

Cheshire East Council

Parking Services Annual Report 2017/18



CRICK SHARP

THE GENTLEMEN

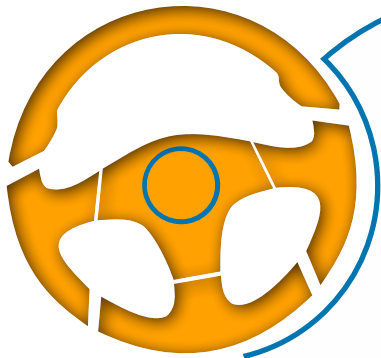




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Setting the Scene - by Frank Jordan & Cllr Don Stockton



Welcome to Cheshire East Borough Council's third annual report for the period 1/4/17 to 31/3/18.

The availability and effective use of parking (for any type of vehicle) is an important tool in managing traffic, improving the quality of the local environment, and has a key role in supporting local economic vitality. It is important therefore that we take a coherent approach to car parking, whilst still reflecting the distinctive and unique characteristics of our market towns and the smaller parishes in Cheshire East. However, this needs to be balanced against the financial pressures faced by the council so that we can continue to provide a modern, well-informed and fair parking service for all residents, businesses, visitors, shoppers, commuters and workers in the Borough.

The availability, quality and cost of parking are important influences on the number and type of journeys made in the Borough and so our approach to car parking is linked to promoting healthier, more environmentally friendly alternatives to the car, such as walking, cycling, motorcycles and public transport. We will, therefore, encourage alternative travel choices through the development of appropriate pricing for car parking and will continue to work to ensure that there is adequate parking for cycles and motorcycles in our towns. We will also ensure that the parking requirements support our aim to promote accessibility for all our residents.

With a pro-active and sensible approach to enforcement, we will need to have the structures and processes in place to ensure that we take our responsibilities seriously with regards to the free-flowing movement of traffic, whilst ensuring we deter and re-educate those motorists who continue to park irresponsibly, inconsiderately, dangerously and above all, illegally.

Our aspiration is to use enforcement as a tool to achieve 100% compliance with parking restrictions thus eventually resulting in there being no need to issue any Penalty Charge Notices. It is important therefore that we also recognise the role of all of our parking staff whose professionalism should be welcomed and appreciated. Personally, we would like to thank them for the professional manner in which they conduct their duties on a daily basis.



Why Report?

Demonstrate transparency in our objectives, decision making and actions

Allow coordinated communication with stakeholders

Enable the community of Cheshire East to understand why Civil Enforcement is essential in the successful management of the road network

Save time and resources that would otherwise be spent on responding to frequently asked questions or Freedom of Information requests from the media, stakeholders and the public

Monitor trends

The Benefits of the Parking Team as a Service



The team as a service for our service users

We actively promote and encourage our residents, businesses, shoppers, commuters and workers to engage with our service by reporting 'street furniture' and 'pay and display machine' defects to a new e-mail address (parkingenforcement@cheshireeast.gov.uk). This goes directly to the enforcement team and is monitored daily to ensure a prompt response where requested, or more simply, the defect is rectified. Termed now as 'service requests', this e-mail address also receives notifications and reports of illegal and unsafe parking, as well as requests for an enforcement presence where parking in a particular area is becoming a nuisance.

Special event requests come through where perhaps due to some car park closures or parking bay suspensions, there is a concern that vehicles will spill out onto the surrounding streets causing issues for local residents and businesses. As the inbox is constantly monitored, a text message, phone call or even the e-mail itself can be sent to the local Civil Enforcement Officer (CEO) for immediate action. The service can be both reactive and pro-active simply because there is a dedicated Single Point of Contact (SPOC) monitoring this e-mail address.

With the press and public attention, (even TV programmes) on parking and subsequent enforcement and collection issues, the intention of this report is slightly different – to make a brave step forward in transforming public perception, trust and understanding of the role of civil enforcement in the broader context of traffic management. Cheshire East will demonstrate the benefits, rationale and where necessary, the justification for our zero tolerance but not 'over zealous' enforcement approach across the Borough.

Safer parking around schools – The ‘Educational’ service

2017 saw the much-anticipated launch of our ‘safer parking around schools’ initiative. As an alternative to just issuing tickets to parents/ carers who park illegally (and more importantly significantly impacting upon the safety of children and other pedestrians) at school drop off and pick up time, the team wanted to promote the idea that motorists can where needed, park safely in and around schools. Who better to start the ‘education process’ with – than with the children themselves.

Using our ‘evidence-based approach’ we already had a list of high priority schools where unsafe parking was systemic and/or accidents or near misses had previously been recorded. These schools themselves were trying to do as much as possible to highlight the importance of parking sensibly, safely and responsibly. The team devised an interactive presentation to be delivered in class assemblies relevant to the school to which it is being. Children were able to try on parts of the CEO uniform and learn the basics of parking signs and restrictions in and around their own school. The presentation ends with a catchy song to embed the important learning outcomes from the session. Each presentation is made more relevant to the school it is being delivered within.

We emphasise parking safely, responsibly, considerately and legally. Now, children are not just pushed out of doors on the highway, school ‘keep clears’ are kept clear and as motorists no longer park on the restrictions, the highway traffic can move freely, facilitating easy access for emergency vehicles.

The initiative has been very well received by the three schools (Brierley Academy in Crewe, Bexton Primary School in Knutsford & Quinta Primary School in Congleton) and our partners in Cheshire Fire and Rescue Service and Cheshire Constabulary. This will be reported upon in our 2018/19 report, along with our work with our in-house partners on the SMOTtS (Safer modes of transport to schools).

Linking SMART objectives with the Parking Service

CEOs were also given objectives to specifically include undertaking patrols of school areas at least three times per week each - at drop off and pick up times - and logs are made of these crucial visits including problems encountered and PCN’s issued. This then forms the basis of our school patrol and presentation schedule for 2018/19.



↓ ENTRY

X NO ENTRY

X NO ENTRY

RingGo – a modern and alternative payment service for car park users

Since April 2015, the cashless parking solution, RingGo, has been in place on all the Council's car parks.

RingGo is a quick, easy-to-use mobile phone service, which lets you pay for your parking with a credit or debit card, rather than using cash or card at a machine. In areas featuring the RingGo service, you simply contact RingGo through the smartphone app, call, SMS or online, and pay for your parking by phone. Importantly, paying in advance of finding a parking space is not supported as it does not guarantee you a space. Our advice is always to 'park and pay' – not 'pay and park'.

With RingGo:

- you no longer need to carry change
- you don't have to visit a parking machine unless you need the car park code (it is very important to use the correct code to ensure you have not paid for a parking space in another car park)
- you don't need to walk back with a parking ticket. Civil Enforcement Officers check which vehicles are parked with RingGo via their handheld units.

If your phone is not set to receive automatic updates then you must do a location update on the RingGo App, this will ensure you have the current version with all the new locations. More information on using RingGo can be found at:-

www.cheshireeast.gov.uk/car_parks_and_parking/parking_permits_and_contracts/ringgo_cashless_parking.aspx



Helping to support sustainable economic growth with stakeholders

Community events are so important in bringing all elements of our demographics together. Liaison has significantly improved with our Town and Parish Councils, and a financial decision was made to support these occasions by offering four free days of parking on a rolling annual basis throughout the year. The Town and Parish Councils and their stakeholders decide which days they would like to have designated free parking and liaise directly with the parking services manager who ensures that the Customer Contact Centre, Enforcement team and Events team are notified. Parking is free after 10am so that principally, shoppers and visitors to the town centre events benefit from this 'offering'. These car parks also predominantly serve the town centre.

