



**BOROUGH OF POOLE**  
**ANNUAL CAR PARKING REPORT**  
**2012 / 2013**

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## **Foreword by Councillor Xena Dion**

A balanced and proportionate parking service promotes economic vitality and most importantly provides the means by which both local people and visitors can visit the many attractions which Poole has to offer. These include some of Britain's best beaches, bustling Quay and Town Centre shopping centres, local business centres and internationally recognised businesses. These attract a high number of people to the area and make it a special place to live, visit and work.

Parking enforcement must have strong customer focus to ensure that local needs are being met and visitors return year after year. Our aim is getting the balance right between effective enforcement whilst maintaining a welcoming approach. Only in this way can we ensure parking facilities are accessible and appropriate for Poole's needs.

In these current difficult economic times parking charges are a particularly sensitive issue, potentially having an adverse impact on people's decisions to come to Poole. Income from parking charges is an important part of the council's finances, enabling it to deliver the services which the community require. Again getting the correct balance in this area is essential.

In view of the increasing prominence that this area has within the authority, I have asked for a strategic review of parking to be undertaken over the next year in order that the numerous elements can be brought together into one document. Only in this way can effective decision making take place with full knowledge of the implications, vital given the major issues facing this area over the next few years.

**Borough of Poole**  
**Annual Car Parking Report**  
**2012 / 13**

**1. Introduction.**

This 5<sup>th</sup> annual report provides a review of the council's parking services performance between April 2012 and March 2013. The report aims to demonstrate that the council's parking service is operating satisfactorily and to increase the public's understanding of parking services at a local and regional level, showing how parking services contributes to the council's corporate priorities and local transport plans.

This year's annual report has a foreword by Councillor Xena Dion (Portfolio Holder for Transport and Environment), and includes sections on equalities, community involvement, and the role parking has to play in these areas. Rather than cover all of the detailed parking policy information here links to the relevant website are provided where this information can be accessed directly.

**2. Background**

The Borough of Poole has a population of 147,645 with a high percentage of people being over the age of 65 years. Vehicle ownership is also high, with 45% of the population owning one car and a further 28% owning two cars or more per household.

There are a total of 51 car parks in Poole which are managed by the Borough of Poole, via either Environmental Consumer Protection, Leisure Services or Transportation Services. In addition to this there are 7 large privately owned car parks within the borough providing 2,263 spaces in the town centre. The Council's provision can be grouped into three distinct categories, being town centre, beach and district

*Summary of Borough of Poole Parking Provision in Poole*

	<b>BoP Car Park Spaces</b>
<b>Beach</b>	1,703
<b>Town Centre</b>	3,031
<b>District/Other</b>	2,263
<b>Overall</b>	6,997

### **3. Parking Policy- why is it important?**

The parking service contributes to the wider transport aims and objectives as detailed in the Council's Local Transport Plan 3 (LTP3). These LTP 3 objectives are:

- Tackle climate change
- Support economic growth
- Promote equality of opportunity
- Contribute to better safety, security and health
- Improve quality of life
- Value for money

Parking policies relating to enforcement have also been devised in the context of the council's Place Theme Strategy and sub themes:

**Place Theme** – To shape and sustain Poole as a great place to live, work, learn, play and do business

- 1 We will ensure that all place work supports our purpose.
- 2 We will be clear about who our customers are and what matters to them.
- 3 We will empower teams to work as quickly and efficiently as possible.
- 4 Everyone at all levels will take responsibility for finding solutions to improve the way we work and meet our purpose as efficiently as possible.
- 5 We will make decisions based on available knowledge and data.
- 6 We will work and learn as a team to support each other to do the work required.
- 7 We will enable staff to draw on specialist expertise, skills and resources from within the Council, partners or contractors to fulfil our purpose.
- 8 We will create confidence in Poole and build a reputation for getting things done.

