	<p style="text-align: center;"><b>Cabinet</b> 16 November 2015</p> <p style="text-align: center;"><b>Report from the Chief Operating Officer</b></p>
<p style="text-align: right;">Wards Affected: ALL</p>	
<p><b>Visitor Parking Charges</b></p>	

## 1.0 Summary

- 1.1 This report sets out a range of options for changes to Brent's visitor parking pricing scheme. The report also provides background information, the policy context, benchmarking comparisons and usage patterns of daily visitor parking in Brent. The proposals are intended to improve the management of parking demand within the borough's CPZs, to enable more realistic choices to be made by visitors when considering the options of driving or using more sustainable modes of travel, and to ensure that charges stand comparison with adjoining boroughs.

## 2.0 Recommendations

### That Cabinet:

- 2.1 Agrees to proceed to formal consultation on the proposals set out in this report for a standard all-day charge for visitor parking permits of £4.50; and an increase in the charge for an Annual Visitor Household permit to £165 for a full year, £99 for six months, and £66 for three months.
- 2.2 Considers whether to include in the preferred option the offer of a lower price visitor parking permit of £3 (linked to the cost of a return bus fare and other off-peak public transport fares outside of Zone 1) in either or both of the following cases:
- (a) The option to charge a £3 rate in the western and northern part of the borough, as defined in paragraph 4.4; and
  - (b) The option of offering a visitor permit valid for up to 4 hours at a £3 charge rate.
- 2.3 Delegates authority to implementing the proposed price changes including amending any relevant Traffic Management Orders, following consultation, to the Chief Operating Officer in consultation with the Lead Member for Environment.

### 3.0 Visitor Parking Charges

- 3.1 At its meeting on 16 November 2015 Cabinet is being asked to adopt an updated Parking Strategy which includes a series of objectives to underpin the Council's operation and the development of its parking service. The objectives below are taken from the draft 2015 Parking Strategy and are directly linked to visitor parking charges. A full list of the objectives is set out in Appendix A.

#### Policy objectives

*The Council seeks:*

- *To assist in providing a choice of travel mode, and enable motorists to switch from unnecessary car journeys, to reduce traffic congestion, carbon emissions and pollution.*
- *To facilitate visitor parking, especially by those visiting residents with personal care needs.*

- 3.2 The Council's parking policies also sit within the context of the Council's overall transport policies. These are set out in the Council's 2015 Long Term Transport Strategy. Of particular relevance to visitor parking are the following objectives:

#### **Objective 1**

*Increase the uptake of sustainable modes, in particular active modes*

#### **Objective 5**

*Reduce the exposure of Brent residents to PM and NO<sub>2</sub> generated by the transport network*

#### Brent Context and Background

- 3.3 Demand for parking in many parts of Brent is very high. Over time the Council has introduced a number of measures to control the demand for kerb space. The south-eastern part of the borough and some areas of the south-western part of the borough around Wembley are controlled through Controlled Parking Zones. These areas are more densely developed compared to the northern part of the borough, and boast better public transport links. The south-eastern part is well served by Jubilee line and Overground stations in zones 2 and 3, whilst the south-western part is well served by stations on the Bakerloo line [Wembley Central], Piccadilly Line [Alperton and Sudbury Town] and on the National Rail network [Wembley Stadium, Sudbury and Harrow Road].
- 3.4 Daily visitor parking permits allow residents that live in Controlled Parking Zones to receive visitors during a Zone's operational hours. Daily visitor parking permits are currently priced at £1.50 per day.
- 3.5 Prior to May 2013, daily visitor parking permits were sold as scratch cards. Following the closure of the parking shops in May 2013 the Council stopped selling scratch cards, although previously issued stock remain valid for visitor parking. Scratch cards were replaced with electronic daily visitor parking permits, which are purchased by residents that have an online parking account. Residents can then book a parking session for their visitor online, over the telephone or by text message. In 2014/15 residents booked just over

411,000 visitor parking sessions (in 2013/14 only 250,000 bookings were made). No data is available on the number of scratch cards still in use, but it is expected that the volume of electronic daily visitor parking sessions booked will increase marginally in the short-term as the remaining stock of scratch cards held by residents is used up.

- 3.6 The proposal to increase visitor parking charges to better manage demand was endorsed by Cabinet in the December 2014 budget report. The report confirmed that the price of visitor parking was markedly cheaper in Brent compared to neighbouring boroughs; and that an increase in the tariff would control levels of demand, which at that time amounted to 30,000 visitor vouchers issued per calendar month.