Generally, the days chosen support the run-up to Christmas and Christmas Light Switch on events, but others are designated for in-year community events like the Pumpkin Path event in the Macclesfield Pedestrian Zone on Saturday 28th October 2017. Our Civil Enforcement Officers attended the event and assisted the event organisers with clearing the pedestrian zone of vehicles, and even joined in with some of the fun.

Parking as a service to support joint operations with the Police

Working with our partners and stakeholders is vitally important and helps to demonstrate why civil enforcement is essential in the successful management of the road network. As the team have become more visible carrying out duties other than simply issuing PCN's and being seen as the 'cash cow', the public perception appears to be changing and we are receiving more and more 'thank you's' from members of the public, school teachers, parents/carers and fellow colleagues from the Police and Fire and Rescue Services. We hope that these appearances, where we are visible as something other than a 'Traffic Warden', will certainly increase the trust and understanding from motorists, pedestrians and other service users alike.

We demonstrated this when we worked with our partners to not only promote the safety of pedestrians but to also re-educate motorists that continue to drive through a specific Pedestrianised Zone of one particular town centre.



Local ward members Cllr Jackson and Cllr Jones along with Police personnel and our CEO Supervisor.



The personal service side of a Parking Services Officer

2017/2018 turned out to be a very busy, challenging, yet interesting period within the world of Residents Parking Schemes and beyond.

My primary role as Parking Services Officer involves the assessment of any proposed scheme that we receive from our Ward Councillors at Cheshire East through the Local Area Highways Group Meetings. It is safe to say that not all of the schemes brought to the table will be suitable, hence the need for an initial evaluation. Over the last 18 months, I have assessed over 20 such schemes, Borough-wide. Working alongside our colleagues in Highways, we were anticipating three schemes (one amended) to be installed before the end of January 2018. One of the schemes, which was inherited, proved somewhat problematic and was by no means straightforward as I and my colleagues in Parking Services and Highways discovered. An underlying issue over 'reversing the traffic flow' could not be resolved. Residents, unfortunately incorrectly, assumed they were getting a scheme, but due to the significant traffic flow issue, this would not be achievable during the financial year; we looked forward to revisiting this scheme to consult again with residents and Councillors in the New Year of 2018.

As part of our corporate values, "Putting Residents First", our department has invested heavily in software and hardware upgrades to ensure it copes with the demands and expectations of our service users, residents, businesses, shoppers, workers and commuters. This also enables our team in Notice Processing and our Civil Enforcement Officers to work effectively and efficiently to benefit a progressive, forward-thinking local authority. My small part was to work with internal/external suppliers and subcontractors via successful procurement actions to ensure that the installation and commissioning of the new Elite LS Pay and Display machines via Metric, throughout the Borough, went as smoothly as possible and met the contractual requirements. This project was certainly different and one which I enjoyed enormously despite a few trials and tribulations.


The Parking Services department has also grown over the last 18 months, with many new faces joining the team. I have been out and about with a few of them (sorry if I walked your soles off!) sharing both my knowledge and experience, which I hope has been helpful; I certainly enjoyed it.

When I'm not appraising schemes or working on specific projects, my time is taken up with responding to the never-ending stream of e-mail enquiries from other departments within Cheshire East, Councillors, residents and colleagues, attending regular Area Highways Group meetings, at which highways improvements, TRO's and residential schemes are just a few of the items explored. Meeting Councillors from across the Borough gives me the opportunity to put faces to names.

Another aspect to my role, and no less important, is to maintain and stock the pay and display machines ensuring they are serviceable and hygienically presentable to our users. Any major faults that are beyond my technical knowledge are reported and logged for action with Metric Service Engineers. All externals of the machine are cleaned and maintained regularly. When I'm not engaged in the above activities, you're highly likely to find me out and about patrolling the streets and car parks, enforcing contraventions, advising the public on parking matters and generally offering assistance to my colleagues and peers in the Parking Services team.

Parking as a service to boost the visitor economy

2017/18 saw a rather large increase in the number of requests for assistance with parking for film and TV crews. Companies such as Creative England, Drama Republic – 'Wanderlust', Tiger Aspect Drama (Curfew) Ltd, ITV plc & IMDb became familiar names with our Visitor Economy Manager and Parking Services when they required either short-term parking, bay suspensions or even full location parking for their filming crews and film stars. Many towns and villages across Cheshire East were temporarily transformed into apocalyptic lands, historic venues, or just used for programme & product adverts.



Facilitating these types of events and working out the finer details became a second nature to our team. We were able to accommodate and welcome crews to areas with which they were generally unfamiliar, but in turn, the local economy benefited from the influx of the film staff, extras and, of course, the general public wanting to catch a glimpse of their favourite stars, stay overnight or purchase local food and drinks.

Innovation and New Developments

Procurement – software, machines and contract reviews

2017/18 saw a complete review of all service contracts resulting in the procurement of a brand new software, back office and enforcement hardware system from WSP (Mouchel) – Taranto. Using a Framework (ESPO Framework 509) meant a slightly quicker and definitely more efficient and proficient procurement cycle, saving time on certain aspects as the benefits of an existing procurement framework were already in place; why reinvent the wheel? The previous system had been in-situ for nearly 25 years and certainly needed an upgrade. By using Taranto we will hopefully deliver innovative digital customer services elements, including the introduction of virtual permits, automatic renewals of permits and online access by recipients of a Penalty Charge Notice (PCN). This will enable them to see the balance owed and the evidence, including photographs taken by the CEO, in support of the PCN. We envisage that this will result in a reduced number of phone calls to the Contact Centre and a subsequent reduction in challenges and appeals for the Notice Processing team. Since its instalment in July 2017, there has been a reduction in calls to the parking team back-office; the Contact Centre staff have to access fewer screens in order to facilitate a much more productive and evidence-based conversation with the Customer.

Alongside this, the team also procured brand new pay and display machines across the borough on all but three car parks through the ESPO Framework 509, Lot 1 Pay and Display Solutions. The Council's old machines were subject to regular breakdowns and only accepted coinage payments on all but six machines, and the new £1 coin was being introduced. A couple of these machines had been placed where satellite signal was sporadic at best. This was not 'service' to our residents, visitors and businesses, and the ongoing costs of machine maintenance were growing.



The brand new machines were installed car park by car park in a very detailed, well organised and managed programme, including commissioning on the same day to avoid downtime and inconvenience for customers.

The machines now accept a variety of additional payment methods such as debit/credit cards chip and pin, contactless as well as coinage and the RingGo Mobile app cashless solution.

Although it was contentious at the time, we also had VRM (Vehicle Registration Mark) input on each machine to ensure that tickets cannot be passed from one vehicle to another thus robustly protecting our revenue.

The Notice Processing Supervisor undertook a complete revision of the cash collection service and as a multitude of non-cash payment options had been introduced on the car parks, managed to make a noticeable cost saving by reducing the number of collections from the machines across the entire borough saving circa £15,000 p.a.

With effect from 1/8/2017, a bold decision was taken to introduce a 'convenience fee' of 20p on all RingGo transactions above 40p. The contract extension with our provider was renegotiated to be cost neutral for our Council Tax payers, with the car park service users paying the 20p and resulting in a cost saving for our Council Tax payers of circa £60,000 p.a.



