

## **Enforcement Proposal for Council car parks**

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*Ward Member(s)* Proposal affects Areas West and South  
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### **Purpose of the Report**

To seek approval to proceed with a proposal put forward to this Council by Bemrose Booth, the service provider of the phone and pay facility in our public car parks, on an 'intelligent enforcement' option based on digital technology to complement the way we patrol and enforce our car parks at present.

### **Forward Plan**

This decision appeared on the District Executive Forward Plan for March, but required further investigation around procurement before it was ready for Member consideration.

### **Public Interest**

Public car parking is of interest to the majority of the public going about their everyday business and leisure time activities. Compliance with the parking regulations to ensure that car parks are used correctly is a necessary management tool to ensure that parking is available as and when required and contributes in an appropriate way to the vitality of town centres.

Enforcement is carried out by Civil Enforcement Officers (CEOs or parking attendants) who patrol the car parks on foot and check that vehicles have paid, not overstayed their purchased time, and are parked correctly in the designated bays. Penalty Charge Notices (PCN's, parking tickets) are issued for contravention of the regulations in place by placing a penalty notice on the vehicle.

This proposal enhances the existing process by 'tracking' vehicle movements in and out of our car parks with the use of ANPR (automatic number plate recognition). This is correlated to the method of payment to the vehicle in question. Alerts are relayed to the CEOs via mobile phone about those vehicles in contravention of parking times which can then be located and enforced as necessary.

The enforcement process under this proposal is no different for the public with a PCN being attached to the vehicle in question in the usual way. The proposed system will also offer other potential benefits and options to the public as described below.

### **Recommendations**

For Members to agree:

- (1) That the Council enters into a 2 year contract with Bemrose Booth for the 'intelligent enforcement' offer subject to agreement of the terms and conditions of the contract.

- (2) That the guaranteed maximum 10% uplift of car park income is noted where the system is installed in accordance with the terms and conditions of the contract for the next two years.
- (3) That Bemrose Booth receives any excess of the 10% uplift in point 2 above in accordance with the terms and conditions of the contract for the next 2 years.
- (4) That the potential increase in car park income will be capped at 10% for the next two years above the agreed baseline income figures.
- (5) That this Council commits a maximum of £20,000 from the capital budget already approved in the car park enhancement programme to amend and alter the carpark entrances and exits to accommodate the ANPR cameras.

## **Background**

Enforcement is carried out in all our pay and display car parks and periodically in our free car parks to ensure that the public comply with the regulations in place.

PCNs are issued by the CEOs for non-compliance by placing the notice on the vehicle in question detailing which offence has been contravened

The means of paying for parking are by pay and display, which involves purchasing a ticket from the ticket machines for the time you wish to stay, season tickets, permits, or using the phone and pay system whereby you register your vehicle details and pay by credit or debit card to the service provider over the phone or online. Bemrose Booth is the service provider for the phone and pay system

The CEOs will patrol the car parks and visually check that a means of payment is on display. If no means of payment is visible they will check their mobile phones and log into the Phone and Pay application which will inform them which vehicles in any particular car park have paid by this means. They are then able to determine non payment on any vehicle and issue PCNs in accordance with the guidelines in place

Other contraventions in addition to non-payment are, for example, parking outside marked bays, parking in specific designated bays (such as a disabled bay without a valid blue badge, in taxi ranks, or loading bays without unloading), and causing an obstruction.

## **'Intelligent Enforcement' Proposal**

The 'intelligent enforcement' offer put forward by Bemrose Booth will enhance compliance with contraventions relating to non-payment or overstaying the time purchased by motorists only and not the other offences indicated above. The vast majority of contraventions are in this category.

Vehicle movements in and out of our pay and display car parks will be tracked with the use of ANPR (automatic number plate recognition) and this will be correlated to the method of payment to the vehicle in question.

This will involve installing ANPR cameras at all entrances and exits to our car parks and new 'state of the art' ticket machines that require the vehicle registration details to be entered before a ticket is purchased. The cameras log when a vehicle enters the car park and are linked to the machines to match the vehicle registration details to the ticket purchased. The system then knows what time that vehicle should be leaving the car park and if it is not registered doing so by the cameras on exit it can then notify the CEOs (via their mobile phones) which vehicles in which car parks are in contravention.