#### Benchmarking with Public Transport Fares

- 3.7 Brent has Underground and Overground stations in London Zones 2, 3 and 4. Table 1 shows the cost of a return journey between a range of applicable London travel zones, using Underground, Overground, or bus services. Off peak return journeys using the Underground or Overground range from £3.00 to £5.60, whilst the cost of a return bus fare is £3.00. The current cost of a Brent daily visitor parking permit is 27% of the most expensive off-peak return fare (zones 1-3 and 1-4), and 50% of the cost of both the cheapest off-peak return fare and that of a return bus journey.

**Table 1**

Return Journey	Underground, Overground and DLR		Bus*
	Peak*	Off Peak*	
Zones 1-2	£5.80	£4.60	£3.00
Zones 1-3	£6.60	£5.60	£3.00
Zones 1-4	£7.80	£5.60	£3.00
Zones 2-3	£3.40	£3.00	£3.00
Zones 2-4	£4.80	£3.00	£3.00
Zones 3-4	£3.40	£3.00	£3.00
Zone 4 only	£3.40	£3.00	£3.00
Zones 4-5	£3.40	£3.00	£3.00
Zones 4-6	£4.80	£3.00	£3.00

Source: [www.tfl.gov.uk](http://www.tfl.gov.uk) on 27th July 2015

\* Return journey price reflects the cost of two adult single fares using a pay-as-you-go Oyster card. Price does not take into account the effect of daily Oyster card price capping.

#### Benchmarking with other London Boroughs

- 3.8 Table 2 reflects the prices of daily visitor parking permits against comparable London local authorities. This includes the seven neighbouring boroughs that border Brent and six other outer London boroughs that are deemed by CIPFA to share many statistical characteristics with Brent.

**Table 2**

Borough	One Hour	2 Hours	5 Hours	6 Hours	10 Hours	All Day
Kensington & Chelsea	Not for sale. Pay & Display only available. Hourly price varies from £1.20 to £4.60. Max stay limit of 4 hours* gives a cost ranging between £4.80 and £18.40					
Westminster	Not for sale. Pay & Display only available. Hourly price varies from £1.20 to £4.40. Max stay limit of 4 hours* gives a cost ranging between £4.80 and £17.60					
Hammersmith & Fulham	£1.80		-	-	-	£14.40**
Waltham Forest	£2.30	£3.00	£4.00	-	-	£8.00**
Camden	£0.93		-	-	-	£6.49
Hounslow	£0.75	-	-	-	-	£6.00**
Ealing	£0.60	-	-	-	-	£4.50
Croydon	-	-	-	-	-	£4.00
Haringey	£0.32	-		-	-	£3.40
Newham	-	-	-	£1.00	£3.00	£5.00
Merton	-	-	£1.50	-	-	£2.50
Harrow	-	-	-	-	-	£1.69
<b>Brent</b>	-	-	-	-	-	<b>£1.50</b>
Barnet (see 3.11 below)	-	-	-	-	-	£1.00

Source: London local authority websites on 1st July 2015

\* Max stay limits may vary across the borough.

\*\* Hammersmith & Fulham, Waltham Forest and Hounslow do not offer an all day visitor permit. Price in table is based on the cheapest cost of an eight hour booking.

- 3.9 Brent's Controlled Parking Zones are located in two distinct parts of the borough. The majority are in the south east of the borough, which borders Westminster, Kensington & Chelsea, Hammersmith & Fulham, Camden, Ealing and Barnet. The remainder are largely in the south west of Brent, closer to Ealing than any other borough.
- 3.10 The cost of daily visitor parking permits in Brent is significantly cheaper than in five of our neighbouring boroughs. Indeed, neither Westminster nor Kensington & Chelsea offer residents the option of purchasing daily visitor parking permits. Instead visitors must use pay and display parking bays which are priced at between £1.20 and £4.60 per hour, with a four hour max stay costing between £4.80 and £18.40. It should also be noted that Hammersmith & Fulham's *hourly* rate is more expensive than Brent's *daily* rate.

- 3.11 The only neighbouring borough to provide daily visitor parking at a cheaper rate than Brent is Barnet. In 2011 Barnet attempted to increase the price of visitor parking to £4 per day. This decision was reversed by the High Court in 2013 which ruled that Barnet's rationale was to raise revenue, a purpose not permitted by primary legislation. (Links: [Barnet Council High Court Judgement](#) , and the [Formal Judgement](#).)
- 3.12 There is no single uniform approach to daily visitor parking schemes in London. A number of boroughs, including Brent, offer just the all day visitor parking permit. However some boroughs also offer hourly permits and/or the equivalent of half day permits, whilst some do not offer the option of an all day permit at all.