Increasing the depth and width of some of our disabled bays to assist with wheelchair access

Cheshire East is a 'listening and responsive' council. When we received feedback with regards to the difficulties encountered by disabled motorists who use wheelchairs on one of our car parks, we immediately undertook a pro-active approach rather than just accepting and advising that 'they comply with the size requirements'. Upon a direct site inspection, and in possession of the evidence, we set about redesigning the disabled bay area to give much needed additional room for our wheelchair users. Both the depth and width were increased from the usual 4.8 x 2.4 metres to 6 x 3.6 metres with shared transfer and safety zone space. Whilst we needed to reduce the number of bays by one, those that remained fully accommodated the needs of our wheelchair users.



New Experimental Residents Parking Schemes

Green Street Area (A2) residents parking scheme: experimental order

Concerns had been raised by a Local Ward Councillor and some residents regarding ongoing problems caused by vehicles parking all day which was restricting the available kerbside parking. The area consisted predominately of terraced houses, work units and small businesses located within walking distance of the nearby train station and the town beyond. The lack of kerbside parking is linked to commuters parking up for the day, sometimes for days on end, when using the train station resulting in residents being displaced. 80% of residents in were in favour of implementing a scheme. We have provided limited waiting bays of two hours in order to accommodate local businesses and daytime community activities associated with St Paul's Church, and the majority of formalised parking bays were given over to the residents.



The Green Street Area Scheme (A2) was introduced as an experimental order from Mon-Sat 8am-6pm for a period of 18 months, commencing 2nd April 2018. Implementing this Residents' permit parking zone under the powers of an experimental order allows the Council to fully assess the effects within 18 months, before making a decision to abandon the scheme or make the order permanent.



New Experimental Residents Parking Schemes

Cottage Street Area(A1) residents parking scheme: experimental order

Residents of Cottage Street, Beswick Street and Oxford Road have experienced ongoing issues when trying to park, only to find much of the available kerbside space is occupied all day by commuters, workers and visitors to the nearby medical clinic, district hospital and local businesses. This situation was likely to be exacerbated as a result of proposed changes to the parking arrangements for visitors to the nearby private clinic. Local residents were displaced by the increased business activity in the area as a result of vehicles associated with these businesses.



Following consultation with local residents and businesses, we drew plans up for an experimental order operating seven days per week between the hours of 8am-6pm, incorporating resident-only permit and shared use parking bays; giving residents unrestricted access whilst providing commuters and visitors parking for one hour. With the introduction of formalised on-street parking, it was necessary to incorporate double yellow line restrictions to maintain junction protection and the unhindered flow of traffic. The scheme is supported by Local Ward Members and the majority of residents within the scheme area. Implementing this Residents' permit parking zone under the powers of an experimental order allows the Council to fully assess the effects within 18 months, before making a decision to abandon the scheme or make the order permanent.

Priority lines and signs

One of the main traffic management issues of mutual interest to Cheshire East members is when enforcement action is inhibited by missing, defective or faded lines and signs representing the restrictions (where needed). It is known in certain areas that 'mischief' has played a part in 'absent' signs. Civil Enforcement Officers, quite rightly, get frustrated with these impediments.

To overcome this curtailed enforcement action, we put a process in place where Civil Enforcement Officers themselves can log when and where they notice that a sign or line is hindering them from undertaking the full remit of their duties. A special liaison is now set up with our colleagues in Highways; the list which is prioritised by senior parking staff is then forwarded on monthly for scheduling into the Highways' works programme. We keep a close eye on the work undertaken, with six-monthly invoicing in place.

Areas for future development/improvement considerations 2018/19

- We will finalise a parking services structure in order to provide the best service we can to our Residents, Businesses, Shoppers, Visitors, Commuters and Workers.
- We will continue the development of the Local Transport Plan parking strategy, and commence the initial review of the parking 'offer' on a town by town basis, addressing such issues as availability, pricing and quality.
- We will set up Twitter and Facebook accounts to promote and enhance the service we deliver to our residents and businesses within Cheshire East.
- We will look at introducing CCTV monitoring in some of our Multi Storey Car Parks to increase the perception of safety by our service users.
- We will consider implementing the 'Littering from Vehicles' legislation when and if a 'pilot' exercise and other evidence gathering materials demonstrate it to be a viable activity, rather than just a 'nice to do'.
- We will continue working with Alpha Parking to provide the very relevant City and Guilds Level two and three qualifications and other training courses as identified during One2Ones and PDPs.
- We will continue to build on and improve our synergies and inter-departmental links, including those with our ASDV's allowing quicker delivery of fault identification, remedial works and maintenance improvements.
- CEO beats will be constantly fluid so that areas requiring more frequent enforcement attendance can be grouped with areas (rural) and smaller communities that demand less attendance. This will allow for a more economical, cost-effective, visible and efficient use of our finite resource. Whilst facilitating fewer CEO attendances to some areas, it will still retain a high level of services to every town or parish with a parking management need.
- We will continue to review our contracts with suppliers to ensure the absolute best value for money for our Council Tax payers. This includes looking at our winter maintenance programme (Gritting) and cash collection.
- We will continue to ensure our parking services offering and our parking staff continue the ethos of our Portfolio Holder in ensuring all decisions are 'Evidence-based'.
- We will be honest about what is 'realistically' achievable whilst delivering the very best service we can to our customers, colleagues and partners, constantly, responsibly and reliably, managing levels of expectation where these are just too high and beyond what we can deliver.
- We will increase our delivery of safer parking around schools presentations and our joint partner agency presence at high priority schools.

Education, Enforcement & Appeals

Education

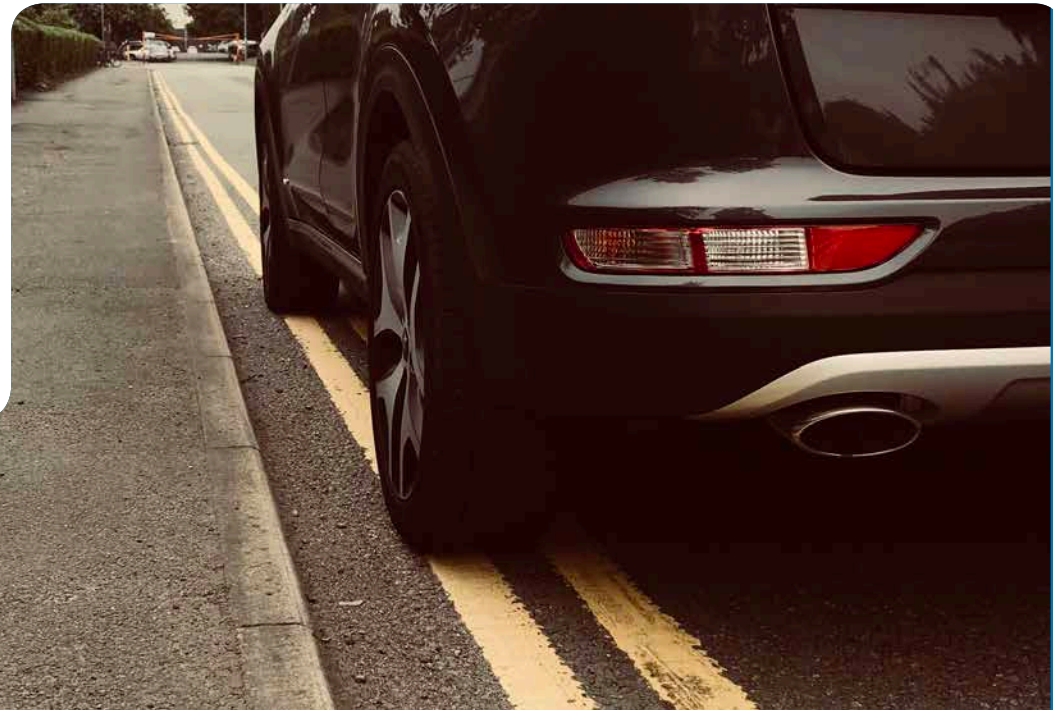
Parking and waiting restrictions serve a variety of purposes, from facilitating the free-flowing movement of traffic and enhancing/improving road safety to allowing loading and unloading. The restrictions enable improved traffic flows, reduce congestion and allow the public and businesses to gain access to services, business and retail areas. Enforcement is a vital part of keeping the roads safe, traffic moving and allowing fair access for all amenities, shops and services. Equally important is keeping the highway clear to give unobstructed access to emergency vehicles.

