continue to support the provision of electric vehicle charging points in East Lothian
- ELC will review the 'free at point of use' Electric Vehicle charging point policy, at regular intervals
- ELC will continue to support the provision of parking spaces for Car Club vehicles in East Lothian

- ELC will implement improved signage to guide drivers to appropriate parking spaces
- ELC will implement appropriate measures associated with the Footway Parking and Double Parking (Scotland) Bill (a pavement parking prohibition has now been enacted into law via the Transport (Scotland) Act 2019)
- ELC will consider the introduction of school streets following consultation and which meets the assessment criteria
- ELC will consider the use of Local Authority powers to set private car park tariffs, condition parking charges through the planning process and work in partnership with private car park operators to apply consistent parking policy

4.2.21 Following on from this, ELC identified various interventions in North Berwick to implement the policies which include:

- Potential short-stay car parking (up to 90 minutes)
  - On-street – limited waiting
  - The Glebe
  - Kirkports / Law Road
  - The Lodge
  - Quality Street
  - School Road
- Potential medium stay car parking (up to 4 hours)
  - Community Centre
  - Sports Centre
  - Melbourne Road (Blue Badge holders only)
- Potential long-stay car parking (over 4 hours)
  - Recreation Ground

- Haugh Road Viewpoint
- Rhodes Brae
- The Law
- High School
- Private car parking
  - Seabird Centre
- Potential Other Measures
  - Proposed extension to existing resident’s parking area to the west to include Beach Road and Westgate
  - Clearway (no stopping at any time) on Dirleton Avenue, Station Hill, Station Road, Clifford Road and East Road
  - Potential new car park on St Margaret’s

4.2.22 Table 4.1: East Lothian Parking Strategy - Identified Problems displays the original problems identified and the proposed solutions.

Table 4.1: East Lothian Parking Strategy - Identified Problems

Problem	Solutions
Significant seasonal parking problems linked to tourism. Insufficient on and off-street parking supply and poor turnover of spaces leading to on-street overflow parking affecting residential parking	<ul style="list-style-type: none"> <li>• Control through Decriminalised Parking Enforcement</li> <li>• Implementation of parking management hierarchy defining designated short-stay, medium-stay, and long-stay parking locations</li> <li>• Proposed extension to existing resident’s parking area along with ongoing review of Resident’s Parking Schemes</li> <li>• Continuous review of the requirement for Controlled Parking Zones</li> <li>• Potential new car park to increase capacity and reduce cars circulating the town centre searching for parking</li> <li>• Consider the introduction of on and off-street parking charges</li> </ul>
On-street overflow parking around The Glebe car park and North Berwick railway station	<ul style="list-style-type: none"> <li>• Control through Decriminalised Parking Enforcement</li> <li>• Implementation of parking management hierarchy defining designated short-stay, medium-stay, and long-stay parking locations</li> <li>• Continuous review of the requirement for Controlled Parking Zones</li> </ul>

Problem	Solutions
Lack of enforcement of parking restrictions leading to deliberate violation	<ul style="list-style-type: none"> <li>Control through Decriminalised Parking Enforcement</li> </ul>
Lack of provision for long-stay parking creating long-stay on-street parking	<ul style="list-style-type: none"> <li>Control through Decriminalised Parking Enforcement</li> <li>Provision of designated long-stay car parks</li> </ul>
Lack of Blue Badge parking on High Street	<ul style="list-style-type: none"> <li>Ongoing review of Blue Badge parking</li> </ul>
Retailers experiencing difficulties with deliveries including abuse of loading bays and double parking on the carriageway	<ul style="list-style-type: none"> <li>Ongoing review of waiting and loading provision</li> </ul>
Signage to off-street car parks could be improved	<ul style="list-style-type: none"> <li>Review and implementation of improved signage to off-street car parks where required</li> </ul>
Short-term on-street problems at peak school travel periods around schools	<ul style="list-style-type: none"> <li>Implementation of Decriminalised Parking Enforcement</li> </ul>

4.2.23 The proposals set out in the Parking Strategy form the basis of the interventions which have now been brought forward and which are outlined in detail in the Outputs chapter.

4.2.24 Consultation on the proposed interventions has been agreed by councillors and will take place in due course (as of end of June, 2022).

**Key Point:** The Parking Strategy outlines a wide range of parking problems and combative measures to ensure occupancy is at a manageable rate. Many of these proposed interventions will be implemented within North Berwick.

### East Lothian Economic Development Strategy 2012 - 2022

4.2.25 The East Lothian Economic Development Strategy (2012 – 2022) identified opportunities that ELC can capitalise upon to maximise its sustainable economic competitiveness. The key issues identified in the report are:

- Lack of large employers within East Lothian
- Pockets of deprivation within Musselburgh, Wallyford and Prestonpans
- Limited land availability for economic use in areas of high demand
- Poor transport connectivity

4.2.26 The strategy outlines two strategic goals around businesses and jobs:

- Increase the number of businesses in East Lothian with growth potential
- Increase the proportion of East Lothian residents working in and contributing to East Lothian's economy

4.2.27 The strategic goals are supported by four strategic objectives:

- To be the best-connected place in Scotland to set up and grow an innovative business
- To be Scotland's leading coastal, leisure and food & drink destination
- To provide high quality employment pathways for East Lothian's workforce
- To become Scotland's most sustainable and digitally connected local economy

4.2.28 The strategy notes that local efforts to enhance East Lothian's town centres, improve the retail and visitor experience, and make improvement to street scenes, parking provision and amenities should be undertaken to improve the local economy. This falls within strategic workstream 6: Energise East Lothian's town centres and rural economy and contributes to Strategy Objective 1, 2 and 5.

**Key Point:** The Economic Development Strategy highlights problems related to limited land availability which hinder the Strategies goals. If developments are designed in light of the proposed zero / no parking provision listed in the NPF4, then parking demand may outstrip supply.

### East Lothian Local Development Plan 2018

- 4.2.29 The East Lothian Local Development Plan (LDP) sets out where and how the Strategic Development Plan (SDP) for Edinburgh and South East Scotland can be delivered in East Lothian. It is a site specific plan that contains proposals that show where development can take place as well as the policies that can be used to manage development.
- 4.2.30 The LDP includes a spatial strategy for North Berwick. Figure 4.4: East Lothian Local Development Plan Development Sites displays a map containing proposed development sites which are all located on the periphery of the existing town.



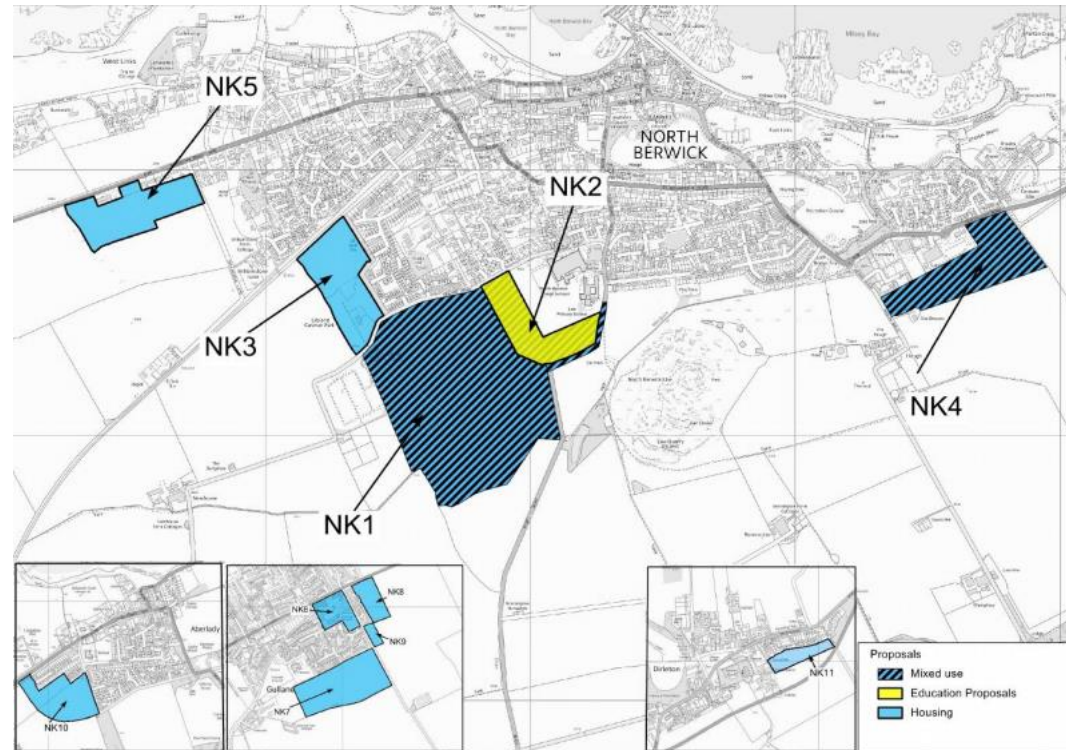


Figure 4.4: East Lothian Local Development Plan Development Sites

4.2.31 The LDP spatial strategy identifies parking as a significant issue in summer months due to visitors. It notes that parking and traffic management measures are under consideration. However, it highlights that the most significant issue is the impact that additional development in the area would have on the local road network.

**Key Point:** The ELLDP highlights parking as a significant constraint alongside demand on the road network.

**North Berwick Town Centre Charrette (2017)**

4.2.32 As part of developing a new plan for North Berwick, a charrette was held that allowed all residents to take part and was an opportunity for local people to work with a design team to develop ideas and test out suggestions that may make the town centre work better for everyone. The Charrette covered a wide range of topics but only those related to the traffic and parking design workshop are included within this section.

4.2.33 The following problems were identified at the charrette:

- Poor understanding / signing of car park locations, types and availability of spaces
- Concentration of the main off-street parking opportunities at the east end of the town centre
- Most off-street parking being essentially uncontrolled
- Lack of a coherent short / medium / long-stay regime
- No charging for parking other than in one location, where the level at which charges are set has a questionable rationale
- Historic poor adherence by drivers to on-street parking restrictions
- Confusion about parking along the eastern beach, where controlled on-street parking and off-street parking can become very congested in high season.

4.2.34 The development of a parking strategy was recommended which should include the following targets:

- Generally, manage the existing stock more effectively / efficiently. This will require the council to revisit all spaces in Council ownership and, where necessary, remaking bays to standard dimensions and eliminating opportunities for fly-parking; with enforcement officers issuing penalties for incorrectly parked cars.
- Even if parking is free of charge for the location / length of stay in question, all parking acts, on or off-street, should require drivers to obtain a ticket (which could also have additional phone / online service). This will make enforcement easier and provide a valuable ongoing source of parking data.
- Structure parking into a short / medium / long-stay regime. This could involve sub-dividing some parking sites.
- Enforce regulations in all on and off-street locations (not just on-street yellow line contraventions, as at present).
- Introduce maximum lengths of stay. Also introduce the possibility of charging for some locations / lengths of stay.
- Introduce a comprehensive signing strategy for the different parking options (short / long; town centre / sea front).

**Key Point:** The North Berwick Charette identifies parking problems within the town and also identifies socially acceptable interventions.

### North Berwick Town Centre Strategy

4.2.35 The North Berwick Town Centre Strategy forms a part of the adopted East Lothian LDP 2018. It provides Supplementary Guidance focusing on the changes that the LDP is planning to the town of North Berwick and the implications of that change for the town centre.

4.2.36 The report identifies the following Issues for North Berwick that are relevant to this report:

- The High Street is narrow and congested with cars, pedestrians and bins
- High levels of commuting particularly to Edinburgh
- Insufficient parking

4.2.37 From the identified issues, the strategy recommends the following actions:

- **Action 3** – Reorganization of town centre car parking to limited waiting, short stay, medium stay and long stay where appropriate. This may require additional signage and every effort should be made to keep permanent signs to a minimum to minimise sign clutter.
- **Action 7** – Encourage pedestrian and cycle access to North Berwick town centre.

**Key Point:** The North Berwick Town Centre Strategy highlights the need to implemented variable parking to encourage turnover within the town centre.

### Summary

4.2.38 The policy documents listed within this chapter provide a framework of what parking interventions could be implemented within North Berwick. Scottish Government policy has seen a significant shift towards prioritising walking, wheeling and cycling as preferred methods of transport for shorter journeys, with public transport and shared mobility the preferred mode for medium to longer journeys. This shift will require a behavioural change which can require a ‘carrot and stick’ approach. The implementation of parking controls within North Berwick will provide a demand reducing measure that would fall within the Scottish Government’s ambitions to reduce car kilometres by 20% by 2030.



# Outputs

North Berwick Parking

Economic Impact Assessment

## 5 Outputs

### 5.1 Overview

- 5.1.1 This section outlines the parking interventions proposed by East Lothian Council and other possible interventions listed within the Inputs section. The policies and case studies previously outlined provide a framework of what parking controls could be implemented in North Berwick. The figure below displays the potential parking interventions for North Berwick.

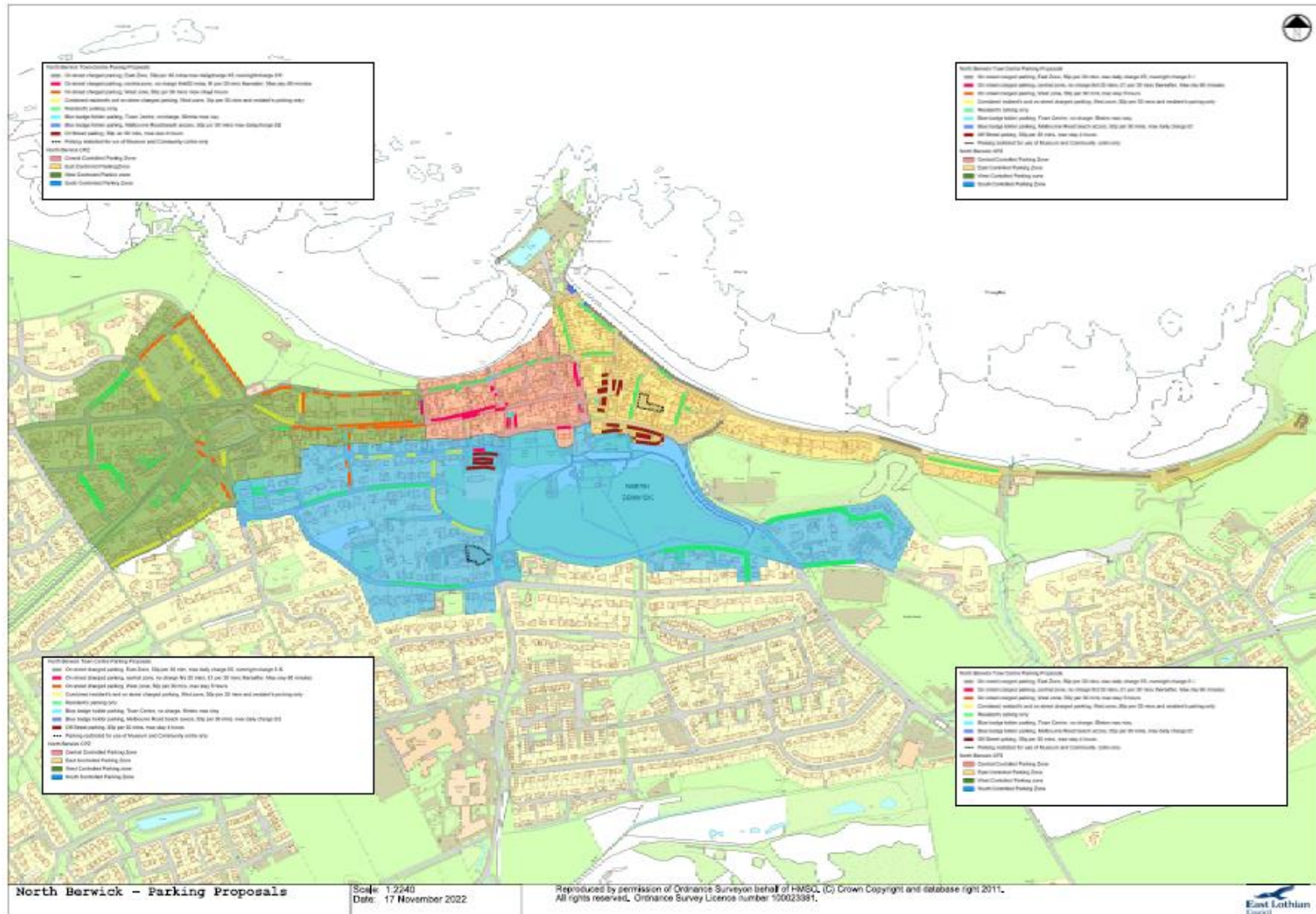


Figure 5.1: Proposed Parking Interventions

5.1.2 The following outputs are currently under consideration.

- One permit for Residents within the core of North Berwick
- Remove residents parking in core during peak demand hours
- Relocate residents parking outside the core to within easy walking distance
- Relocate short, medium and long stay parking to within a 20-minute walk of the town centre
- Allow only permit and short stay at on-street parking
- Redesign road space which may provide or remove parking spaces
- New off-street long stay parking provision
- Increased turn-over enforcement to increase parking availability with existing capacity
- Introduce charging on a sliding scale
- Demand management through travel plans to incentivise use of sustainable modes

5.1.3 The interventions proposed by East Lothian Council are:

- Reallocation of spaces to provide disabled parking on High Street
- Extend St Andrew's car park to accommodate long-term parking in the area
- Greater enforcement of waiting restrictions by Police or through Decriminalised Parking Enforcement
- Reduce waiting restriction from 90 minutes to 60 minutes to increase turnover of spaces
- New off-street car park near town centre for long-term parking
- Introduce charges to facilitate turnover in spaces
- Introduce on-street waiting restrictions on streets suffering from overflow parking
- Increase off-street parking provision at North Berwick station
- Controlled Parking Zone in town centre to prevent parking problems being displaced onto side streets
- High Street east stopped up to general traffic. Loading and disabled parking only

- Potential location for long-stay parking on Dunbar Road – no existing on-street restrictions. Provide off-street car park at rugby club. Scope for approximately 30 to 40 off street car parking spaces and 6 spaces for buses / overnight lorry parking.
- Potential new off-street car park on Tantallon Terrace – scope for approximately 60 to 80 off street spaces.
- Seasonal issues with adhering to restrictions and overnight parking – partial coverage of double and single yellow lines. May need extended along full length of Marine Parade and Tantallon Terrace. Better enforcement (Police or DPE) of restrictions. Provide additional off-street car parking (see below).
- Long-stay parking on Kirkports – no existing restrictions. Potential to introduce waiting restrictions or charges.
- Proposal to pedestrianise High Street – impacts on parking displacement and loading need considered.
- Displaced parking from North Berwick station – no existing on-street restrictions except double yellow lines and loading markings at Dirleton Avenue / York Road junction and Station Road / Marmion Road junction. May need to extend restrictions on Station Road, Old Abbey Road, Station Court and Dirleton Avenue.

5.1.4 The selection of parking interventions will be determined by the economic impact model outlined in the subsequent chapters and the results of public consultation.