#### Visitor Parking Usage

- 3.13 It might be expected that the overall level of visitor permit usage would be generally level across the borough. That is not the case. The highest usage of daily visitor parking permits in Brent tends to be in the Controlled Parking Zones in the south-east of the borough, in particular those CPZs closest to central London. In contrast the lowest usage tends to be in CPZs to the west of the borough. Appendix B shows a map of Brent and highlights the average number of visitor parking bookings per household per CPZ in 2014/15. The map shows that the highest average bookings per household are in CPZs close to the borders with Westminster, Camden, Kensington & Chelsea and Hammersmith & Fulham (Kensal Green, Queens Park, Mapesbury, Brondesbury Park and Harlesden wards); and CPZs close to Willesden Green station (Willesden Green, and Dudden Hill wards).
- 3.14 Analysis of visitor parking transaction data in 2014/15 also highlights evidence of commuter parking. 80 vehicles had 150 or more booked visitor parking sessions in the year 2014/15. A further 180 vehicles had between 100 and 149 booked visitor parking sessions. These bookings tend to be in CPZs in the south east of the borough, which contain London Underground and Overground stations in zones 2 and 3. A more detailed breakdown per CPZ is contained in Appendix C.
- 3.15 When making visitor parking bookings, residents are not required to indicate the purpose of the visit. An attempt to gather this information from residents would be considered intrusive, and evidence of the visitor parking scheme being abused is unlikely to be volunteered. We cannot categorically evidence whether a particular visitor parking booking has been for the purpose of commuting, or for a genuine visit. A number of regular visitors may, for example, be people providing care or builders working on domestic properties. However, given that households in CPZs currently have the option of purchasing an annual Visitor Household Permit for £110 (which offers better value than daily visitor parking permits if more than 73 visits are made), it is highly likely that a significant proportion of repeat usage is from commuters – particularly where more than 100 bookings have been made for the same vehicle. The current low price of £1.50 per parking session is likely to be contributing to this issue, as Brent's charge is much less than the visitor parking tariffs in CPZs across the border in all nearby boroughs except Barnet.

### 3.16 Relative Affordability

Consideration could also be given to the issue of affordability of visitor permits. Appendix F, attached, shows the degree of relative deprivation within Brent. Levels of deprivation are relatively high in some CPZs located in Harlesden, Willesden Green and Kilburn wards, in comparison with other wards containing CPZs. These wards lie south and east of the freight railway line which forms the southern boundary of Dollis Hill ward and the eastern boundary of Stonebridge ward (see paragraph 4.4 below).

### Car Journeys: Air Quality; and Carbon Emissions

- 3.16 Evidence shows that fine and ultra fine particulate matter present in air pollution increases the risk of cardiovascular morbidity and mortality. Conventional vehicles are responsible for 41% to 60% of air pollutants in the UK, which have an impact on cardiovascular and respiratory diseases. To manage air quality, the government has set national air quality objectives, which have been put in place to protect people's health. Where a local authority finds any places where these objectives are not likely to be achieved, it must declare an Air Quality Management Area there. This could be just one or two streets, or a much bigger area. A map showing the Air Quality Management Areas within Brent is attached at Appendix D; these areas closely relate to the parts of the borough covered by CPZs.
- 3.17 In addition, car usage makes a significant contribution to the borough's carbon emissions. Increasing the cost of visitor parking may encourage a greater uptake of more sustainable modes of transport for those journeys. A 7.5% reduction in visitors travelling by car would equate to over 30,000 fewer return car journeys, and therefore make a contribution to reducing both air pollution and carbon emissions in Brent.

## 4.0 **Visitor Parking Pricing and Scheme Options**

- 4.1 The draft 2015 Parking Strategy outlines a number of principles that should be taken into account when setting the pricing of parking.
- 4.2 The strategy states that the '*Council will progressively develop a parking and CPZ permit charge structure that reflects balanced transport policies and overarching environmental aims and objectives*<sup>1</sup>'. In September 2012, the Council's Executive adopted a pricing principle which was that '*No charge should be made that undermines policy objectives*<sup>2</sup>'. A key objective in increasing visitor parking charging is to encourage the use of more sustainable modes of transport, such as public transport, cycling and walking. To align with this principle, a principle could be established that the price of visitor parking should not be cheaper than the cost of the cheapest public transport alternative, i.e. a £3 return bus fare or off-peak Underground/Overground fare outside of Zone 1. This linkage would be particularly relevant to the option of introducing a lower charge for stays of less than four hours, set out in paragraph 4.4 below.
- 4.3 The Parking Strategy also states that charges should be reviewed regularly to ensure that they are consistent with charges made in other boroughs<sup>3</sup>. This supports the case that the council needs to increase the price of visitor parking so that it is more closely aligned with neighbouring boroughs.