Penalty Charge Notices are issued for contraventions of the parking restrictions. Despite myths that Councils set their own levels, it is true to say that under government legislation there are only two levels of contravention, higher (£70) and lower (£50) dependent upon the seriousness of the contravention. If paid within 14 days, the penalty charge is reduced by 50%. These levels are set not by the local authority but by the Secretary of State for Transport and we can neither decrease nor increase them.

Cheshire East Council as a 'Resident and Business First Council' is keen to look at how we can support our local town and village centres. The Civil Enforcement Officers have a dual role to play in becoming what is now recognised as front-line ambassadors for the Council. Traditionally called 'Traffic Wardens' or 'Parking Attendants', the CEOs are split over two sites – Crewe (based in the Municipal Buildings) and Macclesfield (based in the Town Hall).

We want to be able to make sure that our limited, but essential and appropriate resources, are used to best effect (evidence-based decision making). The cultural shift has changed around enforcement and we have

strived over the last 12/24 months to work on a new ethos, promoting key messages of 'fining those that are selfish to others, i.e. parking in disabled bays with no right to, and those that are a danger to other road users and pedestrians – especially children around school areas - and those that block access on roads'. The team also cover enforcement on the numerous car parks across the Borough, which are either owned, leased or managed by CEBC to ensure that cars are parked within marked bays and do not outstay the period of time for which they have purchased a pay and display ticket. This ensures an appropriate turnaround of spaces for shoppers, visitors, commuters, business users, workers and residents. The principle that 'policing' car parks is the main focus, has changed. We are making sensible decisions based on evidence, the needs of the community and those we serve.





Cheshire East Councils Civil Enforcement Officers now operate using the following guiding principles:-

- Enforcing parking and waiting for restrictions to ensure maximum space availability and turnaround for customers and business visitors.
- Where unlawful, irresponsible or inconsiderate parking stops traffic (or the free-flowing movement of traffic).
- Where cars parked on pavements block the walkway for pedestrians who then have to go into the road to pass the cars (particularly in school keep clear areas).
- Where unlawful or inconsiderate parking is dangerous and may put child safety in jeopardy in particular.
- Where emergency vehicles are prevented or obstructed from travelling down the highway with ease.
- Where spaces are taken up which should be used for Blue Badge Holders.
- Allowing for exceptional events and circumstances and engaging with the community at such events by handing out leaflets and conducting surveys rather than giving out fines.
- Presenting and promoting safer parking presentations and leaflets with partners such as Cheshire Fire and Rescue Service, the Police and local schools.

Myth-buster - Typical Parking Myths

'Myths - vs - Facts'

Myth	Yes/No? Explanation
You can park on a School Keep Clear zig-zags out of term time.	NO – you need to observe and adhere to ALL parking restrictions at the times/days stated on the time plate – schools may have out of schools clubs/play schemes & events on out of term time.
It is free to park on a Bank Holiday – the signs don't mention Bank Holidays.	NO – the only day on which we do not Charge (as per our legal Order) is Christmas Day. The tariff plates on the machines advise when charges apply and if it states, for example Mon-Sat, and the Bank Holiday is a Monday, and then charges DO apply. Some car parks attract Sunday charging so it is important to read the signs properly.
You can actually park anywhere for 10 minutes before a ticket is issued.	NO – you need to abide by ALL parking restrictions and this may include No Parking At Anytime!
I can park on a double yellow line if there are no signs.	NO - you must not park on double yellow lines and they do not need any signs – the only exception to this is for blue badge holders (see below).
Civil Enforcement Officers have PCN issuance targets they have to meet and they are on commission	NO – It is against government advice to give targets on PCN issuance levels and is unethical. They are not on commission. CEO's are given an objective to ensure that their PCN's are issued correctly and lawfully.
CEOs 'target' certain people's cars and businesses	NO – CEO's do not discriminate and will work to a set roster, enforcing the parking regulations whilst on their daily patrol. PCN's will be issued where it is legal and appropriate to do so. They do not have direct access to the DVLA and do not know who owns a vehicle.
The PCN will go away if you ignore it.	NO – it must be paid or challenged within the correct time limits
You get 20 minutes for loading/unloading.	NO – there is no set time limit providing there is visual evidence of the actual activity taking place – if however there is no activity observed for 5 minutes or more, a PCN may be issued.