## 5.2 North Berwick High Street

5.2.1 East Lothian Council are considering changes to North Berwick High Street to address concerns over road safety and issues relating to equality of access for people with mobility and visual impairments. The proposed changes to North Berwick High Street (between Quality Street and Market Place) include minor realignment of the carriageway, increased provision for people walking and wheeling by widening of the existing footways on both sides of the road, introduction of pedestrian crossing points formed by dropped kerbs and tactile paving, introduction of raised tables at junctions, removal of parking and formalised opportunities for loading/pick-up/drop-off.





# Outcomes

North Berwick Parking

Economic Impact Assessment

## 6 Outcomes and Impacts

### 6.1 Overview

6.1.1 This section provides an evidence base for the expected potential outcomes and impacts from implementing the outputs from section 5 in North Berwick. Based on the analysis from the baseline and assumed outputs the following outcomes are expected to occur with the implementation of parking controls:

- Reduced car usage by locals and visitors
- Reduced vehicle delay and congestion in the town centre as there is a reduction in circulating traffic looking for a parking space
- Increased footfall in North Berwick town centre, as a result of increased turnover, i.e., more cars use each space in a given period of time
- Increase in pedestrian and cycle flow in town centres as more people walk / cycle into the town
- Increase in parking tariff revenues
- Improved local air quality.

6.1.2 This chapter also outlines the approach and results from a bespoke Economic Impact Model (EIM) created as part of this study. We have also presented evidence from a number case studies and academic literature focused around the potential impacts of introducing parking controls in other settlements to justify why the expected outcomes and impacts are likely to occur in North Berwick.

### 6.2 Economic Impact Model

6.2.1 This section of the report outlines the approach taken to assess and estimate the likely impacts of introducing the proposed parking measures from section 5 in North Berwick. A bespoke Economic Impact Model (EIM) was designed to estimate the economic cost and benefit of introducing parking measures in North Berwick. This considered the impact of reduced vehicle journeys and mode shift and the resulting impacts on residents and local business. A summary of how the model was designed, the estimations and inputs, and outcomes of the model are outlined in the following sections.

#### Methodology and Approach

6.2.2 The EIM is designed to solely estimate the monetised societal impacts of implementing a CPZ in North Berwick and does not consider the direct cost / revenue of parking. This economic impact assessment will quantify the benefits that could be generated by the new parking measures over a 'business-as-usual' scenario.

- 6.2.3 The assessment covers a 10-year period from an assumed opening date of 2024. All monetised impacts are discounted to 2023 present values<sup>6</sup>. This is based on guidance outlined in the H.M. Treasury Green Book (2022). The study area is considered to be North Berwick Town Centre.
- 6.2.4 The appraisal approach outlined in this section has been developed and agreed through discussions with ELC. The approach is considered proportionate to the project and based on sensible assumptions given the available data.
- 6.2.5 The model is split into the following sections which were generated due to the data available:
  - Active Travel
  - Footfall & Spend
  - Direct GVA Impacts
  - Indirect GVA Impacts
  - Induced GVA Impacts
  - Traffic impacts
- 6.2.6 Several scenarios were developed to test varying conditions. Each scenario tests the results depending on a calculated change from the core scenario. Table 6.1: EIM Scenarios contains the scenarios and a description of each scenario.

Table 6.1: EIM Scenarios

Scenario	Scenario Title	Description
Scenario 1	Core Scenario	All inputs are assumed to remain steady overtime and are expected as a 'current' scenario
Scenario 2	High Active Travel	All inputs remain the same except active travel mode share is assumed to be higher than the core scenario
Scenario 3	Low Active Travel	All inputs remain the same except active travel mode share is assumed to be lower than the core scenario
Scenario 4	High Spend Resident	All inputs remain the same except residents assume to spend higher amounts per visit than the core scenario

<sup>6</sup> Present value is also known as present discounted value. This is the value of an expected financial or economic impacts determined as of the date of valuation. The present value is usually less than the future value because money has interest-earning potential, a characteristic referred to as the time value of money.

Scenario	Scenario Title	Description
Scenario 5	Low Spend Resident	All inputs remain the same except residents are assumed to spend lower amount per visit than the core scenario
Scenario 6	High Mode Shift	All inputs remain the same except the mode shift from car to active travel are assumed to be higher than the baseline
Scenario 7	Low Mode Shift	All inputs remain the same except the mode shift from car to active travel are assumed to be lower than the baseline
Scenario 8	10% Increase in Consumer Spend	All inputs remain the same except there is a 10% increase in consumer spending
Scenario 9	5% Reduction in Consumer Spend	All inputs remain the same except there is a 5% reduction in consumer spending.
Scenario 10	Park & Ride	All inputs remain the same with the exception of a 20% decrease in vehicle kilometres due to the introduction of a park and ride facility.

6.2.7 The source data and assumptions under each impact area are summarised in the forthcoming sections.

**Active Travel**

6.2.8 This section of the model used estimations of daily mode share based on footfall data on North Berwick High Street in November 2021 (see Section 3.1) The footfall data was scaled across each month by using 2022 data from a traffic counter located on the A198 near Longniddry, with November as a base month. The resulting ratios were then multiplied by the weekly footfall data to provide monthly estimates of footfall. This was then averaged to provide an average weekly footfall across the year.

6.2.9 This figure was used as the assumed total amount of trips to North Berwick High Street. It was not possible to include analysis to other areas of North Berwick as no data was available to support this wider assessment. A mode share and potential mode shift value was estimated after discussions with ELC. A weekly estimate of mode share for car, cycling and walking was then calculated from the average weekly footfall.

6.2.10 The estimated modal shift for cycling and walking was then derived by using the mode share assumption and expecting a 50 / 50 split between new cycling and walkers. Both the weekly estimate pre and post modal shift were then scaled down to a daily figure.

Table 6.2: AMAT Mode Share Estimates

Category	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Scenario 7	Scenario 8	Scenario 9	Scenario 10
Cycling Mode Share	5%	7.5%	2.5%	5%	5%	5%	5%	5%	5%	5%

Category	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Scenario 7	Scenario 8	Scenario 9	Scenario 10
Walking Mode Share	20%	22.5%	17.5%	20%	20%	20%	20%	20%	20%	20%
Car Mode Share	71%	66%	76%	71%	71%	71%	71%	71%	71%	71%
Assumed Modal Shift	10%	10%	10%	10%	10%	20%	5%	10%	10%	10%

6.2.11 The subsequent daily figures of cycling and walking, pre and post CPZ implementation were input into the Department for Transport’s Active Mode Appraisal Toolkit (AMAT)<sup>7</sup>. The AMAT estimates the benefits from implementation of an active travel scheme based on the number of new active travel journeys. The results are listed into the following categories:

- Congestion (Benefit)
- Infrastructure Maintenance (Cost reduction)
- Accident (Benefit)
- Local Air Quality (Benefit)
- Noise (Benefit)
- Greenhouse Gases (Benefit)
- Reduced Risk of Premature Death (Benefit)
- Absenteeism (Benefit)
- Journey Ambience (Benefit)
- Indirect Taxation (Benefit)

<sup>7</sup> Active travel: local authority toolkit - GOV.UK ([www.gov.uk](http://www.gov.uk))



- 6.2.12 It was assumed the that the number of trips without the proposed intervention would remain at the figures estimated through the weekly average footfall. The number of trips with the proposed intervention would increase due to a modal shift from car to active travel due to the implementation of a CPZ.
- 6.2.13 As the implementation of a CPZ would cause a modal shift, it was assumed that 100% of new trips would use the intervention. It was also assumed that there would be no cost to implement the scheme as the cost of implementing a parking scheme is not directly an active travel intervention. Within the AMAT, there is an option to select the level of current and planned infrastructure in the scheme. This was set to the following across all scenarios:

Table 6.3: AMAT Infrastructure Assumptions

Mode	Intervention	Description
Cycling	Current cycling infrastructure for this route	No provision
Cycling	Proposed new cycling infrastructure for this route	No provision
Cycling	Any additional shower facilities	No
Cycling	Any additional secure storage facilities	No
Walking	Existing: street lighting	Yes
Walking	Existing: kerb level	No
Walking	Existing: crowding	Yes
Walking	Existing: pavement evenness	No
Walking	Existing: information panels	No
Walking	Existing: benches	Yes
Walking	Existing: directional signage	Yes
Walking	Proposed: street lighting	Yes
Walking	Proposed: kerb level	No
Walking	Proposed: crowding	Yes
Walking	Proposed: pavement evenness	No
Walking	Proposed: information panels	No
Walking	Proposed: benches	Yes
Walking	Proposed: directional signage	No

- 6.2.14 The above assumptions were made based on the active travel provision within North Berwick. No active travel improvement were expected to occur, only the increase in active travel modal share.
- 6.2.15 AMAT was used to calculate four scenarios: high active travel mode share, low active travel mode share, high modal shift and low modal shift. High and low active travel mode share were used to calculate the expected benefits of a modal shift based on the original mode share. High and low modal shift calculated the size of societal benefit from differing scales in modal shift from the baseline. Each value in the table represents a single journey (i.e., a one-way journey) Table 6.4 displays the AMAT input values.

Table 6.4: AMAT Input Estimates (Trips)

Category	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Scenario 7	Scenario 8	Scenario 9	Scenario 10
Daily Cycling Estimates	48	72	24	48	48	48	48	48	48	48
Daily Walking Estimates	192	216	168	192	192	192	192	192	192	192
Potential Shift Cycle	14	16	9	14	14	38	48	14	14	14
Potential Shift Walking	54	47	64	54	54	153	10	54	54	54
New Journeys Cycle	62	88	33	62	62	86	58	62	62	62
New Journeys Walk	246	263	232	246	246	345	230	246	246	246

**Footfall and Spend**

- 6.2.16 Footfall figures were generated using the same process as in the above section. It was assumed that footfall would grow by 5% as a result of increased parking turnover in all scenarios except for Scenarios 8 (10% increase) and 9 (5% reduction).
- 6.2.17 Spend figures were estimated for both tourist and resident spend. Tourists spend figures were generated by averaging data from the 2021 East Lothian Tourist Survey in Section 3.1. The survey was undertaken between May and October 2021 and respondents were asked to provide their

average spend on their trip in five categories per person. This spend was then used within the model. After conversations with ELC, it was assumed that the split between resident<sup>8</sup> and tourist footfall would be 85% and 15% respectively across the year.

6.2.18 In the absence of local data, residents spend values were estimated based on Transport for London research into average spend per visit in district town centres in London<sup>9</sup>. We have assumed 50% of value calculated (£22 per visit) based on equivalent differences in land values between North Berwick and District Town Centres in London. The values used for the calculation of footfall and spend data is included in Table 6.5.

Table 6.5: Input Values for Footfall and Spend

Category	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Scenario 7	Scenario 8	Scenario 9	Scenario 10
Average Spend - Tourist: Eating & Drinking	15.87	15.87	15.87	15.87	15.87	15.87	15.87	15.87	15.87	15.87
Average Spend - Tourist: Shopping	9.16	9.16	9.16	9.16	9.16	9.16	9.16	9.16	9.16	9.16
Average Spend - Tourist: Travel & Transport	4.38	4.38	4.38	4.38	4.38	4.38	4.38	4.38	4.38	4.38
Estimated Proportion of Visitor: Resident	85.1%	85.1%	85.1%	85.1%	85.1%	85.1%	85.1%	85.1%	85.1%	85.1%
Estimated Proportion of Visitor: Tourist	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%	14.9%
Average Spend - Resident:	11	11	11	14	8	11	11	11	11	12
Count Point 17	8,225	8,225	8,225	8,225	8,225	8,225	8,225	8,225	8,225	8,225
Count Point 5	7,997	7,997	7,997	7,997	7,997	7,997	7,997	7,997	7,997	7,997
Count Point 7	6,199	6,199	6,199	6,199	6,199	6,199	6,199	6,199	6,199	6,199
Count Point 6	5,657	5,657	5,657	5,657	5,657	5,657	5,657	5,657	5,657	5,657

<sup>8</sup> This includes residents from outlying areas and not just the town centre.

<sup>9</sup> > Supply Table - Supply, Use and Input-Output Tables - gov.scot ([www.gov.scot](http://www.gov.scot))



Category	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Scenario 7	Scenario 8	Scenario 9	Scenario 10
Count Point 15	5,472	5,472	5,472	5,472	5,472	5,472	5,472	5,472	5,472	5,472

6.2.19 Gross Value Added (GVA) data<sup>10</sup> was sourced from ONS GVA data for ELC as data is not available at the North Berwick geography. Table 6.6 shows the regional GVA by industry and percentage of the total GVA for each industry. These percentages have been applied to the assumed increases in spend to apportion the increases in spend to the different broad sectors of the economy. This to provide a high-level indication of how increases in spend in town centre could impact the different sectors in the local economy.

Table 6.6: GVA Data for East Lothian

Sector	Regional gross value added (balanced), £, 2019 prices	Percentage of total
Agriculture, forestry and fishing	152	9%
Mining	18	1%
Manufacturing	165	3%
Energy, water and waste	57	8%
Construction	140	6%
Distribution and catering	200	10%
Transport and communication	50	3%
Finance and business	568	33%
Public admin, Education, Human health and social work activities, Arts, entertainment and recreation	451	26%
Other services	32	1%
Total	1,833	100%

<sup>10</sup> Regional Gross Value Added local authorities by ITL1 region: TLM Scotland



### GVA and jobs impacts

6.2.20 We have estimated the impact of increases in visitor and resident spend and the resulting employment impacts ('Full Time Equivalents' (FTEs)) and Gross Value Added (GVA) that this spending supports. We multiplied the calculated increase in spend by two different ratios to estimate the direct GVA and employment impacts. This was done the Scottish Government Supply, Use and Input-Output 2019 tables. The ratios are as follows:

- the ratio of total output for compared to totals FTEs in each sector
- the ratio of total output for each broad sector compared to GVA.

6.2.21 To estimate the net economic impact or 'additionality', consideration must be given to 'leakage'<sup>11</sup>, and 'displacement'<sup>12</sup> effects. The method adopted is based on the additionality guidance set out in Homes and Communities Agency's<sup>13</sup> Additionality Guide Tables. This covers:

- Leakage (10%) – The low leakage value has been selected based on the fact the project is a town centre scheme. In Table 4.2 of the Additionality Guide, the mean regional leakage value used for this type of scheme is 10%.
- Displacement (25%) – This is based on the low displacement factor from Table 4.8 of the Additionality Guide and given that we might expect that scheme could attract more people to the area and this increase economic activity rather than stop other investment coming forward.

6.2.22 The total net additional local impact is then calculated by deducting the total gross additional local effects of the baseline case from the total net local effects of the tested scenarios. The calculation of the total net additional local impact of an intervention can be summarised using the following equation:

$$AI = GI \times (1-L) \times (1-Dp)$$

Where:

AI= Net additional impact

GI= Gross impact

L=Leakage

<sup>11</sup> Leakage effects refers to benefit outside of the spatial area or group that the intervention is intended to benefit. In this case, leakage occurs when spending benefits outside of North Berwick.

<sup>12</sup> Displacement measures the extent to which the benefits of a project are offset by reductions in output or employment elsewhere. Displacement occurs when economic activity is generated at the expense of activity elsewhere.

<sup>13</sup> Since publication the Homes and Communities Agency has replaced by Homes England and Regulator of Social Housing.

Dp= Displacement

- 6.2.23 Using the Homes and Communities Agency's formula for additionality a 68% additionality rate has been calculated. This is considered to be a cautious estimate of additionality given the nature of the scheme and the spending and jobs it could create. Therefore, based on the additionality assumptions, the location and scheme specific data used to produce the analysis, the appraisal should be considered robust.
- 6.2.24 Any change in expenditure will also have knock-on or multiplier effects, namely:
- indirect or income effect in the form of increased employment or increases in income for those already employed as a result of direct expenditure
  - induced effect whereby a proportion of increased income is re-spent on final goods and services produced within the local economy
- 6.2.25 We have also considered the additional spend, jobs and GVA generated in supply chains, indirect employment and through expenditure of employees, induced employment. The estimate of indirect and induced employment impacts are based on weighted average of a Type 1 (Indirect) and Type 2 (indirect and Induced) multipliers for different sectors from 2019 Scottish Government Supply, Use and Input-Output tables. The multipliers factors used in the analysis are as follows:
- Type 1 multipliers
    - Output - 1.3
    - Employment - 1.2
    - GVA - 1.3.
  - Type 2 multipliers
    - Output - 1.5
    - Employment - 1.3
    - GVA - 1.52.

### Traffic

- 6.2.26 To determine the benefits of a reduction in car kilometres in North Berwick an estimate was generated using the trip journey length in kilometres from the six traffic count points to a point within North Berwick town centre and the estimated the number of cars entering North Berwick from these count points (data listed in section 3.3). From a literature review, a cruising for parking reduction was calculated by estimating a conservative 5% reduction

(i.e., car-km in North Berwick will reduce by 5% as a result of a reduction in travel associated with looking for parking spaces). This differed from the literature, which suggested a 20% reduction, as the studies conducted were in far larger settlements. This is displayed in the table below.

Table 6.7: Traffic Inputs

Category	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Scenario 7	Scenario 8	Scenario 9	Scenario 10
Baseline - (trips/vehicle Kms)	5,751,060	5,751,060	5,751,060	5,751,060	5,751,060	5,751,060	5,751,060	5,751,060	5,751,060	5,751,060
Accident	0.68	0.68	0.68	0.68	0.68	0.68	0.68	0.68	0.68	0.68
Congestion	1.10	1.10	1.10	1.10	1.10	1.10	1.10	1.10	1.10	1.10
Local Air Quality MEC	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17
Noise MEC	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Emissions	2.54	2.54	2.54	2.54	2.54	2.54	2.54	2.54	2.54	2.54
Indirect Taxation	-3.59	-3.59	-3.59	-3.59	-3.59	-3.59	-3.59	-3.59	-3.59	-3.59
Cruising for Parking Reduction	5%	5%	5%	5%	5%	5%	5%	5%	5%	20%

6.2.27 The total benefit with ‘Marginal External Cost’ estimates provided by the DfT in TAG unit A5-4. North Berwick was assumed to be within the other areas and other roads category for determining the financial impact of reducing traffic kilometres. The Marginal External Cost estimates used were:

- Accident (Benefit)
- Congestion (Benefit)
- Local Air Quality (Benefit)
- Noise (Benefit)

- Emissions (Benefit)
- Indirect Taxation (Cost)

**Model Results**

6.2.28 All the calculated impacts cover a 10-year period from an assumed opening date of 2024 and discounted to 2023 present values. The tables below show the key findings from the core scenario of the EIM.

Table 6.8: EIM Model Core scenario Results – Active Travel

Section	Category	Total	Unit
Active Travel	Congestion	8.45	£000s, 2023 PV
Active Travel	Infrastructure Maintenance	0.17	£000s, 2023 PV
Active Travel	Accident	1.2	£000s, 2023 PV
Active Travel	Local Air Quality	0.17	£000s, 2023 PV
Active Travel	Noise MEC	0.062	£000s, 2023 PV
Active Travel	Greenhouse Gases	2.05	£000s, 2023 PV
Active Travel	Reduced Risk of Premature Death	980.93	£000s, 2023 PV
Active Travel	Absenteeism	154.97	£000s, 2023 PV
Active Travel	Journey Ambience	70.63	£000s, 2023 PV
Active Travel	Indirect Taxation	-1.92	£000s, 2023 PV
<b>Active Travel</b>	<b>Total Benefit</b>	<b>1,217</b>	<b>£000s, 2023 PV</b>

6.2.29 In the core scenario it was assumed that 25% of current journeys to the High Street would now be undertaken by active travel and 71% would be by car. An assumption of a 10% modal shift from car to active travel journeys was applied providing a total benefit of £1,216,000 (£, 2023 PV). Reduced risk of premature death provides the largest societal benefit of £980,000 (£, 2023 PV). Indirect taxation would provide the greatest societal loss, however this would not be a direct cost to the community as this includes car tax and fuel duty which is not collected by ELC.

