

PATROL



Annual Report Toolkit

2017-2018

“Reporting is an important element of accountability. The transparency given by regular and consistent reporting should help the public understand and accept civil parking enforcement.”

The Secretary of State’s Statutory Guidance

Introduction to PATROL

The PATROL (Parking and Traffic Regulations Outside London) Joint Committee comprises 309 local authorities in England (outside London) and Wales.

PATROL fulfils a statutory duty to make provision for independent adjudication for appeals against civil parking and traffic penalties. PATROL also undertakes initiatives to support its member authorities and raise awareness of the objectives of civil enforcement through the promotion of local parking annual reports through the PARC (PATROL Annual Reports by Councils) Awards scheme; the provision of information on civil enforcement through the PATROL website and taking forward traffic management issues of mutual interest for member authorities whilst also taking into account the motorist's perspective as seen through appeals to the Traffic Penalty Tribunal.



> **Councillor Jamie Macrae**
PATROL Joint Committee
Chair

Foreword

Welcome to PATROL's Annual Report Toolkit 2017-2018 for local authorities.

There are always shared challenges in the arena of civil parking and bus lane enforcement, not least in the way in which we present our local traffic management objectives and performance to the public and the media in a communications environment already coloured by high-profile stories.

If we are to lead a change in public views of civil enforcement, to generate enhanced trust and understanding of its benefits and value, then our public-facing reports need to present our messages clearly, accessibly, credibly and engagingly.

Our goal is to provide you with a framework and some practical suggestions to help you in telling your story through your report, drawing on the most recent round of toolkit workshops in England and Wales and other reports developed by local authorities.

There is an expectation from Government around the production of annual reports to include facts and figures linked to the Local Government Transparency Code 2015. However, over and above these central expectations there is a clear benefit to authorities in conveying your messages effectively.

Issuing clear, comprehensive, well-structured information in the form of a report will pay dividends to you in your ongoing engagement with the public and the press. If you have thought about your messages and spent time on presenting these, it will not be difficult to arm your public-facing teams with them, ensuring consistency of external communication and demonstrating transparency to our stakeholders.

The encouragement, recognition and promotion of user-friendly and transparent communication is at the heart of these awards. They aim to reward and share effective local authority annual reporting.

It is heartening that so many authorities have taken part in the workshops over the last few years and we hope to welcome more over the course of the year.

This year there will be increased emphasis on digital formats for annual reporting, in recognition of a growing trend nationally and globally, providing local information to people in their medium of choice and in a way that is more accessible and interactive.

PATROL would like to extend a grateful thanks to both our independent review group who have taken the time to judge submissions as well as to all local authorities who have taken time to reflect on, produce and submit reports. We will support your efforts by promoting shortlisted and winning entries at local and national level in the media and across our local authority network.

Carry on changing perceptions of civil enforcement through the preparation of excellent reports which are easy to access and to understand. I look forward to seeing some innovative digital versions as we embrace available technology. The best of luck to all.

Cllr Jamie Macrae

Chairman

The Joint Committee of England and Wales for the Civil Enforcement of Parking and Traffic Regulations Outside London (PATROL)

The PATROL PARC Awards

Recognising best practice

Producing a report makes you eligible to enter the Parking Annual Report by Councils Awards. Your report will be judged on the strength of the information that you provide. This document aims to provide you with a framework to produce an annual report whilst providing the flexibility to develop the document to meet your local needs.

The PARC Awards are your opportunity to be recognised for expressing how you are delivering an outstanding service in your area, which will set an example around the country. The achievements of winning councils will be promoted to local, trade and national media, and shared across our network of local authorities.

We recognise that throughout England and Wales authorities differ in size and scale. Many councils have embraced collaborative working and there are often differences between unitary and two tier authorities. The awards look to embrace these differences and welcome entries from across the spectrum of local authorities.

We are not looking for the glossiest report – though a report that is accessible and easy to read is important – we want to see a report that engages with residents, visitors and businesses, tackles issues and informs.

The awards

PATROL will be giving awards for the outstanding overall report as well as the outstanding shorter report. In addition to this, PATROL will issue a small number of certificates to councils where they have demonstrated areas of best practice reporting including:

1. Innovation and new services

Give one or more examples of innovations or new schemes delivered by the council to improve civil enforcement. What improvements have come about as a result?

2. Customer service

How does your council demonstrate best practice customer service? What performance indicators demonstrate that the council provides exemplary customer service to the community?

3. Presentation of finance and statistics

How has the council presented its financial and statistical information? And, where there is a surplus, has the council given specific examples of how any surplus has been used?

Winning reports in the above categories may be featured in press and communications as examples of good practice as we collectively work towards improving public information, promoting transparency and changing negative perceptions around parking in England and Wales. Shortlisted councils will also receive a certificate in recognition of best practice.

Excerpts from the winning 2015/16 reports are included for reference.

PATROL Annual Report Awards 2015/16

Full Report Award winner:

- Brighton & Hove City Council

Full Report Award shortlisted:

- Ashford Borough Council
- Durham County Council
- Worcester City Council

Concise Report Award winner:

- South Lakeland District Council

Concise Report Award shortlist:

- Devon County Council
- Mid Sussex District Council
- South Tyneside Council

Recognised for best practice reporting:

- Devon County Council – Customer Service
- Durham County Council – Presentation of Finance and Statistics
- Chichester District Council – Innovation and New Services

How and when do I need to submit my report?

- Submit your report by Wednesday 31st January 2018. to info@patrol-uk.info
- Any queries related to completing your report or the Awards can be directed to parc@patrol-uk.info

“Parking enforcement is an issue that provokes strong views from the public. There is a deep-rooted public perception that local authorities view parking enforcement as a cash cow. Greater transparency is essential to ensure that the public can see how local authorities are spending funds from both parking charges and enforcement activity. Local authorities must work harder to dispel any misunderstandings on parking finance. Annual reports are a key part of this and all local authorities should produce them.”

