



## CABINET

17 April 2013

**Subject Heading:**

Keeping town centres vibrant by reducing on street parking charges and maintaining turnover of visitors

**Cabinet Member:**

Cllr Barry Tebbutt

**CMT Lead:**

Cynthia Griffin

**Report Author and contact details:**

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**Policy context:**

The current parking strategy sets out a clear aim to deliver support to business vitality, safe traffic and travel and parking provision for all needs of our community.

**Financial summary:**

There is a one off set up cost of £15k which can be contained within existing parking reserves set aside for such investments. The tariff changes are anticipated to be neutral, in terms of parking income.

**Is this a Key Decision?**

Yes These proposals have a significant positive effect on all Wards across the borough

**When should this matter be reviewed?**

October 2014

**Reviewing OSC:**

Environment O & S

**The subject matter of this report deals with the following Council Objectives**

Ensuring a clean, safe and green borough	[√]
Championing education and learning for all	[]
Providing economic, social and cultural activity in thriving towns and villages	[√]
Valuing and enhancing the lives of our residents	[]
Delivering high customer satisfaction and a stable council tax	[√]

## **SUMMARY**

This report sets out the opportunity to harmonise the current zero to two hour On Street Pay & Display car parking tariffs borough wide with all outlying Car Parks tariffs @ 20p

This report also seeks to extend the maximum On Street stay from 2 hours to 3 hours whilst harmonising the charge for that length of stay with the same charge made in all outlying car parks also @ 50p.

These proposals seek to enhance business opportunities and to ensure local people use local businesses, maintaining road safety and traffic flows by greater use of available parking facilities. Additionally, the extension of the maximum stay on street will provide additional customer benefit and help businesses who require their customers to be with them for a period up to 3 hours, for example the hairdressers, supermarket or restaurant.

## **RECOMMENDATIONS**

Cabinet are asked to agree and approve the following recommendations;

- 1) To harmonise the parking charge for 0-2 hours on street pay and display across the borough with the 2 hour off street parking charge in the Council's outlying car parks and also where parking fees are payable in Parks across the borough, the charge for which shall be 20 pence. Outlying car parks being all those outside of the Romford area and listed at appendix 1.
- 2) To extend the current maximum stay on street pay and display to 3 hours and introducing a 50p charge for 2-3 hours parking which is in harmony with the 2 - 3 hour charge made in outlying car parks and in those Parks where a parking charge is payable. Outlying car parks being all those outside of the Romford area and listed at appendix 1.
- 3) The amendment of all outlying on street Pay & Display parking tariffs as set out in the Parking Management Strategy agreed by Cabinet on the 16<sup>th</sup> May 2007 and the associated provisions agreed by the Regulatory Services Committee on the 13<sup>th</sup> December 2007.
- 4) To authorise the initial one off set up cost of equipment conversion and signage one ward at a time over a period of four (4) weeks.

**REPORT DETAIL**

1. **Harmonization of On street Pay & Display & Car Parks**
2. This report sets out the opportunity for harmonising the current On Street Pay & Display car parking tariff in line with the outlying (Non Romford area) Car Parks tariff, and also where parking fees are payable in Parks across the borough, up to a maximum stay of three hours at each On Street Pay & Display location at 20p for 0-2 hours and 50p for 2-3 hours.
3. Pay & Display parking throughout the borough makes a significant contribution to the overall economic position of the Council, businesses and general public, it provides ease of access and deters inconsiderate commuter and local worker parking in a number of vibrant areas.
4. The current economic climate is placing much pressure on local businesses and this is constantly reflected in all the business partnership meetings held at both a local and strategic level, businesses often cite parking has a key factor in sustaining the business needs, and this report recognises those needs.
5. The current cost (tariffs) for On Street Pay & Display and Off Street Car Parks within Havering is set out in the table below for ease of reference, the table clearly shows the differentials for both options, specifically noting the existing maximum stay period of 2 hours for on street Pay & Display, that is proposed should be extended to 3 hours in line with off street Car Park tariffs and Parks.
6. There are a number of parks that operate a pay and display facility located at Cottons Park, Lodge Farm Park and Upminster Park all benefiting from the accessible arrangements in place for residents and visitors who wish to use such facilities, furthermore there is a noticeable improvement in reduced commuter parking.