Table 6.9: EIM Model Core scenario Results - Footfall & Spend

Section	Category	Total	Unit
Footfall & Spend	Tourism Spend	430	£000s, 2023 PV
Footfall & Spend	Resident Spend	160	£000s, 2023 PV
<b>Footfall &amp; Spend</b>	<b>Total Spend</b>	<b>640</b>	<b>£000s, 2023 PV</b>

6.2.30 In the base scenario, it was assumed that the average footfall comprised of 85% resident, 15% tourist. The spend values were assumed to be £31.79 (tourist) and £11 (resident). The change in footfall was expected to increase 5%, which is reflected in the above tables. Total spend was assumed to be £640,000 before any assumed increase or decrease in spending.

Table 6.10: EIM Model Core scenario Results - GVA Impacts

Section	Category	Total	Unit
Direct GVA Impacts	Total FTE's created	8.08	FTE
Direct GVA Impacts	Total Direct GVA	330	£000s, 2023 PV
Indirect GVA Impacts	Total Indirect FTE's created	1.29	FTE
Indirect GVA Impacts	Total spend - indirect impacts	180	£000s, 2023 PV
Indirect GVA Impacts	Total Indirect GVA	900	£000s, 2023 PV
Induced GVA Impacts	Total Induced FTE's created	1.05	FTE
Induced GVA Impacts	Total spend - Induced impacts	140	£000s, 2023 PV
Induced GVA Impacts	Total Induced GVA	800	£000s, 2023 PV
<b>Total FTE impacts</b>	<b>Total FTE impacts</b>	<b>10.43</b>	<b>FTE</b>
<b>Total GVA Impacts</b>	<b>Total GVA Impacts</b>	<b>510</b>	<b>£000s, 2023 PV</b>

6.2.31 Over 10 years appraisal period, the estimated increase in visitor spend is expected to support an additional 10 FTEs through direct, indirect and induced effects by the end of the appraisal. These jobs would support an increase in GVA of approximately £510,000 in 2023 PV over the 10-year appraisal period. Direct GVA impacts account for 8 out of 10 FTE positions created, and £330,000 out of the £510,000 total GVA impacts.

Table 6.11: EIM Baseline Outcomes – Traffic

Section	Category	Total	Unit
Traffic	Accident MEC	16.38	£000s, 2023 PV
Traffic	Congestion MEC	26.31	£000s, 2023 PV
Traffic	Local Air Quality MEC	4.05	£000s, 2023 PV
Traffic	Noise MEC	2.34	£000s, 2023 PV
Traffic	Emissions MEC	60.77	£000s, 2023 PV
Traffic	Indirect Taxation MEC	-85.82	£000s, 2023 PV
<b>Traffic</b>	<b>Total Benefit - With Cruising for Parking Reduction</b>	<b>24.02</b>	<b>£000s, 2023 PV</b>

6.2.32 The core scenario assumes a 5% reduction in vehicle kilometres within North Berwick due to a reduction in cruising for parking. This resulted in a £24,000 societal benefit. However, the indirect taxation MEC is not a direct cost to society, rather one to national government.

6.2.33 In total the monetised impacts (Active Travel, Traffic MECs and GVA) that have been estimated, are likely to generate benefit of **£1.24 million** in 2023 PV and the creation of **10 FTE’s** in the local economy<sup>14</sup>.

**Sensitivity testing**

6.2.34 A number of sensitivity tests have been performed to understand the sensitivity of the estimated benefits to a range of alternative parameters. We have only presented the impacts where the tests have had a material effect on the results compared to core scenario (scenario 1) for the impacts. These are described below.

**Active travel – High and Low Growth**

6.2.35 Scenarios 2 (Higher Level of Active Travel Growth) and 3 (Low Active Travel Level of Active Travel Growth) tests the benefits from a modal shift to active travel based on two levels of pre-existing active travel mode share.

Table 6.12: Scenario 2 & 3 Outcomes

Scenario 2 & 3 Results (£ 2023, PV)			
Impact area	S1	S2	S3
Congestion	8,449	8,580	7,572
Infrastructure Maintenance	167	169	149
Accident	1,200	1,218	1,075
Local Air Quality	170	173	153
Noise MEC	62	63	55
Greenhouse Gases	2,052	2,084	1,839
Reduced Risk of Premature Death	980,926	957,695	955,735
Absenteeism	154,969	146,514	160,514
Journey Ambience	70,629	77,240	64,501
Indirect taxation	-1,919	-1,949	-1,720
<b>Total Benefit</b>	<b>1,216,704</b>	<b>1,191,788</b>	<b>1,189,874</b>

6.2.36 When active travel was assumed to 5% higher than the baseline (30%, 25% baseline), there were expected societal benefits of £1,200,000 (2023 PV). When active travel was assumed to be 5% lower than the baseline (20%, 25% baseline), the expect social benefit from a modal shift of £1,200,000 (2023 PV). The surprisingly, Scenario 2 (High Active Travel) yielded a lower absenteeism and reduced risk of premature death benefit than both the baseline scenario and Scenario 3 (Low Active Travel).

<sup>14</sup> To avoid double counting this value does not include the increase in spend calculated, only the direct, indirect and induced GVA associated with the increased spend.

**Footfall and Spend – Higher and Lower Spend per visit per person**

6.2.37 Scenarios 4 and 5 tests the effects of two estimated resident spend levels on predicted spend (estimated to increase by 5%) and resulting employment and GVA effects. Scenario 4 assumes a resident spend value of £14 per visit, whilst Scenario 5 assumes a resident spend value of £8 per visit.

Table 6.13: Scenario 4 & 5 Outcomes – Footfall & Spend

Scenario 4 & 5 Results – Footfall & Spend			
Impact Area	S1	S4	S5
Tourism Spend	460 (£000's, 2023 PV)	460 (£000's, 2023 PV)	460 (£000's, 2023 PV)
Resident Spend	170 (£000's, 2023 PV)	220 (£000's, 2023 PV)	130 (£000's, 2023 PV)
<b>Total Spend</b>	<b>640 (£000's, 2023 PV)</b>	<b>690 (£000's, 2023 PV)</b>	<b>590 (£000's, 2023 PV)</b>

6.2.38 As expected, the total spend within North Berwick is expected to increase with a rise in resident spending. This would be more profound in Scenario 4 than in Scenarios 1 and 5, with a £50,000 increase in Scenario 4 (High Resident Spend) and a £50,000 decrease in Scenario 5 (Low Resident Spend).

Table 6.14: Scenario 4 & 5 Outcomes - Direct GVA Impacts

Scenario 4 & 5 Results – Direct GVA Impacts			
Impact Area	S1	S4	S5
Total FTE's created	8.08 (FTE)	8.76 (FTE)	8.11 (FTE)
<b>Total Direct GVA</b>	<b>330 (£000's, 2023 PV)</b>	<b>360 (£000's, 2023 PV)</b>	<b>330 (£000's, 2023 PV)</b>

6.2.39 There would be a significant level of FTE positions created in all of the scenarios, with the Scenario 4 (High Resident Spend) generating one extra FTE position when compared to the baseline. Scenario 5 (Low Resident Spend) also produced slightly more FTE positions when compared to the baseline. It is unknown why this may be the case.

Table 6.15: Scenario 4 & 5 Outcomes - Indirect GVA Impacts

Scenario 4 & 5 Results – Indirect GVA Impacts			
Impact Area	S1	S4	S5
Total Indirect FTE's created	1.29 (FTE)	1.40 (FTE)	1.30 (FTE)
Total spend - indirect impacts	180 (£000's, 2023 PV)	190 (£000's, 2023 PV)	180 (£000's, 2023 PV)
<b>Total Indirect GVA</b>	<b>100 (£000's, 2023 PV)</b>	<b>100 (£000's, 2023 PV)</b>	<b>90 (£000's, 2023 PV)</b>



6.2.40 There would be a larger benefit to in indirect GVA outputs due to a slight increase in spending, However it is not known why Scenario 5 returned a slightly lower total GVA when compared to Scenario 4 and Scenario 5.

Table 6.16: Scenario 4 & 5 Outcomes - Induced GVA Impacts

Scenario 4 & 5 – Induced GVA Impacts			
Impact Area	S1	S4	S5
Total Induced FTE's created	1.05 (FTE)	1.14 (FTE)	1.05 (£m's, 2023 PV)
Total spend - Induced impacts	140 (£000's, 2023 PV)	150 (£000's, 2023 PV)	140 (£000's, 2023 PV)
<b>Total Induced GVA</b>	<b>800 (£000's, 2023 PV)</b>	<b>900 (£000's, 2023 PV)</b>	<b>800 (£000's, 2023 PV)</b>

6.2.41 Scenario 4 estimated a £640,000 (2023 PV) increase in combined spending, plus an additional £550,000 (2023 PV) GVA effects. 11 FTE positions are expected to be created in this scenario. Scenario 5 estimated similar benefits. A low spend scenario would result in an estimated £590,000 (2023 PV) in combined spending plus an additional £500,000 (2023 PV) in GVA effects. 10 FTE positions are expecting to be created in this scenario.

**Mode Shift**

6.2.42 Scenarios 6 (High Mode Shift) and 7 (Low Mode Shift) tests the societal benefits depending on the expected modal shift from car to active travel.

Table 6.17: Scenario 6 & 7 Outcomes

Scenarios 6 & 7 (£ 2023, PV)			
Impact area	S1	S6	S7
Congestion	8,449	8,580	7,572
Infrastructure Maintenance	167	169	149
Accident	1,200	1,218	1,075
Local Air Quality	170	173	153
Noise MEC	62	63	55
Greenhouse Gases	2,052	2,084	1,839
Reduced Risk of Premature Death	980,926	957,695	955,735
Absenteeism	154,969	146,514	160,514
Journey Ambience	70,629	77,240	64,501
Indirect taxation	-1,919	-1,949	-1,720
<b>Total Benefit</b>	<b>1,216,704</b>	<b>1,191,788</b>	<b>1,189,874</b>

6.2.43 A high modal shift scenario (20%, 10% baseline) estimated a £1,191,000 (2023 PV) societal benefit while a low mode shift (5%, 10% baseline) estimated an £1,189,000 (2023, PV) societal benefit. It is not known why Scenario 6 (High Modal Shift) scored lower than the baseline, however it may be due to a lower reduced risk of premature death when compared to the baseline scenario.

**Footfall - (Reduction and High Growth)**

6.2.44 Scenarios 8 (10% increase in Consumer Spending) and 9 (5% Decrease in Consumer Spending) test the employment and GVA effects of changes in consumer spending in North Berwick.

Table 6.18: Scenario 8 & 9 – Footfall Outcomes

Scenario 8 & 9 Results – Footfall & Spend			
Impact Area	S1	S8	S9
Change in Weekly Tourist Spend	£1,593 (£ per week)	3,185 (£ per week)	-1,593 (£ per week)
Change in Resident Spend - Weekly	£596 (£ per week)	1,191 (£ per week)	-596 (£ per week)
Change in Tourist Spend - Year	£82,817 (£ per year)	165,634 (£ per year)	-82,817 (£ per year)
Change in Resident Spend - Year	£30,978 (£ per year)	61,955 (£ per year)	-30,978 (£ per year)
Tourism Spend	460 (£000's, 2023 PV)	930 (£000's, 2023 PV)	-460 (£000's, 2023 PV)
Resident Spend	170 (£000's, 2023 PV)	350 (£000's, 2023 PV)	-170 (£000's, 2023 PV)
<b>Total Spend</b>	<b>640 (£000's, 2023 PV)</b>	<b>1,280 (£000's, 2023 PV)</b>	<b>-640 (£000's, 2023 PV)</b>

6.2.45 Scenario 9 would result in significant benefits of £128,000 (2023 PV) with the largest spend occurring from tourists. A significant drop in footfall (Scenario 10), would provide a loss of £640,000 (2023 PV). All impact outputs would be doubled in Scenario 9 when compared to the baseline.

Table 6.19: Scenario 9 & 10 – Direct GVA Impacts

Scenario 8 & 9 Results – Direct GVA Impacts			
Impact Area	S1	S8	S9
Total FTE's created	8.08 (FTE)	17.51 (FTE)	-8.76 (FTE)
<b>Total Direct GVA</b>	<b>330 (£000's, 2023 PV)</b>	<b>720 (£000's, 2023 PV)</b>	<b>-360 (£000's, 2023 PV)</b>

6.2.46 Scenario 9 would result in the addition of 17.5 FTE positions and £720,000 (2023 PV) of spending. Scenario 10 would result in a loss of 8.76 FTE positions and a loss of £360,000 (2023 PV) of resident and tourist spending.

Table 6.20: Scenario 9 & 10 – Indirect GVA Impacts

Scenario 8 & 9 Results – Indirect GVA Impacts			
Impact Area	S1	S8	S9
Total Indirect FTE's created	1.29 (FTE)	2.80 (FTE)	-1.40 (FTE)
Total spend - indirect impacts	180 (£000's, 2023 PV)	380 (£000's, 2023 PV)	-190 (£000's, 2023 PV)
<b>Total Indirect GVA</b>	<b>900 (£000's, 2023 PV)</b>	<b>1900 (£000's, 2023 PV)</b>	<b>-100 (£000's, 2023 PV)</b>

6.2.47 Scenario 9 would result in roughly double the FTE positions created when compared to the baseline, with roughly £190,000. Scenario 10 would see a larger loss in total spend. It is unsure why Scenario 9 has a lower indirect GVA output than the baseline scenario.

Table 6.21: Scenario 9 & 10 – Induced GVA Impacts

Scenario 8 & 9 Results – Induced GVA Impacts			
Impact Area	S1	S8	S9
Total Induced FTE's created	1.05 (FTE)	2.28 (FTE)	-1.14 (£m's 2023 PV)
Total spend - Induced impacts	140 (£000's, 2023 PV)	290 (£000's, 2023 PV)	-150 (£000's, 2023 PV)
<b>Total Induced GVA</b>	<b>80 (£000's, 2023 PV)</b>	<b>180 (£000's, 2023 PV)</b>	<b>-900 (£000's, 2023 PV)</b>

6.2.48 Scenario 8 suggests no GVA or spending impacts. Scenario 9 suggests £1,280,000 in additional spending, £1,090,000 (2023 PV) in GVA impacts and the addition of 23 FTE roles. Scenario 10 suggests a loss of £640,000 (2023 PV) in consumer spending, a £550,000 (2023 PV) decrease in GVA effects and a loss of 12 FTE positions.

**Park and Ride**

6.2.49 Scenario 10 (Park & Ride) tests the effects of implementing a park & ride scheme in North Berwick.

Table 6.22: Scenario 10 Outcomes

Scenario 10 Results		
Category	Total	Unit
Accident MEC	65.52	£000's, 2023 PV
Congestion MEC	105.22	£000's, 2023 PV
Local Air Quality MEC	16.18	£000's, 2023 PV
Noise MEC	9.36	£000's, 2023 PV
Emissions MEC	243.08	£000's, 2023 PV
Indirect Taxation MEC	-3433.90	£000's, 2023 PV

Scenario 10 Results		
Category	Total	Unit
Total Benefit - With Cruising for Parking Reduction	96.07	£000's, 2023 PV

6.2.50 It is assumed that such a scheme would reduce vehicle kilometre by 20%. The expected benefits from this scheme would be £96,000 (2023 PV). Indirect taxation account for the majority loss (-£343,290) which would not directly be felt by the surrounding community.

**Model Risks**

6.2.51 While every effort was made to ensure the outcomes of the model were as accurate as possible, there are constrains on what datasets were available the EIM could utilise for the above results. It is important to highlight at this stage the limitations of this analysis undertaken in this study, and the uncertainties inherent in the assessments. These are as follows:

6.2.52 There is limited evidence to support estimates of economic impact for parking interventions. The approach employed demonstrates a hypothetical scenario where active travel demand increases, footfall and spend in town centre changes. We consider the resulting direct, indirect and induced wider economic impacts. In the absence of comparable data we believe this is proportionate to ambitions and scale of the project.

Table 6.23: EIM Model Limitations

Model Category	Data Type	Risks
Active Travel	Mode Share Estimates	There are no surveys that accurately estimate the mode share of resident / visitor travel to North Berwick. An estimate was generated after discussion with East Lothian Council on what a 'reasonable' mode split could be.
Spending	Footfall	Only footfall data from November 2019 – 2021 was available for the model. To gather a realistic average, an estimation of the average weekly footfall was made by comparing traffic flows at traffic counter near North Berwick. This provided a ratio of demand which was used to scale the weekly footfall to an appropriate level. However, the footfall may be above or below the actual average.
Spending	Resident Spending	There was no resident spend figure available. An estimation was made using similar studies, however these were not from areas with a similar economic profile as North Berwick.
Traffic Flow	Estimated Vehicle Kilometres	The baseline trips / vehicle kilometres estimate was generated using data provided from 5 count sites located on key routes into North Berwick. It was assumed that the majority of trips made would head towards the town centre. Thus an estimate on the kilometres driven was estimated by multiplying the number of vehicles per week by the distance to the town centre for each count site. This may overestimate the kilometres driven and provide a higher societal benefit from a reduction in cruising for parking.
Traffic Flow	Estimated Cruising for Parking Reduction	There were no compatible parking studies that provided an estimated cruising for parking reduction in settlements that are a similar profile of North Berwick. This has resulted in an estimated reduction value based on previously conducted parking surveys of occupancy on North Berwick High Street and anecdotal evidence.

Model Category	Data Type	Risks
GVA	Regional GVA by local authority and industry sector	Data is not available at North Berwick geography so East Lothian GVA data has been used in place of this. We consider the industry split in East Lothian to be representative of the sector split in North Berwick.
GVA	National multipliers	Data is not available at North Berwick or East Lothian geography so national multipliers have been applied. There is a significant evidence base and data analysis supporting the estimate of national multipliers, so this is considered to be the most appropriate approach.

6.2.53 Whilst the model does rely on estimation, these have been mitigated through assumptions that are based in evidence. The scenarios have been designed to provide additional support to the Outcomes and Impacts. These are intended to act as a further piece of evidence.

### 6.3 Outcomes

#### Overview

6.3.1 Based on the analysis undertaken in earlier sections of this report, the following outcomes will be realised from the introduction of parking controls within North Berwick:

- Reduced Car Usage by locals and tourists
- Reduced Vehicle Delay and Congestion in Town Centres
- Increase in Parking Revenue
- Increased Accessibility for Disabled Drivers

6.3.2 The following subsections outline evidence from literature and the EIM to support these points.

#### Reduced Car Usage by Locals

6.3.3 Currently 44% of North Berwick residents have access to one or more cars or vans and 29% have access to two or more cars or vans. The second figure is larger than the East Lothian (26%) and Scottish (22%) averages. This suggests that if residents have access to parking, they may be more likely to use their cars for short journeys to the town centre for economic / leisure purposes.