- Transport Select Committee, seventh report, local authority parking enforcement



Louise Ellman MP and Chair of the Transport Select Committee with shortlisted councils in 2015.

Hints and tips

Annual reports provide an opportunity to set out traffic management objectives and evidence a commitment to excellent customer service and fair and proportionate enforcement.

It goes beyond parking though. An effective parking and traffic management strategy working closely with other areas of the local authority contributes to successful delivery on a range of authority wide objectives.

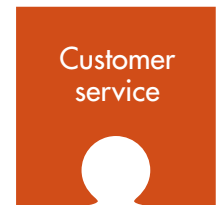
“Balancing the needs of residents, businesses and visitors is key to economic growth and success and makes the city a place to want to visit, live and work”

- Brighton & Hove City Council Parking Annual Report 2015/16

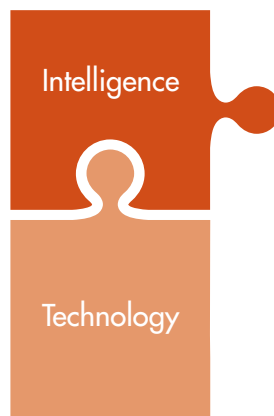


With press and public attention on enforcement issues, use your report to demonstrate parking as a service. Annual reports can be used to signpost the public and explain how to:

- Report a vehicle parked in breach of the regulations
- Report an abandoned vehicle
- Apply and renew a permit online
- Apply for season tickets
- Request a suspension
- Find out more about road safety information



Reporting annually allows you to analyse trends and benchmark with similar authorities.



Technology is playing an increasing role in parking on the digital high street from new apps used to find parking spaces, pay by phone, real time car park space information and social media for the up to the minute news.



Remember that not everyone understands finances, so it is helpful to summarise in basic terms whether your service has achieved a surplus, broken even or made a loss. If there is a surplus, explain what this has been spent on, for example:

- Highways improvements
- Park and Ride
- Bus services
- Shopmobility
- Concessionary fares



This is your opportunity to highlight new initiatives for your many stakeholders: residents, businesses, schools and visitors to your area.

Highlight the ways in which you have consulted on your services. This could be through formal consultations, community meetings, informal feedback, mystery shoppers etc.



Freedom of Information requests

All departments receive Freedom of Information requests and it is recognised that parking is no different.

Writing a chapter on FOIs within your report provides an opportunity to collate the FOIs over a year, creating a library over time, saving time and resources.

At the workshops we identified common FOIs and found that they could all be included within the report. Here are some examples:

- PCNs by location
- PCNs by contravention code
- How many permits?
- Income and expenditure from parking
- Consultation – responses and outcomes
- What has the surplus been spent on?
- How many CEOs do you employ?

Delegates also stated that a large number of FOI requests come from commercial companies seeking to gather information on contractual arrangements and their respective expiry dates. Given the age of transparency, it may be easier to detail these arrangements.

Facts v Myths

The Parking Annual Report is a perfect opportunity to dispel common myths that your department hears and to focus on the relevant facts.

An exercise within the recent workshops, that could be carried over to staff within your department, is to identify recent myths. You can then create articles to dispel these myths which focus on the facts. And, should your department continue to hear similar misconceptions, you will be able to signpost those customers to the report online for the complete story.

Some of the common myths reported at the workshops were:

- You can park for 10 minutes anywhere before a ticket is issued
- CEOs have targets they have to meet and they're on commission
- Ignore the PCN, it will go away
- You get 20 minutes for loading
- It's OK to drop your child off at the school gate
- I live here so I can park
- This street's a goldmine
- Yellow lines are OK on a Sunday
- I wasn't the driver so it's not my problem
- I can use the blue badge because I'm fetching their shopping

Use your report to explain:

- Parking signs and lines
- Parking policy and CEO deployment
- The enforcement and adjudication process
- Where grace periods do and don't apply
- The importance of managing traffic at school
- Residential and other permit schemes
- PCN issue by location
- Blue badge use and misuse