<b>Tariff bands</b>	<b>Current On Street Pay &amp; Display</b>	<b>Proposed On Street Pay &amp; Display</b>	<b>Outlying Car Parks</b>	<b>Parks</b>
0 – 1hr	£ 20p			
0 – 1.5 hrs	£1.40p			
<b>0 – 2 hrs</b>	£2.00 max stay	<b>£ 20p</b>	<b>20p</b>	<b>20p</b>
<b>2 – 3 hrs</b>		<b>£ 50p Proposed new max stay</b>	<b>50p</b>	<b>50p</b>
3 – 4 hrs			£2.00p	£2.00p
4 – 5 hrs			£4.00p	£4.00p
5 – 6 hrs			£5.00p	£5.00p
6 – 7 hrs			£6.00p	£6.00p
7 – 8 hrs			£7.00p	£7.00p
8 – 12hrs			£8.00p	£8.00p

7. The use of pay and display equipment is, in respect of a payment methodology, interchangeable between on and off street. Customers are therefore familiar with a common payment method. Pay on Foot and Pay & Display car park revenue collection systems are now the two most commonly installed systems in UK car parks with the only other options available being pay by phone to complement pay and display on and off street or a staff attended service within a car park.
8. The pay and display systems used by the Council have in built telemetry which reports to a central database the condition of each machine, be that the amount of cash it is currently storing, the level of tickets remaining before replenishment is required, general health and well-being of the machine and its security status. All machine interventions by staff are logged automatically and each machine is individually programmed to go in to alarm mode dependent of the levels of cash within or tickets remaining.
9. All pay & display machines are robustly designed to stave off significant physical efforts to break in and therefore steal cash. The machines are also alarmed and will send a message to the central monitoring system in the event of any tampering, attempted forced entry or indeed any sudden collision that may be an attempt to steal the whole machine. The machines will also send out emergency text messages in the event of the same.
10. The machines are easy to install, the preferred machine models are battery powered therefore negating the need for expensive trenching works to connect machines to the mains electricity network. The machines batteries are trickle charged through photo voltaic unit placed on top of each machine. That trickle charge is sufficient to keep the battery powered for a number of weeks.
11. We currently have 67 on street Pay and Display units in use located in outlying areas that will require conversion of tariffs, this conversion cost is detailed within the financial Implications as set out, it is proposed to convert these units over a period of four (4) weeks following formal approvals.

## **12. Changing Parking Tariffs**

13. The setting of parking charges is an executive matter and as such can be decided by the Leader of the Council, the Cabinet or (in certain circumstances) an individual Cabinet Member.
14. Cabinet are able to make the decision to vary parking fees under s.35C of the Road Traffic Regulation Act 1984 (off street) and s.46A (on-street).
15. The procedure in both cases is that the Council gives notice of the change after it has made the decision but 21 days before it takes effect. There is no need to publish proposals or consider representations before making the decision nor is there a requirement to amend the traffic orders themselves, and accordingly Cabinet is able to make such a decision.

## **16. The 2007 Parking Management Strategy**

17. The 2007 Parking Management strategy set out 28 options for change; initiatives designed to improve the operational and financial management of

the then parking service and to initiate a strategic intent that would dovetail into national legislative changes that were to impact upon the service in 2008. When the strategy was created the service was responsible for the management of on and off street parking provision, decriminalised parking enforcement and associated operations and administration. Those responsibilities have recently been augmented with the service taking over responsibility for Road Safety Education and the School Crossing Patrol Service.

18. The foundation of the 2007 strategy was the recognition that parking enforcement coupled with the management of both on and off street parking, was strategically important as being key in maintaining the vitality of shopping areas and providing an invaluable contribution to the continued commercial success witnessed in many of the boroughs town centres, given the current economic climate this strategy holds good today.
19. The service has contributed strategically and operationally through its parking enforcement activity in ensuring that roads remained clear from obstructions, allowing residents and visitor's unhindered access throughout the borough either by car or public transport, and have assisted in the maintaining of business vitality across the borough through the provision of safe and secure parking facilities offered to customers at very competitively priced tariffs with the key outlying 20p tariff being one of the cheapest 2hr parking charges in London. Residents were further supported directly through the provision and enforcement of Controlled Parking Zones thus eliminating commuter and local worker parking problems, whilst maintaining access for local residents. Highway safety, reduced congestion, and highway accessibility for citizens with disabilities, and those caring for young children, were matters directly supported through enforcement activity and the quality and availability of on and off street parking provision.