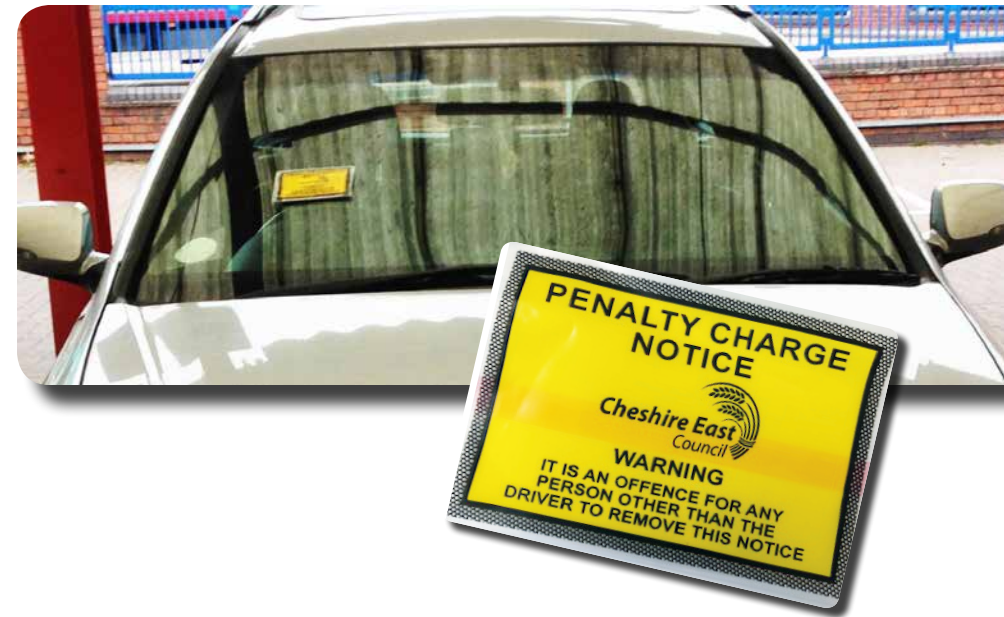
Myth	Yes/No? Explanation
Parking on yellow lines is okay on a Sunday, even double yellows.	NO – there are some parking restrictions on Sundays which must be adhered to and there is no parking at any time on double yellows unless you display a blue badge for up to a maximum of 3 hours and providing you abide by the other Highway Code requirements.
I wasn't the driver so its not my problem.	NO – if you are the registered owner/keeper of the vehicle the PCN is your responsibility.
I can use the Blue Badge because I'm fetching their shopping.	NO – the Blue Badge holder has to be present.
I have a Blue Badge so I can park anywhere I like for as long as I like.	NO – Do not obstruct junctions, ensure you abide by the Highway Code and the Blue Badge holder instructions which are specified in the booklet that accompanies your badge – some areas have parking completely prohibited – look for the signs.
Blue Badge holders from outside of the UK can use them straight away.	NO – ones issued within the EU can use them straight away but those from further afield have to notify the local authority of the Blue Badge details.
I have moved into the area and there are yellow lines outside my house so you can now remove them.	NO – this is a common misconception.
The boards say 'hours of operation/controlled hours' Monday – Sunday so I paid for a Sunday and I want a refund.	NO – to understand the charging days and applicable tariffs, you need to look at the tariff plate on the actual machine.
I can load/unload on a council car park without permission or a dispensation.	NO – there is no exemption for loading or unloading and public safety is paramount.
There is a new restriction in my area and you will 'ticket' me straight away.	NO – where new restrictions or schemes are put in place, WARNING notices are given for between 7 and 10 days.
I can set my Blue Badge clock time to 9am on a double yellow line but then come back and set it at 10am so I get extra time.	NO – this is abuse of the Blue Badge scheme and a PCN may be issued.
I have left my parking dispensation in the office but I do have one.	NO – the dispensation MUST be displayed in the vehicle or a PCN may be issued.
I can park my motorbike in a cycle bay.	NO – if the Traffic Regulation Order states it is for bicycles only, then a PCN may be issued.
I am working on the construction site and so long as I am not causing an issue, can park my vehicle in your car park without a dispensation or a pay and display ticket.	NO – a PCN may be issued if you have not obtained a dispensation or are parked in a marked bay without a pay and display ticket. A PCN may also be issued if you park anywhere else in the car park without express permission from the council.

Myth	Yes/No? Explanation
It's okay to drop your child off at the school gates.	NO – if there are any parking restrictions, then these must be complied with. They are in place for a reason and that is to protect our school children.
It's okay to park on a single yellow line for 15 minutes whilst you drop your child off at school or dance class.	NO – all parking restrictions must be complied with for the safety of pedestrians, children and other road users.
I live here so I can park here, even on the yellow lines!	NO – if there are parking restrictions outside your home, these MUST be complied with unless you have the appropriate permit.
I can have a disabled bay removed outside my house which I have just moved into as I am not disabled.	NO – the bay may not necessarily be restricted solely for your use
I can have parking restrictions put in place to suite me.	NO – any application for parking restrictions will be considered on its own merits and needs the support of local Ward Members, neighbours, businesses and the wider community. They are also subject to statutory consultation and may not attract enough support to be implemented. They may also not be in the best interests of other road users and may not be safe or appropriate to implement.
This street's a goldmine.	NO – there are no PCN targets and patrol beats are based on areas of priority enforcement need to keep the roads clear of irresponsible and illegal parkers.
I can miss off some of my registration number (VRM) and it will be okay.	NO – the VRM input has been introduced so as to prevent the fraudulent transference of parking tickets from one vehicle to another and to secure the revenue of the Council and its Council Tax payers – you MUST input the correct and full VRM.
You use the VRM I input to trace my personal details for other matters.	NO – it is unlawful for us to trace your personal details in this way. See above.

If in doubt about any parking regulations or restrictions, either consult the Highway Code or contact our team of advisors on 0300 123 5020

Disabled parking bays

Blue Badge holders may be eligible for a disabled parking bay outside their house. If you would like to be assessed for eligibility for this service please contact Adult Social Care on 0300 123 5010.



Enforcement

Cheshire East Council is very keen to support the national desire to alter the public's perception of Civil Enforcement Officers. It is amazing to find so many references still made about them as 'Parking Attendants' or 'Traffic Wardens'. Even where they have not issued a PCN, they often find themselves in unwarranted confrontational situations, through no fault of their own.

Whilst we recognise that it is important to utilise them across the whole Borough, whether in rural areas, countryside car parks or in urban towns – both on and off-street - we have been able to ensure that areas evidenced as 'hotspots' (not 'money spinners' or 'overzealous enforcement') receive extra attention - where there is problematic and low adherence to parking restrictions . With our new software system can track 'hotspots' and senior staff can then ensure these areas are patrolled more often until compliance improves.

Visit the APP for:

- Contract permits availability - the car parks, number available and the number issued
- More enforcement information



Designated motorcycle bay / spaces on Cheshire East car parks

Crewe car parks	Motorcycle spaces
Delamere Street	2
Pedley Street	3
Victoria Centre	2
Hope Street	1
Holly Bank	2
Oak Street	4
Edleston Road	1
Macclesfield car parks	
Exchange Street	2
Churchill Way	8
Nantwich car parks	
Bowling Green	2
Snow Hill	1
Civic Hall	2
Bowers Row	1



Civil Enforcement by Cheshire East Council and parking restrictions explained

Following the introduction of Civil Parking Enforcement under the Traffic Management Act 2004, Cheshire East Council took over the responsibility for enforcing parking, loading and waiting, and other restrictions at various locations. Illegal parking on the street is no longer classed as a criminal offence but is a civil contravention. Civil Enforcement Officers issue Penalty Charge Notices (PCNs) to any vehicle parking illegally and enforce on-street parking, as well as in car parks. CEOs visit the busiest central zone car parks most often to ensure that customers comply with the rules on each site. Fines (known as Penalty Charge Notices or PCNs) will be given to those who do not comply.

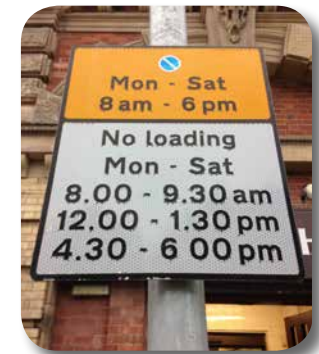
There are also many privately run, off-street car parks – these are not the responsibility of this Council. If you have a query concerning these, please contact the company directly. Rules of parking on private land are different to that of Council-run car parks – you enter onto the private land by invitation and by doing so, enter into a contract – if you stay (park), you are accepting the contract.

Most, but not all, private enforcement companies are part of the accredited trade association with either the British Parking Association (BPA) or the International Parking Community (IPC) – the private company then becomes an accredited operator scheme and have (or should have) well laid out codes of practice for operating their private parking sites. Their enforcement staff issue Parking Charge Notices (not the Council's Penalty Charge Notices) and challenges/appeals are escalated to POPLA (Parking on Private Land Appeals).



