



Draft Parking Strategy 2016 – 2026 – For consultation

To provide a fair and consistent approach to the way in which we manage parking whilst supporting the three priorities for the borough;

- Encouraging civic pride
- Enabling social responsibility
- Growing the borough

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Safe

Whether you are arriving at your destination or departing on a new journey, safety is at the heart of our parking strategy. Safety for car users, cyclists pedestrians, for those who rely on support services and for our emergency services

We will

- We may consider pavement parking in locations where it is safe for other road users but not to the detriment of pedestrians, cyclists and vulnerable groups.
- Provide parking bays for those who need them most, where and when we can.
- Aim for Secure Car Park Status for all council car parks.

Fair

Our aim is to strike a fair balance between the parking needs of different groups of customers, whilst understanding the needs of local residents'

We will

- Support activity which reduces congestion and improves the quality of our environment.
- Offer free parking in all on-street secondary shopping centres for the first half an hour and for the first hour in all of park car parks.
- 5% of car parking spaces will be provided for blue badge holders, with the first four hours free.
- Increase the charges for parking permits for households with three or more vehicles

**Parking Strategy
2016-2026**
The start of a journey

Consistent

We will ensure that the decisions we make are consistent across the borough and for all those requiring parking services

We will

- Only use parking controls, such as Control Parking Zones, where there is a clear need for road safety and to ease congestion.
- All parking permits will be charged in line with keeping the borough "Greener" and will be charged the same regardless of where you live.
- We will introduce virtual permits across the whole borough.
- We will expand our provision of free cycle parking across the borough.

Transparent

We will publish a clear guide on how to apply for parking related services, how parking related decisions are made and how to appeal against them

We will

- Provide a simple transparent process to apply for a dropped kerb.
- Use modern technology to make it easier for customers to access all aspects of the parking service
- Take enforcement action against those whose parking is inconsiderate to others, both on the road, pavement and parking areas.
- We will implement a policy that sets out how we will tackle persistent parking fine evaders including the removal of vehicles if necessary.

2. Executive Summary

Over the past 60 years the advances in motor vehicles have transformed our lives, providing social mobility, expanding the distances between where we work and live and increasing the business opportunities for employers and employees alike.

Parking is an intrinsic part of this change. Whilst major road improvements have created new network infrastructures, many of the smaller residential and secondary roads have changed little since they were built in the 1950's and 60's. As the, design of motor vehicles have changed and volume of motor vehicles have increased, so has congestion and the advent of alternative transport methods. In the last decade there has been a significant increase in the demands on our road and footways, with pedestrian, cyclists, mobility vehicles and parking needs all competing for space.

For Barking and Dagenham, a borough that is the gateway for growth in London and the east, Parking can no longer been seen as just a daily concern. We need a strategic approach where parking is not just seen as part of a journey, but the start of a journey. Whether you are leaving home, parking as part of your daily commute, taking your children to school, visiting family, delivering goods to your business, or going on a shopping experience, knowing that your vehicle is safe, that what you are being charged is fair, that the parking controls and transparent and they are applied consistently, are all at the heart of our approach. Parking is the start of each journey and as we move forward into the next decade, this vision will become even more important as the regeneration of the borough brings new challenges and opportunities.

Making parking work for our residents, businesses and visitors is a challenge that needs a long term vision, one that will take us into the next decade and provides the opportunity to meet the competing demands for good quality, accessible, safe and affordable parking.

Our strategic approach is based around four themes:-

Safe

Whether you are arriving at your destination or departing on a new journey, safety is at the heart of our parking strategy. Safety for car users, cyclists pedestrians, for those who rely on support services and for our emergency services.

Our objective - To reduce congestion caused by parked vehicles and improve road safety

How we will deliver this:-

- Only use parking controls where there is a clear need to improve road safety and/or to ease congestion. – we will use a combination street parking controls

such as CPZ's, restricted parking and permitting as well as other measures to improve safety and ease congestion.

- Tolerate pavement parking in locations where it is safe for other road users but not to the detriment of pedestrians, cyclists and vulnerable groups – The Highway Code early sets out that Parking on the pavement can obstruct and seriously inconvenience pedestrians, people in wheelchairs or with visual impairments and people with prams or pushchairs. Drivers should not park on the pavement. However, in some areas pavement parking is necessary to prevent congestion and improve road safety. Our approach is to find a balance between those requiring accessible pavement space and road safety, in areas where there is a clear need for greater tolerance.
- Make best use of the parking space available – our policy sets out a range of proposals that makes use of the parking spaces on our roads, car parks, shopping areas. As part of our ambitious regeneration plans we will work with developers to ensure that parking considerations are considered from concept to completion.
- Aim for Secure Car Park Status for all council car parks – we want to ensure that our Car Parks provide the highest level of safety for those who use them, by achieving Secure Car Park Status across all council car parks whether they are in residential, recreational or shopping areas.

Fair

Our aim is to strike a fair balance between the parking needs of different customers, whilst understanding the needs of local residents'

Our objective - To make best use of the parking space available

How we will deliver this

- Support activity which reduces congestion and improves the quality of our environment. – Our strategy sets out a range of initiatives such as Electronic Vehicle car clubs, increased permit charges for diesel vehicles and green and superhighways for cyclists to reduce the congestion on our roads.
- Offer free car parking in all on-street local shopping centres for the first half an hour and for the first hour in all of park car parks. – Our strategy aims to support businesses and the ability to access the boroughs extensive parks by providing free parking for a set time period, across the whole borough
- Ensure 5% of car parking spaces will be provided for blue badge holders, with the first four hours free. – We want to ensure that those with mobility needs have adequate car spaces that make it easy and affordable to park.

