

2015-2016

Annual Parking Report



Brent

London Borough of Brent
Civic Centre
Engineers Way
Wembley
HA9 0FJ

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Foreword

Welcome to this year's edition of Brent Council's Annual Parking Report. The report provides an overview of parking and civil enforcement in Brent. It draws together the year on year improvements we have made in customer services, and the effect our parking policies and enforcement have had in achieving high levels of parking and traffic compliance.

This year has been particularly challenging as we have been working towards introducing a range of new services and enhancements to the service, with a number of new initiatives launched and many more in the pipeline.

It gave me particular pleasure to attend this year's British Parking Association's award ceremony in March 2016, where our Brent service was awarded the prestigious Parking Team of the Year award.

The publication of the council's 2015 Parking Strategy last November provided an up-to-date foundation for the council's parking policies and operational practice, and established a firm foundation for future policy development. It also provided a solid framework to guide our parking management activities. The Parking Strategy complements and supports the work of other service areas: transportation; economic development; planning; air quality; and carbon reduction.

A particular focus this year has been on improving our enforcement of moving traffic offences. We aim to make Brent a safer borough in which to drive, improve motoring standards and reduce traffic congestion.

Our dedicated and experienced team continually strive to build relationships with the borough's growing number of residents and businesses, seeking new and efficient ways in which to manage the demand for parking in the borough. A recent consultation on proposed changes and charges within controlled parking zones drew in over 3300 responses, helping to shape a new approach to managing demand for on-street parking spaces within our Controlled Parking Zones.

As in previous years, this report explains how any surplus parking income was allocated to meet our wider transport objectives. I hope you find the report informative.



Cllr Ellie Southwood
Lead Member for
Environment

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 and improvements from the last financial year. The Report includes a statistical analysis, monitoring trends and setting out information on the number of parking and traffic related Penalty Charge Notices (PCNs) issued for the period 2015/2016, 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.

Striving to achieve excellence:

Brent Parking Service won the prestigious 'Team of the Year' prize at the 2016 British Parking Association (BPA) awards ceremony. The BPA is the largest professional association in Europe representing organisations working in the field of parking and traffic management. Following strong competition, Brent had been shortlisted, along with 7 other organisations, by an independent panel of judges. The judges' comments on Brent winning the award were: *"A comprehensive submission focussed on their service delivery and supported by empirical data. This team is clearly delivering, developing and improving the services they provide and, importantly, are forward looking."*

**british
parking
awards
2016
WINNER**



National and Local Context

Good parking management is an important tool that can contribute towards achieving the Council's wider transport, economic and planning policy objectives. Well thought-out parking policies and effective enforcement can influence travel patterns, sustain the local economy, balance competing demands for road space, relieve congestion and contribute to sustainable outcomes.

Conversely, parking which is not properly regulated can exacerbate congestion on the road network, reduce the reliability of public transport, impact adversely on the local economy and create road safety problems. Parking services are highly visible to residents, local businesses and visitors. In particular, enforcement needs to be seen as fair, effective and proportionate in order to retain public confidence.

Brent Context

Brent is an outer London borough, with a population of 311,200 according to the 2011 census, making it the fifth most populous borough in London. The borough covers an area almost 17 square miles - between inner and outer north-west London. Brent is bordered by the London Boroughs of Barnet to the east, Harrow to the north and Ealing to the west. It has short boundaries with the inner London boroughs of Camden, Westminster, Hammersmith and Fulham, and Kensington and Chelsea in the south-east.

The 2011 Census indicated that car ownership in Brent is slightly below the London average, ranking 19th out of the 33 London authorities

Brent's largest town centre, Wembley, is classified by the London Plan as a Major Centre. Wembley is also classified as an Opportunity Area, defined as having "significant capacity to accommodate new housing, commercial and other development linked to existing or potential improvements to public transport accessibility".

Wembley and four other town centres in the borough are identified as growth areas. As these areas develop, they will inevitably lead to increased demand for movement to, from and within the borough. While the availability, frequency and reliability of public transport, and the existence of high quality facilities for walking and cycling, will influence the way people travel, there will nevertheless be an unavoidable impact on traffic and parking.

The 2011 London Travel Demand Survey indicates that, between 2005/06 and 2009/10, residents of Brent made an average of 3.1 car journeys each day, the eleventh highest rate of the 33 London authorities



LB Brent is divided into 21 electoral wards and manages 504 km of roads

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

These aim to:



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

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 and/or tube and railway stations (where there may be a demand for parking from commuters).

A key attraction is Wembley Stadium, which has a 90,000 seating capacity. The Stadium is home to the England national football team and regularly hosts other major sporting events and music concerts. On major event days, the area receives a high number of visitors, placing intense pressure on local parking provision.

To preserve parking for local residents and businesses, the council operates the Wembley Event Day Protective Parking Scheme. Parking restrictions are in place 1.5 miles around the stadium, and operate from 8am to midnight on the main roads to the Stadium and 10am to midnight elsewhere.



Parking Contract

The Council began its partnership with Serco for the provision of parking services in July 2013. Serco, a member of the British Parking Association, has strong expertise in delivering a wide range of services for both public and private sector organisations and provides a number of essential services to local government.

The five year contract, which runs to 2018, provides a range of parking services for the west London boroughs of Ealing, Hounslow and Brent.

In Brent, Serco manages: Civil Enforcement Officers; CCTV enforcement; pay & display maintenance and cash collection; the vehicle removal operation & car pound; and cashless parking & electronic payments. Serco also has the responsibility for business processing services, including the provision of parking control software, scanning, indexing, and permit administration.

Brent Parking Service

Brent's parking team consists of 23 officers, and is committed to delivering the high-quality service Brent's residents, businesses and visitors expect. The team continually seeks to improve the service and the credibility of parking and traffic enforcement.

For example, all of the 10 Appeals Officers in the team have been trained to NVQ Level 3 standard in Notice Processing.