## **Place Sub-Theme:**

**Strategies & Plans** – To ensure Poole looks and feels like a place that has been planned, is joined up and makes sense both now and into the future

**Improvement & Investment** – To attract, enable and deliver investment to make Poole a better place.

**Maintaining The Place We Have** – To help us ensure the natural and built environment, including public spaces and where we live, is safe, clean, protected, attractive and easy to use

We aim to support these objectives by:

- Providing adequate parking provision for residents and visitors
- Balancing the demand for parking in order to enhance the viability and attractiveness of the borough, reduce congestion, improve air quality and health, and promote sustainable travel patterns and behaviours
- Facilitating the movement of bus operators and emergency services by ensuring they are not impeded by illegally parked vehicles
- Meeting the needs of people with disabilities
- Meeting the needs of cyclists and motorcyclists
- Facilitating adequate loading and unloading facilities for businesses and shops without causing congestion and delay to general traffic
- Reducing long stay and commuter-based car parking

We aim to provide a parking service that is fair, consistent and proportional, well managed car parking facilities that are safe and convenient and adequate disabled parking bays that are close to amenities.

#### **4 Parking Services – What do we do and how do we contribute to our local community and promote equality?**

The parking service is responsible for the following key areas of enforcement and other parking related functions:

- On street pay and display parking
- Off street parking through council car parks
- Resident parking
- Enforcement of parking regulations
- Processing of statutory notices and dealing with challenges, representations and appeals
- Recovery of parking debt through employment of bailiffs
- Permit administration
- Parking machines maintenance
- Vehicle crime reduction working in partnership with the police
- Contributes to changes in parking policy and strategy.

The introduction of part 6 of the Traffic Management Act 2004 in March 2008 changed the legal framework and in turn the way the parking service was managed and operated. These changes can be found in more detail on our web site [www.boroughofpoole.com/parking](http://www.boroughofpoole.com/parking).

Appendix A shows the parking staffing structure for Borough of Poole and where it fits in relation to Transportation Services.

#### **Parking Services - Equalities and Community Involvement**

Poole parking services aims to support the council's transportation and economic strategies. It promotes inclusive communities and ensures access for all, particularly in relation to community safety.

As part of the new Equalities Act and council's corporate policy, commitment is made to promoting equality. All council services have to produce an Equality Impact Assessment (EQIA) that demonstrates how services and decisions to change service delivery impact on all groups within Poole. In

January 2011, the car parks services' EQIA was completed and is now available on the council's web site.

In 2012/13 operational support was given to various community and voluntary organisations by providing a limited amount of free parking spaces and traffic management assistance to support their charity fundraising or activity based event. These have included: the Mayor's Charity Events, Charity car washes and School Crossing Safety Wardens.

Support and assistance to Poole community and voluntary organised event days will continue whenever possible.

## **5. Service Development 2012/13 – What did we achieve?**

### **Operational Performance**

#### **5.1 Parking Enforcement**

Number of PCNs issued:

- 1 April 2012 to 31 March 2013 – 18,733.
- 1 April 2011 to 31 March 2012 – 19,272.

This reflects a reduction by 3% over the year in the number of PCNs, reflecting improved compliance by motorists. This is further confirmed by a 29% increase in the number of trade waivers issued, highlighting the good working relationship between the council and local tradespeople who need such permits to work in restricted areas.

While this current staff deployment is still sufficient to cover current parking restrictions across the borough, this does require resources for the most part to be targeted to those areas where the majority of the parking problems are experienced, particularly the Town Centre.

Visits and patrols are managed so that resources can be increased to particular areas and times where enforcement is most needed. There are two dedicated vehicles and mopeds that are used to enforce parking restrictions in the outer regions of the borough, late evening patrols and to provide a speedier response to operational "hot spots". CEOs also respond effectively to problems encountered by the emergency services and bus operators, including providing emergency school crossing cover during term times.

#### **5.2 Camera Safety Car**

The Borough of Poole purchased a CCTV Camera Safety Car in September 2011 to carry out enforcement initially against vehicles parked on zig zags outside schools during the school run. The service worked in partnership with the Council's education unit to promote, educate and warn parents about the



dangers of parking outside schools and the likelihood of receiving a PCN from the camera safety car.