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<sup>1</sup> London Borough of Brent draft Parking Strategy 2015, section 5.2

<sup>2</sup> London Borough of Brent draft Parking Strategy 2015, section 5.4

<sup>3</sup> London Borough of Brent draft Parking Strategy 2015, section 5.3

4.4 Taking into account the pricing principles set out above, it is recommended that a standard charge of £4.50 be set, comparable to charges in LB Ealing. Possible options are provided for a lower £3 charge, linked to the lowest price public transport alternative, in two specific circumstances set out below: (a) for stays of less than four hours duration; and/or (b) for visits to the western part of the borough, which experiences a lower level of parking demand stress. A potential boundary line for differential charges is suggested along the railway freight line which forms the southern boundary of Dollis Hill ward and the eastern boundary of Stonebridge ward. The following potential options have been identified for consideration:

- Option 1 - a £4.50 all day charge across all CPZs
- Option 2 - a £4.50 all day charge and £3.00 charge for up to 4 hours in all CPZs
- Option 3 - a lower all day charge of £3.00 for CPZs which lie wholly to the west of the freight railway line boundary defined above; and a higher charge for CPZs which lie wholly or partly to the south and east of this boundary line, either:
  - Option 3A - a £4.50 all day charge or
  - Option 3B - a £4.50 all day charge and a £3.00 charge for up to 4 hours

In the light of the higher charges in most boroughs (Camden, Westminster, Kensington & Chelsea, Hammersmith & Fulham) adjacent to the south eastern area of LB Brent, the Council could consider instead a £6.50 all day charge within this boundary, linked to the charge rate in Camden. However this would represent a very substantial increase in charge from the current £1.50 and this option is therefore not recommended to Cabinet at this time.

#### Timeframe

4.5 Table 3 below shows the indicative timeframe for the implementation of revised visitor parking charges.

**Table 3**

<b>Activity</b>	<b>Due Date</b>
Cabinet decision on visitor parking charges	19 <sup>th</sup> Oct 2015
Commence statutory consultation process for Traffic Management Orders (TMOs)	Early Nov 2015
Implement changes to online visitor parking permit system	Early Feb 2016
Implement changes to TMOs	Late Feb 2016
Go live	March 2016

## **5.0 Linked Products and Dependencies**

5.1 The Parking Service currently sells a Visitor Household permit. This is a paper permit which displays the name of the resident's street. It allows visitors to park in any resident or shared use bay, only in the named street (or part of the street) within the Zone shown on the permit. The permit may be displayed on any vehicle. Each household may only hold one Visitor Household permit, which is currently priced at £110.

- 5.2 In September 2012 the Council's Executive agreed that the Visitor Household permit should be withdrawn, on the basis that its low cost opened the scheme to potential abuse by residents seeking a cheaper permit for additional cars of their own. However, the report advised that a withdrawal of the Annual Visitor Household permit would disproportionately impact CPZ residents who require the services of informal carers. To mitigate this, the Council's then Executive agreed in principle to the development of a scheme for annual and short-term cared-for permits, for those considered to have critical or substantial care needs.
- 5.4 Neither the ending of the Visitor Household permit scheme nor the introduction of the cared-for permits have yet been implemented. The introduction of a cared-for permit depends on the capacity of Adult Social Care to fulfil the role of confirming a resident's eligibility for the cared-for permit. Further discussions are therefore required before implementation of the proposed cared-for permit could be considered. It is intended that a firm recommendation will be made to Members on the way forward before the end of the 2015/16 municipal year.
- 5.5 Given the continued availability of the Visitor Household permit scheme, at least in the short to medium term, it is proposed to increase the price of these permits at the same time as the price of daily visitor vouchers is increased. Were a linked increase not to take place, we would risk limiting our ability to manage and reduce parking demand as more customers would be likely to transfer to the lower priced Visitor Household permit. This would also increase the scope for abuse, noted in paragraph 5.2 above.
- 5.6 On the other hand, if the Council chooses to significantly increase the price of the Visitor Household permit there would be a risk of disproportionately affecting those CPZ residents who purchase the product when in receipt of informal care (see paragraph 8.4 below). It is therefore proposed that the cost of an Annual Visitor Household permit should increase from £110 to £165 (following the agreed pricing structure for shorter duration permits, there would therefore be a permit charge of £99 for six months and £66 for three months). This is a much lower level of increase (50%) than that applied to daily visitor vouchers (at least 100%). The price increase would also reduce the risk of potential abuse of the scheme by some residents; the number of price points where the Visitor Household permit costs less than a Resident's Permit would reduce from 14 to 8, of which only one price point relates to a first vehicle. Finally, the proportionately lower increase for Visitor Household permits would provide an incentive for some residents (i.e. those expecting at least 55 visits p.a. from a particular visitor) to switch to this product instead of needing to make repeated purchases of daily visitor vouchers.