The parking team is responsible for:

- Parking policy and overall management
- Management of the parking contracts including: parking enforcement, notice processing, permit administration; cashless parking; and bailiff operations
- Management of car parks and on-street parking infrastructure
- Managing the parking appeals and representations process
- Handling parking related enquiries, complaints and Freedom of Information requests.

2. Parking Enforcement

Overview

The Council enforces parking and traffic regulations through its contractor, Serco, using a combination of officers who patrol the streets and the use of CCTV camera technology. Issuance of PCNs increased by 12% for 2015/16 compared to the previous year, due mainly to an increase in the enforcement of moving traffic contraventions.

Illegally parked vehicles and moving traffic contraventions create problems for all road users. We enforce regulations by issuing PCNs with the aim of improving compliance.

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 Civil Enforcement Officers (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.

Double yellow lines indicate a 24-hour parking prohibition. All double yellow lines within Brent operate seven days a week, including bank holidays. It is no longer a requirement for signs to accompany double yellow restrictions.

Footway Enforcement

CEOs 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 and bus stop parking on Brent roads through the use of CCTV cameras. As the Council encourages more sustainable forms of transport, this plays an important role in ensuring the free movement of buses along the borough's road network in order to secure faster journey times for bus users, and the prevention of potential traffic accidents.

Moving Traffic Contraventions.

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.

Local authorities have long been responsible for managing all on-street and some off-street parking, whether directly or indirectly. The relevant powers are in the Road Traffic Regulation Act 1984 (RTRA). www.legislation.gov.uk/ukpga/1984/27/contents

Brent Council's overall approach to parking and enforcement is to work with residents and other stakeholders, to identify local problems and develop appropriate and proportional local solutions which support and complement the Council's wider policies and strategies. These solutions include but are not limited to: the prohibition of parking where this would compromise safety and the free flow of traffic; and using

3. Enforcement Activity

Civil Enforcement Officers

Brent's parking enforcement contractor, Serco, deploys Civil Enforcement Officers (CEOs) to patrol on foot across the borough. The Traffic Management Act 2004 specifies this designation because the prime function of a CEO is to enforce legislation governed by civil law.

CEOs have the power to issue Penalty Charge Notices (PCNs) to vehicles parked in contravention of local restrictions.

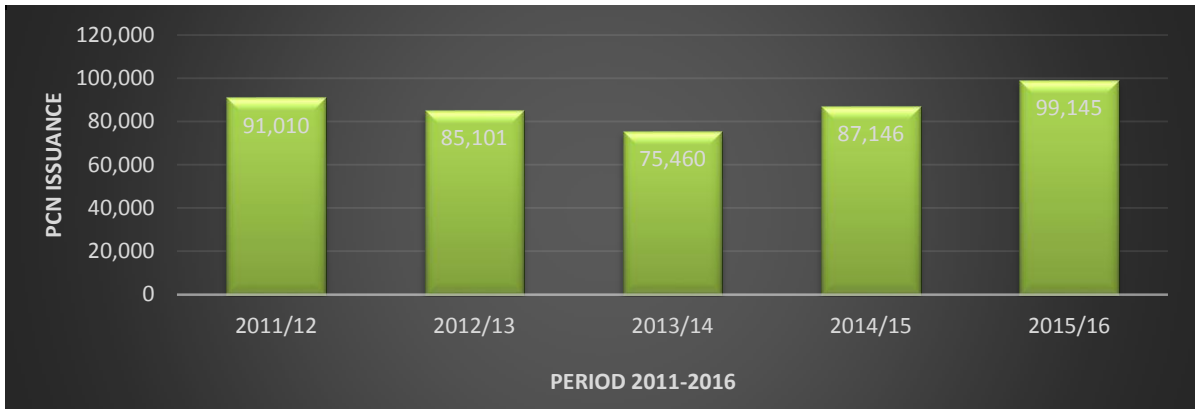
A Penalty Charge Notice, sometimes called a parking ticket, may be issued at the scene by a CEO by being fixed to the vehicle, or handed to the person appearing to be in charge of it, or issued by post in the following cases: enforcement is by camera; or the CEO was prevented by someone from serving it at the scene; or the CEO had begun to prepare a PCN but the vehicle was driven away before it was finished and

All CEOs are fully trained and are required to follow guidance set by London Councils. They wear a uniform that is easily recognisable and display an identification number.

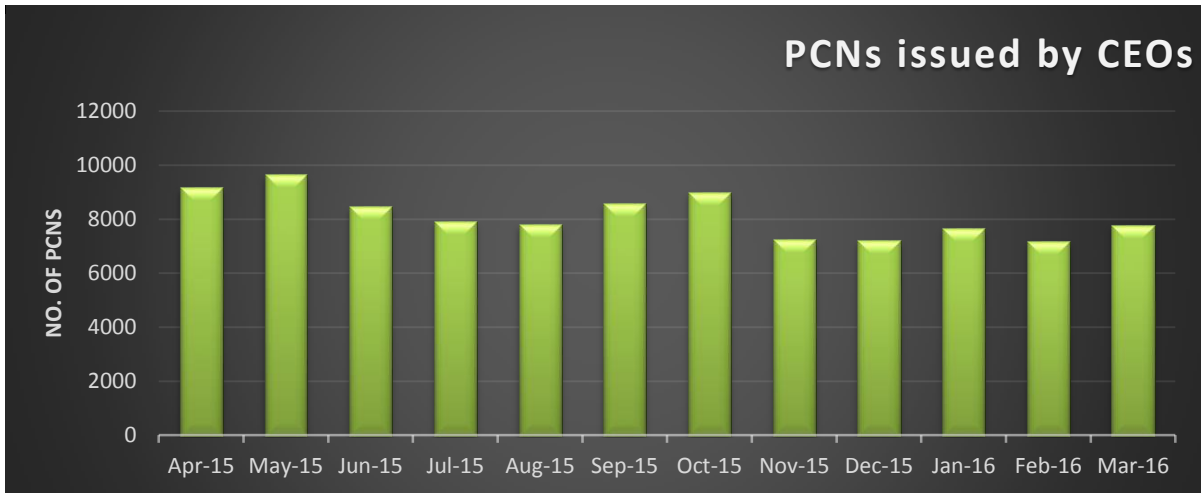
CEOs issued 99,145 PCNs in 2015/16; an increase of over 12% compared to the same period last year. This improvement in productivity follows better management of deployment, influenced by feedback and requests from local residents and businesses.

