

Annual Parking Report 2014/2015



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1. Introduction

Brent Council is committed to providing a high quality parking service and a fair, consistent and transparent approach to parking and traffic enforcement. We hope that the publication of statistical and financial information will support achievement of these objectives. The purpose of the Annual Report is to explain the aims and objectives of the Council's Parking service and the key achievements of the last financial year. The Report includes a statistical analysis setting out information on the number of parking and traffic related Penalty Charge Notices (PCNs) issued for the period 2014/2015, the income and expenditure recorded in our Parking Account, and how the surplus on this account has been spent or allocated.

The Report also meets a key requirement set out in the 2015 Statutory Guidance issued under the Traffic Management Act 2004. This requires local authorities to produce and publish an annual report on parking enforcement activities.

2. National and local context

2.1 Purpose of parking and traffic regulations

Demand for parking in Brent is high, as in other London boroughs. The Council seeks to manage this demand through the use of parking and traffic regulations. These aim to:

- Ensure that the public highway can be used by all and that available parking space is shared fairly between residents, businesses and visitors through regulation and pricing
- Maintain public safety on the public highway and within the borough's public car parks
- Ensure that traffic is able to flow through the borough freely.

These aims sit alongside wider Council aims. These include sustainability; the promotion of alternative modes of transport such as walking, cycling and the use of public transport; and improving air quality.

2.2 Brent Context

The Council, in consultation with residents, has introduced a number of measures to manage the high demand for kerb space. Parking in the south-eastern part of the borough, which is closest to central London, is managed through Controlled Parking Zones. Other parts of the borough also have residential controls; these typically cover areas near high street locations or tube and railway stations (where there may be a demand for parking from commuters).

A map of the Controlled Parking Zones is included as Appendix A.

One of the key landmarks of the borough is Wembley Stadium. On capacity crowd event days the local area receives a high number of visitors, placing a lot of pressure on local parking. For this reason, the area surrounding the stadium has dedicated parking controls to preserve parking for local residents. To support these controls the Council handles applications for permits and assesses eligibility.

2.3 Parking Contract

The Council contracted out the provision of its civil parking enforcement services to Serco Ltd in July 2013. The contract is a joint contract with the London Boroughs of Ealing and Hounslow and is for 5 years to 2018, with the option to extend for a further 5 years.

The contract has facilitated the provision of new vehicles and equipment for the service, a new operational base and car pound, more efficient working methods, and enhancements to the customer experience.

3. Parking Enforcement

3.1 Overview

The Council enforces parking and traffic regulations through its contractor, Serco Ltd, using a combination of officers who patrol the streets and the use of CCTV camera technology. Issuance of PCNs increased by 13% for 2014/15 compared to the previous year reflecting an increase in the capture of bus lane and moving traffic contraventions.

3.2 Civil Enforcement Officers

Our parking enforcement contractor, Serco Ltd, deploys Civil Enforcement Officers (CEOs) on foot across the borough. CEOs have the power to issue PCNs to vehicles parked in contravention of local restrictions.

All Civil Enforcement Officers (CEOs) are fully trained and are required to follow guidance set by [London Councils](#). They wear a uniform that is easily recognisable, and each Officer displays an individual identification number.

CEOs issued 87,143 PCNs in 2014/15; an increase of 15% compared to the same period last year. This improvement in productivity follows the settling in of the new contract following the handover and mobilisation period in 2013/14.

3.3 CCTV Enforcement

CCTV was used to enforce parking, bus lane and moving traffic restrictions in Brent, and supplemented the traditional method of enforcement by CEOs. Footage captured by fixed cameras was used to issue PCNs in locations where CEOs had previously found it difficult to enforce. Camera enforcement signs were displayed in these areas to alert motorists to active CCTV, and encourage compliance with local restrictions.