Annual reports at a glance

SECTION	AN OPPORTUNITY TO EXPLAIN	EXAMPLE FEATURES	MESSAGES
LOCAL CONTEXT			
<p>"Worcester is a city with a medieval layout that was altered in Victorian times. A more modern road layout was introduced after the Second World War, but many of the streets are still narrow, twisting and difficult to access in motor vehicles if inappropriate parking occurs"</p>	<ul style="list-style-type: none"> Where parking fits within transport and economic policy Local aims and objectives and performance indicators where identified Who is involved: in-house teams, contractors, partnerships and agencies Myth buster or frequently asked questions tailored to the local area Details of any changes to parking policy Achievements in the current year Areas for future development/improvement Responding to local events whether these be regular sporting fixtures or one off Christmas/festival events Summarise innovations, customer feedback, key performance statistics 	<ul style="list-style-type: none"> An introduction from the portfolio holder Parking plus – putting parking in the context of wider transport objectives: councils plans and the Local Transport Plan (LTP) Examples of partnerships e.g. with Chambers of Commerce, community groups, other councils etc Where parking services have supported residents and businesses in adversity – e.g. extreme weather conditions Provide the local context for civil bus lane enforcement, where undertaken 	<p>A clear narrative that parking provision and control is an essential element of local transport strategy, that civil enforcement is not intended to be punitive, and that the local authority is genuinely committed to trying to educate motorists to achieve a safe and efficient network without the need for continual enforcement</p>
INNOVATION AND NEW INITIATIVES			
<p>"The convenience of using the new phone parking service has certainly proved to be popular with residents and visitors alike"</p>	<ul style="list-style-type: none"> Showcase new initiatives particularly where these respond to identified need/problems through surveys, consultations and community engagement How technology has been used to make parking simpler Improvements to car parks, making them safer, more attractive, additional services such as charging points New ways of engaging with the public Targeted activities responding to particular concerns Introducing new flexibilities e.g. in relation to parking tariffs 	<ul style="list-style-type: none"> Identify the problem, describe the consultation/ feedback and the solution Take the opportunity to educate with explanation of contravention codes, signs and lines School enforcement activities "You asked, we delivered" – an overview of consultation results and actions taken New ways you are keeping in contact with your customers e.g. social media, on-line services Parking offers 	<ul style="list-style-type: none"> Putting customers at the heart of service improvements Demonstrating that services are reviewed and reflect the outcome of local consultations
CUSTOMER SERVICE			
<p>"The issue of PCNs is approximately 10% of individual officers' duty time each day, the remaining percentage of time is spent representing the council by acting as front-line Customer Service Agents"</p>	<ul style="list-style-type: none"> Summarise parking services Signposts for readers to the various services: the different types of permits, blue badges, reporting abandoned vehicles Ways in which your service raises awareness of relevant issues How you measure customer services, feedback from service users, mystery shoppers Commitments to respond to enquiries within a set timescale and performance in meeting these targets 	<ul style="list-style-type: none"> "Go-to" information for permits, blue badges, concessionary bus passes etc Public awareness campaigns Glossary of terms Explanation of contravention codes Customer service performance information Explanation of the challenge procedure, how to challenge and how to appeal to the Traffic Penalty Tribunal Details of any awards received by the team 	<ul style="list-style-type: none"> Explaining that enforcement is only one aspect of the work The three "e"s Engineering, Education, Enforcement Include a jargon buster or FAQ section
SERVICE STATISTICS			
<p>"Our parking service objectives enable us to quantify our performance and confirm that the desired outcomes are being achieved"</p> <p><i>Transparency Code requirement</i></p> <p><i>Statutory Guidance</i></p>	<ul style="list-style-type: none"> The number of marked out controlled on and off street parking spaces within their area, or an estimate of the number of spaces where controlled parking space is not marked out in individual parking bays or spaces (Transparency Code) Performance against any parking or civil parking targets having regard to the Statutory Guidance recommendations on where targets are appropriate. 	<ul style="list-style-type: none"> Develop this by summarising off-street parking provision e.g. number of spaces, whether charges apply and when, availability for blue badge holders, motorcycles, lorries, coaches, motor homes etc Include availability of any free off street car parks Include information about controlled parking zones, on-street parking provision, charges etc Areas where resident and other types of permit parking applies, numbers and costs of permits and how visitor permits operate 	<p>Keeping traffic moving, removing congestion on the local network involves the maintenance and management of signs, lines as well as car parks</p>
ENFORCEMENT STATISTICS			
<p>"Our most recent report was praised in the local media editorial as a model of transparency"</p>	<ul style="list-style-type: none"> The PCN system, charges, discounts, representation and appeal process, leading to numbers in the following sections 	<ul style="list-style-type: none"> Set out year-on-year comparisons Benchmark with other authorities Include percentages as well as numbers where possible Use graphs, tables and illustrations where possible 	<p>The focus of enforcement geographically and by contravention, linking to any overall policy aims e.g. reducing blue badge fraud</p>

PATROL Annual Report Statistics Questionnaire

PARKING STATISTICS		2016/17	2015/16	COMMENTS
1	Volume of on street car parking spaces			
2	Volume of off street car parking spaces			
3	Total volume of car parking spaces			
4	Total volume of PCNs issued			
5	Volume of high level PCNs issued*			
6	Volume of lower level PCNs issued*			
7	Volume of Regulation 9 PCNs issued			
8	Volume of Regulation 10 PCNs issued			
9	Volume of PCNs issued on street			
10	Volume of PCNs issued off street			
11	Volume of warning notices issued on street			
12	Volume of warning notices issued off street			
13	Volume of PCNs paid*			
14	Volume of PCNs paid at the discounted rate*			
15	Volume of PCNs paid before Charge Certificate (within 56 days)			
16	Volume of PCNs paid after the Charge Certificate served			
17	Volume of Charge Certificates registered			
18	Volume of Warrants of Execution issued			
19	Volume of PCNs cancelled			
Reasons for cancelling PCNs				
20a	Avoidance of accident or medical emergency			
20b	Vehicle was stolen at time of contravention			
20c	Vehicle had broken down			
20d	Signs & lines changed at time of vehicle being parked			
20e	Ticket machine broken			
20f	Motorist paid but ticket/badge/permit was not displayed properly			
20g	Loading /unloading in an area where loading exemption applied			
20h	Other			
21	Volume of PCNs written off			
22	Volume of PCNs resulting in informal challenge*			
23	Volume of informal challenges which resulted in cancellation of the PCN*			
24	Volume of informal challenges which resulted in rejection of the challenge			
25	Volume of PCNs resulting in a formal representation*			

* Statutory Guidance ** Transparency code

26	Volume of formal representations which resulted in cancellation of the PCN*			
27	Volume of formal representations which result in a Notice of Rejection			
28	Volume of vehicles removed*			
29	Volume of vehicles immobilised*			
30	Volume of appeals at the Traffic Penalty Tribunal			
31	Of which were allowed			
32	Of which were dismissed			
33	Of which a consent order was applied			
34	Of which were not contested			
35	Of which are awaiting decision / other			
Split of reasons for not contesting				
36a	Accepting additional evidence submitted to tribunal			
36b	Exercise of discretion			
36c	Compelling reason now given			
36d	Multiple PCNs			
36e	Other			
PARKING FINANCIALS				
Please use whole positive numbers, e.g. 1,500 instead of 1.5k				
On Street Parking Income				
37a	On street parking income**			
37b	Permit income			
37c	On street PCN income**			
37d	Blue badge application fees			
37e	Other			
38	Total on street parking income			
	On street parking direct costs (please use whole, positive numbers)			
38a	Civil enforcement			
38b	Admin, appeals, debt recovery & maintenance			
38c	Scheme review / new schemes			
38d	Capital charges			
38e	Other direct costs of on street parking			
39	Total on street direct costs			
40	On street parking surplus / deficit			
	If a surplus has been generated, how has it been applied (specify value)			
41a	Off street parking provision			
41b	Park & Ride			

