

To: **Environment, Culture & Communities Overview & Scrutiny Panel**  
**18 June 2019**

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**Parking Strategy Headlines**  
**Director of Delivery**

**1 Introduction**

- 1.1 To present to the panel headlines from the parking strategy for discussion and direction.

**2 Supporting Information**

- 2.1 Contained within the following report.

**3 Equalities Impact Assessment**

- 3.1 Information is contained within the attached report.

**4 Strategic Risk Management Issues**

- 4.1 Information is contained within the attached report.

Background Papers

N/A

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# **Parking strategy headlines for Environment, Culture & Communities Overview & Scrutiny Panel**

## **1. Executive Summary**

Our vision is to provide a reliable, efficient and cost-effective car parking management service.

Bracknell Forest Council is responsible for parking enforcement on its streets and in its car parks using the civil parking enforcement powers provided by the Traffic Management Act 2004. It is also responsible for the operation and management of the Council owned car parks and both these functions are undertaken by contractors working on behalf of the Council.

This Parking Strategy covers the period 2019 to 2024 and accompanies the Bracknell Forest Council Parking Standards Supplementary Planning Document March 2016 (within the Place, Planning & Regeneration department). The strategy covers a 5 year period to include the remainder of the current parking management contract (ends June 2020) and the first stage of the new contract tender (4yrs plus 2+2yrs).

The main focus of the strategy is to provide the Councils policy framework for managing parking across the Borough to 'provide parking where appropriate and control parking where necessary'.

The objectives of this strategy are:

- Enforce parking regulations fairly and efficiently.
- Encourage off street parking rather than on street.
- Encourage the best use of the parking space available and introduce parking controls where necessary.

### **1.1 Contract responsibilities**

Currently car parking management, enforcement (via penalty charge notices) and back office administration is outsourced and delivered by the Councils approved car parking contractor.

This covers day to day management, operation and enforcement of multi storey and surface car parks. This includes procurement and installation of equipment, front line equipment maintenance, routine inspections, cash collection and handling, monitoring of CCTV and supporting special events. Also customer queries and the issue of season tickets and permits.

Is this the right model for delivery?

### **1.2 Cost versus quality**

The current provision within the existing contract structure at a local level incorporates 17 members of staff. Within the contract team there are management staff, administration staff, civil enforcement officers, parking attendants and cleaners. The existing staff ratio is largely based on the number of deployable enforcement hours and on-site presence. The existing structure allows for administration staff employed until 5pm Mon to Fri, 7 day a week enforcement up to 8pm and a physical onsite presence to cover car parks until 11pm. From 11pm to 7am any queries are managed via the contractors out of hours control centre.

There is no doubt that contract efficiencies could be made via a combination of reducing staffing numbers and/or redefinition of staffing roles and responsibilities. The traditional approach has been to ensure a physical presence of staff but modern technological capabilities and infrastructure allow for a reduction in manpower with the move to central control and automation as is the industry norm. There is however a balance to be struck as a move such as this is likely to have a perceived reduction in customer service.

What are the panel's views for cost V's quality?

### **1.3 Information technology and encouraging change**

Bracknell town centre has a variable messaging system (VMS) located at key points around the Ring road and this provides information to motorists about parking availability in the four multi storey car parks. The VMS data counters record all entries and exits to estimate occupancy. They therefore indicate the number of vehicles actually parked. Currently the Avenue car park will reach capacity at weekends or during busy periods such as the run up to Christmas. On balance however across all the car parks there is significant spare capacity. VMS data can be used to direct and control parking (at busy time and for large events) and reduce congestion at key times.

The Council currently offers cashless parking in all its surface and multi storey car parks and by further improving the offer we could increase efficiencies which in turn would increase revenue. The main efficiency would come with a potential reduction in civil enforcement officer staffing if for example the parking infrastructure at the Coral Reef and The Look Out sites changed from pay and display to ANPR

New and existing technologies can enhance the user experience, in making parking easier and providing different ways to pay. Digital technology can be used to better inform motorists of the choices available to them and parking availability information can currently be accessed via the Lexicon app. The app is in development and will also be used to allow customers to pay for their parking tariff in the future.