## **REASONS AND OPTIONS**

### **Reasons for the decision:**

These proposals will significantly contribute to supporting the current business base within the borough by reducing parking tariffs and enhancing business opportunity, support the requirements of the previously agreed Parking Management Strategy and meet residents needs through reduced charges, whilst seeking to enhance the business opportunity and shopping experience for local residents.

### **Other options considered:**

Officers have considered the option of leaving tariffs at current levels, however the current economic climate lends itself to support business opportunities and in turn local growth, and for this reason officers believe this to be financially viable in the medium to longer term.

**IMPLICATIONS AND RISKS**

**Financial implications and risks:**

These proposals will deliver an enhanced service provision and is expected to deliver a cost neutral position within the Traffic & Parking Control service overall. There is a one off conversion cost of approx £15k which can be met from reserves set aside for such parking related works.

A balanced position within the service is possible with increased usage of these Pay & display schemes via effective communications of these enhanced facilities.

**Legal implications and risks:**

The setting of parking charges is an executive matter and as such can be decided by the Leader of the Council, the Cabinet or (in certain circumstances) an individual Cabinet Member. Cabinet are able to make the decision to vary parking fees under s.35C of the Road Traffic Regulation Act 1984 (off street) and s.46A (on-street). The procedure in both cases (On and off street) is that the Council gives notice of the change after it has made the decision but 21 days before it takes effect.

There is no need to publish proposals or consider representations before making the decision as there would be if the Council decided to vary the charges by order under section 35.

There is minimal risk in varying parking charges as recommended.

**Human Resources implications and risks:**

Where Pay and Display continues to be installed throughout the borough, in support of the strategic objectives of the 2007 Parking Management Strategy, pressure on human resources will increase in order to maintain the service needs of each machine, reduce the risk of theft due to the build up of cash deposits, and to ensure the current high level of customer service is maintained. At present resources are capable of meeting these demands, but that human resource position will be reviewed in tandem with the continued expansion of pay and display provision to ensure that risk is minimised and service standards, in particular, the important and independently awarded Park Mark Award, are maintained and enhanced.

**Equalities implications and risks:**

The 2010 Equality Act places upon local government an equality duty. That duty requires that an analysis of any potential impacts that any change to a service and

or service delivery may have upon equality, and in particular the impact upon those persons who are considered by the Act to be those people with protected characteristics.

At Appendix 2 is an equality analysis that examines the proposals contained in this report and how they interact within the confines of the Act. The analysis indicates that there is no adverse impact upon those designated by legislation as having protected characteristics, be they employees or service users, though there may be a non-legislative risk to employees through increased cash collection but this is an issue that is easily mitigated. The proposals will provide improved services to service users and other stakeholders. Therefore it is considered that overall report proposals will have no negative impact upon those defined as having a protected characteristic, and more generally, the same applies to other employees, service users and other stakeholders not considered to have protected characteristics.

**Appendices**

Appendix 1, List of all outlying Car Parks

Appendix 2, Equalities Assessment

**BACKGROUND PAPERS**

**Background reports used**

Report to Cabinet; May 16th 2007. Parking Management Strategy

Cabinet minutes of the 16th May 2007

Report to Regulatory Services Committee; 13th December 2007. Implementation of the Parking Management Strategy