Compared to 2013/14, the issuance of PCNs for bus lane contraventions doubled in 2014/15; and moving traffic contraventions increased by 14%. This in part reflects the overcoming initial teething issues caused by moving to a new enforcement suite in Brent Civic Centre in July 2013; and the introduction of efficient unattended camera systems. Unattended camera systems ensure that enforcement is concentrated on a specific restriction for the duration of the camera's operational hours. This means that the Council are now able to apply a zero tolerance enforcement regime to bring about compliance with bus lane and moving traffic requirements.

CCTV PCN issuance for parking contraventions remained broadly unchanged from the previous year.

3.4 Mobile Enforcement

Serco deployed a number of CEOs on mopeds and cars, which enabled more effective enforcement across the borough. Officers could be rapidly deployed to attend to urgent issues such as obstruction of residential driveways and dropped kerbs.

3.5 Vehicle removals and the Car Pound

Serco provide a removal truck to ensure the appropriate removal of vehicles parked in contravention. In 2014/15 1,991 vehicles found parked in contravention were impounded. This is a significant decrease from previous years. The reduction in numbers reflects the service targeting only the most serious of contraventions, for example vehicles parked dangerously or causing a serious obstruction.

All vehicles that have been removed within Brent are taken to the Brent Car Pound in Park Royal. When a vehicle is removed, vehicle owners can contact the London wide TRACE service on (0845) 206 8602 to identify where it is being stored.

3.6 What we enforce

As well as managing Controlled Parking Zones and local parking schemes, the Council also enforces other traffic and parking restrictions to encourage motorist compliance. This includes:

School Keep Clear Enforcement

School Keep Clear markings (yellow zig-zag lines outside of school entrances) are monitored by the Council using a combination of CEOs and mobile CCTV enforcement vehicles. Our aim is to maintain and improve road safety outside schools.

Yellow Line Enforcement

Yellow lines indicate that parking is prohibited at certain times of day. They are located on parts of the highway where there would be a safety hazard if parking was permitted, or in locations where parking is not suitable due to the narrowness of the carriageway or high traffic volumes. Enforcement by CEOs and CCTV cameras of bus stop parking plays an important role in ensuring the free movement of traffic along the borough's road network, and the prevention of potential traffic accidents. It also encourages bus journeys, a more sustainable mode of travel than car use.

Footway Enforcement

CEOs can take enforcement action where motorists inconsiderately park on the footway. This causes particular problems for visually impaired people, wheelchair users, and people with prams or buggies.

There are some footways where parking is permitted on residential streets which are too narrow for parking on the carriageway. Details of these can be found on the Parking Service's webpage:

<https://brent.gov.uk/services-for-residents/parking/footway-parking/>

Bus Lanes

The service enforces bus lanes on LB Brent roads through the use of CCTV cameras. The Council wishes to encourage more sustainable forms of transport, and enforcement of bus lanes is undertaken in order to secure faster journey times for bus users.

Moving Traffic Offences.

Enforcement action is taken against Moving Traffic Offences (MTOs), including violations of Yellow Box Junction rules, prohibited turns, and no-entry signs. Such restrictions are in place to ease congestion on the borough's roads, and improve road safety.

3.7 Responding to PCN Enquiries

The Council seeks to provide a transparent and fair parking enforcement service. Motorists who feel that they have been unfairly issued with a Penalty Charge Notice may contest the charge by writing to the Council. The Council has a dedicated specialist team who will consider each case based upon its own merits. All statutory correspondence is handled within the statutory periods for response.

In 2014, the council launched a new service on its website. The service allows customers to view specific details about Penalty Charge Notices they have received, submit a challenge or representation, view photos of the incident, and make a payment. This is a significant enhancement to the Council's service and provides motorists with access to far more information than they had previously. This means that motorists are able to make an informed decision about whether or not to challenge the Notice or make representations; and should they decide to challenge, they will have a greater amount of evidence to refer to.

Should a motorist remain unhappy with our final decision, they may make an appeal to the independent appeals service who will make an impartial decision based upon the merits of the case in question.

3.8 Independent Appeals Service

The annual report by the Chief Parking Adjudicator may be found on their website <http://www.patlas.gov.uk/tmaadjudicators/aboutparkingadjudicators.htm>, and full appeal figures for all London authorities, can be found at <http://www.patlas.gov.uk/about/annualreports.htm>.