Waiting restrictions – yellow lines

Waiting restrictions indicated by yellow lines apply to the carriageway, pavement and verge. You may stop to load or unload (unless there are also loading restrictions as described below), or while passengers board or alight. Double yellow lines mean no waiting at any time; unless there are signs that specifically indicate seasonal restrictions. The times during which the restrictions apply for other road markings are shown on nearby plates or on entry signs to controlled parking zones. If no days are shown on the signs the restrictions are in force every day, including Sundays and Bank Holidays. White bay markings and upright signs (see below) indicate where parking is allowed.



Loading restrictions on roads

Yellow marks on the kerb or at the edge of the carriageway indicate that loading or unloading is prohibited at the times shown on the nearby black and white plates. You may stop while passengers board or alight. If no days are indicated on the signs the restrictions are in force every day, including Sundays and Bank Holidays. ALWAYS CHECK THE TIMES AND DAYS SHOWN ON THE PLATES.

Lengths of road reserved for vehicles loading and unloading are indicated by a white 'bay' marking with the words 'Loading Only' and a sign with the white on blue 'trolley' symbol. This sign also shows whether loading and unloading are restricted to goods vehicles and the times during which the bay can be used. If no times or days are shown it may be used at any time. Vehicles may not park here if they are not loading or unloading.

Pavement parking

The Council recognises the impact that pavement parking has on pedestrians and is continually responding to service requests, MP's enquiries and complaints in relation to this very important matter. Pavement parking not only impacts on general pedestrians but also on our most vulnerable in society, including the elderly, parents/carers/guardians with pushchairs and prams, the visually impaired and wheelchair users. Parking on the pavement or grass verges also damages the aesthetics and structure of footways, increasing maintenance costs. Unfortunately, we only have a limited scope to act due to the current legislation. Unless we potentially sign every location, which would be very costly and an eyesore visually, the Department for Transport does not permit the making of a traffic order and erection of signage to prohibit pavement parking in the neediest areas.

Cheshire East Borough Council encourages and supports the progression of the Pavement Parking Bill.

Dropped kerb or footway - parking

There are two types of dropped kerb/footway - those outside driveways allowing access to residents of individual houses and those used for pedestrian crossovers.

You should not obstruct a dropped kerb/footway unless you are parking on a dropped kerb/footway outside a house with the permission of the owner. Of course, obstructing any dropped kerb/footway will cause inconvenience either to the owner of the property, who cannot obtain access to or from their property, or in respect of



dropped kerb/footway at a pedestrian crossover point, which can cause danger to pedestrians, particularly the elderly, disabled and mothers with pushchairs.

Parking adjacent to a dropped kerb/footway of a residential building where the dropped kerb/footway permits access to residential premises (Contravention 27), is only enforced in response to a complaint. This is to ensure that only a genuine complaint (from the resident) about obstruction of the dropped kerb/footway is dealt with.

If you are a householder and are having problems, then please telephone us on 0300 123 5020 or e-mail parkingenforcement@cheshireeast.gov.uk. An adviser will take a note of your name, address and telephone number, and will pass your details onto Parking Services who will arrange for an Enforcement Supervisor to contact you.

Parking adjacent to dropped kerb/footway of a pedestrian crossover

These will be enforced at any time by a Civil Enforcement Officer in the course of their duties.



Appeals

Appeals procedure: how to challenge a penalty charge notice (PCN)

Important - Policies set out in this document provide guidance only.

Each case must be considered on its own merits, taking into account all of the evidence available and any exceptional circumstances

How to Appeal or Challenge a Penalty Charge Notice (Parking Ticket)

1. Please read the Penalty Charge Notice (PCN) carefully.
2. Review the contravention to ascertain why the PCN was issued.
3. Consult the mitigating circumstances bearing in mind that Parking Services will require accurate and supporting evidence to substantiate your challenge.
4. Challenge your Penalty Charge Notice online or by post with the details below.
5. Once your challenge is received, Parking Services will endeavour to issue a response within 7 working days, letting you know their decision:
 - If the challenge is accepted the PCN is cancelled with immediate effect.
 - If you challenge the PCN within 14 days and the challenge is rejected, this Council will generally extend the period within which the reduced Penalty Charge amount may be paid. We will send a letter explaining the reason for our decision not to accept the challenge.
 - If you make a challenge after 14 days and it is rejected, we will not normally allow the reduced amount to be paid.

If the rejected challenge is not accepted, a second challenge will only be considered if further mitigating evidence is produced. However, if this second challenge fails the full penalty charge will be payable. Once a Penalty Charge Notice has been issued, the Civil Enforcement Officers themselves cannot withdraw it for any reason.

Further information about Civil Parking Enforcement is available on the PATROL (Parking and Traffic Regulations outside London) website. Additional information on Challenges and Appeals can be found using the following link:-

www.cheshireeast.gov.uk/car_parks_and_parking/penalty_charges/how_to_appeal_against_a_pcn/how_to_appeal_against_a_pcn.aspx



Penalty Charge Notices Issued and appealed monthly

Date	Issued	Cases Challenged	Representations	Total	%Received	Cancelled	% of issue	% appealed	PA error	% of issue
Apr-11	1460	212	59	271	18.56%	68	4.66%	25.09%	10	0.68%
May-17	1828	271	99	370	20.24%	108	5.91%	29.19%	17	0.93%
Jun-17	2139	368	96	464	21.69%	79	3.69%	17.03%	14	0.65%
Jul-17	1066	172	82	254	23.83%	75	7.04%	29.12%	9	0.84%
Aug-17	1387	324	80	404	29.13%	290	20.91%	71.78%	27	1.95%
Sep-17	2082	357	74	431	20.70%	209	10.04%	48.49%	42	2.02%
Oct-17	2189	398	76	474	21.65%	185	8.45%	39.03%	22	1.01%
Nov-17	2572	384	138	522	20.30%	152	5.91%	29.12%	38	1.48%
Dec-17	1972	249	62	311	15.77%	117	5.93%	37.62%	25	1.27%
Jan-18	2501	458	178	636	25.43%	175	7.00%	27.52%	45	1.80%
Feb-18	2021	401	188	589	29.14%	275	13.61%	46.69%	36	1.78%
Mar-18	2435	381	139	520	21.36%	144	5.91%	27.69%	34	1.40%

Management Information/Statistics

Statistics play an important part in monitoring both staff and team performance. Our ability to produce informative management information has increased significantly with our new software system. This has subsequently boosted staff confidence by providing extensive responses to Freedom of Information Act requests. In the hope of negating some of these requests, we have provided some of the most requested statistics and general tabular information below.