*** Statutory Guidance ** Transparency code**

The Secretary of State's Statutory Guidance to Local Authorities on the Civil Enforcement of Parking Contraventions 2015.
Local government transparency code 2015

41c	Supported bus service			
41d	Concessionary fares & passes			
41e	Community transport			
41f	Shopmobility			
41g	School crossing patrols			
41h	Highway maintenance & traffic improvement			
41i	Transport planning costs			
41j	Other			
Off Street Parking Income				
42a	Off street parking income**			
42b	Off street PCN income**			
42c	Other off street parking income			
43	Total off street parking income			
44	Off street parking direct costs (please use whole, positive numbers)			
45	Off street parking surplus / deficit			
BUS LANE STATISTICS (if applicable)				
46	Please state year of introduction of first bus lane (yyyy)			
47	Volume of bus lanes			
48	Volume of bus lane PCNs issued			
49	Volume of appeals at the Traffic Penalty Tribunal			
50	Of which were allowed			
51	Of which were dismissed			
52	Of which a consent order was applied			
53	Of which were not contested			
54	Of which are awaiting decision / other			
BUS LANE FINANCIALS				
Please use positive, whole numbers, e.g. 1,500 instead of 1.5k				
55	Income (please use whole numbers)			
	Expenditure (please use whole, positive numbers)			
56a	Repairs and maintenance			
56b	Administration			
56c	Premises			
56d	Capital charges			
56e	Other			
57	Total expenditure			
58	Total surplus/deficit			

* Statutory Guidance ** Transparency code

The PARC review group



PETER BAYLESS (Chair)
Head of Traffic and Safety at
Hampshire County Council
(Retired)



JO ABBOTT
Communications Manager,
RAC Foundation (Retired)



DAVID LEIBLING
RAC Foundation



KELVIN REYNOLDS
Director of Policy and
Public Affairs at the British
Parking Association



NATASHA MONROE
Marketing and Brand
Manager, Four Colman
Getty

Review group comments on the winning reports

Brighton & Hove City Council

Winner full report category

Brighton & Hove Council retain the lead position in the full report category with another highly accessible, thought-provoking, complete, informative and well-presented publication. Consistently producing outstanding annual reports, they have been outright winners several times including last year and have been in the shortlist every year. A useful summary and a clear structure assisted by an index and chapter divisions help the reader to access the report themes and sections. Overall, the report blends appealing colour photographs, simple tables and text signposted by clear headings and with a good balance of text and visuals.

The report links parking to accessibility and safety and gives full detail in well sign-posted chapters of its full range of service and maintenance developments. These include improvements to the pay-by-phone facility plus resident feedback on ease of use, an update on bus lane enforcement, details of bicycle parking, an update on new and proposed parking zones and an account of maintenance to signs and lines. There is an interesting chapter on bus lane enforcement and the use of cameras.

A notable feature of the report's content is the way in which linkages are made between developments in parking controls and any targeted benefits and positive effects including improved traffic flow in busy routes, any demonstrated reduction in casualties and collisions and any positive feedback received from scheme users. The Council's ongoing and concerted engagement with its user groups is apparent in the various chapters. Clear mention is made to resident feedback and consultation and where this has shaped the introduction of new schemes including bus lane enforcement on a coastal road where people were reporting inconvenient delays. In a chapter which looks at new and proposed parking schemes, details of past, ongoing and planned consultation are given.

The statistics and financial information are accessible and detailed, with earlier data for purposes of comparison. There is interesting information in the appendix on detailed charges with a comparison with previous years. A useful section explains how the surplus is being used, which includes subsidies for bus services and concessionary fares. An informative section on challenges, representations and appeals sets out the facts and figures in a clear manner.

Brighton & Hove has a well maintained parking website, to which links are provided throughout the report.

South Lakeland District Council

Winner concise report category

South Lakeland has been selected as the best submission for a concise report for 2015/16. The context for this is a district authority dealing with off street parking only, balancing the needs of its local permanent population, local businesses and enterprise and the millions of tourists which it attracts as a major national park and area of outstanding beauty.

The report reads as an interesting account of a council that views parking controls as a way of helping communities and as part of the area's economic development, stating that "all money raised from parking charges is used to improve the parking infrastructure and provide other services which the public values".

There are some interesting adaptations of controls highlighted, reflecting the council's intention to balance the needs of its residents, its visitors and support regional economic development as well as to accommodate extraordinary conditions such as freak weather.

The year of the report saw the council face the challenge of dealing with the issues relating to the impact of Storm Desmond which included the truncation of a major route the A591. The text relates how parking controls were adapted to the individual circumstances, for instance charges being suspended in Grasmere, low tariffs being introduced at other locations to encourage visitors until the road was re-opened and rules being relaxed to allow people to collect supplies in the weeks following the storm.

There is a useful foreword giving the context and good informative sections on policy, background and scope, explaining that their function only covers off street parking in this two tier area.

There are interesting sections on recent local developments and initiatives, together with good accessible information on car parks, permits, charges and the enforcement process.

Presentation of the information is effective - a good layout with colour, headings, photos and tables in an easily readable two column format. Statistics are given for PCNs, Appeals and Financial Information, with a two-year comparison.