## **6.0 Financial Implications**

- 6.1 The budget report presented to Cabinet in December 2014 assumed that an increase in visitor parking charges would lead to an increase in income of £795k p.a. in 2016/17.
- 6.2 Table 4 forecasts the total income which would be generated by each visitor parking option set out in this paper. The forecast assumes a baseline level of demand derived from 2014/15 levels, and a reduction in demand depending on the extent of the price increase. Where half day options are presented, the forecast assumes that 50% of demand will be for the all day permit and 50% for the four-hour permit.



**Table 4**

Option Description	Demand Reduction	Forecast Income
Current: £1.50 All Day	0.0%	£ 617k
Option 1: Whole borough £4.50 All day	7.5%	£ 1,712k
Option 2: Whole borough £4.50 All day and £3.00 for up to 4 hours	7.5%	£ 1,402k
Option 3: CPZs in West - £3 per day, and	5.0%	£ 60k
• Option 3A: CPZs in East - £4.50 per day	7.5%	£ 1,624k
• Option 3B: CPZs in East - £4.50 per day and £3.00 for up to 4 hours	7.5%	£ 1,330k

6.3 Option 1 forecasts a per annum increase in visitor parking income of £1,095k; and Option 2 forecasts a per annum increase in visitor parking income of £785k.

6.4 Option 3 assumes an increase to £3 per day in the west of the borough. Combined with this, the three sub-options for the east of the borough would lead to a forecast per annum increase in visitor parking income, as follows:

- Option 3A – an increase of £1,067k
- Option 3B – an increase of £774k

6.5 The financial forecasts do not factor in the possibility of customers stockpiling the current all day £1.50 permit prior to the price increase taking effect. This would have the effect of increasing visitor parking sales in the immediate short term, but lead to a reduction in sales in the following period. It may be possible to limit stockpiling, however.

6.6 Charging for parking is designed to help regulate demand for the limited spaces available and to improve the flow of traffic in the borough. As in many other areas of local authorities' activities, an estimate of the financial impact of changes in pricing policy - in this case an increase in the income likely to be raised - is made, in order to ensure that the budget reflects the requirement to use such income to fund matters which are listed and set out in section 55(4) of the Road Traffic Regulation Act 1984. Brent invests considerably more in funding such costs than the total income that it raises from parking charges. In 2014/15, the £8.957m surplus on the parking account was used to cover the revenue cost of the Transportation service (£2.091m) and make a contribution of £6.866m to the cost of concessionary fares – this covered less than half of the total expenditure incurred by the Council on concessionary fares (£15.913m in 2014/15).

## 6.7 Consultation

The proposals set out in this report would require a change to be made to the terms and conditions of visitor permits, and therefore formal consultation on the corresponding amendment to the relevant Traffic Management Order would be required.

## 7.0 Legal Implications

- 7.1 Under section 45 of the Road Traffic Regulation Act 1984 (RTRA 1984), a local authority has powers to designate parking places on the highway, to charge for use of them, and to issue parking permits for a charge.
- 7.2 Section 55 of the RTRA 1984 makes provision for the monies raised under section 45 of the RTRA 1984, in that it provides for the creation of a ring-fenced account (the SPA – Special Parking Account) into which monies raised through the operation of parking places must be placed, and for the application of any surplus funds. Any surplus generated is appropriated into the Council's General Fund at the year end and can be spent on matters defined in section 55(4) of the RTRA 1984 Act (mainly transport and highways matters, which are listed in the Act).
- 7.3 Section 122 of the RTRA 1984 imposes a general duty on local authorities when exercising functions under the RTRA. It provides, insofar as is material, as follows:
- "(1) It shall be the duty of every local authority upon whom functions are conferred by or under this Act, so to exercise the functions conferred on them by this Act as (so far as practicable having regard to the matters specified in subsection (2) below) to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway...*
- (2) The matters referred to in subsection (1) above as being specified in this subsection are—*
- (a) the desirability of securing and maintaining reasonable access to premises;*
  - (b) the effect on the amenities of any locality affected and (without prejudice to the generality of this paragraph) the importance of regulating and restricting the use of roads by heavy commercial vehicles, so as to preserve or improve the amenities of the areas through which the roads run;*
  - (bb) the strategy prepared under section 80 of the Environment Act 1995 (national air quality strategy);*
  - (c) the importance of facilitating the passage of public service vehicles;*
  - (d) any other matters appearing to the local authority to be relevant"*
- 7.4 Although the Mayor of London's Transport Strategy has now superseded earlier Traffic Management and Parking Guidance (TMPG) for London, the boroughs continue to rely on the TMPG document as an authoritative interpretation of the legal framework. It advises:
- "(2.23) The level of parking charges must be set for traffic management reasons, such as to ration available space and ensure that there is a rapid turnover of parking spaces, rather than to maximise revenue. This is because section 122 of the Road Traffic Regulation Act 1984 does not include the maximisation of revenue from parking charges as one of the relevant considerations to be taken into account in securing the safe, expeditious and convenient movement of traffic".*