Penalty Charge Notice Volumes issued by CEOs for Parking Offences:

PCN Issuance	2011/12	2012/13	2013/14	2014/15	2015/16
CEO Parking	91,010	85,101	75,460	87,146	99,145



2015-16 Monthly PCN Issuance by Civil Enforcement Officers:



CCTV Enforcement

CCTV is used to enforce bus lane and moving traffic restrictions in Brent, and some parking restrictions. Camera enforcement signs are displayed to alert motorists to active CCTV enforcement of moving traffic and bus lanes, and to encourage compliance with local restrictions.

Penalty Charge Notice Volumes (CCTV)

PCN Issuance	2011/12	2012/13	2013/14	2014/15	2015/16
Bus Lanes	2,153	3,373	5,681	11,362	8,370
Moving Traffic	19,644	25,367	24,029	27,512	73,990
CCTV Parking	24,692	28,942	37,353	36,584	991
Total	46,489	57,682	67,063	75,458	83,351

Compared to 2014/15, the issuance of PCNs for **bus lane contraventions** decreased by just over one quarter. This reflects increased compliance by motorists.

In contrast, PCNs issued for **moving traffic contraventions** increased from less than 28,000 to almost 74,000. This reflects the deployment of 13 new unattended camera systems to provide consistent and reliable enforcement at key locations where traffic congestion and safety continues to be concern.

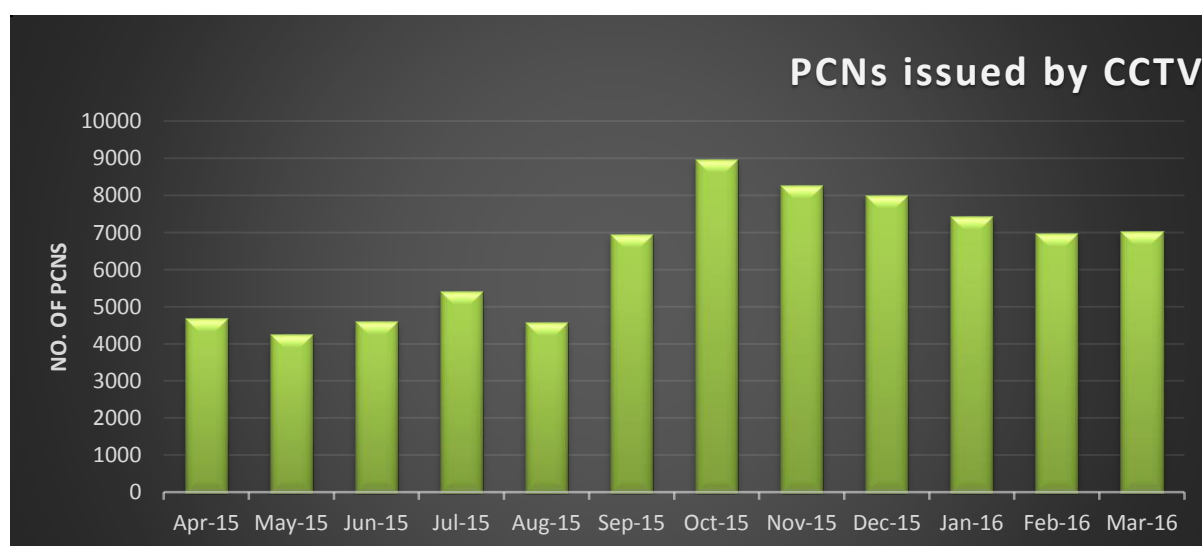
Most of these cameras have quickly had a major impact on motoring standards, reducing traffic congestion and improving road safety.

PCN issuance does vary from month to month; nonetheless, at key locations compliance has improved markedly and PCN issuances have correspondingly declined. In several cases, the positive impact has been marked.

- On Glacier Way, Wembley, PCNs reduced from 1,855 to 598 between September 2015 and March 2016.
- At the Chamberlayne Road junction with Bolton Gardens, in Kensal Rise, PCNs decreased from 1,377 to 528 between September 2015 and March 2016.
- At St Thomas’s Park Road/Craven Park Road, contraventions fell from 1,866 in October 2015 to 1,047 in March 2016.

Unattended camera systems ensure that enforcement is concentrated on a specific restriction for the duration of the restriction’s operational hours. This means that the Council are now able to provide comprehensive coverage to bring about compliance with moving traffic requirements.

2015-16 Monthly PCN Issuance Volumes by CCTV:



The issuance of **parking PCNs captured by CCTV** has significantly decreased following the introduction of the Deregulation Act 2015. In comparison to the number of PCNs issued in 2014-15, there was a 97% drop to just 991 CCTV Parking PCNs issued in 2015-16. All these PCNs were issued to vehicles parking in bus stops or on school keep clear markings. The effect of the ban has been to prevent the service of CCTV-captured PCNs for a wide range of parking contraventions enforced under the terms of the Traffic Management Act 2004.

The ban has limited the council's ability to address a range of specific parking problems where CEOs face particular challenges in ensuring compliance. The following examples outline the types of restrictions previously enforced by the council which are now difficult or impossible to enforce.

In 2014/15, 2,742 PCNs were issued by CCTV at yellow line restrictions.

