



**Cabinet**  
12 February 2018

**Report from the Strategic Director  
Regeneration and Environment**

**CCTV Parking Enforcement of School Keep Clear Markings**

<b>Wards Affected:</b>	All
<b>Key or Non-Key Decision:</b>	Key
<b>Open or Part/Fully Exempt:</b>	Open
<b>No. of Appendices:</b>	None
<b>Background Papers:</b>	None
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**1.0 Purpose of the Report**

- 1.1 To inform Cabinet of the results of the School Keep Clear re-mountable CCTV camera enforcement trial which commenced in September 2017.

**2.0 Recommendations**

That Cabinet agrees to:

- 2.1 Note the content of this report, the approach taken and progress to date; and,
- 2.2 Expand the initiative through capital investment by purchasing another re-mountable CCTV camera for enforcement of School Keep Clear restrictions.

**3.0 Detail**

- 3.1 School arrival and dispersal periods place extensive pressure on Brent's road network as many parents and carers drive their children to school.
- 3.2 The Council receives numerous complaints from residents in the vicinity of schools relating to illegal and or inconsiderate parking, traffic congestion, and concerns about the safety of pupils endangered by parked vehicles obstructing visibility.

- 3.3 Travel plans aim to assist schools to reduce congestion by promoting sustainable travel, in particular walking and cycling. This year, 73% of all Brent schools have an active travel plan; this includes primary and secondary schools in both the local authority and academies sectors, and independent schools.
- 3.4 The Council works with all Brent schools to promote sustainable travel and help them to develop a bespoke package of initiatives to reduce congestion and improve safety outside their school. These include;
- promoting park and stride, encouraging parents to park away from the school and walk the last 5 to 10 minutes (all primary schools have been provided with maps to identify these walking distances)
  - an anti-idling campaign to help improve air quality near schools
  - the Junior Travel Ambassador programme where pupils assist with school assemblies and help promote sustainable travel, road safety, and considerate and safe parking
  - encouraging staggered form finish times and introducing breakfast and after school clubs, to reduce the number of pupils and parents arriving and leaving at the same time
  - promoting sustainable travel and encouraging parents and carers to park considerately and safely in school newsletters.
- 3.5 The Council has a school expansion programme to provide sufficient places for the increasing number of children who live in the borough, and despite working with schools to promote sustainable travel, this is likely to add to the issues of parking and traffic congestion, and poor air quality near some schools.

### **Enforcement**

- 3.6 The Council has a school enforcement deployment plan covering the whole borough. This is produced by Serco (our parking enforcement contractor) and the Council's Parking team. This plan is based on compliance ratings, observation and complaints. Schools with low compliance ratings are given a higher priority and receive more enforcement visits per month. The deployment plan is reviewed and changed to target areas where there are higher levels on non-compliance, on a regular basis
- 3.7 There are practical challenges commonly faced in undertaking enforcement of yellow line restrictions outside schools. Waiting parents are typically at the wheel of their car, and if illegally parked they often drive away before a Civil Enforcement Officer (CEO) can issue a Penalty Charge Notice (PCN). The period between 15:00 and 16:30 is the busiest period of the day for parking enforcement, and the pool of CEOs available to cover Brent schools is particularly stretched at this time. The Council can use CCTV cameras to enforce school keep clear markings, which improves compliance, but cannot use CCTV cameras to enforce yellow lines and loading restrictions.