As this is the same provider as the phone and pay service it will automatically follow the same process with motorists who have used that service

Any motorists who have purchased season tickets, permits, or have rights of access off the car parks will have their vehicle registration details and conditions logged into the system so that they are known as being compliant.

The system is basically reversing the present role of enforcement by informing the CEOs of vehicles who have contravened the payment offences rather than the CEOs having to visibly check all vehicles. They will still have to patrol the car parks to check other non-compliance offences as stated but these are few and far between.

Traffic and parking legislation does not permit PCNs to be issued in off street car parks retrospectively by issuing a PCN in the post for example, using ANPR evidence. The CEOs will still have to manually place the PCN and affix it to the offending vehicle. (Please note: private car parks such as those adjoining supermarkets are not affected by this legislation, and they can be issued in certain on street situations, for example bus lanes).

The offer made to this Council is that Bemrose Booth will provide and install the APNR cameras and associated software along with new ticket machines at no cost to this council.

Any modifications required to the entrances to the car parks to facilitate the APNR cameras will be at this Council's expense up to a maximum of £20,000.

The idea of this new enforcement mechanism is to maximize compliance and reduce our enforcement costs and possibly administration over time.

Other benefits of this type of system are that motorists can sign up to 'Auto Pay' whereby they register their details and can use any car parks and the system will log the duration of stay in any car park they use and debit their account accordingly, They would be informed via an SMS of the details stating when they entered a car park, how long they had stayed, and the amount which had automatically been debited from their registered payment card. The SMS would cost no more than 20p

Auto Pay users would not receive a PCN and would pay for the time parked with no need to estimate how much parking they would need to purchase. There may also be an option to encourage more users to adopt Auto Pay by offering pro-rata parking, i.e. paying for the actual stay in the car park, even to the nearest minute if need be, relating to the applicable hourly tariff in that car park. This option would need to be developed over the contract period and implemented at a later date (and be subject to further Executive approval if required).

With new pay and display machines and this enforcement system in place it would allow the option of reduced/free/other parking schemes for the public to be managed effectively, although loss of income would need to be covered as it would affect the 10% and 10%+ figures on which the business case is predicated.

Season tickets/permits may also be purchased via the system without the need to issue permits hence saving on administration costs.

By using this latest technology, it is anticipated that the following benefits will be realised:

- Improved customer service
- Greater efficiencies for Parking Services
- New pay and display machines, so no need to replace the Councils pay and display ticket machine stock
- More ways to pay than ever before
- Higher levels of compliance resulting in additional income,
- Improved targeting of enforcement activity
- Reduced administration of paper permits/season tickets

- Less pay and display machine usage, tickets, wear and tear and maintenance
- Reduced necessity for cash collection, counting and banking

## **Risks and Mitigations (R & M)**

R. There is the risk that the car park inspectors may not receive the data, for whatever reason, relating to the vehicles that have not complied with the payment options in place.

M. The inspectors would enforce in the normal manner until there was confidence that the information on non-compliance for not paying (this will be the only offence the system will be able to check) is filtering through satisfactorily.

R. The public are unhappy with SMS charges, causing reputational damage.

M. The SMS charges relating to people taking up the auto pay option will be agreed in the contract. It is a relatively small amount for the added convenience of not having any change. The administration charge for virtual permits would be 1.5% of the value charged to SSDC and no costs to the public.

R. Payment of uplift sums owed to the council made on time.

M. Agreement will be reached when payments will be made, and included in contract.

R. The public don't like having to key in their registration details, causing reputational damage.

M. This type of machine is becoming more common to prevent unexpired tickets being passed to other parkers, so the public should be getting more used to the routine of using them.

This Council's insurance would cover any vandalism to the new machines as at present and any disputes not in the contract would have to be resolved between ourselves as would be the case in any agreement. Non-payment of the guaranteed 10% uplift would be pursued via legal action under the terms of the contract

At the end of the two year trial the Council would have options to seek tenders to continue with the system, implement our own, or abandon the system depending on the outcomes of the trial period. The existing machines will be 'bagged' and left in place, to enable the council to return to the status quo or seek a different option.

## **Procurement Implications**

The Procurement and Risk Manager considers it is appropriate and safe to proceed with a 2 year proof of concept extension/alteration to the existing phone and pay contract. At the end of this period it is expected that the Engineering Manager will come back with a further recommendation for consideration.

## **Financial Implications**

The installation of all the new ticket machines and ANPR cameras will be at nil cost to the Council.