The Council is also considering the development of an online portal system which will have the potential to considerably reduce back office administration and allow for an improved offer relative to season tickets and contract parking. The intention is this web based system will enable the user to make an application for either a single season ticket on an individual basis or for a number of season tickets on behalf of a company. The system will provide holistic management of the whole process from application through to invoicing. There is the potential that this system could also allow for a complete cashless parking solution whereby a bank card is registered and debited each time a registered vehicle leaves the car park.

What is the panel's view on the use of technology in improving the customers experience?

### **1.4 Residents parking scheme**

In 2014 the Council introduced a trial Residents Parking Scheme to alleviate parking congestion within the various zones around the redeveloped town centre. The trial ran successfully for two years as a free scheme, including the first renewal period. The trial was implemented as a paid permit scheme in April 2017 with the anticipation that its costs would be covered through permit sales and Parking Charge Notices (PCN's).

At its inception the scheme had 4 principle objectives.

- To protect residents for increased parking pressures around the town centre.
- To be simple for residents to use.
- To be cost effective to operate.
- To be enforceable by Civil Enforcement Officers.

The free 2-year trial was never intended to be self-funding, however the fee structure and requirement to pay for permits from April 2017 was implemented with the intention of recovering costs and making the scheme self-financing from there on in. In proposing the fees due regard was also given to other Berkshire local charging regimes and the fact that parking regimes should be at least self-financing.

During the free trial the permit uptake was in the region of 1600 permits which would have generated in excess of £45,000 on permit sales, in conjunction with income from PCNs this would have equated to a self-financing scheme.

From April 2017 when the scheme was introduced as a paid scheme the number of permit applications dropped significantly. From April 2017 to March 2018 a total of 560 permits were sold. This is just a 35% uptake in comparison to the original number of free permits issued. The significant drop in demand could be attributed to a variety of factors such as more people clearing out and using their garages, an increase in dropped kerb applications to park their vehicles off street or displacement to other areas. The original figure of 1600 also included for approximately 280 permits in zone A and part of zone B which was removed from the scheme.

From April 2017 to March 2018 the total income received in 2017/18 was £40,360. Under the terms of the existing contract the parking contractor are required to manage the Councils residents parking scheme which includes the administration of the scheme and enforcement. The total cost of the scheme was £66,160. During 2017/18 the scheme was not self-financing and the cost to the Council was £25,800.

The position improved in 18/19. The total income received in 2018/19 was £59,850. The total operational cost of the scheme remains in the region of £66,000. During 2018/19 the scheme ran at a loss also at a cost of approximately £6,000.

Whilst there is significant improvement from 17/18 to 18/19 the scheme is not quite self financing and needs to be reviewed again at the end of 19/20 at which point options need to be considered for the future. The scheme does protect local residents. If the scheme were to be abandoned then there is a risk of significant percentage of those parking in the town centre would use the local estate roads for parking. Permit charges have not increased since the paid scheme was implemented in April 2017.

What is the panel's view on the resident parking scheme and the potential future for it?