2014/15 appeals figures for LB Brent can be found in Appendix D.

4. Parking Services to residents

4.1 Parking Provision

The Council operates 40 Controlled Parking Zones (CPZs) across the borough. Specific times of operation vary but the majority are in operation throughout the day, from Monday to either Friday or Saturday. Parking in the south-eastern part of the borough, which is closest to central London, is managed through Controlled Parking Zones. Other parts of the borough also have residential controls; these typically cover areas near high street locations or around tube or rail stations, for example in the vicinity of Wembley Stadium. CPZs are designed to prevent commuters from parking in residential streets, and encourage them instead to use pay and display facilities or use alternative means of transport.

4.2 Resident Permits

Resident permits are available to all residents who live in CPZs. Over twenty different permit types are available, priced according to vehicle carbon emissions; the most environmentally friendly vehicles may still park in the borough for free. Residents also have the option of purchasing annual, six month, or three month permits.

In 2014/15 the Council sold just over 46,000 permits to residential and business customers.

4.3 Visitor Parking

Since the introduction of the online permit system, and closure of the two parking shops, visitor scratch cards have not been available for sale since July 2013. Existing visitor scratch cards have no expiry date so can continue to be used by those residents that possess them.

Since July 2013 visitor scratch cards have been replaced with an electronic visitor parking service which allows residents to purchase visitor parking credits from their parking account. Visitor parking can subsequently be booked either over the telephone, by SMS, or online by logging into the parking account.

Use of electronic visitor parking has increased significantly from the inception of the service in 2013. Just over 250,000 bookings were made in 2013/14, increasing to more than 411,000 bookings in 2014/15. The service now attracts an average of over 34,000 transactions per month.

4.4 Customer Service

The permit system includes an automated residency check. This saves customers who already have their residency verified from having to supply their documentary proof again. Our telephone help-line is available between the hours of 9am and 5pm, Monday to Friday.

A survey was carried out in March 2015, assessing customer satisfaction when purchasing a residents permit, and when booking visitor parking. The results show that the great majority of customers whose residency is successfully verified found the process of buying their permit easy. However many customers whose residency could not be verified did have difficulty with the system.

The results provide a baseline for the service to measure how planned improvements to the online system should seek to improve customer satisfaction.

4.5 On-street parking

The Council provides on-street parking bays to facilitate parking for visitors to town centres, and other destinations, helping to support economic activity in the borough. The Council has 731 pay and display locations in the borough. As demand for paying by mobile phone increases, and payments by cash decrease, some areas no longer require as many pay and display machines. We are monitoring customer trends closely with a view to rationalising our pay and display machine stock.

Appendix B gives an estimate of the number of controlled on-street parking spaces within Brent.

4.6 Off-street parking

The Council operates 12 public car parks across the borough. Two of these (Elm Road and St Johns Road) have secured the Park Mark® Award. Park Mark® aims to reduce crime and the fear of crime within parking facilities through the achievement of high standards in lighting, signage, cleanliness and surveillance.

Appendix C gives details of the off-street parking facilities within Brent.

4.7 Paying to park by mobile phone

The option to pay for parking sessions using mobile phone technology and a debit/credit card has been available in Brent since 2009. The service is provided by a specialist company, RingGo and is available in all of the council's car parks and on-street pay and display areas.

Parking via RingGo is cheaper (paying by mobile phone is 50 pence cheaper than the cash equivalent) and coins are no longer required to pay for parking. In addition, the option for text reminders when parking sessions are due to expire enables the motorist to extend parking time, wherever they are, by making a simple phone call or using the RingGo app on their mobile phone or tablet.

A link to the RingGo back office enables us check a vehicle registration for payments made, which assists us in dealing with appeals against PCNs.

Demand for paying to park by mobile technology continues to grow strongly year on year. In 2014/15 this accounted for 39% of on-street parking space sales and 33% of our off-street sales, compared to 28% and 20% respectively in 2013/14. Total on- and off-street income for both years is shown in paragraphs 5.1 and 5.3 below.