Best Full Report Award

Brighton & Hove City Council

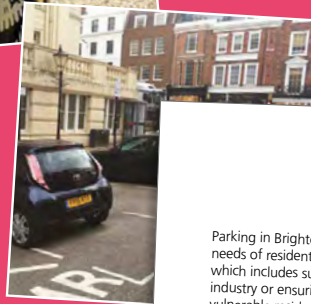
Chapter 12

Who are our customers?



Our customers are the city's residents, businesses and visitors – in fact everyone who uses our roads, highways and parking facilities.

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Who are our customers? Chapter 12

Parking in Brighton & Hove has to balance the needs of residents, businesses and visitors alike, which includes supporting the entertainment industry or ensuring the needs of its more vulnerable residents are met.

Telephone – Of the 7,630 calls received by the city council in February (where the reason for contact was recorded) resident parking permits represented the highest number of queries at 12 per cent, or 916 calls. In the same month, visitor permits were just 3 per cent, or 229 calls.

Online – A significant amount of parking-related information can be found online through the council website, and a growing number of residents are accessing services this way.

Hotel visitor permit survey

We contacted hotels and guesthouses to gain a greater understanding of why the number of hotel permits being sold is decreasing each year. The main reasons included guests using public transport to travel to Brighton & Hove as well as an increase in non-driving overseas guests. In addition, a lot of hotels and guesthouses were actively promoting alternate forms of transport through their websites and as part of their booking confirmation.

Furthermore, guests from London, the surrounding areas and other major UK cities are more accustomed to the challenges of driving and parking in highly populated and built up areas and are therefore choosing to use public transport.

TV and movie filming

A new six part ITV drama series called *The Level* was filmed in Brighton in April and June 2016. The production team used Black Rock Car Park, off Madeira Drive, for their unit base as well as suspending numerous parking bays across the city. This contributed towards a smooth running schedule and helped ensure the scenes were accomplished successfully.

Brighton & Hove has been officially designated a Film Friendly City in recognition of the growing importance of the city as a film and television location.

Car club

Car clubs and car-sharing schemes provide members with flexible access to a pool of vehicles 24 hours a day, 7 days a week.

Car clubs also enable communities to share assets, and by working with developers and local authorities, they can help communities tackle local parking pressures, support sustainable transport initiatives and improve accessibility. Car club cars are more environmentally friendly, emitting more than 20 per cent less CO₂ per kilometre than the average car.

It is estimated that one car club car replaces between 6 and 24.5 private cars depending on the town or city, helping to reduce traffic jams and free up parking spaces. There are 117 car club spaces across the city.

www.enterpriseclub.co.uk

Chapter 13

15 years of civil parking enforcement in Brighton & Hove



Since 2001, the city council has been responsible for parking enforcement throughout Brighton & Hove. These duties were previously undertaken by the police.

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15 years of civil parking in Brighton & Hove Chapter 13

Civil parking came into force in Brighton & Hove 15 years ago after the council took over parking enforcement responsibility from the police. Before this, traffic wardens spent only a third of their time on parking enforcement as they were often diverted to other police duties. Civil parking enforcement affects almost everyone in the city and not just the obvious road user. These include businesses and people visiting them, children whose school entrances must be kept clear, buses and emergency vehicles whose access is protected, residents who park outside their homes, and people with disabilities whose quality of movement is improved.

The objective of parking enforcement is not to issue penalty charge notices (PCNs), but to achieve greater compliance with parking regulations. There are 31.7m cars in the UK, which is double the figure 30 years ago and statistically a road user will receive one PCN every three to four years. In 2014 Brighton & Hove had 93,446 registered cars, compared to 96,311 in 2004, a fall of 3 per cent. Factors contributing to this fall include traffic restrictions, an effective public transport network and residents taking fuel efficiency and environmental factors into account.

Over the last 15 years we have worked alongside many local action groups trying and overcome parking issues with residents, business and other agencies such as the police and emergency services. Some of the action groups include:

- Bevendean Local Action Team
- Brighton Old Town
- Central Hove Local Action Team
- Hanover & Elm Grove Local Action Team
- Hollingbury Local Action Team
- Preston Park and Fiveways
- Queens Park Local Action Team
- St James Community Action Group
- Turner Area Partnership
- Rottingdean and Saldean Local Action Team

Major changes within parking in Brighton & Hove over the last 15 years

July 2001

- **Decriminalised parking introduced**
Brighton & Hove City Council takes parking enforcement over from police control. NCP is contracted to run the operation.
- **Area N (Hove) and Central Brighton**
the first schemes to be introduced.

May 2005

- **Low emission permit discounts**
Our low emission vehicle policy was approved and any vehicle qualifying could apply for 50 per cent reduction on a resident permit.

March 2007

- **Bus Lanes**
Following a public information campaign, we began enforcing bus lane restrictions in central Brighton. It became key to ensuring buses could keep to a more accurate timetable. Prior to enforcement, buses were regularly held up.

May 2007

- **Central Brighton**
Following a review, eight small zones were merged into two larger zones, creating areas Y & Z. This allowed the council to:
 - Replace voucher parking with Pay & Display parking
 - Replace time-limited parking with resident parking bays
 - Standardise the payment structure.



Best Full Report Award

Brighton & Hove City Council

Chapter 13 15 years of civil parking in Brighton & Hove

March 2008

- **Traffic Management Act 2004 came into effect**
Parking attendants became Civil Enforcement Officers (CEOs) and decriminalised parking enforcement became known as Civil Parking Enforcement. CEOs could enforce double parking or dropped kerbs. Lower & higher PCN offences £50 or £70.

July 2009

- **Double parking and dropped kerb obstructive parking became enforceable**
Residents could now report vehicles parking in front of their driveways.

2009

- **Electrical charging points**
Central Brighton saw the first electric charging points outside London, following a successful application for European funding.

2010

- **Car Club bays and permits introduced**
The City Car Club began offering a pay-as-you-go alternative to owning a car. This also helped reduce on-street parking.