The service was expanded in April 2012 to enforce against vehicles parked in bus stops and where loading and waiting is prohibited along key traffic routes in Poole

Between April 2012 and March 2013, 2423 PCNs were issued by the camera safety car against vehicles parked in bus stops or where loading and waiting was prohibited

### 5.3 Number of PCNs

Camera Safety Car	2012/13	Total paid	% paid	cancelled	% cancelled
issued on school zig zags	80	66	82.5%	7	8.7%
issued in Bus Stops	500	394	78.8%	67	13.4%
issued on Loading Bans	1843	1362	73.9%	262	14.2%
Total for Camera Car	2423	1822	75.2%	336	13.8%

In 2012, the Borough of Poole took over the enforcement of Poole Park parking areas and agreed with Poole Housing Partnerships to enforce their Town Centre and Sterte area car parks.

The parking service does not operate a clamping and removal service. There are currently no plans to introduce this service in relation to vehicles contravening parking regulations on the highway and in council owned car parks.

### 5.4 Parking Administration

PCNs are disputed for a wide range of reasons so it is crucial that reliable systems exist along with well trained parking administration staff to deal with challenges, representations and appeals received.

In 2011/12 investment was made in new software that allows motorists to view photographs of their PCN contravention online which has improved the quality and consistency of service for customers.

Between April 2012 and March 2013 34270 permits and season tickets were issued, which is an 8% increase compared to the previous year. There was also a 29% increase in the number of waivers issued.

The following table shows the operational performance achieved in 2012/13,

### 5.5 PCNs

PCNs	On street 2012/13	Off street 2012/13	On street 2011/12	Off street 2011/12
Number of higher level	8549	1106	7112	548
Number of lower level	4312	4766	5213	6399
Total number issued	12861	5872	12325	6947
Number paid at discount	8930	3579	8784	4487
Number paid in full	1416	564	1485	677
Total number paid	10346	4143	10269	5164
Total number as %	80.4%	70.5%	83%	74%
Total Number unpaid	2515	1729	2056	1783

Number of informal and formal representation for PCNs issued	2443	1785	2231	2171
Number cancelled due to informal/formal representations	1118	1129	940	1338
Number written off for other reasons	2	0	50	18
Number resulting in Adjudication	40	34	37	24

Note : Higher level PCNs relate to offences such as parking on double yellow lines.

Lower level PCNs relate to offences such as overstaying time in a parking bay

## 5.6 Numbers of Permit and Season Ticket Issued

<b>Permit Processing</b>	<b>2012/13</b>	<b>2011/12</b>
Residents permits	1880	1670
Resident beach season tickets	1921	2148
Other season tickets permits	1545	1031
Multi Storey season tickets	382	460
Commuter permits	219	234
Visitor Vouchers	13685	10185
Other scratch cards	11230	13240
Healthcare permits	487	480
Waivers issued	2881	2233
Small traders annual permits	40	43
<b>Total</b>	<b>34270</b>	<b>31,724</b>

## 5.7 Debt Recovery

When a PCN remains unpaid, subject to the appropriate processes being followed the Council will ultimately instruct bailiffs to recover the amount outstanding. The bailiff is also entitled to add their fees to the amount due to the council and can seize goods such as a vehicle which can then be sold at auction to cover the outstanding debt.

It is preferable to see matters relating to PCNs settled at an early stage of the process - either through payment or by way of a successful appeal - rather than having to resort to the use of these powers. The table below shows that there is an improvement in this area over the last year.

	<b>2012/13</b>	<b>%</b>	<b>2011/12</b>	<b>%</b>
No. of PCNs issued	18734		19272	
No. of warrants issued during the year for all PCNs	1516	8.1	1673	8.6

The Council's bailiff companies (Equita and Ross and Roberts) recovered the following for all PCN warrants:

- 1 April 2012 to 31 March 2013 – £46,196.27
- 1 April 2011 to 31 March 2012 – £48,707.70

In December 2011, the council appointed Marstons Group to collect returned warrants. In 2012/13 this had brought in additional income of £3,413.44.

## **Car Park Management**

### **5.8 General (2012/13) :**

The Borough of Poole has over 40 on and off street car parks, including four multi story car parks. In total, over 8,000 parking spaces plus over 250 spaces dedicated to Blue badge holders. In addition town centre and beach car parks provide dedicated areas for motorbikes. The list and map showing council car parks in Poole and respective charges is shown on [www.boroughofpoole.com/parking](http://www.boroughofpoole.com/parking).