- 6.3.4 Congestion can also be solved through reducing demand via pedestrianisation and streetscape improvements to encourage a modal shift from car to active travel for short distance journeys. As reported by BBC Future<sup>15</sup>, Oslo has closed off certain streets in the city centre to car entirely, removing almost all parking spots and replacing them with cycling lanes, benches and miniature parks. Oslo is built in a geological bowl which can cause the city to suffer from serious pollution problems. However, with the implementation of these interventions there has been a marked decline in air pollution over the past decade with PM10 values at the Kirkevien site in Oslo declining from 30 ug/m<sup>3</sup> in 2003 to 12 ug/m<sup>3</sup><sup>16</sup> in 2020. There has also been a drop in trips made by car with 35% of all journeys in 2009 to 27% in 2018 with a parallel rise in either walking or using bicycles or public transport. This suggest that by introducing parking charges and short-term parking restrictions on for spaces closer to North Berwick town centre could result in a shift in the amount of car journeys undertaken by residents to the town centre.
- 6.3.5 We have tested this potential shift in the model. In addition to the core scenario, scenarios 6 and 7 in the EIM estimated the impacts on mode shift from car to active travel after the implementation of a controlled parking zone in North Berwick. Scenario 1 (core scenario) estimated a benefit of £1,200,000 (2023, PV) from the existing baseline modal split. If the introduction of parking controls leads to a high modal shift from car to active travel (20%) as estimated in Scenario 6 (High Modal Shift), then the expected societal benefits would rise by £2,000,000 (2023, PV) to £3,200,000 (2023, PV). A low modal shift as estimated in Scenario 7 (Low Modal Shift) would result in a societal benefit of £900,000, a loss of £330,000 (2023, PV).
- 6.3.6 However, it is important to note that accessing the town centre may require a walking up / down a gradient. This will require some parking spaces for those who are unable to shift from driving to walking / cycling.
- 6.3.7 In isolation from the policy frameworks listed in Chapter 4, Scenario 7 outlines an estimated loss of societal benefits when compared to Scenario 1. However, Scenario 6 is more likely to occur due to the Scottish Government's ambition to reduce car kilometres by 20% by 2030 and the introduction 20-minute neighbourhoods. Both of these policy ambitions would promote a modal shift from car to active travel where possible which would reduce parking demand.

### Reduced Vehicle Delay and Congestion in Town Centres

- 6.3.8 The problems identified in the North Berwick Charette have led to wasteful, congesting, and polluting circulation by drivers seeking the best spot, difficulty finding spaces for residents and problems for loading / unloading for businesses within the town centre. Businesses and other trades within the town centre are also worried that any implementation of parking charges may reduce demand by tourists or shoppers as charges could reduce footfall in North Berwick. These three problems are studied in subsequent sections along with potential solutions identified in case studies.
- 6.3.9 When parking demand outstrips supply within small town centres, some drivers cannot immediately find a vacant parking space causing drivers to 'cruise' for a parking space. This in turn increases the amount of traffic on a road and adds additional pollution to a town centre. One model suggests

<sup>15</sup> [What happens when a city bans cars from its streets? - BBC Future](#)

<sup>16</sup> [Statistikkbanken Oslo kommune](#)

that cruising for a free parking space can reduce efficiency (Arnott and Inci, 2006)<sup>17</sup>. However, if a parking fee is implemented at the optimal level to discourage cruising, then there are no welfare losses recorded. This allows for an Authority to collect revenues with no burden at all (Inci, 2014)<sup>18</sup>.

- 6.3.10 The model assumes that there is an overflow rate from an in-transit pool of cars or throughput, given as  $T/mt$ , where  $T$  is the total amount of cars in the transit pool per unit of area,  $m$  is the in-transit trip length, and  $t$  is the travel time per mile. Throughput cannot be higher than the parking turnover rate, leading to a capacity limit for cars within a transit area. As there is a cost associated with travelling (i.e., insurance, fuel, parking cost) there is a cost associated with parking and the trip to / from a destination. Cruising for parking not only causes externalities such as pollution, but also increased costs to drivers due to extra journey times. A supply / demand curve of the trip price with varying levels of throughput is represented in Figure 6.1: Demand and Supply Analysis Where There is Curbside Parking.

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<sup>17</sup> 'An integrated model of downtown parking and traffic congestion'. Arnott and E. Inci J. Urban Econ., 60 (2006), pp. 418-442

<sup>18</sup> <https://doi.org/10.1016/j.ecotra.2014.11.001>

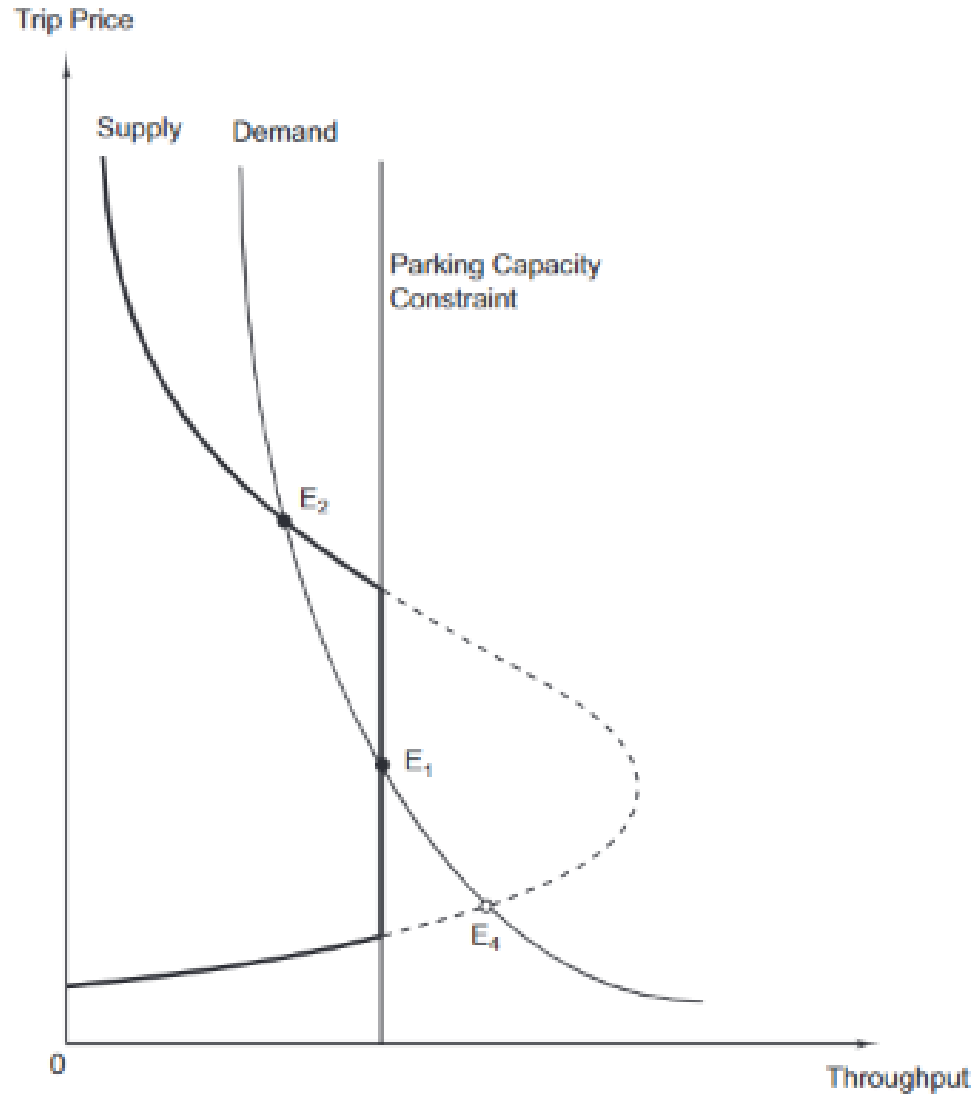


Figure 6.1: Demand and Supply Analysis Where There is Curbside Parking



6.3.11 Figure 6.2: Parking Demand (Inci, 2014) displays the same curve, however it includes the potential welfare gains of government intervention.

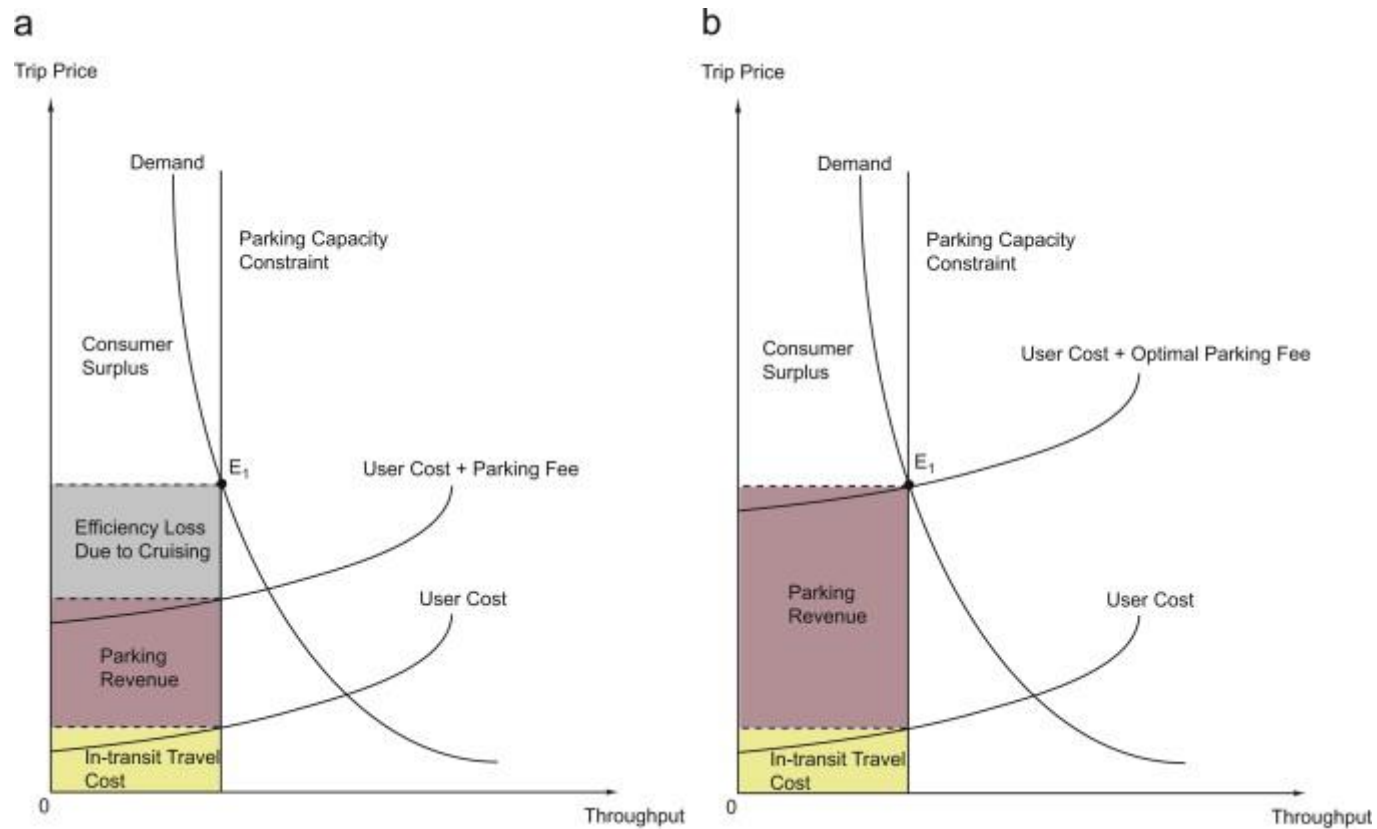


Figure 6.2: Parking Demand (Inci, 2014)

6.3.12 Panel A within Figure 6.2 displays how if the parking capacity is not binding, and there is unlimited parking available, then equilibrium would occur at the intersection of the user cost curve and the demand curve. But as there is a limited parking capacity, it occurs where the demand curve meets the parking capacity constraint, leading to a welfare and efficiency loss (point E1). This leads to cruising for parking. As show in panel B, if the Authority implements / increases the parking fee such that the user cost curve shifts upward to cut the demand curve at the intersection with the parking capacity constraint, the equilibrium price and the consumer surplus remain unchanged, but the parking revenue increases. Moreover, cruising for parking is eliminated at this point, where the optimal parking fee is obtained. So, by increasing the parking fee to the point where cruising is eliminated, then the Authority converts the welfare loss to the parking fee revenue and collects the revenue at no additional cost.

- 6.3.13 This however needs to be implemented across both on street and off-street parking as assuming off-street parking is a perfect substitute, then drivers will choose the cheapest option which could lead to cruising if not properly implemented (Calthrop and Proost, 2006)<sup>19</sup>.
- 6.3.14 Commercial vehicles can also cruise for a location to unload when there are none available. Commercial vehicles require wider parking spaces to load/unload; they need to park closer to destinations as walking with cargo is more cumbersome and for security reasons drivers prefer to stay close to the vehicles. A study conducted in Seattle on the effects of commercial vehicle cruising suggests that most vehicles cruised for an average of 5.8 minutes. The study recommended implementing commercial vehicle load zones (CVLZs) to allow for dedicated capacity to reduce congestion due to cruising (Chiara and Goodchild, 2020)<sup>20</sup>.
- 6.3.15 The EIM assumes a reduction of 5% vehicle kilometres per trip based on assumptions from the above literature. In the core scenario, this would generate a total societal benefit of £24,000 (£, 2023 PV) if implemented. It is important to note that the societal benefits include the expected loss in indirect taxation (i.e., fuel duty) which would not cause direct financial implications for residents or visitors to North Berwick. Excluding the indirect taxation figure provides a societal benefit of £110,000 (£, 2023 PV) from a 5% reduction in cruising for parking.

**Increase in Parking Revenue**

- 6.3.16 As there are currently no parking charges for public parking within North Berwick, there are no figures to compare to. With the introduction of parking charges, there is expected to be revenue that would be larger than the cost of implementing the scheme. *Parking Pricing* (also called *user pay* and *metered* parking) is one option for reducing the demand for parking within North Berwick. The Victoria Transport Policy Institute<sup>21</sup> suggests the implementation of parking pricing can be structured to achieve various objectives. These are listed in Table 6.24 below.

Table 6.24: Parking Control Implementation Revenue

	Motorist Convenience	Demand Management	Revenue Generation
Description	Maximise motorist convenience by prioritising uses and financing increased parking supply	Manage parking and transport demand. Reduce parking and traffic congestion and reduce parking supply in an area.	Maximise net revenues.
Parking Pricing	Only price when needed. Minimize prices and offer discounts and exemptions such as low monthly passes.	Set prices to achieve 85% occupancy target. Use variable rates to encourage shifts from congested to uncongested times and locations.	Use revenue maximising rates. Expand where and when parking is priced.

<sup>19</sup> doi:10.1016/j.regsciurbeco.2005.04.002

<sup>20</sup> https://doi.org/10.1016/j.tranpol.2020.06.013

<sup>21</sup> Victoria Transport Policy Institute: *Parking Pricing Implementation Guidelines: How more efficient parking pricing can help solve parking and traffic problems, increase revenue, and achieve other planning objectives* (2021)

	Motorist Convenience	Demand Management	Revenue Generation
Use of revenues	Finance additional parking supply, such as expanded off-street capacity	Finance additional parking supplies, alternative modes and management programs.	Municipal services and reduction in other taxes.

6.3.17 Hasting Borough Council commissioned an economic impact assessment study to understand the impact of parking supply, demand, and management in the context of the regeneration programme undertaken in 2008 in St. Leonards-on-the-Sea. St Leonards had three major public car parks in the CPZ area, with two owned by the council and one owned by Network Rail. The study assessed the economic impact of the proposed CPZ through a forecast of economic costs and benefits through a do nothing, CPZ as proposed and CPZ as proposed but only operating on Monday – Friday.

6.3.18 The revenue associated with implementing the scheme would be the cost of resident permits and revenue from pay and display parking charges and penalty charges. The revenue generated from residents' permits was projected to cost £47,055. Pay and display incomes were expected to be £100,000 a year. Assuming a third of drivers visiting the town centre were residents and assuming this figure drops by 25% due to modal shift an overall revenue of £25,000 from residents was estimated. Penalty charge income was £78,000, with 25% assumed to come from residents, equivalent to £20,000. The total loss to St Leonards' residents was estimated to be £90,000 a year. A further £3m was estimated to be lost depending on the operating hours of the CPZ. An additional £13,000 was estimated to be lost for businesses due to employees changing jobs due to the parking charges.

6.3.19 The benefits arising from the result of a CPZ are:

- Faster turnover of parking spaces allowing more shoppers to use the town centre
- Congestion relief on the road network due to fewer people cruising for parking
- Time savings for St Leonards residents who can find a parking space more easily.

6.3.20 An additional £620,000 was assumed to be spent by visitors. £2,500 was predicted to be saved by residents who were not caught in traffic.

## 6.4 Impacts

6.4.1 This section contains the evidence base for the expected impacts of implementing parking charges within North Berwick.

### Increase in Consumer Spending in the Town Centre

- 6.4.2 A key concern for local businesses is that parking restrictions and any reduction in parking spaces as a consequence of proposals on the east end of the High Street will lead to financial loss as the market share for cyclists and pedestrians is much lower. This is due to perceptions that most visitors to shops travel by car rather than walking or wheeling.
- 6.4.3 However, the evidence suggests that retailers over-estimate the contribution of drivers to footfall. In Toronto they thought 25% of customers arrived by car whereas in fact it was on 10% (Smith Lea *et al.*, 2017). Also, a survey of businesses and customers<sup>22</sup> in Bristol (840 customers and 126 shopkeepers) found that retailers: believed that only 12% of their customers lived within a half-mile when it fact 42% did; believed cars were the most frequent mode of arrival when in fact walking was. It was also believed parking would elevate the shopping experience when in fact shoppers said less traffic and more area improvements would improve the overall experience. This suggests the implementation of parking charges would likely not negatively affect the shops within the town centre and may even have a positive impact.
- 6.4.4 Pierce and Shoup (2013) found that in response to price changes in parking, short-term parkers, car-poolers, those who have difficulty walking and those who attach a high value on saving time are expected to park disproportionately in convenient parking spaces, while long-term parkers, solo drivers, those who love walking, and those who attach low value on saving time are expected to move towards more distant parking spaces<sup>23</sup>. Thus, an implementation of parking charges would provide more spaces nearer to locations favoured by disabled drivers, increasing accessibility.
- 6.4.5 The impact of car parking charging on town centre footfall is clearly a contentious topic. Much of the debate is rooted in the fact that car parking charging is a complex issue and one that is part of a mix of factors that affect the impact of car parking more generally. For example, we must also consider the composition of the local economy when considering the potential impact of parking measures. The literature review indicates that car parking charges are only one of a number of factors at play in influencing footfall and town centre vitality. Research in Wales<sup>24</sup> has indicated that the following parking related factors are important determinants of people's behaviour in relation to town centres.
- Availability of spaces
  - Restrictions on parking (i.e. how long people can park for)
  - Proximity of parking to intended destination
  - Traffic flow
  - Signage

<sup>22</sup> [4 Reasons Retailers Don't Need Free Parking to Thrive - Bloomberg](#)

<sup>23</sup> Gregory Pierce & Donald Shoup (2013) Getting the Prices Right, *Journal of the American Planning Association*, 79:1, 67-81, DOI: 10.1080/01944363.2013.787307

<sup>24</sup> [Appendix 2.pdf \(caerphilly.gov.uk\)](#)

- Overall retail offering
- Out of town retail offering
- Out of town parking charges
- Price of car parking
- Security of car park
- Incentives for parking

- 6.4.6 These factors are subject to ongoing changes, making it difficult to determine the extent to which they are responsible for changes in behaviour. A survey<sup>25</sup> undertaken considering the impact of car parking charges on town centre footfall indicated that, while people did agree that car parking charges affect their behaviour, convenience is also a critical factor. In addition, the accessibility and availability of spaces, the number of spaces, and the proximity of parking to the town centre were all shown to be as important as cost.
- 6.4.7 Our analysis demonstrates even a modest increase in footfall would have significant wider economic impact in North Berwick. Whilst there is evidence to suggest that car parking charges do have an impact on decisions about whether or not to drive into a town centre and behaviours once there, general availability of spaces and the extent to which the car park is likely to be busy are often felt to be more important factors than cost in their overall decision about visiting.
- 6.4.8 Given the expected outcomes of these parking measures are around improving the availability and turnover of spaces, we have assessed the impact of 5% increase in footfall and the resulting wider economic impacts in the core scenario. A 5% increase in footfall in town will have significant positive economic impact as demonstrated below:
- Increased spend in town centre (£590,000 in 2023 PV) from visitors (£430,000 in 2023 PV) and residents (£160,000 in £2023 PV) over a 10-year period.
  - This level of increased spend could support 10 FTE's and a GVA increase of £0.5m in the local economy – this includes direct, indirect and induced impacts of the increased spending.