- 7.5 This interpretation of the RTRA 1984, in the context of on-street charges, is widely accepted. Case law supports the view that the Act's purpose is not revenue-raising and this is set out in the judgements in the cases of *R (on the application of Cran) v LB Camden [1995]* and *R (on the application of Attfield) v London Borough of Barnet [2013]*. The British Parking Association's Parking Practice Notes "1 - Charging for Parking" (Revised August 2011) emphasises this point by quoting the Camden judgement, saying that the RTRA 1984:

*"...is not a fiscal measure. It contains no provision which suggests that parliament intended to authorise a council to raise income by using its powers to designate parking places on the highway and to charge for their use".*

In the *Attfield v Barnet* case which is mentioned in paragraph 3.11 above, the Court ruled that the RTRA 1984 did not authorise a local authority to use its powers to charge for parking in order to: raise surplus revenue for other transport purposes funded by the Council's general fund; to defray other road transport expenditure; and reduce the need to raise income from other sources, such as fines, charges and council tax.

- 7.6 Should a revision to visitor parking charges be approved for implementation, this would require the amendment of the existing Traffic Management Order (TMO) under the Road Traffic Regulation Act 1984.

## **8.0 Diversity Implications**

- 8.1 S149 of the Equality Act 2010 requires the Council to have due regard to the need to eliminate discrimination, and advance equality of opportunity and foster good relations between those who share a protected characteristic and those who do not. An Equality Analysis of the proposals has therefore been undertaken and is attached as Appendix E.
- 8.2 The increase in visitor parking charges may adversely affect those residents who live in CPZs and receive visitors who provide them with care. This may particularly affect elderly residents, or those with disabilities. However two measures are already in place which will mitigate against this impact: the Essential User permit; and the Visitor Household permit.
- 8.3 The Essential User permit is issued by the Council to charitable and public sector organisations which provide essential services including formal residential and community care to people who live or work in Controlled Parking Zones. Residents who receive care visits from an Essential User Permit holder will be unaffected by the proposal to increase visitor parking charges.
- 8.4 The Visitor Household permit is available to all residents, and allows visitors to park in any resident or shared use bay, within the resident's street in the Zone shown on the permit. This permit may be displayed in any vehicle. It will continue to offer a significantly cheaper alternative to daily visitor permits for those residents who receive regular visitors to their property. Residents who purchase the Visitor Household permit and receive care visits will be affected to a lesser extent than other residents by the proportionately lower increase in the cost of the Visitor Household permit price; the purchase of this permit by those residents who receive care visits means that they will not be disproportionately affected by the proposal to increase visitor parking charges for daily permit visitors.

## **Background Papers**

15<sup>th</sup> December 2014 Cabinet report – Budget 2015/16 and 2016/17

19<sup>th</sup> September 2012 Executive report – Parking service simplification and pricing

15<sup>th</sup> July 2013 Executive report – Statutory consultation on proposed changes to parking tariffs, charges and permits

## **Appendices**

Appendix A - Policy and Operational Objectives

Appendix B - Average visitor parking bookings per household, per CPZ

Appendix C – Vehicles with 100+ visitor parking bookings by CPZ

Appendix D - Air Quality Management Areas within Brent

Appendix E – Equality screening – increasing visitor parking charges

Appendix F – Local Deprivation within Brent

## **Contact Officers**

Gavin F. Moore, Head of Parking and Lighting (020 8937 2979)

Andrew Clarke, Senior Contracts Manager (020 8937 5092)

Mark Fairchild, Projects Manager, Parking and Lighting (020 8937 5300)