CCTV had been effective in taking enforcement action against mini-cab drivers waiting on yellow lines near their offices. Our ability to manage this problem has been removed by the Deregulation Act 2015. Motorists are aware that they may simply drive around the block until a Civil Enforcement Officer has passed, to avoid receiving a Penalty Charge Notice. We are also finding that Keep Clear markings associated with a waiting or loading ban (providing space for vehicles to pass) are now unenforceable by CCTV, whereas school Keep Clear markings are enforceable.

In 2014/15, 8,230 PCNs were issued by CCTV at loading ban restrictions.

We have loading or unloading bans at busy locations (usually in high streets); using cameras to enforce these locations served as an effective deterrent. Civil Enforcement Officers need to patrol according to a beat in order to remain efficient. When responding to complaints of illegal parking, by the time our Officers arrive at the location to enforce we often find that contravening vehicles have already moved on. Such vehicles parked on loading restrictions at peak traffic hours can seriously disrupt the flow of traffic.

In 2014/15, 5,548 PCNs were issued by CCTV for double parking.

High demand for parking spaces is a problem in many parts of Brent. On occasion vehicles are left double parked in the carriageway whilst drivers visit a local shop.

As with loading restrictions, the vehicle may only be in contravention for 5 minutes but this is enough time for the vehicle to create a significant hazard where road safety is compromised or congestion may build up. It is not practical for this type of enforcement to be carried out by Civil Enforcement Officers. Not only do Officers need to travel to the vehicle's location, but also time is needed to log the details of the contravention before a valid PCN can be issued.

In 2014/15, 16,558 PCNs were issued by CCTV for footway parking.

A number of motorists park on the public footway rather than find a parking space and walk to their destination. This can generate a significant cost to the council - footway parking, aside from obstructing pedestrians, also damages the pavement.

In 2014/15, 1,469 PCNs were issued by CCTV for parking on zig-zag

Stopping on pedestrian zig-zags impacts on road safety. As this type of contravention tends to happen quickly (usually for picking up or dropping off passengers in a dangerous place) it is impractical for CEOs to enforce.

Mobile Enforcement

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



Vehicle Removals and the Car Pound

Serco provide a removal truck to ensure the appropriate removal of vehicles parked in contravention. In 2015/16 a total of 1,969 vehicles found parked in contravention were impounded, a slight decrease compared to 1,991 in 2014/15. The service targets 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 at:
Unit 20-22, Whitby Avenue,
Park Royal,
NW10 7SF

When a vehicle is removed, owners can contact the London wide TRACE service on 0845 206 8602 or call the council on 020 8290 8300 to identify where it is being stored.

If a vehicle is blocking access to your driveway you can arrange for the vehicle to be removed any day between the hours of 8am and 10pm except Christmas Day by calling 020 8453 3289

Number of Vehicles Removed and Released

Brent Car Pound	2014/15	2015/16
Vehicles Removed	1,991	1,969
Vehicles Released	1,878	1,835
Release Rate*	94.3%	93.2%

*A proportion of the vehicles not released include those of interest to the police or with a cloned registration.



4. Responding to Enquiries

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 and qualified specialist team who consider each case based upon its own merits. All formal correspondence is handled within the statutory time periods allowed for response.

(Section 11.28: Operational Guidance to Local Authorities: Parking Policy and Enforcement).

The enforcement authority must consider representations and any supporting evidence against a Notice to Owner, regulation 10 PCN or immobilisation or removal, and serve notice of its decision on the person making the representations within 56 days of the service of the representations whether or not it accepts that the ground in question has been established. The 56 day period in the regulations should be seen as the maximum period and authorities should aim to decide representations as quickly as possible. The Secretary of State considers that all decision notices should

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.

London Tribunals is the new name for the Parking and Traffic Appeals Service (PATAS) which supports the Environment and Traffic Adjudicators (ETA). Cases are heard at London Tribunals: Chancery Exchange, 10 Furnival Street, London EC4A 1AB

The Environment and Traffic Adjudicators (ETA) constitute a tribunal and are independent of the enforcement authorities. Cases are decided by independent adjudicators, each of which is qualified either as a barrister or solicitor.

The Environment and Traffic Adjudicators decide appeals relating to Penalty Charge Notices issued by Transport for London and the London local authorities known as the 'enforcement authority' (EA) for parking, bus lane, moving traffic, lorry control, littering and waste receptacle contraventions.

Independent Appeals Service Data:

Independent Appeals	2013/14	2014/15	2015/16
Total PCNs issued by LB Brent	142,519	162,604	To follow
Total PCN appeals heard by PATAS/ETA	1,428	1,299	To follow
% of PCNs issued heard by PATAS/ETA	1.0%	0.8%	To follow
Number of appeals allowed or not contested	716	625	To follow
Of which, number of appeals not contested	520	366	To follow
% of PCN appeals rejected	50%	52%	To follow

Independent Appeals Service Reports

The annual report by the Chief Parking Adjudicator: 'Parking and Traffic Adjudicators' annual report' and appeal figures for all London authorities: 'Parking and Traffic Appeal Statistics', can be found on the London Tribunals website at:

<http://www.londontribunals.gov.uk/about/annual-reports-and-appeal-statistics>

5. Customer Care

Customer Satisfaction

Customer satisfaction is key to the delivery of parking services. New services and permits have been launched and further enhancements made to the online booking system and management of permits, and to online PCN representations. More information is now available about both on- and off-street parking provision.

In 2015, we assessed customer satisfaction with the process of purchasing permits and booking visitor parking online. A total of 1,037 account holders who had booked a permit between 16th February and 30th March were invited to participate in an online satisfaction survey. 192 responses were received; 66% of respondents said they found the process of buying a permit easy. The proportion who found buying a permit easy increased to 77% amongst those whose residency was automatically verified.

The most common feedback was for improvements to the process for navigating through the website and for the associated text to be improved. The survey will therefore help us plan improvements to the online system, to further improve customer satisfaction, increase take up of online services and generate efficiency savings through channel shift.