<sup>25</sup> Appendix 2.pdf (caerphilly.gov.uk)

# 7 Summary

## 7.1 Overview

- 7.1.1 This report has made the case for parking interventions by identifying the strategic need for parking interventions through an analysis of desktop evidence, identified inputs for determining the scale of policy and the potential outputs. These have been mapped against the model and support the expect impacts and outcomes identified in this report.
- 7.1.2 The policy review highlighted there is a clear policy framework for the introduction of parking interventions in North Berwick. The Scottish Government’s ambition to reduce car kilometres by 20% by 2030 will require a behaviour change. This would also help mitigate the parking problems identified in the North Berwick Town Centre Charrette and the North Berwick Town Centre Strategy.
- 7.1.3 A bespoke EIM was designed to estimate the economic cost and benefit of introducing parking measures in North Berwick. This considered the impact of reduced vehicle journeys and mode shift and the resulting impacts on residents and local business. EIM identified the following outputs and impacts:
  - Reduced car usage– through parking interventions and expected modal shift to walking and cycling
  - Reduced vehicle delay and congestion in town centres – through a reduction in car kilometres.
  - Increased consumer spending in the town centre – due to increased footfall in the town.
- 7.1.4 Table 7.1 provides a summary of the impacts from the core scenario of the EIM considered in this study. This covers a 10-year period from an assumed opening date of 2024 and discounted to 2023 present values. The tables below show the key impacts.

Table 7.1: Total Benefits Identified from Baseline EIM Scenario

Category	Total	Unit
Active Travel Impacts	1,217	£000's 2023 PV
Total new spend	590	£000's, 2023 PV
Total FTE impacts	10.43	FTE
Total GVA Impacts	510	£000's, 2023 PV
Traffic impacts	24	£000's, 2023 PV

- 7.1.5 In total the monetised impacts (Active Travel, Traffic MECs and GVA) that have been considered in baseline scenario in this study, are likely to generate economic benefits of £1.24 million<sup>26</sup> in 2023 PV and the support the creation of 10 FTE's in the local economy.
- 7.1.6 From the scenarios, there were positive impacts across all the scenarios, with the exception of Scenario 9 (Reduction in Consumer Spending). This suggests that any intervention that does not directly impact consumer footfall will result in a societal benefit to economy within North Berwick. Scenario 9 would require a 10% total drop in footfall to North Berwick, which would be unlikely with the introduction of parking restrictions.

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<sup>26</sup> This value does not include the GVA value as it is based on the spend figure. It would be considered double counting to include both values in the total. The GVA has additionality factors applied, which is more of a reflection of the economic impact in the local economy.

## Appendix A North Berwick Socio-Economic Profile

### A.1 Introduction

A.1.1 This appendix contains additional socio-economic data, as referenced in chapter 3, that has been collected to inform this study.

### A.2 Population

A.2.1 Population is often seen as a measure of the economic health and attractiveness of an area. Locations with a stable growing working age population area are generally considered to be in better economic health than those with a declining or ageing population.

A.2.2 The table below shows the absolute age breakdown for North Berwick, East Lothian and Scotland with the figure thereafter showing the percentage for the same age groups compared to East Lothian and Scotland.

Table A.1: Population Estimates (Source: Mid-year Population Estimates 2020, NRS)

Location	Aged 0 - 15	Aged 16 - 64	Aged 65 and over	Total Population
North Berwick	1,391	4,200	2,249	7,840
East Lothian	18,628	63,326	17,763	107,900



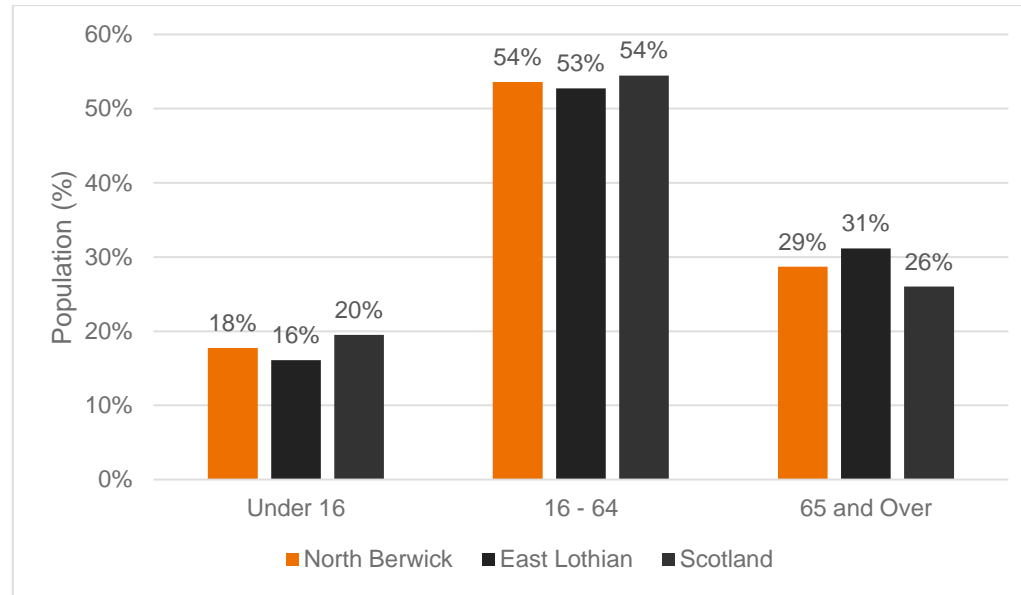


Figure A.1: North Berwick, East Lothian and Scottish Economic Age Breakdown (Source: NRS Local Area Estimates, 2020)

A.2.3 The table shows that North Berwick accounts for 7.2% of East Lothians total population. The proportion of residents who are 65 and over in North Berwick (29%) is slightly higher than the Scottish average (26%). However, this is lower than the East Lothian average (31%).

### A.3 Economic Activity

*It should be noted that economic activity data should be available from the ONS Annual Population Survey 2020, but this data set appears to have been removed from the ONS website at the required spatial level. Census data is used below, but it should be noted that this information is now very dated.*

A.3.1 Economic activity rate is a crucial indicator of an areas health as it allows for an estimate of the available workforce within an area. Table A.2: Economic Activity - North Berwick (Census, 2011) displays the economic activity levels for North Berwick, East Lothian, and the Scottish average.

Table A.2: Economic Activity - North Berwick (Census, 2011)

Area	Economically Active	Unemployed	Full-time Student	Economically Inactive	Retired	Student	Looking After Home or Family	Long-term Sick or Disabled	Economically Inactive: Other
<b>North Berwick</b>	55%	3%	2%	20%	11%	3%	2%	3%	1%
<b>East Lothian</b>	52%	3%	2%	21%	12%	3%	2%	3%	1%
<b>Scotland</b>	49%	3%	3%	22%	11%	4%	3%	4%	1%

A.3.2 The percentage of the population defined as economically active in North Berwick (55%) is higher the East Lothian (52%) and the Scottish (49%) averages. This suggests that the overall economic health of North Berwick is excellent with plenty of labour opportunities within and near North Berwick.

**A.4 Income**

A.4.1 Table A.3: Estimated Income for North Berwick, East Lothian and Scotland (Scottish Government Statistics, 2014) displays the average weekly wage for residents of North Berwick, East Lothian, and Scotland. The most recent publication of local level average household income estimates was in 2014.

Table A.3: Estimated Income for North Berwick, East Lothian and Scotland (Scottish Government Statistics, 2014)

Location	Average Weekly Wage
<b>North Berwick</b>	£656.69
<b>East Lothian</b>	£635.20
<b>Scotland</b>	£554.57

A.4.2 North Berwick has a higher average weekly wage than East Lothian (£21.49, 3.4%) and Scotland (£102.12, 18.4%), suggesting a higher skilled pool of labour resides within the town. Figure A.2: Average Household Weekly Income for Residents of East Lothian and Scotland (Scottish Government Statistics, 2021) displays the average earnings for residents of East Lothian and Scotland from 2004 – 2021. Data is only available for the local authority level.

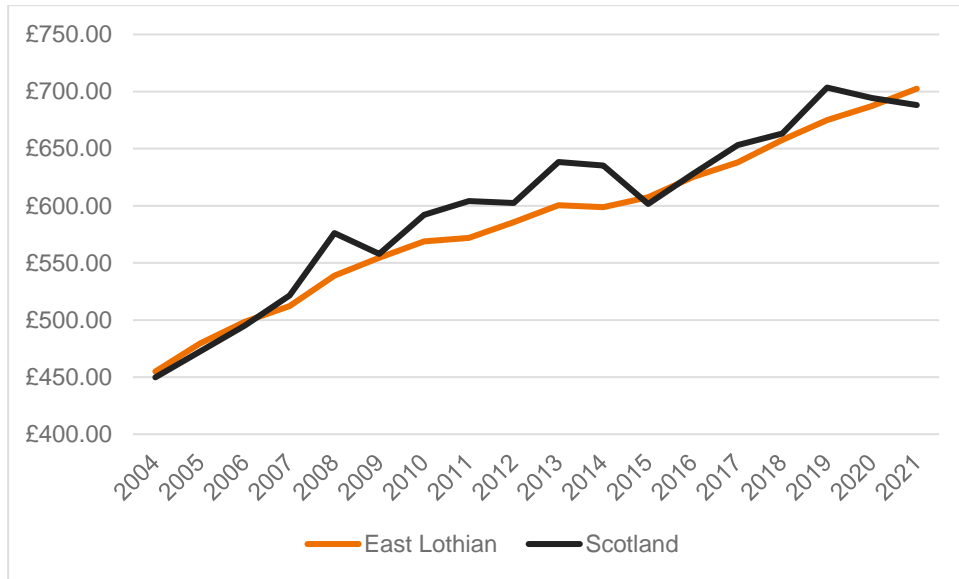


Figure A.2: Average Household Weekly Income for Residents of East Lothian and Scotland (Scottish Government Statistics, 2021)

A.4.3 In 2021, East Lothian residents earned £702.50 while the Scottish average was £688.20, suggesting more spending power by residents of North Berwick.

## A.5 Business Location

A.5.1 Data on business location / type has been gathered from CoStar. CoStar provides a database on the type of industry and the size of the floorspace. This database is not comprehensive so some areas may be excluded. Figure A.3: CoStar Retail Location Data (CoStar, 2022) displays the location and type of industry.

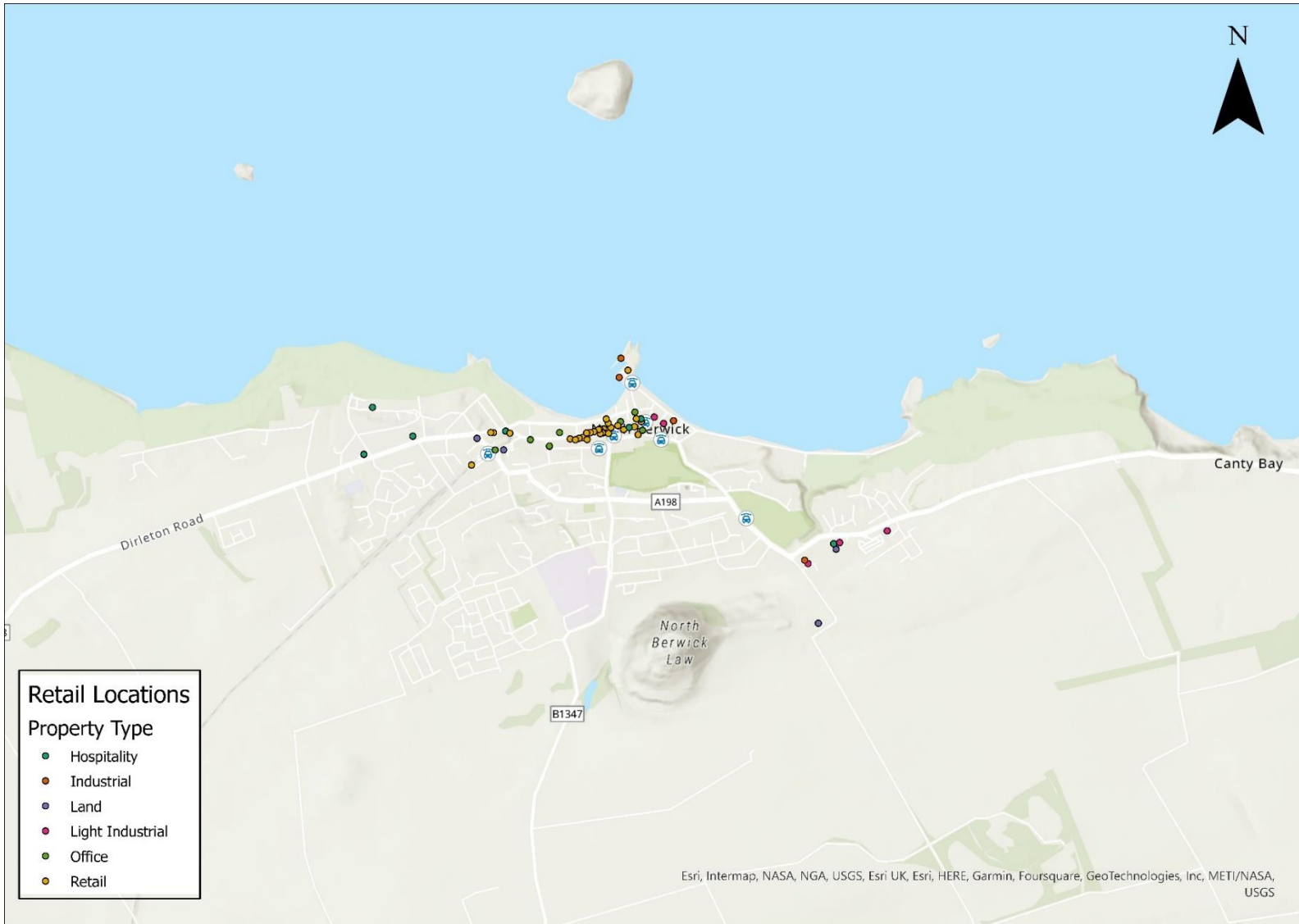


Figure A.3: CoStar Retail Location Data (CoStar, 2022)

A.5.2 The figures shows that Retail accounts for the majority of commercial properties within North Berwick, with 55% of the total industry. Most of these locations are on or in the vicinity of the High Street. Hospitality records the second largest proportion of commercial properties with 12.5% of the total industry. The majority of these locations are on or in the vicinity of the High Street.

A.5.3 Figure A.4: Floor Size (CoStar, 2022) shows the sq. ft size for each of the retail properties. Land is not included within CoStar data so is omitted from the following analysis.

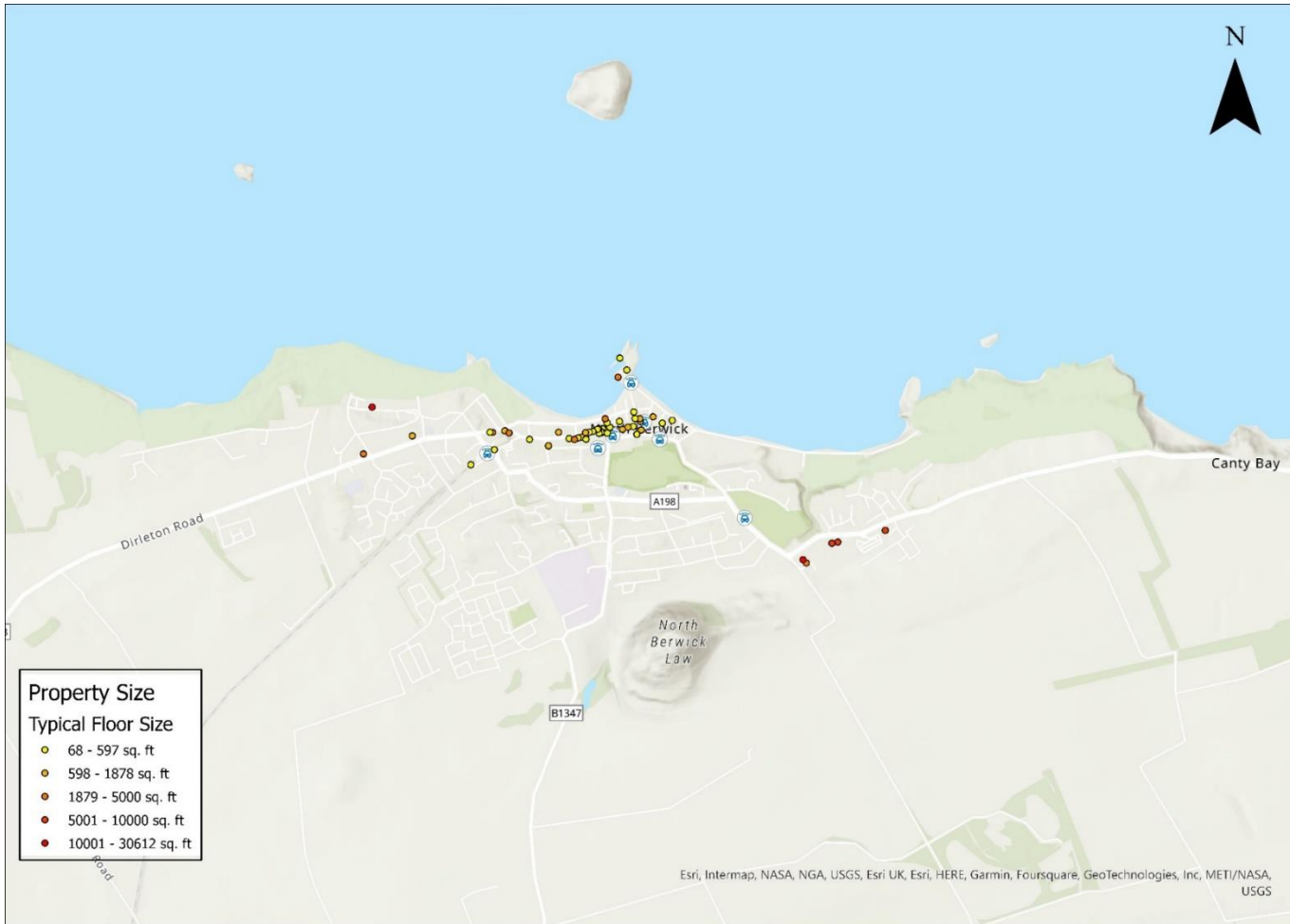


Figure A.4: Floor Size (CoStar, 2022)

A.5.4 Hospitality has the largest sq. ft size of all industries with 42,964 total sq. ft. or 29% of the total. Industrial and light industrial account for 66,234 sq. ft. or 44.5% of the total Retail accounts for 34,665 sq. ft. or 23% of the total. The smaller footprint of retail along with the strong industry sector suggests the presence of many small businesses within North Berwick.