Operational Director, Community Services: Chris Whyte

Chief Operating Officer, Lorraine Langham

Brent Civic Centre

Engineers Way

Wembley HA9 0FJ

Tel: 020 8937 1234

LORRAINE LANGHAM

Chief Operating Officer

## **Appendix A – Policy and Operational Objectives<sup>4</sup>**

### **Policy objectives**

The Council seeks:

- To improve the safety of all road users.
- To provide affordable parking spaces in appropriate locations to promote and serve the needs of the local economy.
- To assist in providing a choice of travel mode and enable motorists to switch from unnecessary car journeys, to reduce traffic congestion, carbon emissions and pollution.
- To promote carbon reduction and improved air quality by encouraging the use of vehicles with lower emission levels
- To support local businesses by facilitating effective loading and unloading, and providing allocated parking where appropriate.
- To provide the right balance between long, medium and short stay spaces in particular locations
- To achieve a turnover of available parking space in shopping and commercial areas, to maximise business activity and promote economic growth
- To assist the smooth flow of traffic and reduce traffic congestion.
- To enable residents to park near their homes.
- To facilitate visitor parking, especially by those visiting residents with personal care needs.
- To assist disabled people with their parking needs, and enhance their access to local shops and key amenities
- To prioritise parking controls to support the needs of local residents and businesses over event traffic.

### **Operational objectives**

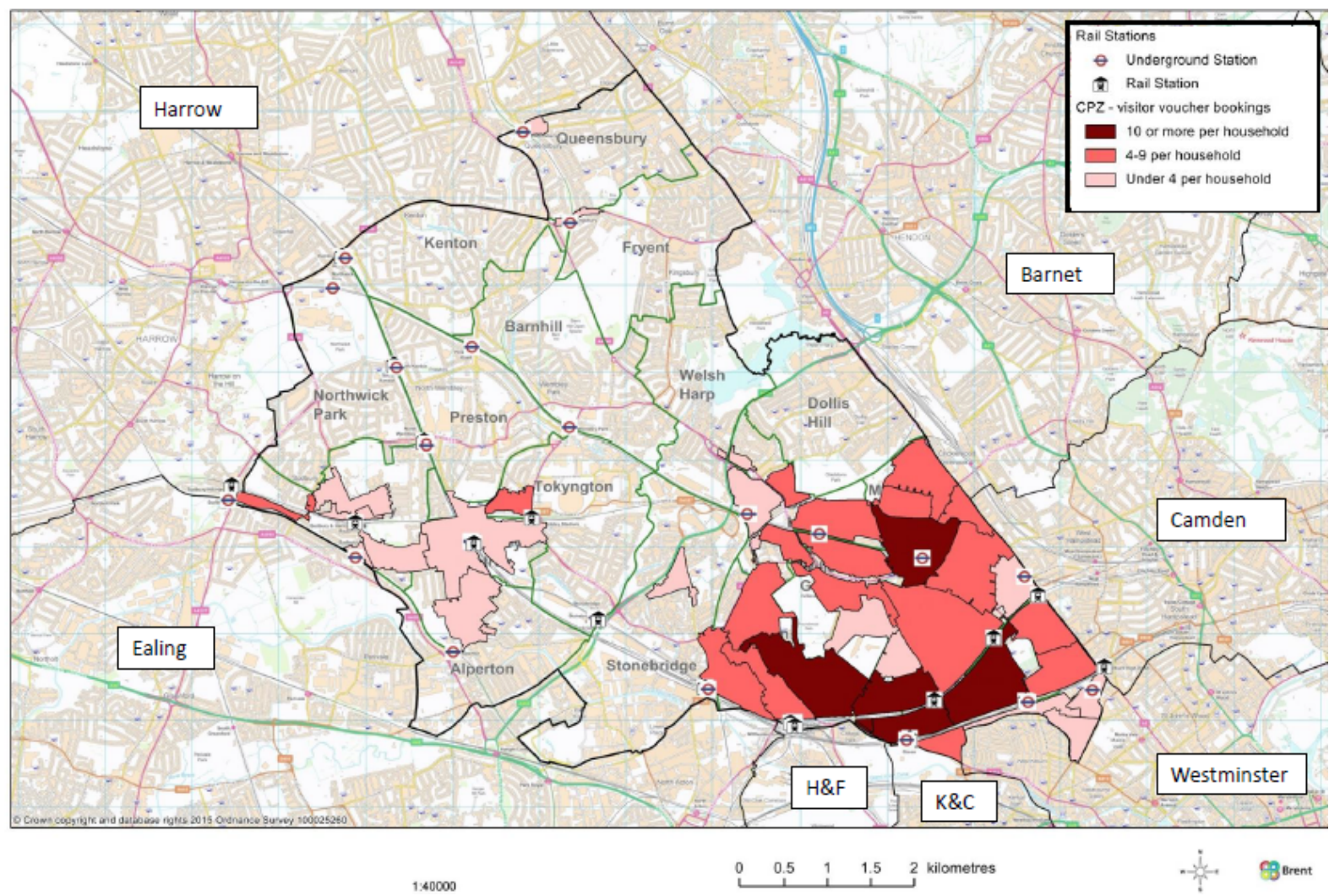
The Council aims:

- To set a level of charges which balances demand and supply for parking spaces across the borough.
- To provide an efficient service which constantly seeks to improve.
- To be fair, consistent and transparent in our dealings with customers.
- To publish clear statistical and financial information on a regular basis.

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<sup>4</sup> London Borough of Brent draft Parking Strategy 2015, section 2.27

Appendix B – Average visitor parking bookings per household, per CPZ



## Appendix C – Vehicles with 100+ visitor parking bookings by CPZ

CPZ	Ward (s)	Number of vehicles with 100-149 booked sessions	Number of vehicles with over 150 booked sessions	Nearby Underground stations	Nearby Overground stations	Travel Zone (s)
KR_1	Queens Park, Kensal Green	16	4	Kensal Green	Kensal Rise	2
GC	Willesden Green	15	4	Dollis Hill, Willesden Green		2, 3
KQ	Queens Park	14	4	Kensal Green, Queens Park	Kensal Rise, Brondesbury Park	2
MW	Mapesbury, Dudden Hill, Brondesbury Park	14	8	Willesden Green		2
HW	Kensal Green, Harlesden	13	10	Willesden Junction, Kensal Green	Willesden Junction	2, 3
HY	Harlesden, Dudden Hill	13	3	Harlesden, Dollis Hill		3
KB	Kilburn, Queens Park	11	2	Kilburn Park, Queens Park	Kilburn High Road	2
GH	Willesden Green, Brondesbury Park	8	4	Dollis Hill, Willesden Green		2, 3
KD	Kilburn	8	6	Kilburn, Kilburn Park, Queens Park	Brondesbury, Brondesbury Park	2
KL	Queens Park, Kensal Green, Brondesbury Park	8	9	Kensal Green, Willesden Junction	Kensal Rise, Willesden Junction	2
H	Kensal Green	7	3	Harlesden, Willesden Junction	Willesden Junction	2, 3
KG	Queens Park	7	2	Kensal Green	Kensal Rise	2
KS	Brondesbury Park, Queens Park	5	5	Willesden Green	Kensal Rise, Brondesbury Park	2
MA_1	Brondesbury Park, Mapesbury	5	1	Willesden Green, Kilburn	Brondesbury, Brondesbury Park	2

CPZ	Ward (s)	Number of vehicles with 100-149 booked sessions	Number of vehicles with over 150 booked sessions	Nearby Underground stations	Nearby Overground stations	Travel Zone (s)
GD	Dudden Hill, Willesden Green	4		Dollis Hill, Neasden		3
HS	Harlesden, Stonebridge	4		Harlesden, Willesden Junction	Willesden Junction	2, 3
KC	Kilburn, Queens Park	4	1	Kilburn Park, Queens Park	Kilburn High Road	2
GM	Mapesbury	3	1	Willesden Green	Cricklewood	2, 3
KR_2	Kensal Green	3		Kensal Green, Willesden Junction	Kensal Rise, Willesden Junction	2
NS	Dudden Hill, Welsh Harp	3		Neasden		3
C	Wembley Central, Sudbury, Tokyngton	2	2	Wembley Central	Wembley Stadium	2,4
GB	Dudden Hill	2	2	Dollis Hill		3
K	Kilburn	2	2	Kilburn Park, Queens Park	Kilburn High Road	2
MA_2	Mapesbury	2	4	Willesden Green, Kilburn	Cricklewood	2,3
SH	Sudbury	2	1	Sudbury Hill	Subury Hill Harrow	4
GS	Willesden Green, Brondesbury Park	1		Willesden Green		2
KM	Kilburn	1		Kilburn Park, Queens Park	Kilburn High Road	2
MK	Brondesbury Park, Mapesbury	1	1	Kilburn	Brondesbury, Brondesbury Park	2
NT	Dudden Hill	1		Neasden, Dollis Hill		3
W	Tokyngton	1		Wembley Central	Wembley Stadium	4
GA	Mapesbury		1	Willesden Green	Cricklewood	3



Appendix D – Air Quality Management Areas within Brent