Regulatory Services Committee Minutes of the 13th December 2007

Traffic Management Act 2004

Road Traffic Regulation Act 1984 s.35C and 46A

**Appendix 1**

**Outlying Car  
Parks  
Pay & Display**

**Appendix 1**

	<b>Car Park</b>	<b>No.</b>	<b>Manufacturer</b>	<b>Tariff</b>
<b>Hornchurch</b>	Dorrington Gdns	5	Parkeon	Outlying Car Parks
	Keswick Ave	2	Parkeon	Outlying Car Parks
	Billet Lane	3	Parkeon	Outlying Car Parks
	Appleton way	2	Parkeon	Outlying Car Parks
	Fentimam Way	4	Parkeon	Outlying Car Parks
	Woodhall Cres	1	Parkeon	Outlying Car Parks
	North St	1	Parkeon	Outlying Car Parks
<b>Upminster</b>	Gaynes Rd	4	Parkeon	Outlying Car Parks
	Hoppy Hall	3	Parkeon	Outlying Car Parks
<b>Cranham</b>	Front Lane	1	Parkeon	Outlying Car Parks
<b>Elm Park</b>	Elm Park Hotel	2	Parkeon	Outlying Car Parks
	Elm Park Library	2	Parkeon	Outlying Car Parks
<b>Rainham</b>	Viking Way	1	Parkeon	Outlying Car Parks
	Cherry Tree	2	Parkeon	Outlying Car Parks
<b>Gidea Park</b>	Balgores Square	1	Parkeon	Outlying Car Parks
<b>Collier Row</b>	Rex Close	4	Parkeon	Outlying Car Parks
	<b>Total</b>	<b>38</b>		

**Parks - Pay &  
Display**

	<b>Location</b>	<b>No.</b>	<b>Manufacturer</b>	<b>Tariff</b>
Upminster	Windmill Hall	2	Zeag	Outlying Car Parks
Romford	Cottons Park	1	Zeag	Outlying Car Parks
	Lodge Farm	2	Zeag	Outlying Car Parks
	<b>Total</b>	<b>5</b>		

**On Street Pay  
& Display**

	<b>Location</b>	<b>No.</b>	<b>Manufacturer</b>	<b>Tariff</b>
<b>Collier Row</b>	Collier Row Lane	1	Zeag	P&D
	Collier Row Rd	7	Zeag x 5 Parkeon x2	P&D
	Clockhouse Lane	1	Zeag 1	P&D
<b>Gidea Park</b>	Balgores Lane	3	Parkeon	P&D



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	Balgores Cres	1	Zeag	P&D
	Heath Drive	1	Zeag	P&D
	Crossways	2	Zeag	P&D
	Station Rd	1	Zeag	P&D
<b>Harold Wood</b>	Station Rd	3	Parkeon	P&D
<b>Elm Park</b>	Broadway	3	Zeag	P&D
<b>Rainham</b>	Wennington Rd	2	Zeag	P&D
	Upminster Rd South	3	Zeag	P&D
<b>Upminster</b>	St Marys Lane	3	Zeag	P&D
	Gaynes Rd	1	Zeag	P&D
	Branfill Rd	1	Zeag	P&D
	Howard Rd	1	Zeag	P&D
	St Lawrence Rd	2	Zeag	P&D
	Corbetts Tey Rd	8	Zeag	P&D
<b>Hornchurch</b>	Station Lane	1	Parkeon	P&D
	Ardliegh Green	2	Parkeon	P&D
	Hornchurch Rd	4	Zeag	P&D
	Southdown Rd	1	Zeag	P&D
	Vicarage Rd	1	Zeag	P&D
	Cheviot	1	Zeag	P&D
	Candover Rd	1	Zeag	P&D
	Hyland way	2	Zeag	P&D
	Appleton Way	4	Zeag	P&D
	<b>Total</b>	<b>61</b>		

**On Street  
Parking Meters**

	<b>Location</b>	<b>No.</b>	<b>Manufacturer</b>	<b>Tariff</b>
<b>Hornchurch</b>	Babington Rd	2	Mackay	P&D
	Purbeck Rd	2	Mackay	P&D
	Appleton Way	2	Mackay	P&D
	<b>Total</b>	<b>6</b>		

**LONDON BOROUGH OF HAVERING EQUALITY ANALYSIS**

**Revision of On-Street Pay & Display Parking Tariffs**

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**SCOPE OF PROPOSAL**

- 1. What is the scope and intended outcomes of the activity being assessed; in terms of both the Council's organisation and staffing, and services to the community?**

**1 (a) Organisation and Staffing**

No specific impact is immediately anticipated upon the organisation and staffing. However, the effective reduction in the cost of on-street parking will result in increased usage and that will necessitate an increase in the frequency of cash collection operations undertaken by Traffic & Parking Control Officers. Not to do so will increase the risk of vandalism and theft. It should be noted that the recent rapid expansion of on-street pay and display schemes has moved to the limit the capability of existing staffing levels to manage the safe, secure and regular collection of cash from the number of on-street pay and display machines in situ. It necessarily follows that increased levels of collection will be required as a direct impact of the proposals contained within the report and it will be necessary to seek additional staff resources to achieve the same.