2011

- **Air Quality**
In 2011 we released our second Air Quality Action Plan. This included a comprehensive set of measures and recommendations aimed at improving air quality in the city.

- **Transport opens up its first Twitter account**
@BHCC_transport

City-wide parking review

After 10 years, the council made a commitment to review parking schemes to ensure a fair balance of parking for residents, businesses and visitors. The purpose was to look at the future of parking schemes by surveying residents, businesses, Local Action Teams, and disability and community groups. This was published in 2013 and more than 2,000 people responded.

- **CCTV enforcement and postal PCNs**
In November 2011 we introduced CCTV PCNs for the most serious type of contravention along North Street, Western Road, Lewes Road and London Road. Foot patrols were becoming ineffective along this route and as a result traffic safety was becoming an issue.

2012

- **Blue Badges**
New national guidelines and assessment introduced for Blue Badge through a national database.

- We stopped towing vehicles to the city car pound and relocated vehicles only.

2013

- **Match day parking scheme**
After consulting residents and visitors in controlled parking zones B & D, they were given parking priority when events take place at Brighton & Hove Albion's football stadium.

- **Introduction of online permit system**
Residents, traders and businesses could renew permits online.

- **Pay by Phone & PayPoint introduced**
This allowed motorist to pay for parking by mobile phone. It was rolled out city-wide in July 2014. Pay & Display machines reduced to one in each street.



Best Concise Report Award

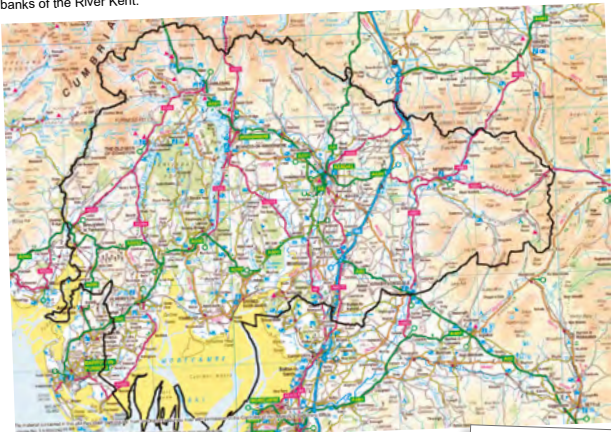
South Lakeland District Council

South Lakeland District Council Parking Annual Report 2015/2016

Introduction

South Lakeland is situated in the south of Cumbria, and large parts of the district fall within the Lake District and Yorkshire Dales National Parks and the Arnsdale/Silverdale Area of Outstanding National Beauty, embracing a wide variety of landscapes and spectacular scenery. The district also has a strong cultural tradition which is a major strength and attraction for many visitors. The Council's headquarters are situated in the ancient market town of Kendal on the banks of the River Kent.

South Lakeland itself covers a total area of 600 square miles of picturesque villages, lakes, rivers and mountains, and includes some of Cumbria's most attractive towns like Bownes-on-Windermere, Windermere, Ambleside, Grasmere, Grange-over-Sands, Kirkby Lonsdale and Sedbergh.



South Lakeland area

Facts and figures

South Lakeland District Council has a population of 103,700 but this number is boosted by eight million domestic and international visitors a year.

27% of the population is aged over 60 compared with the national average of 21%.

The average age is 42 in England and Wales, compared with an average of 13.6% are retired here compared with the national average of 13.6%.

South Lakeland District Council Parking Annual Report 2015/2016

Purpose of report

Although parking charges and restrictions are not popular, poor or non-existent parking controls can have a negative impact on traffic flow and business. The report will explain how the parking service helps communities and how it is part of the area's economic development by having a direct economic return that assists with the delivery of other council services.

There are particular stresses in this area from an ageing population and spikes in the number of visitors. We will show how we address this by:

- balancing the parking needs of the local population/workers travelling to the area with the demands of a large number of visitors
- facilitating parking for users of our car parks and encouraging compliance and acceptance of the parking regulations
- helping communities and organizers with festivals and events held throughout the year

The report also includes useful information about our car parks. The Council's parking enforcement policy is explained, and the appeals' process for penalty charge notices.

Statistical information is provided on parking finances, enforcement and appeals.

This area was badly hit by extraordinary flooding from Storm Desmond on 5/6 December 2015. This report will explain how the parking department reacted positively to the devastating effects.



Our parking policy

Car parks



Facts and figures

SLDC enforces parking activity on 50 car parks, some of these are directly owned by the Council, or by other organisations such as Booths supermarket.

Most are pay-and-display but there are other types such as disc, permit or Blue Badge display.

The pay-and-display machines are Metric Aura Elite, and the web-based back office system can show faults immediately as they occur.

There is a total of 3,438 designated pay-and-display spaces in SLDC car parks.

We have a free car park in Ambleside for HGV/PSVs.

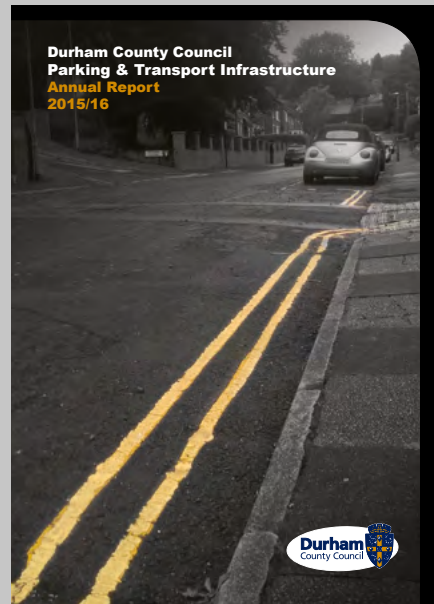
There is a continual programme of refurbishment of car park surfaces and furniture.

Most of our pay-and-display car park machines accept a number of different payment options. Coin, debit/credit card and Contactless.