Customer Complaints

Complaints about the Parking service in 2015/16 fell by one fifth to 164, compared to 205 in 2014/15. This represents less than half of the 337 complaints received in 2013/14.

Significantly fewer complaints were received about the online permit and visitor parking system, as residents have become more familiar with using it. Against Brent council's internal complaints procedures and escalations, most complaints were resolved at the first stage which is investigated and responded to by the Head of Service.

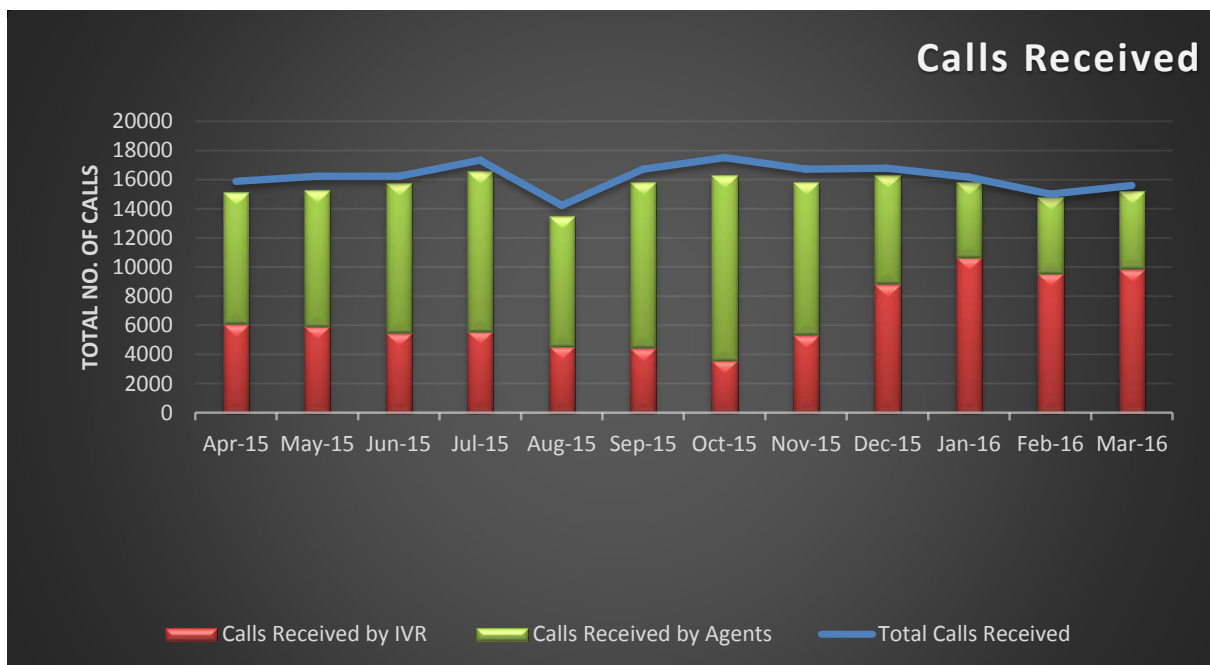
Customers who remain dissatisfied after their complaint has been considered by the department can request a final review on behalf of the Chief Executive. The parking escalation rate to final review was 8%, lower than the Council-wide average.

The introduction of Interactive Voice Recognition technology for the parking call centre has led to a reduction in complaints about telephone service standards, as well as reducing costs. In addition, all correspondence concerning disputed PCNs and associated debt recovery is now being dealt with correctly through the statutory appeals process.

Parking Complaints	2013/14	2014/15	2015/16
No. of Complaints closed in reporting year	337	205	164

Brent Contact Centre

Brent's main contact centre for services such as parking bay suspensions and products is administered by Serco, through a combination of call operators and an interactive voice response (IVR) system. IVR is a technology that allows a computer to interact through the use of voice and tones input via the phone keypad allowing customers to be directed on how to proceed. IVR was introduced in November 2015 to help handle an average of 16,000 calls per month to the contact center.



The above graph demonstrates the success of implementing the improved IVR system with an average of 5,000 calls handled per month up to November, increasing to an average of 10,000 calls handled in the subsequent months.