The service is popular and we receive very few queries or complaints.

4.8 Suspensions and Dispensations

Parking bay suspensions and dispensations facilitate large deliveries to residential properties, and allow residents to move into or away from the borough with as little inconvenience as possible.

5. Financial Information

An important purpose of the Annual Report is to provide statistical and financial information relating to all aspects of parking enforcement operations including the number of PCNs issued, the number of PCNs paid, the income and expenditure related to the enforcement activities recorded in the Parking Account, and how the surplus on the Account has been or will be spent.

5.1 Account Summary 2014/2015

Parking related activity carried out by the service in 2014/15 generated a surplus of £8.957m. The largest contributions to the surplus were made through the enforcement of parking and traffic regulations, and the sale of parking permits.

	Expenditure (£000)*	Income (£000)*
Parking Administration	1,241	-
Parking Projects	63	-
On-Street Pay and Display	350	-3,515
Off-Street Pay and Display	224	-398
Parking Enforcement and Permits	4,898	-10,892
Traffic Enforcement	412	-1,340
Total	7,188	-16,145
Surplus		-8,957

5.2 Surplus

The use of any surplus in the account is governed by Section 55 of the Road Traffic Regulation Act 1984. The legislation specifies that the surplus may be used for the following:

- i. making good to the General Fund any deficits incurred in the On-Street Parking Account during the previous four years;
- ii. meeting the cost of the provision and maintenance of off-street car parking in the Borough, or in another Local Authority.

If, however, it is considered unnecessary to provide further off-street parking in the area, the surplus may then be used to fund any of the following:

- i. Public passenger transport services;
- ii. Highway improvement works;
- iii. Highway maintenance, or
- iv. The costs of anything that has the approval of the Mayor of London and which facilitates the implementation of the Mayor's transport strategy.
- v. Environmental improvement works.

The account generated a surplus of £8.957m which was allocated in the following way:

	Transfer (£000)*
Transportation service	2,091
Concessionary fares	6,866
Balance	Nil

The Transportation service develops the council's transportation strategies and policies in line with local, regional and national policy. They deliver these policies through the planning, design, construction and maintenance of the borough's transport infrastructure. Their work includes improving road safety and minimising congestion, managing highways and maintaining the highway infrastructure.

Concessionary fares expenditure includes spending on the Freedom Pass, which provides for free travel on public transport in London for those that meet the disability eligibility or age criteria.

The surplus generated does not cover the full expenditure that the Council incurred in 2014/15 on concessionary fares, or any of the capital expenditure on Brent's road network. This included expenditure on pavement upgrades, major road resurfacing, preventative maintenance, improvements to the public realm and the renewal of road markings. For information, this expenditure is provided in the table below.

	Expenditure (£000)*
Concessionary fares	15,913
Capital expenditure on roads	3,550
Total	19,463

5.3 Account Summary 2013/2014

For comparison, last years account summary is provided in the table below.

	Expenditure (£000)*	Income (£000)*
Parking Administration	1,158	-79
Parking Projects	157	-
On-Street Pay and Display	263	-3,330
Off-Street Pay and Display	116	-434
Parking Enforcement and Permits	4,752	-10,068
Traffic Enforcement	442	-891
Total	6,887	-14,802
Surplus		-7,914

** figures rounded to the nearest thousand*

6. Statistical Reporting

6.1 Penalty Charge Notice Volumes

PCN Issuance	2011/12	2012/13	2013/14	2014/15
CEO Parking	91,010	85,101	75,460	87,146
Removals (PCN)	4,358	4,084	3,085	1,991
Bus Lanes	2,153	3,373	5,681	11,362
Moving Traffic	19,644	25,367	24,029	27,512
CCTV Parking	24,692	28,942	37,353	36,584
Total	141,857	146,867	142,523	162,604