**1 (b) Services to the Community**

The proposal to harmonise on-street pay and display parking tariffs as set out in the report will provide customers with a significant additional benefit and value for money. The change will not have any material effect on the services provided to the public by Traffic & Parking Control to the Community but may, as previously detailed, place pressure upon staff to meet the increased demands of cash collection brought about directly by the proposals set out in the report.

The current Parking Management Strategy, which dates from May 2007, sets out a robust and holistic aim to support to business vitality, tackle congestion and provide safe, clean and accessible parking provision that continually and dynamically meets the needs of the Community as a whole.

The harmonisation proposal demonstrates the holistic dynamism required to mitigate the socio-economic impacts of the current domestic and international economic crisis. That situation reduces itself to basic situations such as many citizens now seeking to manage their finances on a more day to day basis and so shop more frequently, rather than the bulk weekly or bi-weekly shop where cost is less easy to control. Many of those individuals are choosing to undertake such frequent shopping more locally and in doing so help the viability of local businesses. Such local shopping also supports ancillary businesses in those local areas that provide valuable local services, and who, along with core retail outlets, are significant employers of local people, especially those who need the flexibility of local work due to child or other caring responsibilities, and indeed those who choose to work part time as it helps with the management of a disability, or other health issue, that would ordinarily make fulltime and non-local working very difficult to manage.

## **PEOPLE AFFECTED**

### **2. Which individuals and groups are likely to be affected by the activity?**

#### **2 (a) Staff Individuals and Groups**

As already noted there will be a negative impact upon staff undertaking the cash collection but that is an issue that can be mitigated. Council officers undertaking their duties and using on-street parking facilities in pursuit of Council business will pay less to park on-street. This will mean that the parking charges legitimately reclaimed by staff will reduce. This will be an advantage to the Council but the value is not estimable. Conversely, where the Council saves money in having to reimburse less parking fees it loses out on the level of income from pay and display facilities due to the reduction of on-street parking charges.

Those in the community who are considered to form groups, those with protected characteristics, will positively benefit from the proposals, additionally; those groups not considered to have protected characteristics, such as the unemployed, those on a fixed income or on a low income, will also benefit from the proposals by having access to cheaper on-street parking facilitation.

Local traders will be positively impacted as it will be more cost effective for their customers to shop at their establishments.

#### **2 (b) Community Individuals and Groups *(including voluntary organisations)***

As already noted elsewhere in this document, aside the potential increase cash collection frequency and the negative impact that will have upon staff, there will be no negative impact upon customers, community individuals or groups arising from the proposal.

## **DATA AND INFORMATION**

- 3. What data/information do you have about the people with ‘protected characteristics’ (age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sexual orientation) or other socio-economic disadvantage (e.g. disabled and part-time workers, low income and/or lone parents (mothers and fathers), looked-after children, other vulnerable children, families and adults) among these individuals and groups? What information do you have about how they will be affected by the activity? Will you be seeking further information in order to assess the equalities impact of the activity? How is this information being used to influence decisions on the activity?**

**3 (a) Staff**

**London Borough of Havering Workforce Equality Data**

<b>Disability</b>	<b>%</b>	<b>No.</b>
<b>Yes</b>	<b>1.83%</b>	<b>46</b>
<b>Not Declared</b>	<b>95.08%</b>	<b>2396</b>
<b>No</b>	<b>3.10%</b>	<b>78</b>
<b>Gender</b>	<b>%</b>	<b>No.</b>
<b>Female</b>	<b>67.98%</b>	<b>1713</b>
<b>Male</b>	<b>32.02%</b>	<b>807</b>

**3 (b) Community**

The Council holds data and information relating to citizens deemed to be those with protected characteristics and also those at socio-economic disadvantage. As already noted previously in this document the proposal is one that will provide the whole range of customers across the community with additional value for money through the reduction of on-street parking charges. Understanding the needs of those deemed to have protected characteristics, and those in the wider community, the proposed reduction of on-street parking fees therefore equally impacts positively upon all those in the community. Because of the positive impact of the proposal on the whole of the community it is not considered appropriate to seek further information in order to further assess the impact of the proposal.