Adaptions to the car parks will be necessary to ensure cars enter and exit through the ANPR cameras. This Council commits a maximum of £20,000 from the previously approved capital car park enhancement budget for these works.

Bemrose guarantee 10% up lift on pay and display income, in all car parks where the system is installed, and should this not be achieved through consumer income, it is to be paid for by

Bemrose Booth (baseline for income the average of previous 24 months). This could be worth up to £200K if all car parks are found to be suited to these new arrangements.

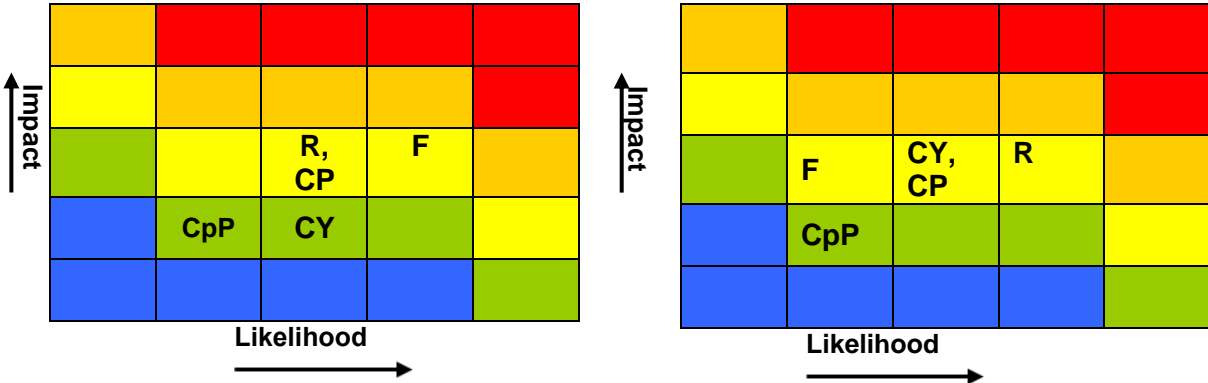
Any uplift over and above the 10% detailed above would be payable to Bemrose Booth. This would be fixed for the 2 year contract period. After this time, the financial data would be available to analysis the effect of the cameras on income, and negotiate the contract as necessary.

As part of the budget setting report agreed by Full Council in February, an additional £200,000 was added to the income budget for Car Parks, to reflect the decision to look at the implementation of this system. Therefore, no further adjustments to the budget are needed at this stage.

**Risk Matrix**

**Risk Profile before officer recommendations**

**Risk Profile after officer recommendations**



**Key**

Categories	Colours (for further detail please refer to Risk management strategy)
R = Reputation	Red = High impact and high probability
CpP = Corporate Plan Priorities	Orange = Major impact and major probability
CP = Community Priorities	Yellow = Moderate impact and moderate probability
CY = Capacity	Green = Minor impact and minor probability
F = Financial	Blue = Insignificant impact and insignificant probability

**Council Plan Implications**

- Council Plan 2016-21: High Quality, Cost Effective Services.
  - Actively manage assets and resources to ensure the best financial or community return.
  - Work with partners to achieve economies, resilience and influence.
- Annual action plan for 2016/17
  - Optimise council assets to increase use or receive income

**Carbon Emissions and Climate Change Implications**

No effect on carbon issues and potentially will reduce administration and paper

Ticket machines will be solar powered to save on energy costs

### **Equality and Diversity Implications**

Ticket machines will be DDA compliant and increased options on how to pay will reduce the need to use the ticket machines for all.

Analysis carried out so far will be used to inform contract negotiations, with full EqA being concluded closer to the end of this process once full terms and conditions are known.

### **Privacy Impact Assessment**

- Vehicle registration details are monitored but not used for any other data or use except to correlate compliance with payments to stay in car parks. Common system used elsewhere in car parks and toll roads
- No personal data used or stored and the process of following up any Penalty Charge Notices is as at present and well regulated
- General public will not notice any difference to their experience of parking, other than the need to tap in their vehicle registration details if they use the new machines as their method for payment.
- The service provider of the system will process the data and forward non-compliant vehicles registration details to the Civil Enforcement Officers for action
- No risk to security data of third parties, the CEOs will still need to identify the vehicle and decide whether or not a ticket should be issued.

### **Background Papers**

None available

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