The cost of parking is set at a level that aims to strike a balance between the Council's transportation policies, the satisfaction of customers and occupancy levels.

21 car parks have been awarded "ParkMark" status by the British Parking Association.

Consultants were appointed to undertake a Strategic Review of car parking in Poole. It is anticipated that the findings of this report will be incorporated into next year's annual report.

A new season ticket system was installed in the Dolphin Shopping Centre, Quay Visitors and High Street Shoppers multi storey car parks to improve the efficiency and effectiveness for season ticket customers.

## 5.9 Usage

2012/13 saw a 3.4% decrease in the number of customers using Borough of Poole car parks. The main factors attributed to this decline were the poor summer season weather in 2012 (particularly acute as Poole is a tourist destination) and general economic conditions (most local authorities nationally have seen declines in car park sales).

### Parking usage figures (including On Street Pay and Display sales)

	2012/13	2011/12
Total car park sales (excluding Ring Go)	3,430,142	3,549,795
Difference	(119,653)	

## 5.10 Cashless Payment Systems

Ring Go is the mobile phone parking payment system that allows customers to pay for their parking fees using their mobile phone with their credit or debit card. Usage increased by 29% in 2012/13 :

### Ring Go Usage figures

	2012/13	2011/12
Total Ring Go transactions	32,418	25,058
Difference	7,360	

## 5.11 Blue Badge Scheme

In the UK, there are several million blue badge holders. The national scheme only applies to on street parking. All councils are under pressure to generate revenue from their assets to support corporate priorities such as helping vulnerable groups and social services. In this respect the council approved the reintroduction of car park charges for Blue badge holders, except for those that own tax exempt vehicles, from 1<sup>st</sup> May 2011.

Blue badge abuse is a common national problem that causes great inconvenience to genuine blue badge holders as well as defrauding the council of parking fee income. CEOs have the powers to inspect Blue Badges and report any abuses to the police and Poole social services. The provision

of disabled spaces is reviewed in all car parks and on street twice a year to ensure it meets the needs of Blue Badge holders.

In January 2012, the Government introduced a new style Blue Badge card with hologram and other security features to combat fraudulent use of the blue badge system.

**More information is available from the DfT website [www.dft.gov.uk](http://www.dft.gov.uk)**

### **5.12 Abandoned and Untaxed Vehicles**

The Council supports the work of the Driver Vehicle Licensing Agency (DVLA) by reporting untaxed vehicles. From April 2012 to March 2013 a total of 107 witness statements were issued by CEOs. This compares to 110 witness statements issued for the same corresponding period 2011/12, inferring that in general compliance has improved slightly..

Environmental and Consumer Protection Services (ECPS) are responsible for removing untaxed and abandoned vehicles.

### **5.13 Littering and Dog Fouling**

CEOs report incidents of dog fouling and littering to ECPS so that the appropriate enforcement can be taken. One report was made from April 2012 to March 2013, compared with no reports made in the same corresponding period 2011/12.

### **5.14 Signs and Lines**

Signs and lines are needed to effectively advise the current parking restrictions to every motorist. There is an on-going programme of maintenance and repair to ensure signs and lines continue to be adequate for the purposes of enforcement. To report any missing or faulty signs and lines, the public can contact parking team on 01202 262153 or the 'Report It' section at [www.boroughofpoole.com](http://www.boroughofpoole.com)