Most of our pay-and-display car parks have a pay-by-phone option as well.

There are two multi-storey car parks including a pay-on-exit car park.

Coaches parked in designated coach bays in specified car parks have free parking.



**Durham County Council
Parking & Transport Infrastructure
Annual Report
2015/16**



Best Practice Reporting: finance and statistics

Durham County Council

Our objectives performance

Our objectives enable us to quantify our performance and confirm that the desired outcomes are being achieved. In addition, they help us to understand our customers' needs and identify ways of improving the quality of the services we deliver.

Detailed below are our objectives along with the appropriate performance measures. They clearly demonstrate how the day-to-day work of Parking & Transport Infrastructure and its partners, NSL Services and Scarlet Band, has once again successfully contributed to the achievement of our organisational aims.

Our objectives	Performance measure	2013/14	2014/15	2015/16
1 - Improve road safety through the enforcement of School Keep Clear restrictions and areas marked by zigzags	Number of PCNs issued on School Keep Clear restrictions and pedestrian crossing zig zags (contravention codes 48 & 99)	304	270	147
Comment	We consider road safety to be of paramount importance. Officers enforce restrictions outside of schools on a daily basis, and priority is given to those where we have received reports of dangerous parking.			
2 - Increase passenger journeys on the P&R service by continuing to provide a high quality accessible service	Number of passenger journeys on the P&R service	1,156,816	1,053,745	1,112,539
Comment	We continue to have over one million annual passenger journeys on our P&R buses.			
3 - Improve quality and accessibility of public transport through the enforcement of bus stop clearway markings and taxi ranks.	Number of PCNs issued on bus stop clearways and taxi rank restrictions (contravention codes 45 & 47)	575	813	291
Comment	We are committed to enforcing bus stop clearways and taxi ranks. The number of identified contraventions has declined following changes to legislation leading to the removal of camera enforcement powers.			
4 - Improve road safety and the local environment by educating drivers about the implications of their actions	Number of challenges and representations rescinded on the first occasion (includes Blue Badges, invalid scratch cards and valid P&D ticket produced only)	4,123	3,531	3,659
Comment	Parking Services and its partners are aware that the purpose of the penalty charge is to dissuade motorists from contravening parking restrictions, not to raise revenue. Therefore, where an undoubted contravention has occurred we may offer advice and guidance on the first occasion, but question the circumstances more closely if subsequent PCNs are issued.			

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Our objectives	Performance measure	2013/14	2014/15	2015/16
5 - Support economic growth by assisting in the organisation of festivals and special events	Number of festivals and special events where the P&R service was used.	7	5	5
Comment	Once again we have worked throughout the year with other partners to deliver projects that have improved the economic and social wellbeing of County Durham and its stakeholders.			
6 - Meet the needs of people with disabilities by ensuring legitimate use of designated Blue Badge holder bays	Number of PCNs issued in Blue Badge holder bays (contravention codes 40 & 87)	3,996	3,181	2,656
Comment	Abuse of disabled bays continues to be a problem throughout County Durham; however drivers are becoming more educated and compliant with the restrictions.			
7 - Build liveable streets and neighbourhoods through the introduction and effective management of CP2s and CPAs.	Number of permits issued within CP2s and CPAs	9,621	9,383	9,869
Comment	Further permit zones have been introduced in 2015/16, resulting in an increase in the number of permits issued.			
8 - Ensure the expeditious movement of traffic through the enforcement of waiting and loading restrictions	Number of PCNs issued on waiting and loading restrictions (contravention codes 01 and 02)	4,666	3,942	3,227
Comment	Year on year we continue to address contraventions on waiting and loading restrictions. The issue of a PCN discourages motorists to contravene the restrictions in future, which in turn helps to keep traffic moving.			

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Our objectives	Performance measure	2013/14	2014/15	2015/16
9 - Improve the accessibility of public transport by delivering improvements to transport infrastructure	Refurbishment of bus stations	Consett Bus Station refurbishment complete	Peterlee Bus Station was purchased	Peterlee Bus Station refurbishment underway
Comments	2015/16 saw the acquisition of Peterlee Bus Station. A programme of works has been underway to improve the waiting facilities for customers.			
10 - Support the local economy through the enforcement of limited waiting bays	Number of PCNs issued in limited waiting bays (contravention codes 22 & 30)	755	699	507
Comments	Limited waiting bays are introduced in commercial areas, providing convenient short stay parking for motorists to use the facilities on offer. Enforcement discourages motorists from parking in the bays all day, meaning that more space is available for customers.			
11 - Preserve the historic environment of Durham City through the enforcement of the 'Historic Core Zone'	Number of PCNs issued within the 'Historic Core Zone' (Market Place, Silver St, Framwellgate Bridge, Elvet Bridge, Saddler St, North Bailey, South Bailey, Owengate, Bow Lane, Dum Cow Lane)	404	434	543
Comments	Durham is home to the World Heritage site of Durham Cathedral and Castle. The RUC and the Historic Core Zone aim to reduce traffic congestion, reduce pollution and improve air quality in the heavily pedestrianised historic streets of Durham peninsula. Whilst the RUC discourages access between 10:00am and 4:00pm, the Historic Core Zone restriction means that parking is only permitted in designated loading and disabled bays and reduces the requirement for yellow lines in the historic area.			
12 - Meet the needs of people with disabilities by prosecuting those who misuse Blue Badges	Number of successful Blue Badge prosecutions	-	4	1
Comments	The Parking Services team undertake Blue Badge enforcement, where we interview drivers under caution at the roadside. The interview and other supporting evidence is then packaged up and passed to our legal department who prosecute the drivers for blue badge misuse.			

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ANNUAL REPORT 2015/16



Best Practice Reporting: customer service

Devon County Council

Partnership working

We know that partnerships and close working relationships with other agencies are essential to effective and relevant parking enforcement and continue to explore any opportunities to work in partnership where it would benefit the services involved and the people of Devon.

