

TO: EXECUTIVE
23rd July 2019

Enforcement & Parking Management Strategy
Executive Director, Delivery

1 PURPOSE OF REPORT

1.1 The Councils vision is to provide a reliable, efficient and cost-efficient car parking management service. Bracknell Forest Council is responsible for parking enforcement on street and in its car parks as well as the management and operation of our car parks. These functions are undertaken by contractors on our behalf. The existing contract is due to expire in June 2020 and as such the procurement and retender process is underway. The parking strategy is fundamental to the direction and delivery of the new contract.

2 RECOMMENDATIONS

2.1 **That the Executive endorse the Enforcement & Parking Management Strategy 2019 – 2024.**

2.2 **That the Executive approves the Parking Procurement plan.**

3 REASONS FOR RECOMMENDATIONS

3.1 The development of a parking strategy and procurement plan supports the Councils contract retender for parking management and enforcement.

4 ALTERNATIVE OPTIONS CONSIDERED

4.1 To not have a parking strategy would mean there would be limited direction on the Councils future approach to parking management and enforcement.

5 SUPPORTING INFORMATION

5.1 Until now the Council has not had a parking strategy. It has been developed to provide a holistic overview of the Councils approach to parking and is integral to the delivery of the new contract. The existing 10 year contract is due to expire at the end of June 2020 and as such there is real opportunity to change, particularly with our use of technology and new opportunities.

5.2 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).

5.2 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.

6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

Borough Solicitor

6.1 Comments are included within the report

Director: Finance

6.2 Comments are included within the report

Equalities Impact Assessment

6.3 EIA screening completed.

Strategic Risk Management Issues

6.4

7 CONSULTATION

Principle Groups Consulted

7.1 Environment, Culture & Community Overview & Scrutiny Panel June 2019

Method of Consultation

7.2 Panel discussion

Representations Received

7.4 Contained within the report

Contacts for further information

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