## 2. Annex 1 Bracknell Forest Council Car Parks

Location inc. spaces	Types of car park	Hours of operation	Charging Hours	Waiting period
<b>Town Centre</b>				
High Street - 926	Multi Story - Pay on Foot	All hours - All Days	7 Days per week, 24 Hours per day	Not Applicable
Braccan Walk - 730	Multi Story - Pay on Foot	All hours - All Days	7 Days per week, 24 Hours per day	Not Applicable
The Avenue - 1295	Multi Story - Pay on Foot	All hours - All Days	7 Days per week, 24 Hours per day	Not Applicable
Weather Way - 29	Surface- Pay and Display	All hours - All Days	7 Days per week, 24 Hours per day	Not Applicable
Wick Hill - 125	Surface- Pay and Display	All hours - All Days	7 Days per week, 24 Hours per day	20 Hours
Albert Road - 223	Surface- Pay and Display	All hours - All Days	7 Days per week, 24 Hours per day	Not Applicable
Behind Banks - Service Yard D - 28	Surface- Pay and Display	All hours - All Days	Between 6am -6pm Mon-Sun Between 6pm - 6am Mon-Sun	Not Applicable
Easthampstead House - 110	Surface- Pay and Display- Closed	All hours - All Days	Between 4pm and 6am Mon-Fri Between 6am and 6pm Sat-Sun Mon-Sun 6pm to 6am	Not Applicable
Time Square - 134	Surface- Pay and Display- Closed	All hours - All Days	Between 7:30pm -6am Mon-Fri From 7:30pm Fri to 6am Mon 24 Hours per day on Bank Holidays and Public Holidays	10 Hours
Market Street Service Area - 28	Surface- Permit	All hours - All Days	Not Applicable	No Limit

<b>Leisure Sites</b>				
Coral Reef - 259	Surface- Pay and Display	7am- 10:30pm Mon-Fri 8am-9pm Sat-Sun - All days	7am- 10:30pm Mon-Fri 8am-9pm Sat-Sun - All days	7am- 10:30pm Mon-Fri 8am-9pm Sat-Sun - All days
Look Out - 350	Surface- Pay and Display	7am- 8:30pm-April-September -All Days	7am- 8:30pm-April-September	7am- 8:30pm-April-September
<b>Out of Town</b>				
Bay Road - 14	Surface- Free	All hours- All Days	Not Applicable	No Limit
Bay Road South - 24	Surface- Free	All hours- All Days	Not Applicable	No Limit
Birch Hill - 54	Surface- Free	All hours- All Days	Not Applicable	2 hours with return prohibited within 2 hours between 8am and 18pm Mon-Sat inclusive
Bywood - 34	Surface- Free	All hours- All Days	Not Applicable	No limit
Crown Wood - 39	Surface- Free	All hours- All Days	Not Applicable	No limit
Great Hollands -59	Surface- Free	All hours- All Days	Not Applicable	2 hours with return prohibited within 2 hours between 8am and 18pm Mon-Sat inclusive
Heath Hill - 33	Surface- Free	All hours- All Days	Not Applicable	2 hours with return prohibited within 2 hours between 8am and 18pm Mon-Sat inclusive
Leppington - 92	Surface- Free	All hours- All Days	Not Applicable	No limit
Napier - 8	Surface- Free	All hours - All Days	Not Applicable	2 hours with return prohibited within 2 hours between 8am and 18pm Mon-Sat inclusive
Netherton - 35	Surface- Free	All hours - All Days	Not Applicable	No Limit

New Road - 18	Surface- Free	All hours - All Days	Not Applicable	2 hours with return prohibited within 2 hours between 8am and 18pm Mon-Sat inclusive
Rectory Road - 15	Surface- Free	All hours- All Days	Not Applicable	No limit
Broadway - 42	Surface- Free	All hours - All Days	Not Applicable	No limit
The Square - 31	Surface- Free	All hours- All Days	Not Applicable	No limit
Victoria Road - 8	Surface- Free	All hours- All Days	Not Applicable	No limit
Wellington - 25	Surface- Free	All hours - All Days	Not Applicable	2 hours with return prohibited within 2 hours between 8am and 18pm Mon-Sat inclusive
Wildridings - 18	Surface- Free	All hours- All Days	Not Applicable	No limit
William Twigg - 77	Surface- Free	All hours- All Days	Not Applicable	No limit
Yeovil Road - 29	Surface- Free	All hours - All Days	Not Applicable	2 hours with return prohibited within 2 hours between 8am and 18pm Mon-Sat inclusive
York Way - 4	Surface- Free	All hours- All Days	Not Applicable	No limit

### 3. Annex 2 Map of Bracknell Forest Car Parks