**A.6 Vacancy Rates**

A.6.1 Table A.4: North Berwick Vacancy Rates (ELC, 2022) details the unit vacancy rate within North Berwick from 2019 – 2022. This data was provided by East Lothian Council.

Table A.4: North Berwick Vacancy Rates (ELC, 2022)

Year	Vacancy Rate	Vacancy Rate
2019	7%	4%
2020	7%	5%
2021	7%	4%
2022	7%	4%

A.6.2 The lack of fluctuation in vacancy rates during the COVID-19 pandemic suggests the economy of North Berwick is relatively stable. This could be due to the strong leisure and retail demand within North Berwick.

**A.7 SIMD**

A.7.1 Scottish Index of Multiple Deprivation (SIMD) is a relative measure of deprivation across all data zones in Scotland. If an area is ‘deprived’, this can relate to a range of aspects including income, employment, education, health, access to services, crime and housing. Table A.5 shows the SIMD ranking for each category for North Berwick and East Lothian as a whole, with one being the lowest level of deprivation and five being the highest.

Table A.5: Scottish Index of Multiple Deprivation (Source: SIMD, 2020)

Location	Income	Employment	Education	Health	Access to Services	Crime	Housing	Overall
North Berwick	7.3	7.4	8.2	8.0	5.3	7.4	7.2	8.5
East Lothian	3.1	3.1	3.2	3.6	2.7	3.3	3.3	3.3

- A.7.2 Overall, North Berwick sits within the 8<sup>th</sup> decile which suggests it is one of the least deprived towns in Scotland, whereas East Lothian sits within the middle 40-60% category. North Berwick scores lower for all SIMD categories which demonstrates there are lower levels of deprivation in North Berwick compared to East Lothian as a whole.
- A.7.3 Figure A.5: North Berwick SIMD Breakdown - Income below displays the income deciles for each of the datazones in North Berwick.

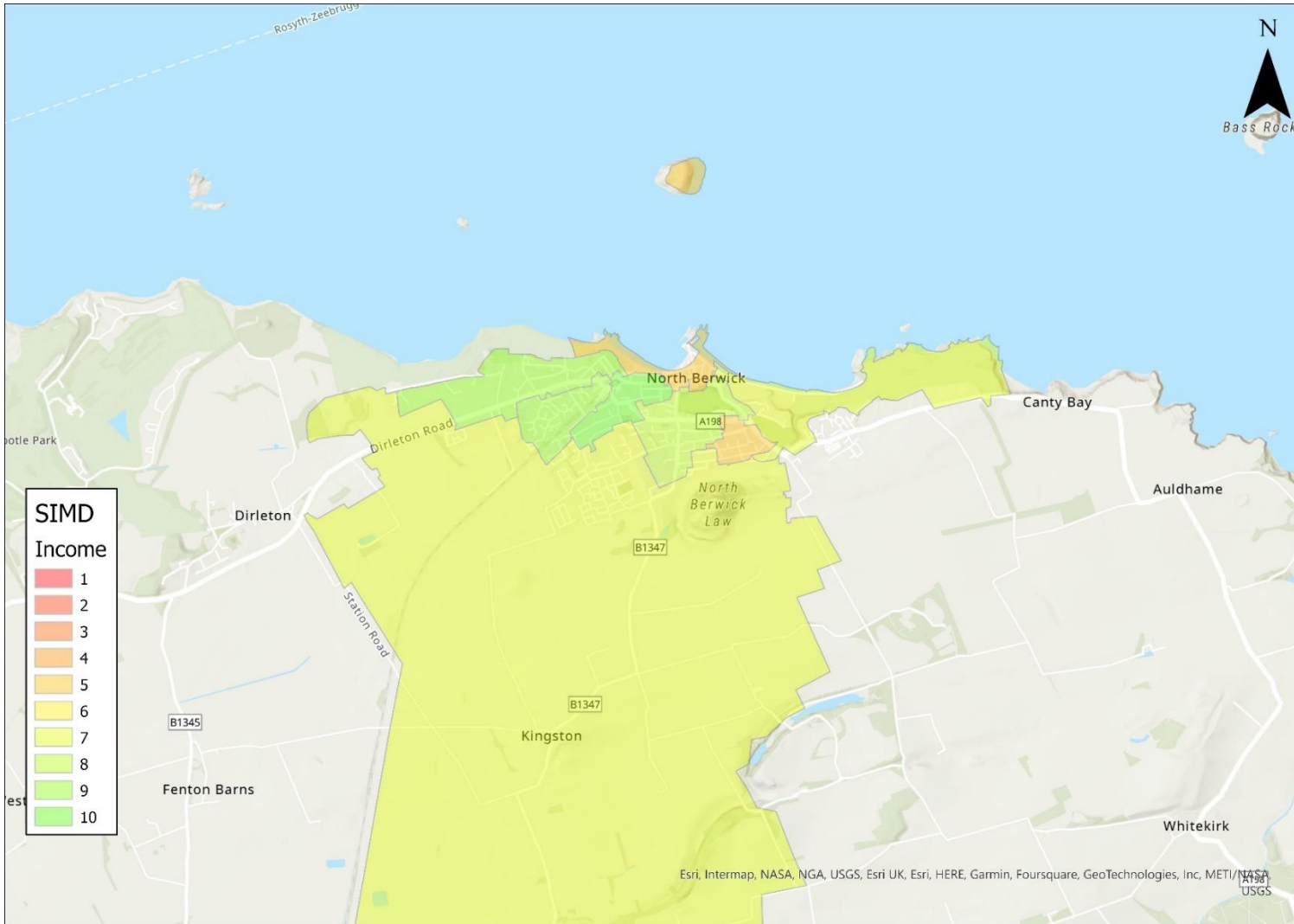


Figure A.5: North Berwick SIMD Breakdown - Income

A.7.4 This shows that no datazones are above 5th decile in terms of income deprivation, suggesting North Berwick as a whole is only slightly deprived. No deciles score below the 3rd decile of deprivation.



A.7.5 Figure A.6: North Berwick SIMD Breakdowns – Employment displays the employment SIMD breakdown for North Berwick.

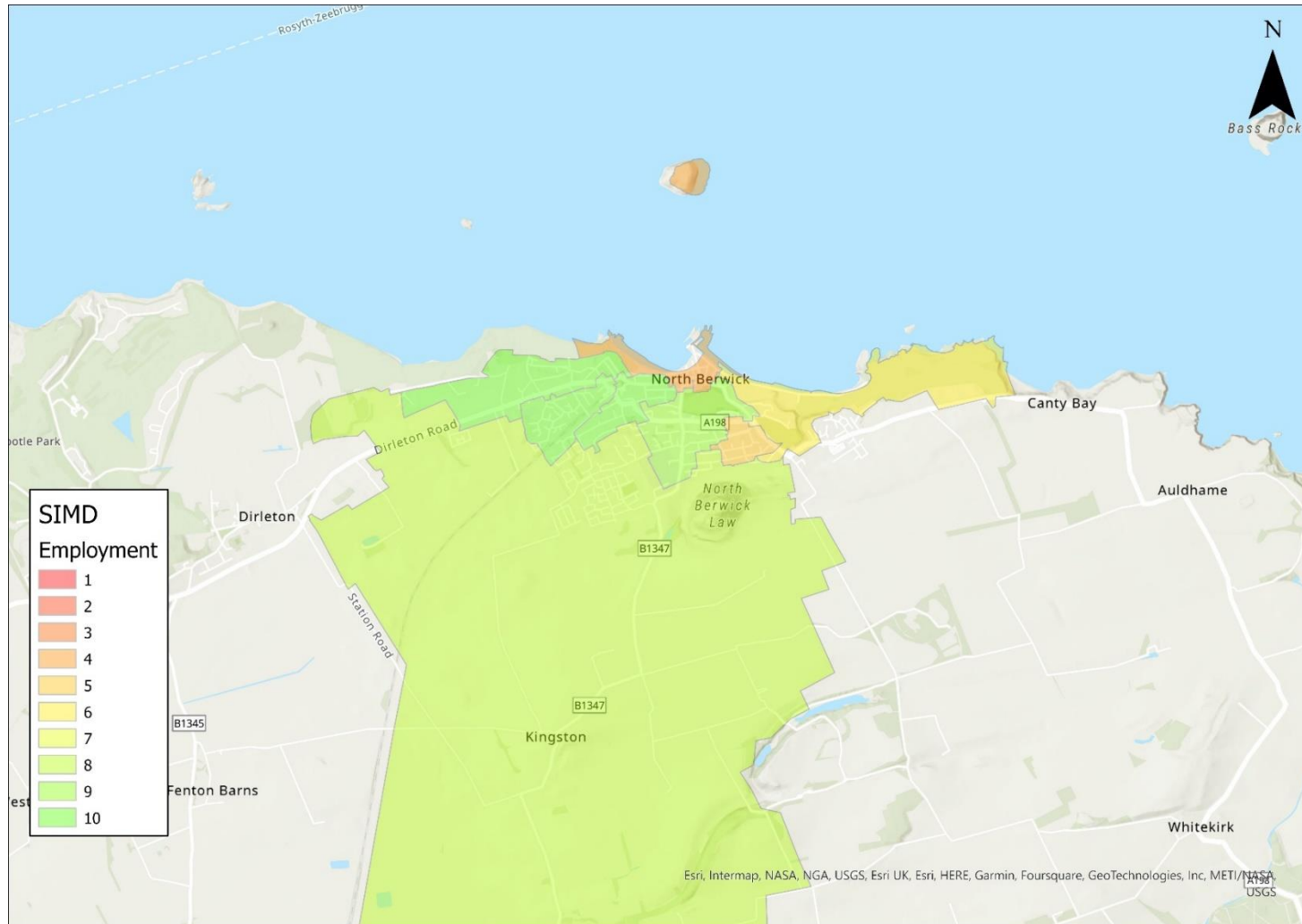


Figure A.6: North Berwick SIMD Breakdowns – Employment

A.7.6 The majority of datazones score above the 5<sup>th</sup> decile of deprivation with the exception of S01008271. This suggest that North Berwick is not a deprived area.

**A.8 BRES Mapping**

A.8.1 The BRES maps generated for Chapter 3 are located in the figures below.