We have joined the Police in activities to change parking behaviour around schools by parents and on occasion utilised these closer relationships when there have been concerns relating to abuse and threat to our staff on street.

We have been working closely with Parish & town Council's as well as event committees across the County to support them with managing traffic around the events that place across the County throughout the year.

Predominately during the summer months, events such as Dartmouth Regatta, Sidmouth Folk week, Dawlish Air show draw in thousands of extra visitors to these towns and provide a major economic boost to traders in these towns. Ensuring traffic flows well, and parking is sensitively managed to balance needs for traders and residents as well as visitors to these towns, multiple teams need to collaborate to ensure the success of these events.

Similarly, it has been recognised that the emergency services (Police, Fire and Ambulance), and the Parking service, all wish to address inconsiderate and obstructive parking, especially when it hinders passage along the carriageway or blocks the pavement. Whilst awaiting the progress of the national "Pavement Parking Bill", a commitment has been made to investigate the use of a multiagency leaflet to educate inconsiderate drivers.



Devon

Pavement parking

The service recognises the impact that pavement parking has on pedestrians, particularly those that are most vulnerable; the elderly, parents with buggies, the visually impaired, and wheelchair users.

This continues to be one of the most common complaints received by the Council about parking enforcement.

The service still supports the progression of a Pavement Parking Bill, but as this has been further delayed the Council has revised our previous educational leaflet on pavement parking to discourage and alter inconsiderate or dangerous behaviours.

In response to this, the service has put in place updated educational leaflets to assist in adjusting driver behaviour and an online reporting tool to identify issues where enforcement is possible and gathering data to feed into national discussion on pavement parking.

**YOU ARE
PARKED ON
THE PAVEMENT**



Have you considered how parking on the footpath may affect others?

The police can issue a fixed penalty notice for obstruction to vehicles parked on a pavement.

This is dangerous and presents a real risk to pedestrians.



Local residents have concerns about the parking of vehicles in this location. Parking restrictions may have to be introduced in this area as a result of inconsiderate parking.

Consider pedestrians

**PLEASE PARK
RESPONSIBLY**



5.0 Website

Now that WSCC has completed the Controlled Parking Zone expansion, work to improve the information available on the website has taken place. The website now provides comprehensive, clear information in relation to all on street permits.

Customers are also able to access related documents such as Permit Changes forms, refund forms, Terms and Conditions and application forms.

As part of the website review, emphasis on developing scripting for the contact centre was scrutinised to aid training and to also improve customer transactions. A new map was designed to assist the contact centre finding properties within Controlled Parking Zones and the time in which the restrictions within the Zones are operative which is also available for the public to use.

In Chichester District the number of customers purchasing their Season Tickets online has increased to 960 permits compared to last year.



Parking Services Annual Report 2015-2016

Road Space Audit

As with many towns and cities across the UK Chichester faces a number of challenges – it must accommodate significant new development, both residential and commercial, whilst preserving its historic character. Parking is particularly problematic, with high demands and constraints in meeting supply in the area of greatest demand. West Sussex County Council has appointed consultants (WSP Parsons Brinckerhoff) to consider the parking issues and use of road space in Chichester city to consider the challenges and consider how these might be affected by emerging strategies and plans in the area, along with consideration of the changing role of the high street. The work undertaken will set the way for a strategic vision for parking within the city. This vision will help to inform the council's Parking Strategy and provide an action plan for the future.

Best Practice Reporting: innovation & new services

Chichester District Council

5.1 Website Page Views

Table 11 - The statistics are consistent with previous years, and car park maps is still our most popular page, with car park charges closely following.

April 01 2015 - March 31 2016	Unique visits
Carparks	
Car park charges	19,408
Chichester car park charges	9,916
Rural car parks	18,551
Car park map	2,803
Car park season tickets	19,595
Chichester district car park strategy 2010 - 2016	12,710
Closed Circuit Television (CCTV) in the Chichester District	649
Disabled parking	0
Electric vehicle charging points	1,804
Motorcycle parking	190
On street parking	147
Dispensations	3,065
On street permit waiting list	1,319
On street pay and display/vouchers	520
Permits	1,358
Carer permits	2,668
Healthcare permits	146
Non residents permits	213
Residents permits	758
Student permits	4,371
Visitor permits	233
Trader permits	1,498
Parking ticket (Penalty Notice)	221
Parking service annual reports	2,225
Total	104,399

PATROL

Annual reports are an opportunity to raise positive awareness of parking and to strengthen the relationship between local authorities and...



Looking forward to your 2016/17 reports, PATROL is introducing a new category of PARC award, the Outstanding Digital Format Award which will recognise the local authority that harnesses the power of digital formats to improve the availability and accessibility of parking information.

Building on the success of workshops in 2016, a new series of workshops will explore this and other themes later in 2017:

September 2017

Monday 18th
Llandrindod Wells

Tuesday 19th
Newcastle upon Tyne

Wednesday 20th
Manchester

Thursday 21st
Birmingham

Friday 22nd
Nottingham

Monday 25th
Bath

Tuesday 26th
London

Submission timeline

31st January 2018
Deadline for 2016/17
submissions

May 2018
Announcement of
2016/17 winners

31st January 2019
Deadline for 2017/18
report submissions

Why report?

- Demonstrate transparency in your objectives, decision-making and actions
- Allow coordinated communication with stakeholders
- Enable your community to understand why civil enforcement is essential in the successful management of the road network
- Monitor trends
- Save time and resources that would otherwise be spent on responding to frequently asked questions or FOI requests from the media, stakeholders and public

PATROL

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The Joint Committee of England and Wales
for the Civil Enforcement of Parking and
Traffic Regulations Outside London (PATROL)
