



Ealing Fields
Residents' Association

To: Highways Service, London Borough of Ealing
Thursday 8th May 2025

Subject: Formal Objection to Proposed 30-Minute 'Stop and Shop' Parking Scheme in the London Borough of Ealing

Dear Sir/Madam,

I am writing on behalf of the Ealing Fields Residents' Association to formally object to Ealing Council's proposal to revise its 30-minute 'Stop and Shop' parking scheme for the borough. Our residents' association has 400 members representing 2,000 households and is geographically centred on Northfield Station in Northfield Avenue.

Whilst we recognise the importance of supporting local businesses and safeguarding the vitality of our high streets, this scheme is flawed - lacking a credible evidence base with little regard for the views of those it most impacts. Far from addressing existing challenges, it threatens to exacerbate them, with adverse repercussions for residents, businesses, and visitors alike.

It is a real concern that this proposal appears to have been advanced without any supporting data or analysis. The absence of published evidence on existing parking usage, turnover rates, or the current needs of businesses renders it impossible to assess the scheme's likely efficacy or consequences. Also the consultation process itself has been poorly promoted and has left the Council open to criticism about trying to implement these changes without meaningfully engaging with those affected. The 21-day consultation period from 23rd April to 14th May leaves residents and businesses with little time to comment on these far-reaching proposals.

Our detailed objections are set out below:

- 1) The proposal discriminates against motorists without access to a smart phone to register their car parking slot
- 2) The process to register is time consuming and will deter motorists from shopping in local high streets
- 3) Experience tells us that registering a car parking slot with PayByPhone can often fail leaving motorists potentially open to fines for breaking the proposed parking criteria
- 4) Relying on PayPoint retailers to assist with parking for motorists without smart phones is dependent on the goodwill of those retailers – this cannot be guaranteed
- 5) Using the PayPoint system is in itself time consuming and requires pre-registration with PayPoint; during the period that a motorist has to queue for a PayPoint receipt a fine could have been imposed for overstaying
- 6) Registering for a 30-minute slot on PayByPhone is not free – there is a 20p administration charge for every registration
- 7) The current arrangement encourages short stays and enhances turnover in S&S parking bays; allowing stays for up to two hours with the proposed system will reduce turnover and potentially harm local businesses
- 8) Impulse purchases will be discouraged and businesses in our high streets will suffer
- 9) Motorists from outside the Borough are likely to be unfamiliar with the system (as will many in Ealing itself); they will be discouraged from stopping in our high streets to purchase goods and services as a result
- 10) The current system needs to be enforced to prevent overstaying – a registration system involving smart phones to facilitate short term parking is unnecessary

Conclusion

In light of these concerns, we urge Ealing Council to abandon this proposal and commit instead to a thorough, evidence-led review of parking provision throughout the Borough. Any future changes must be rooted in comprehensive data, robust impact assessments, and genuine consultation with both residents and businesses. The Council's role must be to facilitate, not frustrate, the creation of a thriving, accessible, and sustainable neighbourhoods.

We are ready to work constructively with the Council to identify alternative, more effective solutions that will support local commerce whilst respecting the needs and realities of the wider community.

Yours faithfully,

Raj Kapoor

On behalf of Ealing Fields Residents' Association