**CONSULTATION**

- 4. If no data and information is available about the groups likely to be affected by the activity, how would you inform your EA? Will you be considering carrying out some consultation to inform your EA?**

**4 (a) Staff**

Staff who manage the cash collection process have been informally consulted on the proposal. This group is considered to be the only group that will be negatively impacted by the proposal; however, staff are satisfied that there are actions that can be quickly taken by the Council to mitigate any negativity.

**4 (b) Community**

No specific consultation with the community is anticipated as there are no direct or indirect negative impacts to any individual or group in the community or community groups.

**LIKELY IMPACT**

**5. Based on the collected data and information, what will be the likely impact of the activity on individuals and groups with protected characteristics or other socio-economic disadvantage?**

**5 (a) Staff**

It has been documented elsewhere in this document what the impact upon staff is likely to be. Aside that which has already been noted there are no other negative impacts.

**5 (b) Community**

No specific community impact is anticipated. There are no direct or indirect impacts to any individual in the community or community groups.

**6. What is the likely impact on arrangements for safeguarding children and/or safeguarding vulnerable adults?**

**6 (a) Vulnerable children**

No impact is envisaged

**6 (b) Vulnerable adults**

No impact is envisaged

**PREVENTING DISCRIMINATION**

**7. If any negative impact is identified, is there a way of eliminating or minimising it to reasonable level? If not, how can the negative impact be justified?**

**7 (a) Staff**

The previously noted negative impact upon staff can be mitigated and that mitigation will be actioned in the event of the negative construct becoming apparent.

**7 (b) Community**

No specific community impact is anticipated. There are no direct or indirect negative impacts to any individual in the community or community groups.

**PROMOTING EQUALITY**

**8. How will the activity help the Council fulfil its legal duty to advance equality of opportunity in the way services are provided?**

**8 (a) Staff**

The proposal does not impact upon equality in the workforce, however the report and this document demonstrate to staff the serious consideration given the equality duty of the Council in considering the impacts of all proposals even when they are considered, such as with this proposal, to be positive in providing additional benefit and equality to all customers in our community.

**8 (b) Community**

No specific negative community impact is anticipated to any individual in the community or community groups. However, the Council's process herein will be seen by those in community as having considered and promoted equality issues actively even though the proposal will deliver only positive impacts to the wider community.

**SPECIFIC NEEDS**

**9. What actions will you be taking in order to maximise positive impact and minimise negative impact from the activity?**

**9 (a) Staff**

Once the proposal is implemented staff performance will be monitored and reviewed to ensure that objectives are being met and risk kept at a minimum level. The monitoring and review of performance will quickly identify any issues for which a planned mitigation strategy can be initiated.

**9 (b) Community**

No specific negative community impacts are anticipated as there are no direct or indirect impacts upon any individual in the community or community groups as a result of the proposal. However, the monitoring of the changes will include keeping under constant review the changes to ensure the positive that underpins the proposal is continually maintained.

**MONITORING AND REVIEW**

- 10. Once implemented, how often do you intend to monitor the actual impact of the activity?**

**10 (a) Staff**

The proposed changes will be monitored through a specific performance monitoring exercise and more widely through the employee PDR process.

**10 (b) Community**

No specific negative community impacts are anticipated as there are no direct or indirect impacts to any individual in the community or community groups. However, the changes will be monitored for any change in the positive impacts upon the local community that the proposal is considered to deliver.

**SIGN OFF AND PUBLICATION**

- 11. When completed, the Equality Analysis needs to be signed off by the Head of Service. Once signed off, it should be forwarded to the Directorate Equality Analysis Web administrator to publish it on the council's website.**

**HEAD OF SERVICE**

**Name: Bob Wenman**