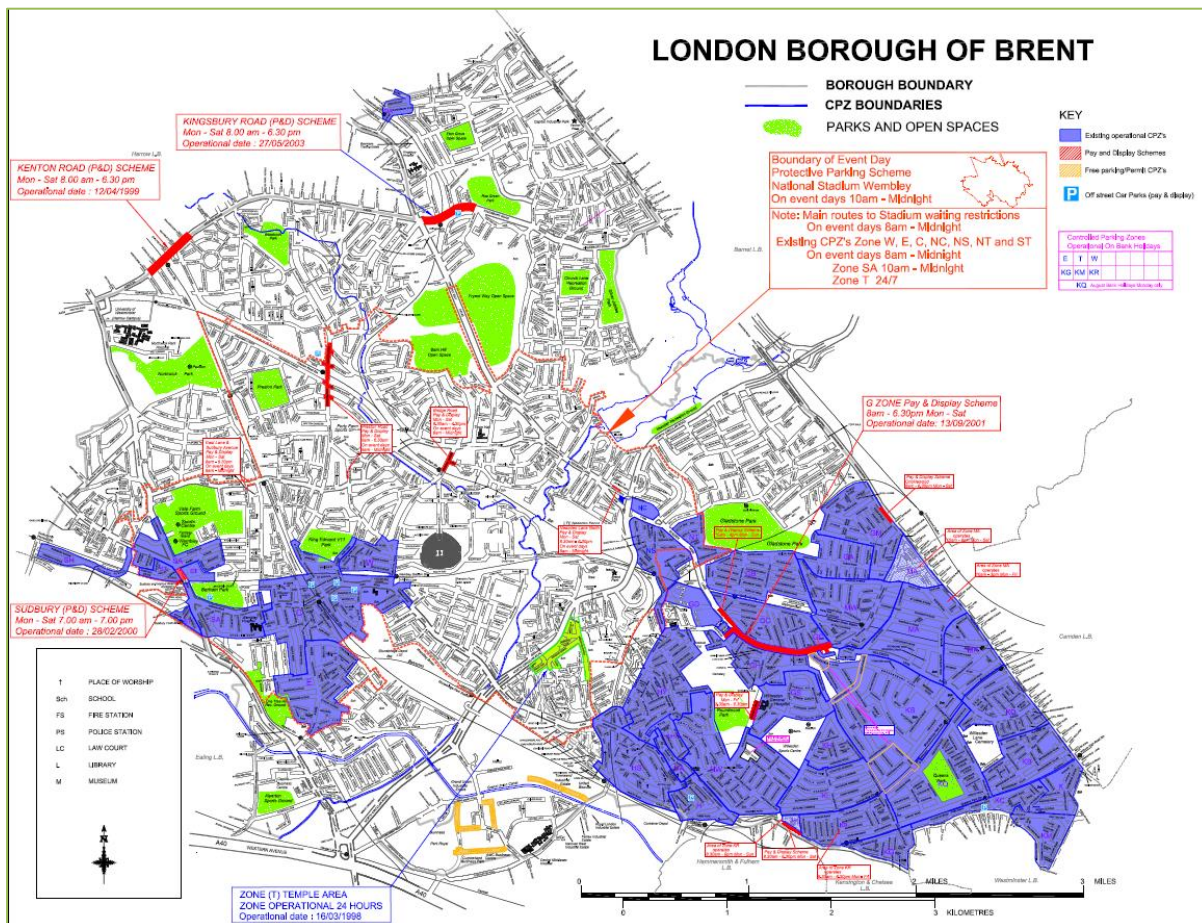
The objective of IVR is to improve the customer experience, and to reduce telephone call volumes. The cost to the council on call centre operators handling visitor parking bookings is £2 per call, averaging £80,000 p.a. prior to the introduction of IVR.

In support of the move to IVR, improvements were also made to the parking pages of the Brent website; better explaining the customer journey for customers wanting to create parking accounts to buy and renew permits, buy and use visitor vouchers, introducing 'help guides' to assist customers to self-serve, promoting use of the website, and improving our descriptions of the permits available.

6. Parking Services

Parking Provision

The Council now manages 40 Controlled Parking Zones (CPZs) across the borough, serving 56,000 households with over 33,000 on-street parking spaces. Specific times of operation vary but the majority are in operation throughout the day, from Monday to either Friday or Saturday. Current shopping and business opening hours mean that in some areas there can be similar, and sometimes higher, levels of parking on Sundays and Bank Holidays than on normal weekdays or Saturdays. For this reason, parking controls apply on Sundays in a small number of locations.



To access this map online, please click on the link below.

<https://www.brent.gov.uk/media/493445/Brent%20Controlled%20Parking%20Zones%20map.pdf>

Information on parking restrictions, the Wembley event day zone, and a post code search facility to determine whether or not you are located within a controlled parking zone, are all available on the council's parking pages: www.brent.gov.uk/parking.

Residential controls 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.

CPZ	Parking spaces*
C	3395
E	922
G	232
GA	457
GB	1072
GC	1305
GD	255

CPZ	Parking spaces*
HW	1703
HY	1616
K	657
KB	1090
KC	355
KD	1167
KG	409

CPZ	Parking spaces*
MA_1	1125
MA_2	238
MK	590
MW	1415
NC1	53
NC2	30
NS	652

GH	896	KH	324	NT	270
GM	1144	KL	1700	QA	99
GS	1086	KM	593	SA	1183
H	678	KQ	1669	SH	221
HA	95	KR_1	1349	ST	91
HA/HW	234	KR_2	103	T	265
HS	980	KS	1702	W	376
				Total	33,796

Data Source: Heavily Parked Streets report February 2014

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

Resident Permits

Resident permits are available to all residents who live in CPZs. Resident permit options are available for purchase in choices of annual, six month or three month. The majority are priced according to the number of permits issued to each household and the vehicle's carbon emission levels.

Permits Issued	2014/15	2015/16
Resident Permits	34,427	31,132

Visitor Parking

Residents can purchase visitor parking credits either over the telephone, by SMS, or online by logging into their parking account.

Use of electronic visitor parking has increased significantly from the inception of the service in 2013, when just over 250,000 bookings were made. In 2015/16, the service attracted an average of almost 38,000 bookings per month.

Permits Issued	2013/14	2014/15	2015/16
Visitor Parking (rounded)	250,000	411,000	451,000

Business Permits

A business parking permit is available to businesses that have premises within a Controlled Parking Zone.

Permits are priced at a flat rate. Business are permitted to purchase up to three permits, with an option to purchase an annual permit, six month or three month permit.

Permits Issued	2014/15	2015/16
Business Permits	627	589

Other Permits

The council offers a number of other permits. These include permits for disabled people, doctors, Event Days and Places of Worship.

There is also an Essential Users Permit. This scheme enables individual employees, who work for accredited public sector and charitable organisations which perform a statutory service on behalf of the council, to park a vehicle in a Controlled Parking Zone whilst carrying out official duties. This includes the provision of residential or community care, health care, social housing management and maintenance works on the public highway.

Permits Issued	2014/15	2015/16
Other Permits	5,164	5,140

7. 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. Although we have a planned maintenance programme, ensuring the machines are regularly checked and cleaned, there are occasions when faults develop. In 2015-16 we responded to over 96% of machine faults in our target response times.

The general principle underpinning on-street pay and display parking is to provide a quick turn-over of spaces, allowing easy access for motorists who wish to make short visits to shop or conduct business; and therefore park nearby.