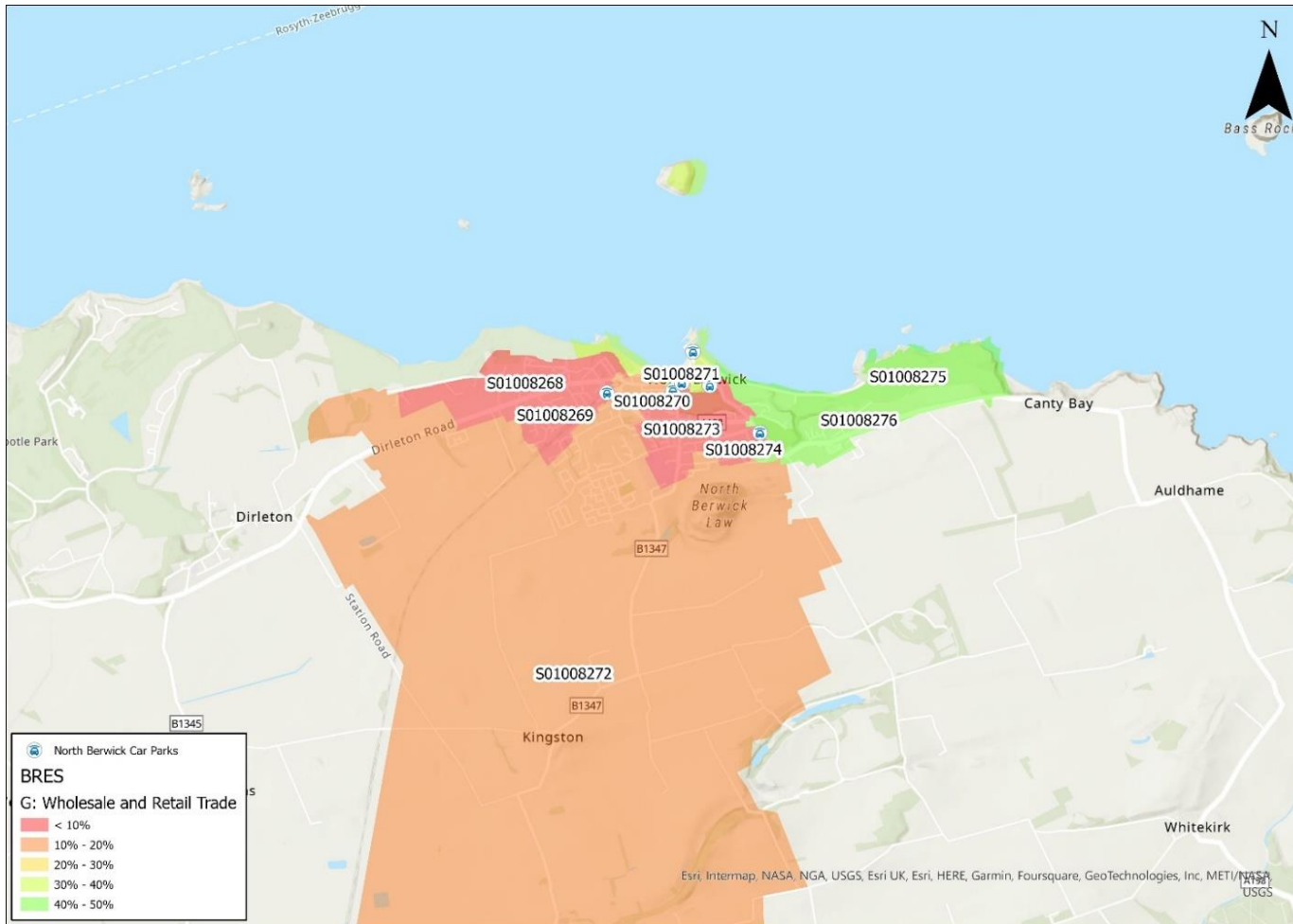


Figure A.7.1: North Berwick BRES Breakdown - Sector G

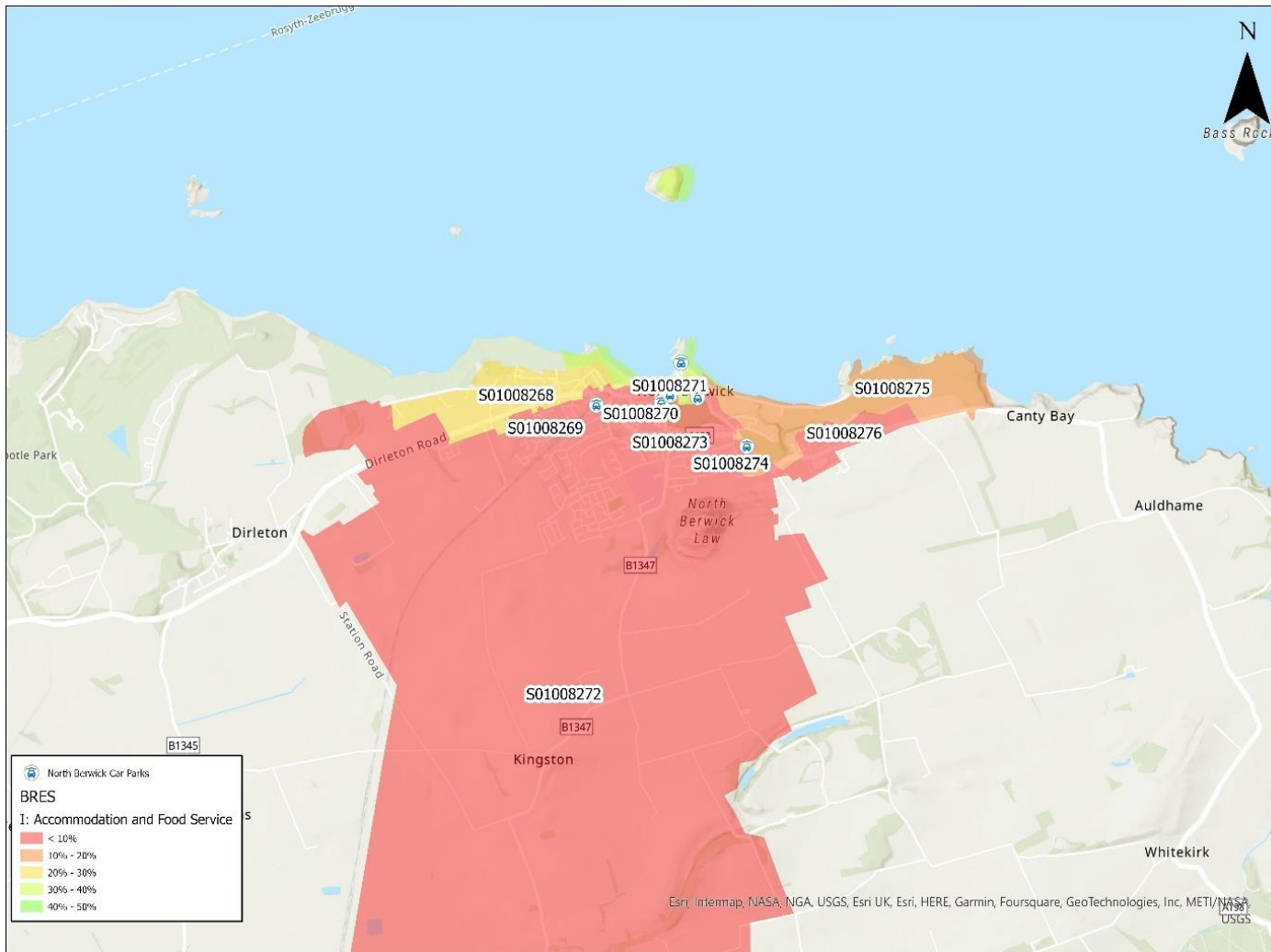


Figure A.7.2: North Berwick BRES Breakdowns - Sector I

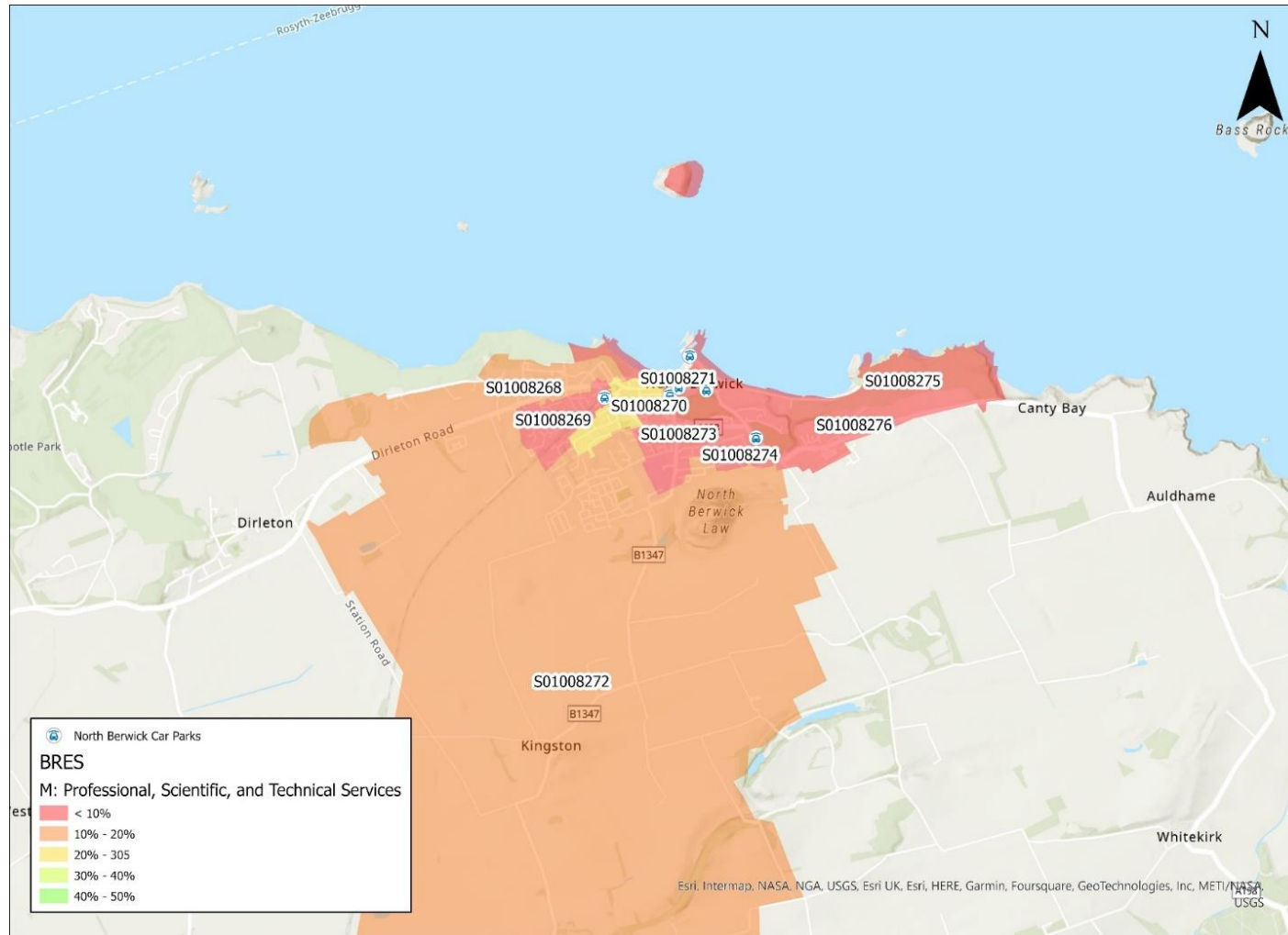


Figure A.7.3: North Berwick BRES Breakdowns - Sector M

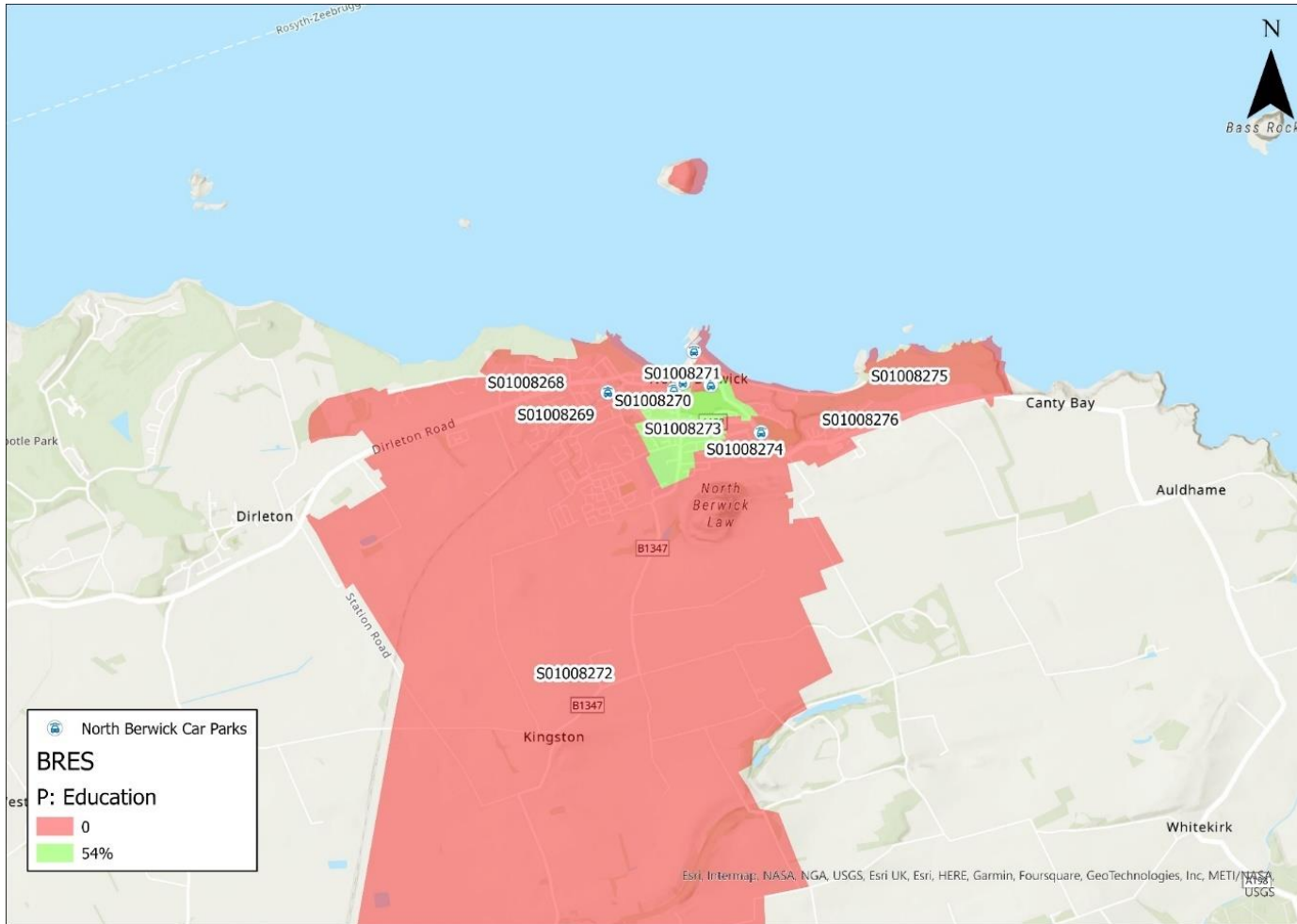


Figure A.7.4: North Berwick BRES Breakdowns - Sector P

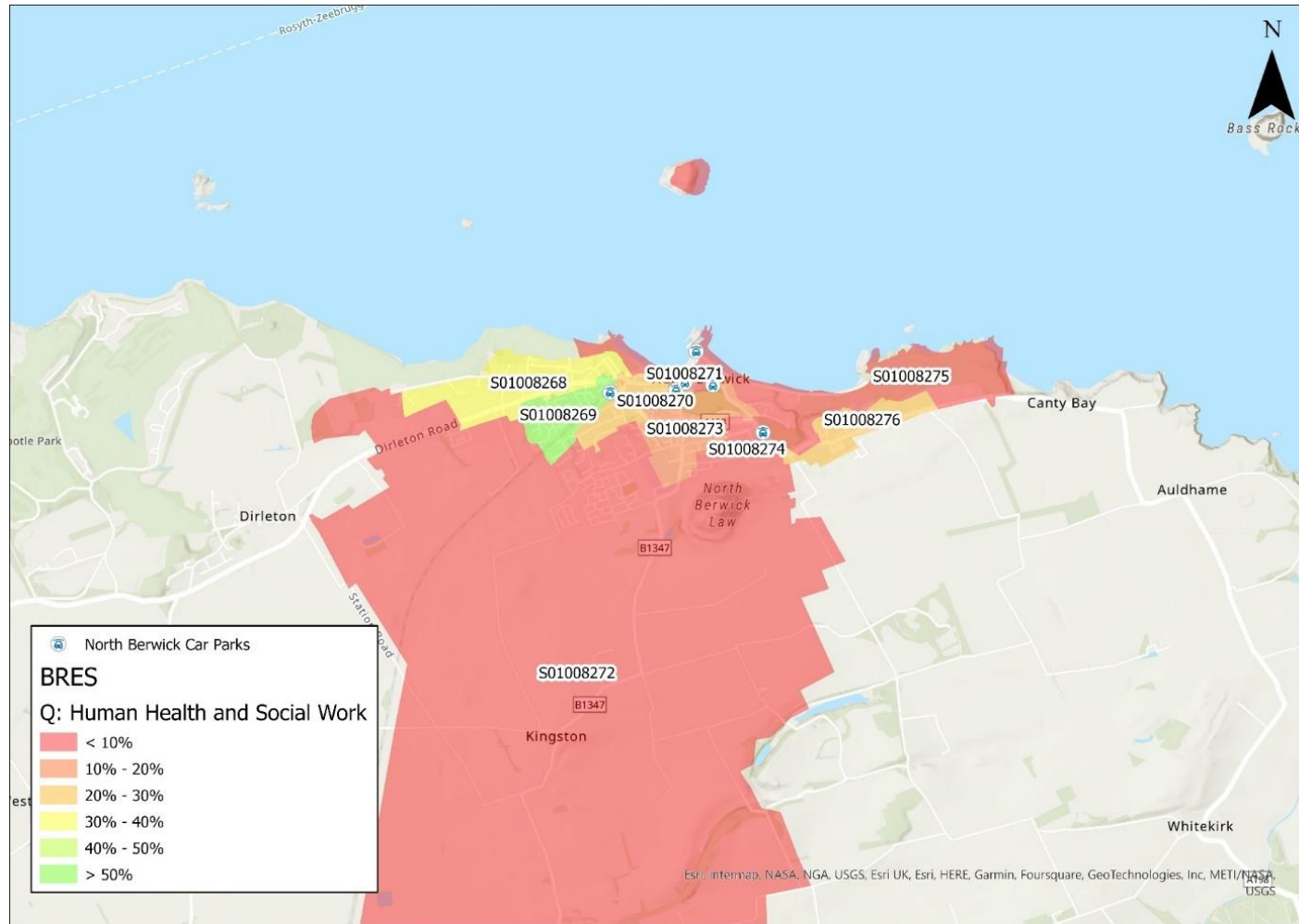


Figure A.7.5: North Berwick BRES Breakdown - Sector Q

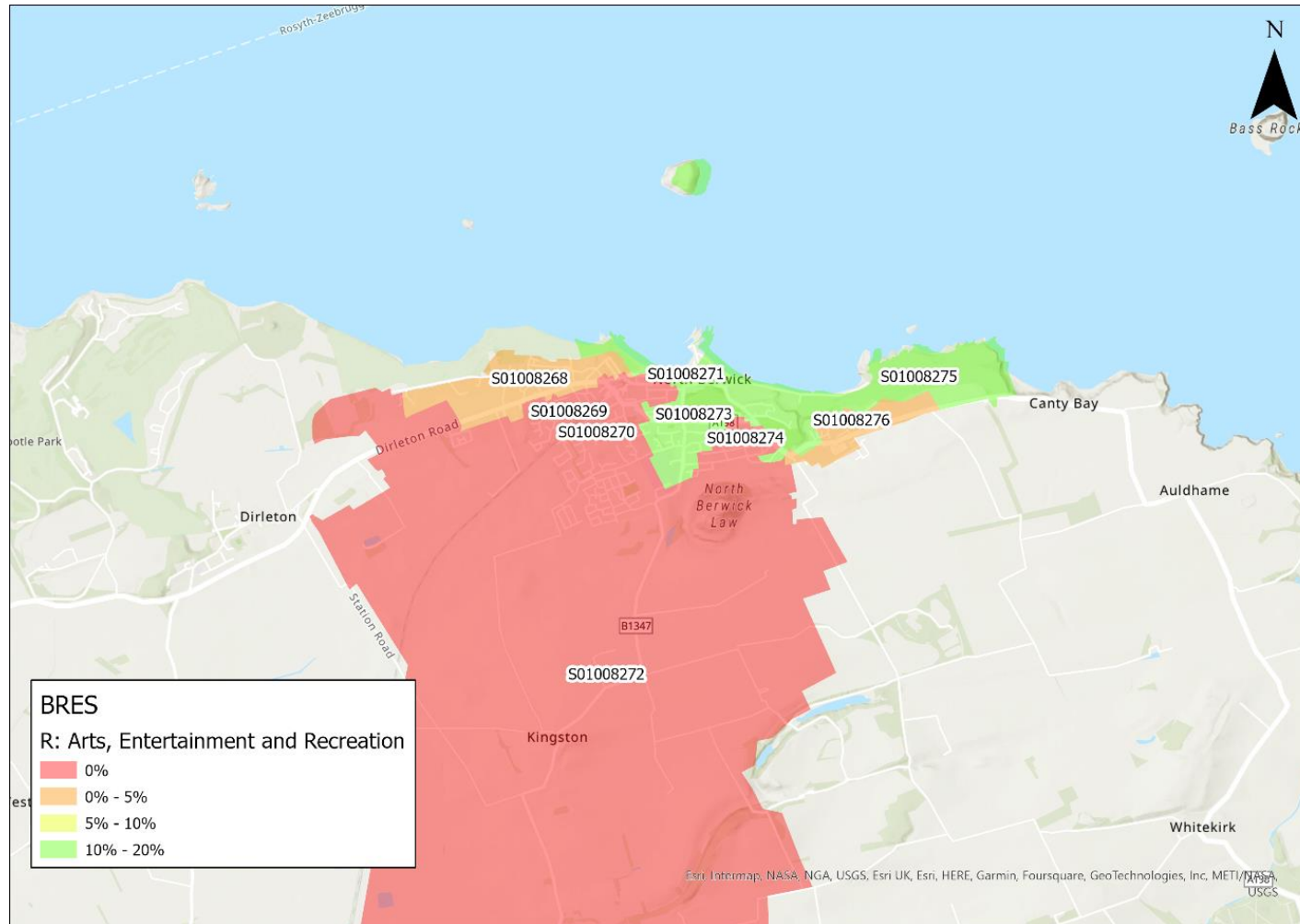


Figure A.7.6: North Berwick BRES Breakdowns - Sector R

**A.9 Occupation**

A.9.1 The occupation classifications of North Berwick residents is displayed in Table A.7.2: Occupation Data (Census, 2011). Figure A.7.7: Occupation Breakdown for North Berwick, East Lothian and Scotland (Census, 2011) below displays the occupations percentages compared to the East Lothian and Scottish averages.

Table A.7.2: Occupation Data (Census, 2011)

Occupation Type	Count	Percentage
Managers, Directors and Senior Officials	501	14.9%
Professional Occupations	790	23.5%
Associate, Professional and Technical Occupations	473	14.1%
Administrative and Secretarial Occupations	318	9.5%
Skilled Trade Occupations	334	10%
Caring, Leisure and Other Service Occupations	292	8.7%
Sales and Customer Service Occupations	201	6%
Process, Plant and Machine Operatives	112	3.3%
Elementary Occupations	334	10%



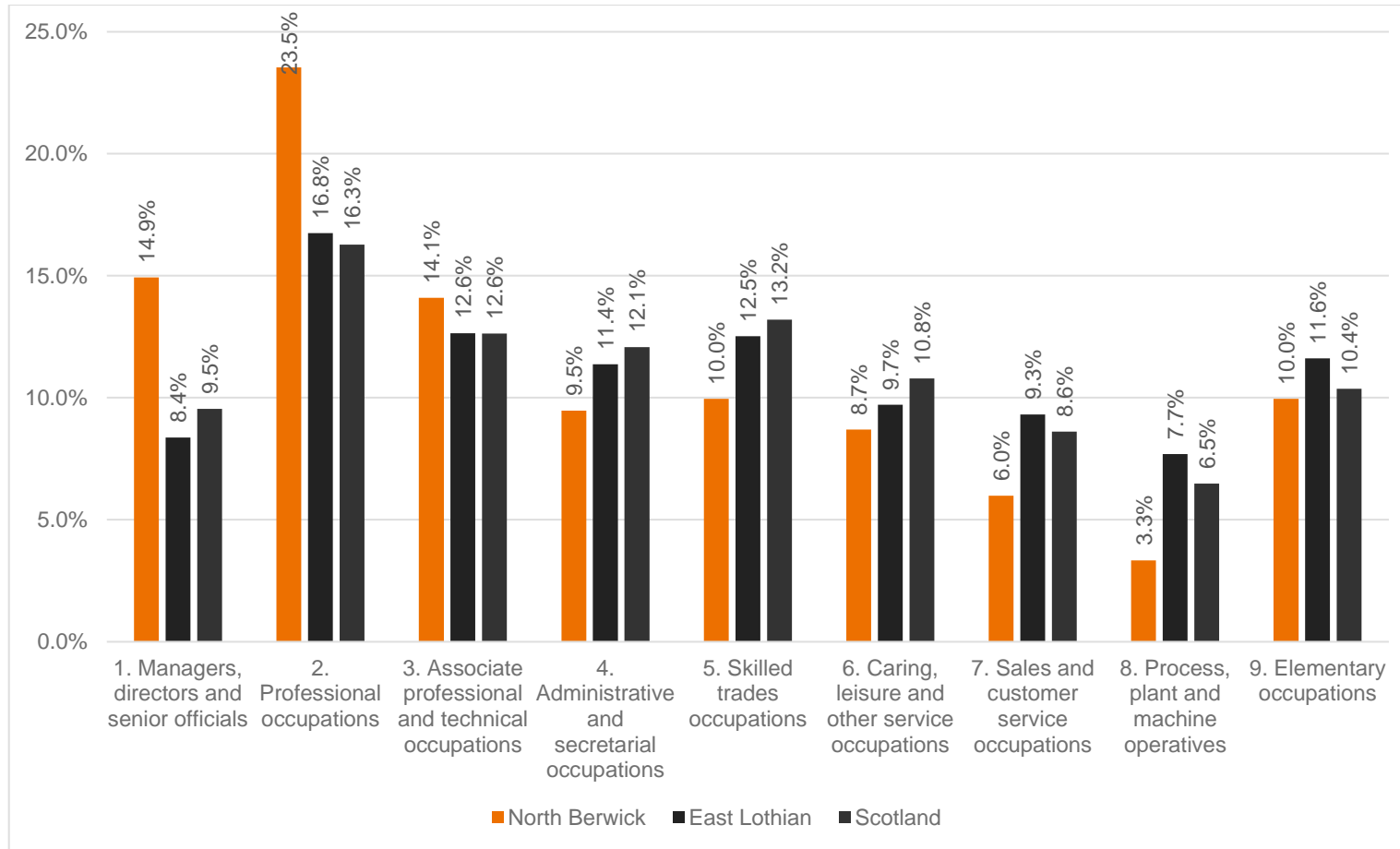


Figure A.7.7: Occupation Breakdown for North Berwick, East Lothian and Scotland (Census, 2011)

A.9.2 Occupational breakdowns are separate to the BRES Industry categories and is derived from either a person's job title or the details of the activities involved in their job. North Berwick has a higher proportion of residents within high skilled occupations ('Managers directors and senior officials' (14.9%) or 'Professional occupations (23.5%)) when compared to the East Lothian (8.4% & 16.8%) and the Scottish averages (9.5% & 16.3%). This suggests that North Berwick has a higher skilled labour force.