## **The trial**

- 3.8 The Council has purchased a single re-mountable CCTV camera as a pilot to improve enforcement of school Keep Clear (SKC) yellow zig zag markings.
- 3.9 The following eight schools have been prioritised in the enforcement deployment plan and have all agreed to participate in the trial:
- Al-Sadiq & Al-Zahra School, SKC on Chevening Road, NW6
  - Ark Franklin Primary Academy, SKC on Harvist Road, NW6
  - Oakington Manor Primary School, SKC on Oakington Manor Drive, Wembley
  - Preston Park Primary School, SKC on College Road, Wembley
  - Princess Frederica Primary School, SKC on Purves Road, NW10
  - St Andrew & St Francis C of E Primary School, SKC on Belton Road, NW2
  - St Robert Southwell Primary School, SKC on Slough Lane, NW9
  - Sudbury Primary School, SKC on Perrin Road, Sudbury
- 3.10 The pilot CCTV camera was located outside Preston Park Primary School on College Road, Wembley, from September to December 2017. During this period it was used to issue PCNs to drivers parking illegally on the SKC zig zags during operational times (08:15 - 09:15 and 14:30 – 16:30).
- 3.11 From January 2018 this CCTV camera was relocated to Sudbury Primary School, Perrin Road, Sudbury, and will remain at this location until March 2018.
- 3.12 Whilst we plan to keep the CCTV camera at each school for one full term this will be reviewed on a site by site basis. If, after two months, compliance levels have significantly improved Officers may consider relocating the camera before the end of term.
- 3.13 Following the relocation of the CCTV camera, a series of visits will be conducted by a camera car to measure conformance levels at Preston Park Primary School. This will enable Officers to monitor whether the deployment of the pilot CCTV camera has had a longer term positive impact. Over time, these visits will be aligned with the regular schools deployment programme.
- 3.14 With only one pilot CCTV camera available, it could take two years to complete the pilot programme.
- 3.15 Although the aim to improve parking management near schools, reduce congestion and also improve air quality and not to generate revenue, for

financial planning purposes, we anticipate that approximately £15k per annum will be generated by the CCTV camera from PCNs.

- 3.16 The repayment period for investment in CCTV camera enforcement of SKC markings is significantly longer, in comparison to the CCTV cameras used to enforce moving traffic contraventions.

### **Next Steps**

- 3.17 Subject to agreement by Cabinet a second CCTV camera could be purchased and deployed as part of this pilot scheme, allowing the programme to be completed within a single year.
- 3.18 If the pilot CCTV camera scheme proves to be successful in relation to improving compliance, then after the trial both cameras will continue to be used outside additional schools prioritised within the schools deployment plan.

## **4.0 Financial Implications**

- 4.1 Approving the recommendation stated in paragraph 2.2 of this report will commit the Council to a cost of £25k to purchase the second CCTV camera and a further on going annual cost of approximately £1.5k to keep the camera operational and costs related to issuance of PCN's.
- 4.2 The cost to purchase and operate the camera will be funded from existing approved budgets within the Parking/Highway service.
- 4.3 Any income generated from issuing PCNs in future years will be used to support the boroughs transportation and traffic management initiatives.

## **5.0 Legal Implications**

- 5.1 In accordance with the Traffic Management Act 2004, the Secretary of State issued updated Statutory Guidance to local authorities on the civil enforcement of parking contraventions in 2016 and paragraphs 2.1, 2.4 and 2.5 of the said guidance states as follows:

*“Enforcement authorities should aim to increase compliance with parking restrictions through clear, well designed, legal and enforced parking controls. Civil parking enforcement provides a means by which an authority can effectively deliver wider transport strategies and objectives. Enforcement authorities should not view it in isolation or as a way of raising revenue.*

*Enforcement authorities should design their parking policies with particular regard to: • managing the traffic network to ensure expeditious movement of traffic, (including pedestrians and cyclists), as required under the Traffic Management Act 2004 (Network Management Duty); • improving road safety; • improving the local environment; • improving the quality and accessibility of public transport; • meeting the needs of people with disabilities, some of*

*whom will be unable to use public transport and depend entirely on the use of a car; and • managing and reconciling the competing demands for kerb space.*

*For good governance, enforcement authorities need to forecast revenue in advance. But raising revenue should not be an objective of civil parking enforcement, nor should authorities set targets for revenue or the number of Penalty Charge Notices they issue”.*

- 5.2 Following the implementation of regulations under the Deregulation Act 2015 the Council can still enforce School Keep Clear restrictions by using CCTV cameras. However, the Council cannot enforce single or double yellow lines, waiting, or loading restrictions by using CCTV cameras.

## **6.0 Equality Implications**

- 6.1 S149 of the Equality Act 2010 provides that the Council must have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between those who share a protected characteristic, and those who do not.
- 6.2 There are no diversity implications arising from this report and its recommendations at this time.

## **7.0 Consultation with Ward Members and Stakeholders**

- 7.1 The Lead member for Environment has been consulted on this report. The schools involved have been consulted on the deployment of the re-mountable CCTV camera, and have strongly supported the pilot scheme.

**Report sign off:**

**AMAR DAVE**

Strategic Director of Regeneration and Environment