Pricing policy seeks to ensure that there is a regular turnover of parking spaces. Pay & Display bay charges were last set in 2013. Motorists pay a uniformed set of charges across the borough; 20p for up to 15 minutes; and then £1 for 30 minutes, £2 for one hour, £4 for 2 hours, £6 for 3 hours, and £8 for 4 hours

A survey in 2014 indicated that there were approximately 88,000 on-street parking places, both controlled and uncontrolled, available across the whole of Brent. Over large areas of the borough, particularly in the north and west, on-street parking remains available to motorists free of charge or restriction. In these areas, there are only limited lengths of kerbside waiting and loading restrictions in place on-street, including those necessary to ensure road safety.

(2015 Parking Strategy).

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. We have identified 30 very under-utilised machines that are scheduled to be removed during 2016/17.

Paying to park by mobile phone

Free RingGo apps halve the time it takes to pay



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 (50 pence cheaper than cash payment) 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 application on their mobile phone or tablet.

A link to the RingGo back office enables us to 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 51% of on-street parking space sales and 42% of our off-street sales, compared to 39% and 33% respectively in 2014/15.

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

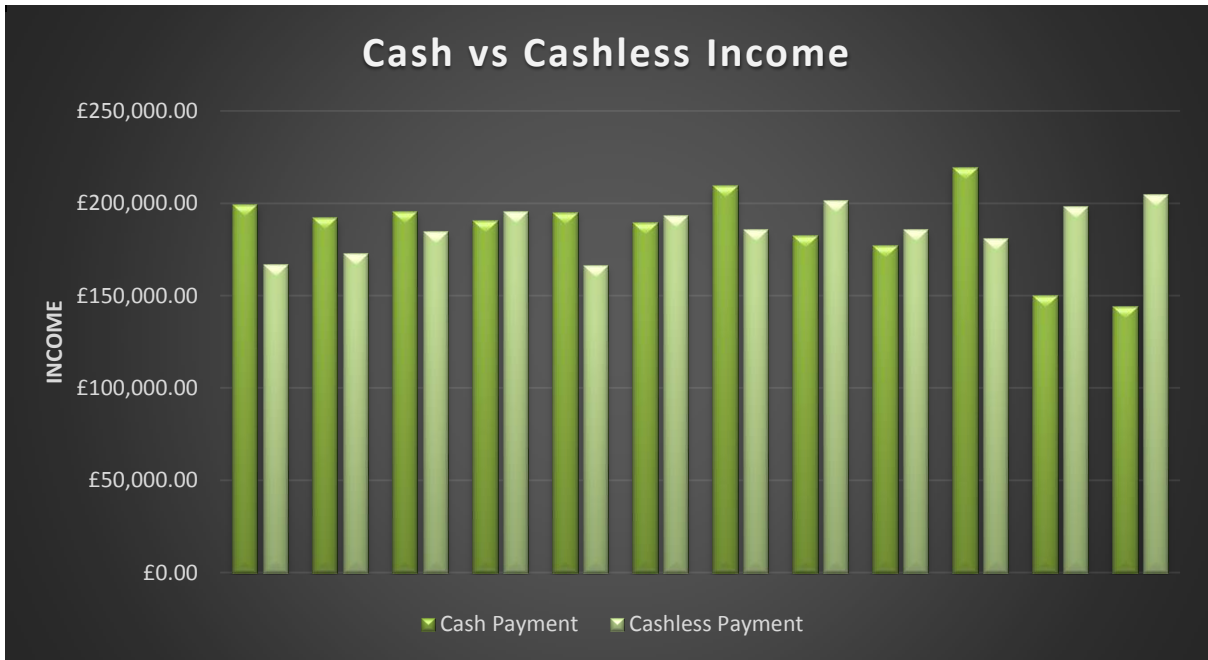
On-Street Sales (Pay & Display Machines)

On-Street	2011/12	2012/13	2013/14	2014/15	2015/16
% of total revenue paid in cash	85%	81%	72%	61%	49%
% of total revenue that was cashless	15%	19%	28%	39%	51%

Off-Street Sales (Car Parks)

Off-Street	2011/12	2012/13	2013/14	2014/15	2015/16
% of total revenue paid in cash	92%	89%	80%	67%	58%
% of total revenue that was cashless	8%	11%	20%	33%	42%

Monthly income from on-street parking (Pay & Display bays)



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. The temporary suspension of a parking bay reserves a specific bay or bays for use on a specified day, or part of a specified day, by a specified vehicle, 21 days in advance of a suspension.

8. Off-street Parking


The Council operates 12 public car parks across the borough, including Brent Civic Centre car park which is managed by Bilfinger Europa on behalf of the council.

These car parks provide a combined total of 893 spaces.

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.



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

Wembley Event Day Parking

Between 8am and midnight, parking restrictions operate on Event days within the Wembley Stadium Event Day Protective Parking Scheme area. The best way to visit Wembley Stadium is to plan your journey by public transport. For those who wish to drive and park their vehicle, the council introduced pre-booked parking sessions on Wembley Event days earlier this year in the following three car parks:



10 minute walk to stadium
65 spaces



10 minute walk to stadium
20 spaces

20 minute walk to stadium
190 spaces



These car parks offer safe, secure parking for your car within a short walk of Wembley Stadium. The Wembley event day ticket can be booked online using the RingGo system providing an easy and convenient option.

Brent Car Park Season Tickets

At the end of 2015 the council introduced a new Annual Season ticket in two of its car parks. A car park season ticket will allow you to park your vehicle in a specific car park within the borough, Monday to Sunday.

Both car parks were selected for their close proximity to high streets and tube stations, offering a safe and convenient place to park whilst encouraging better use of the council's off-street parking provisions and alleviating pressure for on-street parking spaces.

The two car parks are Elm Road, located off Wembley High Road and close to Wembley Central Tube Station (Bakerloo line, London Overground, National Rail) and Preston Road, by Preston Road Tube Station (Metropolitan line)

9. Financial Information

An important purpose of the Annual Report is to meet a key requirement set out in the 2015 Statutory Guidance issued under the Traffic Management Act 2004. This is to provide 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.