## Appendix B North Berwick Transport Profile

### B.1 Introduction

B.1.1 This appendix contains additional transport data and analysis, as referenced in chapter 3, that has been collected to inform this study.

### B.2 Car Availability

B.2.1 Figure B.1: Car Availability in North Berwick displays the car availability for residents of North Berwick, East Lothian and Scotland as reported in the 2011 Scottish Census.

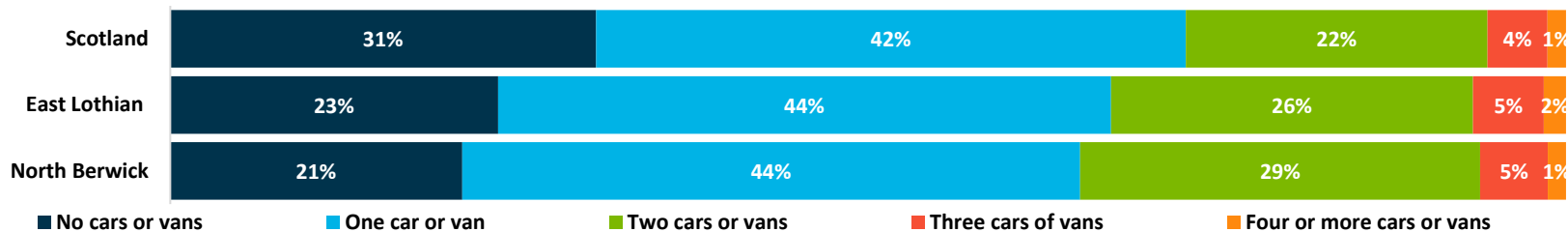


Figure B.1: Car Availability in North Berwick

B.2.2 North Berwick has a significantly higher proportion of the population with at least one car or when compared to East Lothian or Scotland suggesting higher levels of car dependency in the area.

### B.3 Census Travel To Work

B.3.1 Data provided by the 2011 Census provides information on the travel to work destination and mode. Of the 4,047 respondents of the 2011 Census who stated that they resided within North Berwick, 1,673 work outside East Lothian and 556 stated they worked in Edinburgh city centre. The remaining 1,818 worked within East Lothian.

B.3.2 Table B.1: Mode of Transport to Travel to Work Destinations below displays the mode of transport for origins in North Berwick to various work destinations in East Lothian. This highlights the high levels of train usage for commuting to Edinburgh whilst journeys within East Lothian are mainly made by car although nearly a quarter are also undertaken by active travel.

Table B.1: Mode of Transport to Travel to Work Destinations

Destination	Bus	Car	Train	Walk / Cycle
All Destinations	3.9%	67%	14.3%	12.8%
Edinburgh City Centre	4.3%	32.4%	61.9%	0.7%
Within East Lothian	5.1%	69.5%	0.4%	24.3%

B.3.3 Table B.2: Top 10 TTW Destinations from North Berwick displays the top 10 TTW area destinations from North Berwick.

Table B.2: Top 10 TTW Destinations from North Berwick

Sector	Percentage of Total Movements
North Berwick	30.3%
Edinburgh City Centre	13.7%
No Fixed Place of Work	10.6%
Haddington	5.9%
Edinburgh Inner South West	4.5%
Edinburgh North	3.9%
Dunbar	3.6%
Edinburgh East	3.4%
Musselburgh & Wallyford	3.2%
Edinburgh South East	3.1%

B.3.4 Over 30% of North Berwick residents work within North Berwick. Further analysis of TTW data shows that 58% of those living and working within North Berwick drove or were a passenger in a car or van to their workplace and a further 36% walk or cycle. This highlights the importance of parking within North Berwick. Edinburgh destinations accounted for 33% of North Berwick residents workplace locations, highlighting the importance of transport connections to the capital.

## B.4 Coastal Car Parking

B.4.1 There are 8 different coastal car parks operated by East Lothian Council. These are:

- Longniddry Bends (3 car parks)
- Aberlady Bay
- Gullane Beach
- Yellow Craig
- John Muir Country Park – Tyeinghame
- John Muir Country Park – Linkfield
- Shore Road, Belhaven
- Whitesands
- Barns Nest
- Skateraw
- Thorntonloch

B.4.2 Figure B.2: Location of Coastal Car Parks displays the location of the coastal car parks within East Lothian. This shows that Yellowcraig is the closest car park to North Berwick.

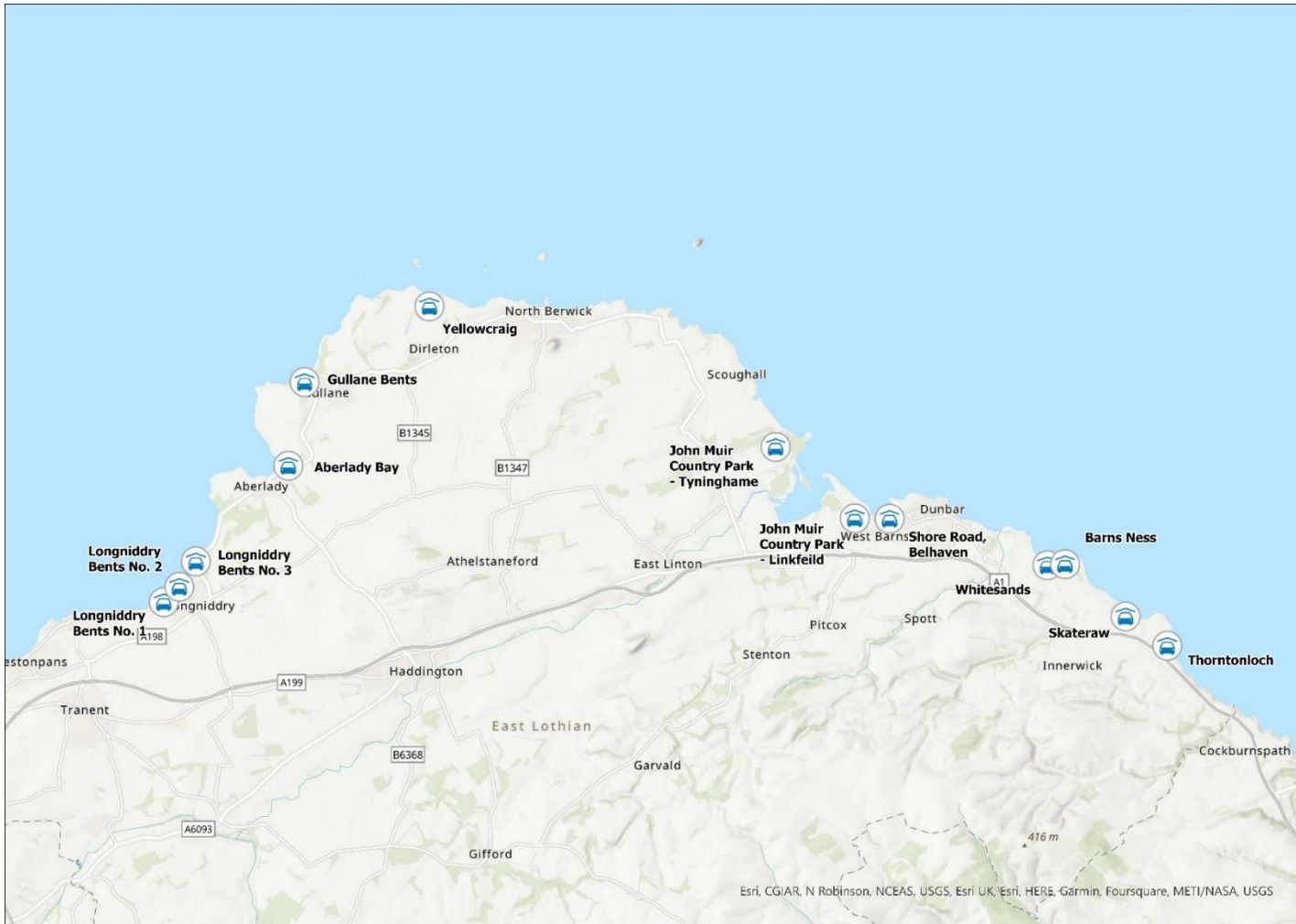


Figure B.2: Location of Coastal Car Parks

B.4.3 Most of the car parks along the coast are subject to traffic regulation orders and require users to pay £2.50 per day for use of the car parks. These car parks are enforced by NSL. Cars found to be breaching the traffic regulation orders are fined £60. Visitors also have the option to purchase a £50 annual parking permit which covers two motor vehicles registered at an applicants household. Residents are able to purchase a discounted annual parking permit for £40.

7.1.8 Figure B.3: Coastal Car Parks Charging Status below displays which coastal car parks charge for parking and are under enforcement. This shows that Yellowcraig adjacent to North Berwick, is one of the car parks subject to charging. 77% of the coastal car parks fall within the charge zone.

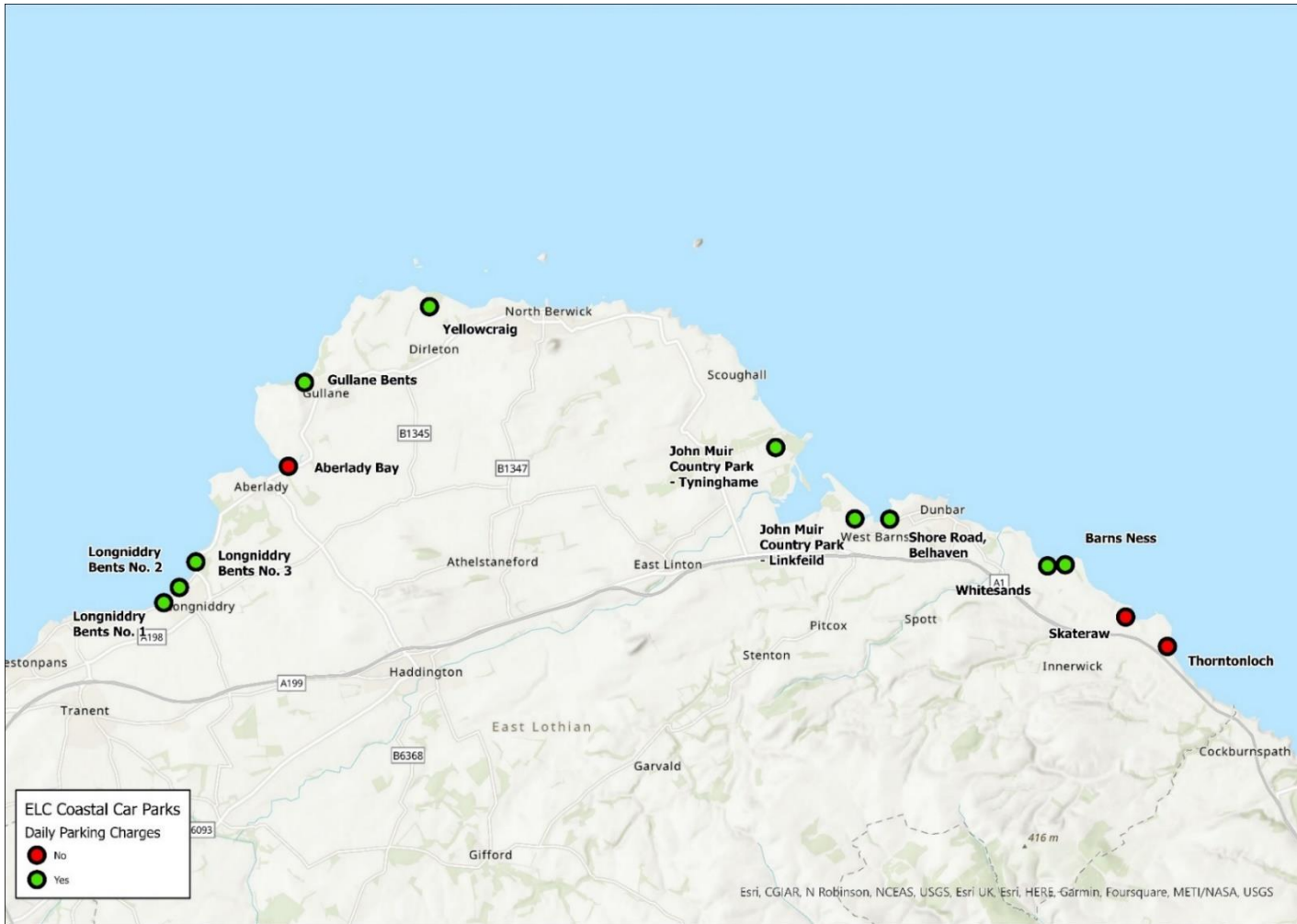


Figure B.3: Coastal Car Parks Charging Status

7.1.9 Figure B.4: Coastal Car Parks Capacity displays the capacity at each of the car parks. When looking at parking capacity individually, Yellowcraig has the largest parking capacity with 800 spaces, Gullane Bents and Longniddry Bents No.3 have the second largest with 600 and John Muir Country Park with 300. When the three parking lots in Longniddry are combined, they account for the largest capacity with 950 spaces.

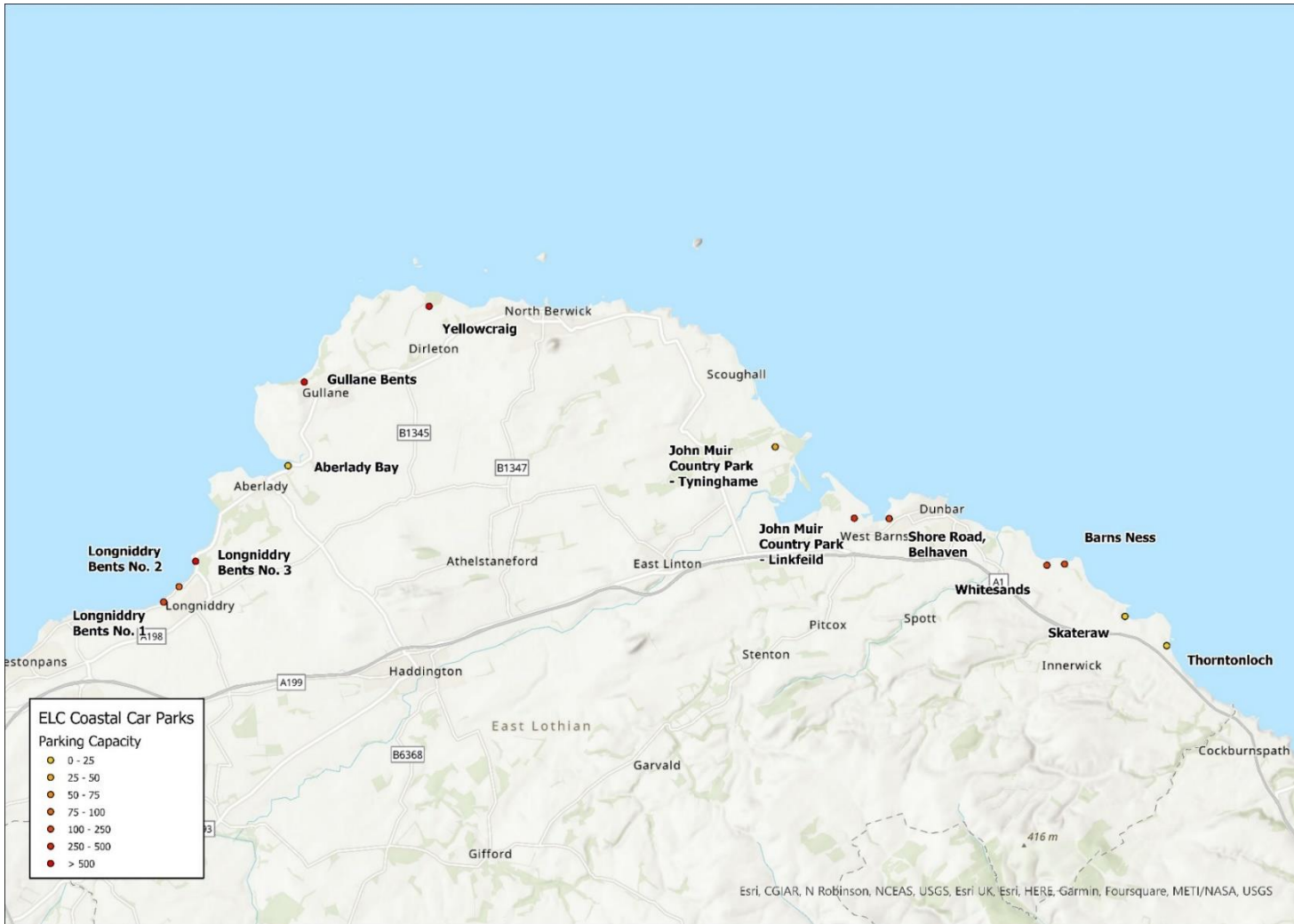


Figure B.4: Coastal Car Parks Capacity

**B.5 Coastal Carpark Revenue**

B.5.1 The table below contains data provided by East Lothian on the total revenue generated at each coastal car park for each year. Due to the level of data provided, a year is considered to begin on the 1<sup>st</sup> of August and end on the 31<sup>st</sup> of July.

Table B.3: Coastal Car Park Revenue

Period	Revenue	% Change
2017	£137,059	N / A
2018	£145,078	6%
2019	£174,970	21%
2020	£131,536	-25%
2021	£215,278	64%
2022	£187,301	-13%

B.5.2 East Lothian Council have seen a 37% increase in coastal parking revenues using the most comparable data provided. This has resulted in revenues of nearly £1 million generated for the Council. The largest increase in parking revenue was during the summer of 2021, where travel restrictions limited international leisure travel resulting in higher demand for domestic tourism. However, there has not been a significant drop in demand since 2021, with 2022 only reporting revenues 13% lower than in 2021.

**B.6 Beach Parking Permits**

B.6.1 The table below displays the number and total revenue for the Beach Parking Permit scheme operated by East Lothian Council. There has been a significant increase in revenue from the permit scheme, with overall revenue increasing by 58% to a total of £107,410.

Table B.4: Beach Parking Permit Revenues

Year	Number of Permits Issued	Revenue
2017	1,135	£44,870
2018	1,367	£53,638
2019	1,411	£52,110



Year	Number of Permits Issued	Revenue
2020	1,323	£52,110
2021	2,726	£107,410