## 6. Service Development April 2013- March 2014 – the way forward

<b>Service Development</b>	<b>Planned Proposals</b>	<b>Corporate Policy</b>
<b>Parking Strategy</b>	<ul style="list-style-type: none"> <li>• In December 2012, the first phase of the Strategic Car park review which undertook a public consultation exercise with all stakeholders was completed. The second phase which will review parking pricing, parking demand and operations began in March 2013 and is due to report on it recommendations in December 2013.</li> </ul>	<ul style="list-style-type: none"> <li>• Developing a dynamic economy</li> <li>• Protecting and enhancing Poole's environment</li> <li>• Meeting the needs of ageing population,</li> <li>• Improve efficiencies and effectiveness</li> </ul>
<b>Parking Enforcement</b>	<ul style="list-style-type: none"> <li>• The Traffic Management Act 2004 allows local authorities to utilise approved mobile vehicle devices. The Council have been using a camera safety car since October 2011 in priority areas to enforce parking restrictions. This will now be extended to key taxi ranks across the borough.</li> <li>• Begin the phase 2 enforcement of PHP car parks in town centre and process/ issue PHP resident parking permits and visitor scratchcards to eligible PHP residents.</li> </ul>	<ul style="list-style-type: none"> <li>• Protecting and enhancing Poole's environment</li> <li>• Meeting the needs of ageing population</li> <li>• Improve efficiencies and effectiveness</li> </ul>
<b>Car Parks</b>	<ul style="list-style-type: none"> <li>• A comprehensive review to improve the maintenance and cleanliness standards of council car parks especially stairwells in Multi Storey Car Parks.</li> <li>• In 2014, trial several electric charging points in our multi storey car parks.</li> <li>• Replace all remaining mains powered pay and display machines with solar powered ones by 2014.</li> <li>• Ensure that all payment machines where applicable accept new 5p and 10p coins by December 2013.</li> </ul>	<ul style="list-style-type: none"> <li>• Developing a dynamic economy</li> <li>• Protecting and enhancing Poole's environment</li> <li>• Improve efficiencies and effectiveness</li> </ul>

<b><i>Parking Administration</i></b>	<ul style="list-style-type: none"> <li>• Review of parking permit processes to make further efficiency savings and improve customer service</li> <li>• Review potential for back office shared services with neighbouring authorities</li> </ul>	<ul style="list-style-type: none"> <li>• Improve efficiencies and effectiveness</li> </ul>
<b><i>Training</i></b>	<ul style="list-style-type: none"> <li>• All CEO staff to have completed relevant CCTV qualifications to operate the camera safety car and comply with code of practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Improve efficiencies and effectiveness</li> </ul>
<b><i>Cashless Payment Systems</i></b>	<ul style="list-style-type: none"> <li>• Visitors to be able to purchase weekly beach permits at any time by using the mobile phone payment system.</li> <li>• Customers to be able to purchase monthly season tickets in selected town centre surface car parks using the mobile phone payment system by January 2014.</li> </ul>	<ul style="list-style-type: none"> <li>• Protecting and enhancing Poole's environment</li> <li>• Improve efficiencies and effectiveness</li> </ul>



## 7. Financial Performance

The following tables show the financial performance of the on and off street parking service in 2012/13

PARKINGACCOUNT AS REQUIRED BY Section 55 OF THE ROAD TRAFFIC REGULATION ACT 1984 (AS AMENDED)

### Borough of Poole: Year 2012/2013

#### On street

	Current year (2012/13) £	Previous year (2011/12) £
<b>Income</b>		
Pay & Display/Meters	336,464	382,288
Residents & Visitors Permits	118,911	110,923
Business Permits	N/A	N/A
Other non-PCN income	30,647	25,393
PCN income	400,540	395,967
Clamping/removals income*	N/A	N/A
<b>Total Income</b>	886,562	914,571
<b>Expenditure</b>		
Employees	444,863	436,925
Premises	17,394	20,274
Transport	20,251	18,207
Traffic Penalty Tribunal	5,512	6,764
TEC (Northampton)	5,174	7,687
Supplies & Services	146,781	208,597
Contractor Payments	10,764	20,371
Support Costs	329,127	344,279
Depreciation/Impairment	1,290	1,052
<b>Total Expenditure</b>	981,157	1,064,156
<b>Surplus (Deficit)</b>	(94,595)	(149,585)

#### Off street

	Current year (2012/13) £	Previous year (2011/12) £
<b>Income</b>		
Pay & Display/Meters	3,648,159	3,762,886
Residents & Visitors	421,795	416,833