6.2 Visitor Parking Volumes

Visitor Parking	2013/14	2014/15
Visitor parking bookings	250,743	411,367

6.3 On-Street Sales

On-Street	2011/12	2012/13	2013/14	2014/15
% of total revenue paid in cash	85%	81%	72%	61%
% of total revenue that was cashless	15%	19%	28%	39%

6.4 Off-Street Sales

Off-Street	2011/12	2012/13	2013/14	2014/15
% of total revenue paid in cash	92%	89%	80%	67%
% of total revenue that was cashless	8%	11%	20%	33%

6.5 Telephony Performance

Telephone Performance	2013/14*	2014/15
Calls resolved by IVR	63,354	62,093
Calls resolved by Agents	66,953	101,621
Volume Abandoned (waits >60 seconds)	7,370	2,166
Other	7,520	6,231
Total Calls Received	145,197	172,111
<i>Of calls resolved</i>		
% resolved by IVR	49%	38%
% resolved by Agents	51%	62%
Abandonment rate	10%	2%

* data available from July 2013

6.6 Complaints

Parking Complaints	2013/14**	2014/15**
Complaints	337	205

*** Parking complaint cases closed in reporting year*

7. Future developments for 2015/16

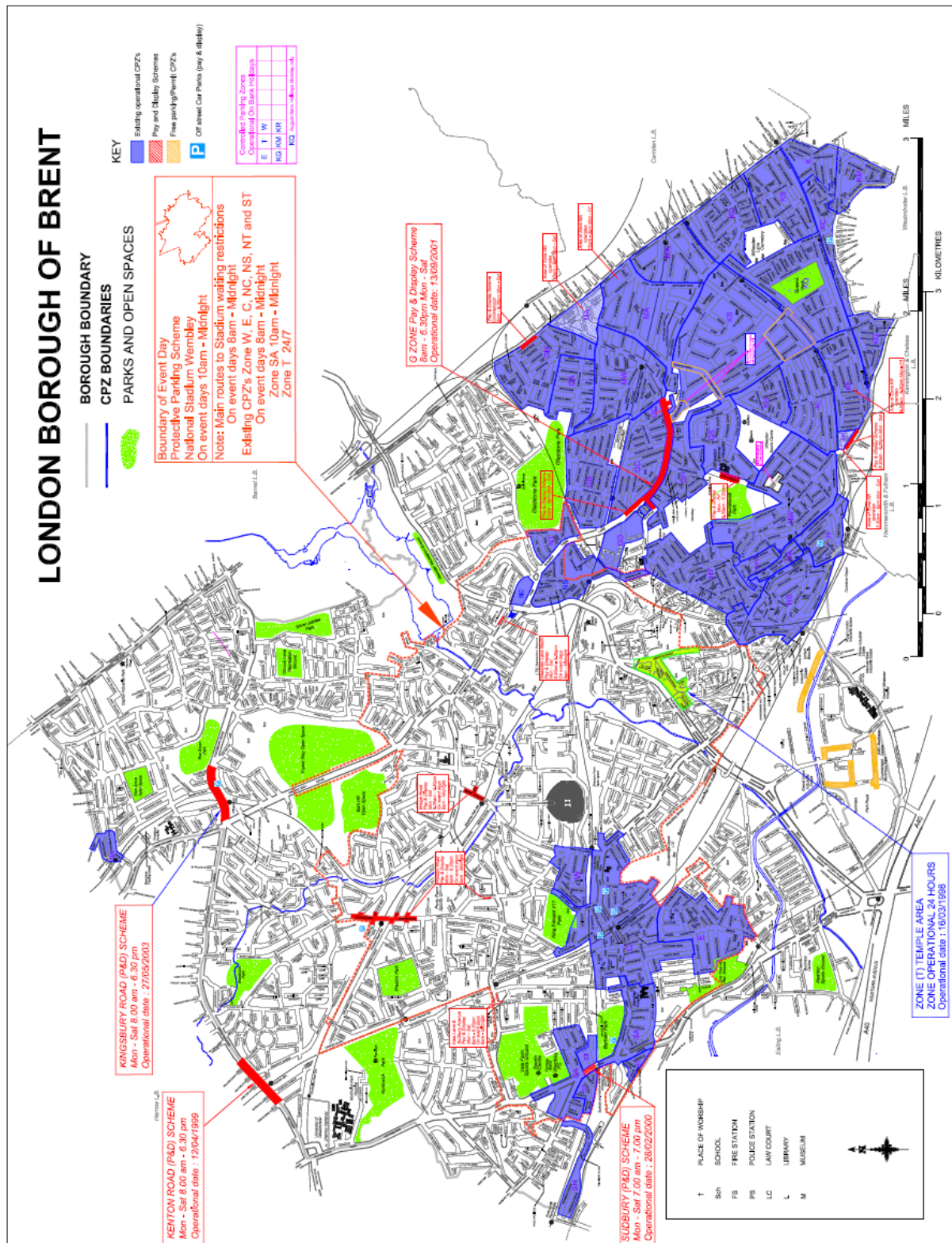
In the coming year we will be making a number of changes to the way permits and visitor parking are administered. These include:

- Introducing Interactive Voice Response (IVR) technology giving customers the option of booking visitor parking, and topping up visitor parking credit, using an automated telephony system.
- Replacing paper permits with virtual permits for those permits which are vehicle specific

In April 2015 the Deregulation Act took effect. The main impacts of this are:

- Councils are no longer permitted to issue Penalty Charge Notices using CCTV for most parking contraventions (with the exceptions of parking contraventions at 'school keep clear' locations and bus stops).
- The introduction of a 10 minute grace period for motorists parking in paid for parking bays.

Appendix A – Brent map of Controlled Parking Zones



Appendix B – Controlled Parking Zone parking spaces

CPZ	Parking spaces*
C	3395
E	922
G	232
GA	457
GB	1072
GC	1305
GD	255
GH	896
GM	1144
GS	1086
H	678
HA	95
HA/HW	234
HS	980
HW	1703
HY	1616
K	657
KB	1090
KC	355
KD	1167
KG	409
KH	324

CPZ	Parking spaces*
KL	1700
KM	593
KQ	1669
KR_1	1349
KR_2	103
KS	1702
MA_1	1125
MA_2	238
MK	590
MW	1415
NC1	53
NC2	30
NS	652
NT	270
QA	99
SA	1183
SH	221
ST	91
T	265
W	376
Total	33796

Data Source: Heavily Parked Streets report February 2014

* the number of parking spaces is an estimate; figures assume a parking bay length of 6m, and excludes double and single yellow lines

Appendix C – Off-street parking spaces

Car Park	Number of spaces						
	Car spaces	Disabled spaces	Business spaces	P2W spaces	Parent / child spaces	Electric Veh. spaces	TOTAL spaces
Barham Park	15	0	0	0	0	0	15
Brent Civic Centre*	146	9	0	21	3	(47)**	179
Disraeli Road	74	0	0	0	0	0	74
Elm Road	96	4	0	0	0	0	100
Kingsbury Road	25	4	15	4	0	0	48
Lonsdale Avenue	33	0	0	0	0	0	33
Neasden Town Centre	38	0	0	0	0	0	38
Northwick Park	93	3	0	0	0	0	96
Preston Road	155	3	0	0	4	2	164
Salisbury Road	29	1	11	0	0	0	41
St. Johns Road	67	3	0	6	0	2	78
Wendover Road	25	0	0	0	0	2	27
Total Spaces	796	27	26	31	7	6 (53)	893

* Not all spaces in the Civic Centre car park are available for public parking; the facility is managed by Bilfinger Europa on behalf of the council

** Available as general parking when not in use for vehicle charging

Appendix D – Independent Appeals Service (PATAS):

Appeals Data

Independent Appeals	2013/14	2014/15
Total PCNs issued by LB Brent	142,519	162,604
Total PCN appeals heard by PATAS	1,428	1,299
% of PCNs issued heard by PATAS	1.0%	0.8%
Number of appeals allowed or not contested	716	625
Of which, number of appeals not contested	520	366
% of PCN appeals rejected	50%	52%