Account Summary 2015/2016

Overall the Parking service fully met the expectations set out in the Council's agreed budget for 2015/16. The net surplus on the Parking account increased by 13%, from £8.957m in 2014/15 to £10.119m in 2015/16. The service raised £0.950m more revenue than was originally anticipated in budget planning; £200k of this was subsequently used to carry out additional pothole repairs.

The surplus also enabled a greater contribution to be made to the cost of Concessionary Fares: £7.828m; up from £6.866m in 2014/15. The council was therefore able to reduce by £750k the contribution to the cost of Concessionary Fares which would otherwise have been made from the General Fund.

	2013-2014		2014-2015		2015-2016	
	Expenditure (£000)*	Income (£000)*	Expenditure (£000)*	Income (£000)*	Expenditure (£000)*	Income (£000)*
Parking Administration	1,158	-79	1,241	-	1,602	-88
Parking Projects	157	-	63	-	255	-
On-Street Pay and Display	263	-3,330	350	-3,515	376	-3,885
Off-Street Pay and Display	116	-434	224	-398	75	-403

Parking Enforcement & Permits	4,752	-10,068	4,898	-10,892	5,883	-14,263
Traffic Enforcement	442	-891	412	-1,340	328	-
Total	6,887	-14,802	7,188	-16,145	8,520	-18,639
Surplus		-7,914		-8,957		-10,119

* Figures rounded to the nearest thousand.

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 £10,119m surplus on the parking account in 2015-16 was allocated as follows:

	2014-2015	2015-2016
	Transfer (£000*)	Transfer (£000*)
Transportation service	2,091	2,091
Additional pothole repairs	-	200
Concessionary Fares	6,866	7,828
Final Surplus	NIL	NIL

* Figures rounded to the nearest thousand.

The Transportation (now Highways and Infrastructure) service develops the council's transportation strategies and policies in line with local, regional and national policy and have an intrinsic relationship with parking demand and congestion. They deliver these policies through the planning, design, construction and maintenance of the borough's transport infrastructure.

Their work includes implementing new parking bays and parking restrictions and improving road safety, minimising congestion, managing highways and maintaining the highway infrastructure.

The £2,091,000 contribution to the Transportation service contributed towards expenditure on the management of pavement upgrades, major road resurfacing, preventative maintenance, road safety, improvements to the public realm and the renewal of road markings. An additional contribution of £200,000 was made available for the cost of pothole repairs.

Concessionary fares expenditure includes a contribution from the Parking surplus to the cost of offering the Freedom Pass, which provides users free travel on most public transport in London services for those that meet the disability eligibility or age criteria. The surplus generated does not cover the full expenditure that the Council incurred in 2015/16 on concessionary fares. The total cost to the council for offering this service to its residents is £16,091m; the Parking surplus contributed 48% towards this cost.



Debt Recovery

Efforts made to recover Penalty Charge Notice debt intensified last year with the service evidencing significant improvements in performance. The council's collection rate (receipts per debtor raised) for the first six months of 2014/2015 was 53%. For the same period in 2015/2016 the collection rate rose to 59%, an improvement in excess of £4.50 per Penalty Charge Notice issued. The improved performance is due to a better

standard of evidence collected to support PCNs, improvements in PCN processing, and a closer relationship with the council's Civil Enforcement Agents (bailiffs).

Of the 182,496 PCNs issued in 2015/2016, 129,045 were paid, an overall recovery rate in-year of 71%. Over the next 6 months, the recovery rate of PCNs issued in 2015/16 is expected to eventually rise to 73%.

	PCNs Issued	Receipts (£)	PCNs Paid	Recovery Rate	Forecast PCNs*
April	14,170	780,099	10333	73%	10,344
May	14,345	782,668	10303	72%	10,472
June	13,496	733,610	9661	72%	9,852
July	13,822	764,380	10066	73%	10,090
August	12,801	713,006	9378	73%	9,345
September	16,142	915,163	11838	73%	11,784
October	19,221	998,480	13440	70%	14,031
November	16,642	867,836	11528	69%	12,149
December	15,794	834,589	11198	71%	11,530
January	15,687	791,575	10884	69%	11,452
February	14,807	730,446	10075	68%	10,809
March	15,569	738,315	10341	66%	11,365
	182,496	9,650,167	129,045	71%	133,222

*paid as closed - recovery rate continues to track at 73%

10. Future Developments

In 2016 we will be reviewing several aspects of the service offer with a view to enhancing the customer experience, introducing new products and options to the permit system, and improving enforcement activity to achieve better compliance. Below is a snap shot of proposed projects for 2016-17.

- The implementation of further unattended enforcement camera systems to encourage moving traffic compliance.
- New cashless payment schemes to manage commuter parking and encourage take up of more sustainable transport options.
- Introduction of Body Worn Video cameras to improve enforcement and protect the safety of our Civil Enforcement Officers.
- Introduction of camera enforcement to improve parking compliance outside schools.
- Introduction of 24 month permits to provide a further choice and value for residents
- Increasing the number of car parks qualifying for ParkMark status.
- The implementation of Brent's first business Controlled Parking Zone.
- The introduction of virtual resident & business permits, to reduce administration costs
- Expansion of the car park season ticket scheme to two more car parks

11. Helpful Links

Brent Council Website

www.brent.gov.uk

Brent Councils Parking Home Page

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

LB Brent 2015 Parking Strategy

<https://www.brent.gov.uk/media/16403337/parking-strategy-2015.pdf>

2014-2015 Annual Report

<https://www.brent.gov.uk/your-council/transparency-in-brent/performance-and-spending/council-performance/parking-service-annual-report/>

London Councils Parking Services

<http://www.londoncouncils.gov.uk/services/parking-services>

The Secretary of State's Statutory Guidance to Local Authorities on the Civil Enforcement of Parking Contraventions

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/479849/final-statutory-guidance.pdf



Brent Civic Centre, Engineers Way,
Wembley, Middlesex, HA9 0JF.
Parking Service 020 8290 8300