Top Three Complaints:

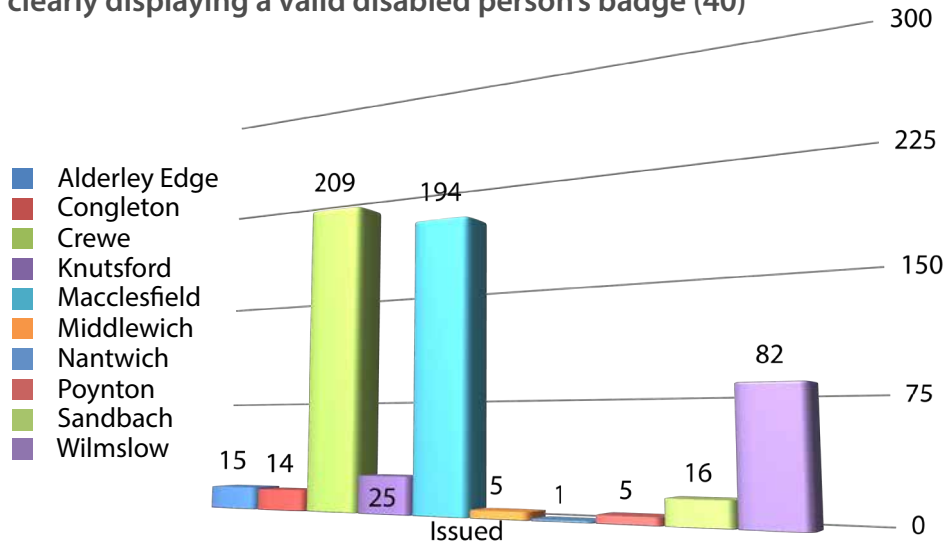
- PCN disputes where they are not happy with their rejections
- Allegations regarding the behaviour of the Enforcement Officer(s) or Enforcement Agents
- Machine issues

No.	Contravention	Totals
01	Parked in a restricted street during prescribed hours	7,703
02	Parked or loading/unloading in a restricted street where waiting and loading/unloading restrictions are in force	166
16	Parked in a permit space without displaying a valid permit	868
21	Parked in a suspended bay / space / part of bay / space	7
22	Re-parked in the same parking place after leaving	65
23	Parked in a parking place or area not designated for that class of vehicle	64
24	Not parked correctly within the markings of a bay or space	17
25	Parked in a loading place during restricted hours without loading	70
26	Vehicle parked more than 50 centimetres from the edge of the carriageway and not within a designated space	22
27	Parked adjacent to a dropped footway	428
30	Parked for longer than permitted	3,428
40	Parked in a designated disabled person`s parking place without clearly displaying a valid disabled person`s badge (on-street)	566
45	Parked on a taxi rank	253
47	Parked on a restricted bus stop or stand	72
48	Stopped in a restricted area outside a school	62
61	A heavy commercial vehicle wholly or partly parked on a footway, verge or land between two carriageways	8
70	Parked in a loading area during restricted hours without reasonable excuse	2
74	Using a vehicle in a parking place in connection with the sale or offering or exposing for sale of goods when prohibited	1
80	Parked for longer than the maximum period permitted	297
81	Parked in a restricted area of a car park	42
82	Parked after the expiry of time	1,419
83	Parked in a car park without clearly displaying a valid pay and display ticket or voucher or parking clock	5,532
84	Parked with additional payment made to extend the stay beyond initial time	5
85	Parked in a permit bay without clearly displaying a valid permit	11
86	Not parked correctly within the markings of a bay or space	1,911
87	Parked in a designated disabled person`s parking place without displaying a valid disabled person`s badge in the prescribed manner (off-street)	559
89	Vehicle parked exceeds maximum weight or height or length permitted in the area	7
90	Re-parked in the same car park within one hour after leaving	2
91	Parked in an car park or area not designated for that class of vehicle	6
99	Stopped on a pedestrian crossing and/or crossing area marked by zig-zags	59

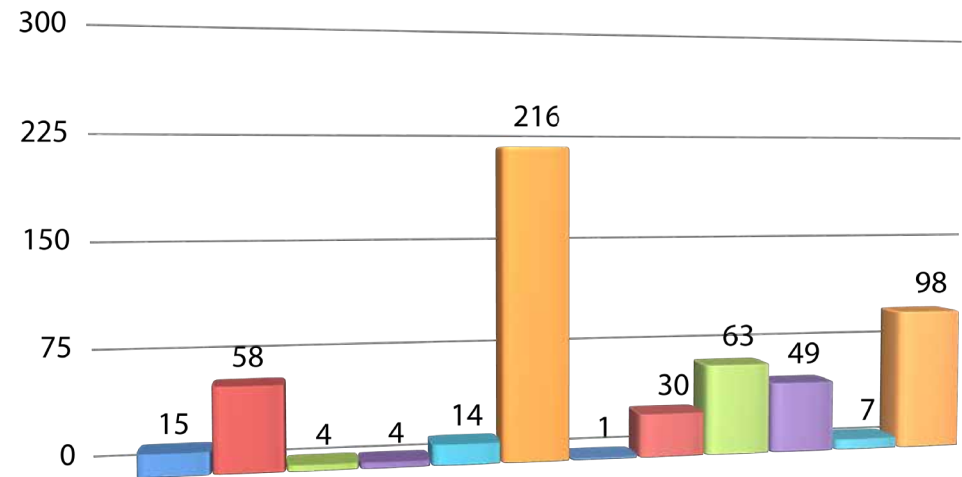
23,652

Blue Badge

Parked in a designated disabled person's parking place without clearly displaying a valid disabled person's badge (40)



Parked in a designated disabled person's parking place without displaying a valid disabled person's badge in the prescribed manner (87)



- Alderley Edge
- Alsager
- Bollington
- Brereton Heath
- Congleton
- Crewe
- Disley
- Knutsford
- Macclesfield
- Nantwich
- Sandbach
- Wilmslow



Transparency in Finance

The surplus is used to fund the council's budget for Highways and Transport.

In 2017-18, the council spent £12,456,484 on Highways and £15,236,159 on Transport

1. Revenue from Cheshire East Council's Pay and Display car parks is ploughed back into the appropriate services to enable the authority to provide parking in town centres and other areas that are safe and secure. The revenue also goes towards the repairing and maintenance of Cheshire East Council's car parks. It is also used by other services to ensure that the authority can put the needs of its Residents First.
2. Surplus income from the issuing of Penalty Charge Notices in particular must only be used in accordance with Section 55 of the Road Traffic Regulation Act 1984 (as amended). This includes items such as road safety and activities to keep traffic moving – i.e. public passenger transport services, highway or road improvement projects, environmental improvement; and the provision and maintenance of off-street parking accommodation, whether in the open or under cover.

Transparency in Finance

Cheshire East Car Parks					
	2013-14	2014-15	2015-16	2016-17	2017-18
Income	£	£	£	£	£
Penalty Charge Notices	689,723	622,978	570,566	620,073	719,609
Pay and Display	4,588,342	4,345,729	4,612,517	4,651,686	4,658,544
Permits (Residents & Staff)	26,701	33,406	44,948	44,160	59,253
Total Income	5,304,766	5,002,113	5,228,031	5,315,919	5,315,919
Expenditure					
Enforcement	505,333	504,963	457,450	482,008	482,008
Pay and Display	1,745,496	1,630,889	1,716,893	1,955,406	1,723,206
Residents Parking	42,080	50,836	36,310	3,657	1,154
Parking Services	442,608	268,180	282,683	313,190	359,576
Parking Overheads	377,519	521,224	741,866	695,071	507,479
Total Expenditure	3,113,036	2,976,092	3,235,202	3,449,332	3,268,708
Total Surplus	2,191,730	2,026,021	1,992,829	1,866,587	2,168,698

Financial Report

For PCN's Issued the Period 01/04/2017 00:00 to the 31/03/2018 23:59
(Payments up the 18/09/2018 14:48)

Description	Number	% of Total	Value (Net)
On Street			
Higher Level PCN's Issued and Value	10,012	74%	£506,675.00
Lower Level PCN's Issued and Value	3,438	26%	£121,155.00
Totals	13,450		£627,830.00
Off Street			
Higher Level PCN's Issued and Value	601	6%	£29,835.00
Lower Level PCN's Issued and Value	8,967	94%	£310,363.00
Totals	9,568		£340,198.00