Permits		
Other non-PCN Income	225,551	228,938
PCN income	140,334	166,316
Clamping/removals income*	N/A	N/A
<b>Total Income</b>	4,435,839	4,574,973
<b>Expenditure</b>		
Employees	380,799	381,995
Premises	946,280 <sup>(1)</sup>	856,670
Transport	18,861	17,223
Traffic Penalty Tribunal	5,141	6,434
TEC (Northampton)	4,826	7,312
Supplies & Services	246,800	194,405
Contractor Payments	6,912	8,862
Support Costs	415,785	426,588
Depreciation/Impairment	156,829	373,135
Clamping/removals expenditure	N/A	N/A
<b>Total Expenditure</b>	2,182,232	2,272,624
<b>Surplus (Deficit)</b>	2,253,607	2,302,649
<b>TOTAL ON AND OFF STREET</b>		
<b>Income</b>	5,322,401	5,489,544
<b>Expenditure</b>	3,163,389	3,336,780
<b>Surplus (Deficit)</b>	2,159,012	2,152,764

(1) Premises £946k :

- Rates £531k
- Response Repairs (including Engineering works & Lifts Mtce) £310k
- Electricity £74k
- The balance is for items such as security, grounds maintenance, rents, etc.

## **8. Summary**

The 5<sup>th</sup> annual report of Poole's parking service has provided updated information on the operational, financial and policy performance. The Parking Service continues to support corporate place theme principles, Local Transport Plan 3 objectives, and to meet the financial requirements of the Councils' Medium Term Financial Plan.

The outcome of the Strategic Car Park Review will also have a strong influence with regards to future performance and the shape of service delivery.

For general enquiries relating to parking charges, car park operating hours, etc please visit [www.boroughofpoole.com/parking](http://www.boroughofpoole.com/parking) or telephone parking services on 01202 262154.

For more information about the Blue Badge scheme please contact Poole's Adult Social Services Commissioning team on telephone number 01202 633605 or by email [bluebadges@poole.gov.uk](mailto:bluebadges@poole.gov.uk).

## **PUBLICISING AND SUBMITTING ACCOUNTS**

Regulations (see SI 3483 and notes in the BPA note) made under the TMA 2004 will mean that enforcement authorities outside London will no longer have to send their parking accounts each year to the Secretary of State. However, as noted above, these authorities will still need to produce parking accounts under S. 55 of the Road Traffic Regulation Act 1984 and to publicise these under the requirements of statutory guidance {the Annual Report}.

### **Appendix A – Parking Team Structure**

### **Appendix B – Application of Parking Surplus/Deficit**

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## Appendix B – Application of Parking Surplus/Deficit

### APPLICATION OF PARKING SURPLUS/DEFICIT

Year	Current year (2012/13)	Previous year (2011/12)
<b>Surplus (Deficit*)</b>	<b>£</b>	<b>£</b>
Making good to the general fund of any amount charged to that fund in the 4 years immediately preceding the financial year in question (where Appropriate)		
Brought forward (where Appropriate)		
<i>Report to include Expenditure such as:-</i>		
Refurbishment of Car Park A**		
Introducing Controlled Parking Zone B**		
New on-street ticket machines**		
Lines and signs audit**		
Concessionary fares		
Taxi-card schemes		
Transportation Services	2,159,012	2,152,764
Carried forward (where appropriate)	0	0

*\* NB. At the end of each financial year any deficit in the account must be made good out of the general fund.*

*\*\* NBB. Expenditure such as that identified by two asterisks*

*(\*\*) can be dealt with either in the basic parking account as revenue expenditure, thus reducing the parking surplus, or included here when approved as capital expenditure. The arrangement will depend on how authorities plan their future expenditure.*

Given that mature parking operations may produce a parking surplus, though not designed so to do, some authorities prudently allow for future surpluses and build this into their programmes. There is nothing wrong in this, as long as they do not rely on these surpluses, and if for any reason these surpluses do not occur, authorities must not adjust their charges or operations simply to achieve the expected surpluses.

It is also worth noting that authorities can only spend their surplus on non-parking related items if they are satisfied there is no need for further off-street parking facilities. Authorities may wish to provide a statement establishing this fact if monies are to be spent in other areas.