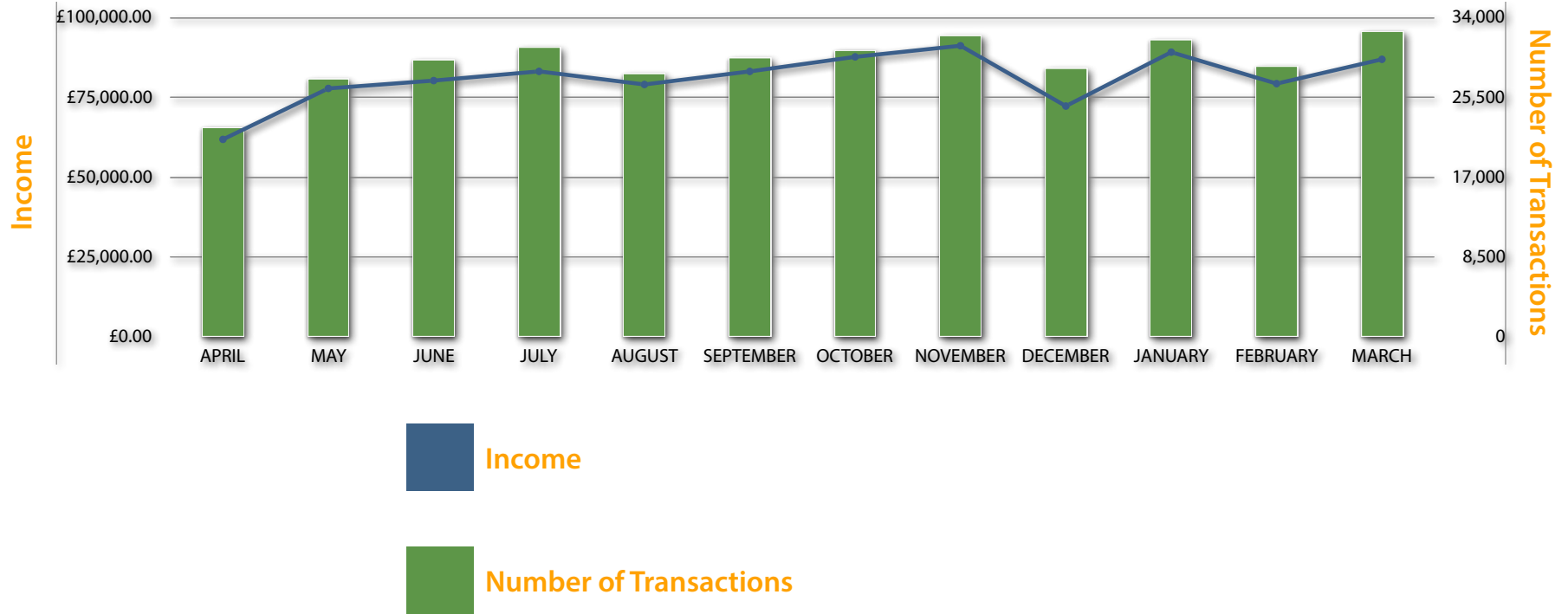
Financial Report (Further Detail)

For PCN's Issued the Period 01/04/2017 00:00 to 31/03/2018 23:59 (Payments up to 18/09/2018 14:48)

Description	Number	% of Total	Value (Net)
On Street			
Paid at Discount and value	8,895	66%	£288,671.22
Paid at 100% (Pre NTO) and value	747	6%	£38,106.56
Paid at 100% (Post NTO) and value	1,095	8%	£66,531.00
Paid at 150% (CC) and value	381	3%	£34,531.56
Paid at DR Sent and value	12	0%	£1,110.00
Paid at NoDR Sent and value	163	1%	£16,992.14
Paid at Warrant Requested and value	3	0%	£331.00
Paid at Warrant Issued and value	303	2%	£32,104.26
Total number of PCN's Fully paid and value	11,599	86%	£478,377.74
Number of PCN's Unpaid	757	6%	£76,609.83
Number of PCN's Cancelled	1,094	8%	£55,465.00
Off Street			
Paid at Discount and value	5,954	62%	£153,024.98
Paid at 100% (Pre NTO) and value	520	5%	£20,470.56
Paid at 100% (Post NTO) and value	631	7%	£31,218.00
Paid at 150% (CC) and value	243	3%	£16,425.00
Paid at DR Sent and value	9	0%	£680.00
Paid at NoDR Sent and value	98	1%	£8,192.00
Paid at Warrant Requested and value	4	0%	£332.00
Paid at Warrant Issued and value	199	2%	£16,473.91
Total number of PCN's Fully paid and value	7,658	80%	£246,816.45
Number of PCN's Unpaid	421	4%	£34,264.19
Number of PCN's Cancelled	1,489	16%	£49,961.00

For the purposes of this report any PCN that was either Paid or Cancelled after the Cut Off Date (18/09/2018) will be counted as an "Open PCN" within this report. Foreign PCN's, Postal PCN's, PCN's Cancelled for CEO Error, Voids, Spoils & Warning Notices are excluded from this report.

RingGo Income and Monthly Transaction April 2017 to March 2018



Using Web Links

Web links are an important but simple means of injecting a sense of interactivity into our report, and as a lesson learned from our previous two reports, rather than depict huge amounts of information onto a page or in a tabular format, below is a list of useful web links and what information can be found by 'clicking' onto them.

- Parking Services Guidance www.cheshireeast.gov.uk/car_parks_and_parking/car_parks_and_parking.aspx
- Car Parks information by Town, Tariff and length of stay www.cheshireeast.gov.uk/car_parks_and_parking/car_parks_town_by_town/car_parks_town_by_town.aspx
- Fees and charges information www.cheshireeast.gov.uk/search.aspx?search_keywords=fees%20and%20charges
- Blue Badge information www.cheshireeast.gov.uk/benefits_housing_council_tax/blue_badge_scheme/blue_badge_scheme.aspx
- School parking info www.cheshireeast.gov.uk/public_transport/travel_plans/school_travel_planning.aspx
- Reporting abandoned vehicles www.cheshireeast.gov.uk/environment/community_safety/abandoned_vehicles.aspx
- Local Transport Plan info and Transport strategy www.cheshireeast.gov.uk/public_transport/local_transport_plan/local_transport_plan.aspx
- The Traffic Penalty Tribunal www.trafficpenaltytribunal.gov.uk/
- Road Safety Questions www.cheshireeast.gov.uk/highways_and_roads/road_safety/questions-about-road-safety.aspx
- Cycling www.cheshireeast.gov.uk/highways_and_roads/cycling_in_cheshire_east/cycling_in_cheshire_east.aspx
- Travel Cheshire website www.travelcheshire.co.uk/
- Highways, roads and pavements in Cheshire East www.cheshireeast.gov.uk/highways_and_roads/highways_and_roads.aspx

Useful Definitions



Contravention code and description

The contravention code and description is the national standard form to be adopted by all Local Authorities assuming Civil Enforcement powers under TMA 2004.

Observations and time

Periods of observations to be undertaken and time allowed by the Civil Enforcement Officer before a Penalty Charge may be issued.

Penalty

The level of initial Penalty Charge for each contravention.

PCN

Penalty Charge Notice

CEO

Civil Enforcement Officer