Consistent

We will ensure that the decisions we make are consistent across the borough and for all those requiring parking services.

Our objective - To reduce air pollution and support London wide low emissions and clean air strategy

How we will deliver these

- All parking permits will be charged in line the aim of reducing emissions and will be charged the same regardless of where you live – We will bring business and residential permits in line with each other and charge a consistent fee for first and second permits. We will increase the charge for permits for households with three or more vehicles, including shared households. In addition we will offer a discounted fee for non-diesel emissions or charging a higher fee for vehicles with higher carbon emissions. This will include commercial vehicles
- Take enforcement action against those whose parking is inconsiderate to others, both on the road, pavement and parking areas – We will focus our resources in the areas and on those people who create a persistent problem with inconsiderate parking
- We will expand our provision of free cycle parking across the borough – To support the increasing popularity of cycling, we will ensure there is cycle parking across the borough, free of charge. This is in line with the councils approach of expanding cycling provision in the borough the Green Cycle routes and expansion of the cycle super highway.
- We will apply a consistent approach to parking across areas of the borough defined as:-
 - Town Centres
 - Secondary retail/commercial areas
 - Residential areas

Transparent

We will publish a clear guide on how to apply for parking related services, how parking related decisions are made and how to appeal against them.

Our objective - To enforce parking regulations fairly and efficiently

How we will deliver this

- Use modern technology to make it easier for customers to access all aspects of the parking service – We will introduce modern technology such as on line, mobile and pay points that makes it easy to pay for parking, getting a permit of paying for a fine, either on line, by telephone or the introduction of cashless payments.
- Provide a simple transparent process to apply for a dropped kerb – Dropped kerbs provide a solution to parking congestion in residential areas and reduces the pressures on our streets and pavements. We will encourage dropped kerbs in areas where it is safe to do so, reduce the delay from applying to acceptance and offer affordable methods of payment for installing a dropped kerb.
- Implement a policy that sets out how we will tackle persistent parking fine evaders including the removal of vehicles if necessary – We will use all of our powers to tackle those people who both ignore parking fines or who operate businesses in residential areas which affect the quality of life of local people. .

How will we measure our success?

This is an ambitious plan which will have a long term impact on the look and feel of our borough. In order to ensure that we can track our progress the strategy sets out a high level action plan which will be supported by a set of performance measures. These measures will include quantitative figures such as the increase in EV car Clubs, increase in car parking or payment rates of fines, as well as qualitative figures such as the improvements in residential, business and retail areas for both safety and reduction in congestion.

These figures will be published through the council website on a quarterly basis

3. Values

Core values will support the approach to parking in the borough. These values are aligned to the Council's three priorities for the borough and will reflect the continuation of the council's approach to ensuring fairness and transparency for the delivery of parking services whilst incorporating;

- Encouraging civic pride
- Enabling social responsibility
- Growing the borough

The aims of the implementation of this Parking Strategy are based around the three Council priorities and it is imperative that the changes to the way in which parking is delivered going forward is consistent, efficient, effective. We will always put the needs of pedestrians safety on the footpaths first and foremost and will also consider road safety and congestion a priority.

4 Introduction

The London Borough of Barking and Dagenham (LBBD) is situated in the north-east of London at the heart of the Thames Gateway, the largest regeneration area in Europe. Adjacent boroughs are Newham to the west, Greenwich and Bexley to the south, Havering to the east and Redbridge to the north. LBBD covers an area of about 14 square miles. Its estimated population is 185,900 (from the 2011 Census); this indicates a growth of 13.4% since 2001.

LBBD is responsible for parking enforcement on its streets and in its car parks using the civil parking enforcement ("CPE") powers provided by the Traffic Management Act 2004. This enforcement is undertaken by the council's own staff. The car parks include several **major public off-street car parks**, principally for the use of shoppers and commuters. On-street parking areas consist principally of **residents' parking spaces** and public **pay-and-display/metered parking**. A number of dedicated **disabled drivers and doctors parking spaces** are also provided, as well as parking spaces for **car club** vehicles. In addition, there is provision for businesses in the form of **vehicle loading/unloading bays** as well as dedicated parking spaces for **motorcycles**. A range of **cycle parking** facilities exist at key destinations, such as shopping areas, libraries, council buildings, business areas and transport interchanges.

This document addresses the parking issues that face the Borough both now and in the future (looking ahead for up to 15 years) and has been designed to help shape, manage and deliver the Council's vision for parking, as set out below.

Our Vision for the future

"To provide Safe, Fair, Consistent & Transparent Parking Service"

The strategy seeks to identify the borough's objectives for parking, and to place them in the context of the council's wider objectives in relation to transport and the environment and, beyond that, the activities and aspirations of the borough as a whole. Following on from that, it then presents in broad outline the actions and procedures needed to turn those objectives into reality, and how to monitor progress in that respect. The overriding

objective will be to devise a framework to balance competing needs in parking. At all stages, an integrated approach is advocated, taking into account all relevant issues such as suitability and size of parking area, ease of enforcement, business needs and links with public transport.

The objectives of the Parking Strategy are:

- Reduce congestion caused by parked vehicles and improve road safety
- Make best use of the parking space available
- Enforce parking regulations fairly and efficiently
- Provide appropriate parking where needed

Incorporate environmental issues and in particular the London wide low emissions and clean air strategy.

To achieve these objectives and realise the vision for parking, work will be channelled through three main areas:

- Management of on street parking – manage on street parking space to ensure optimum use
- Operation of civil parking enforcement – fair and cost effective processes to reduce inappropriate parking
- Parking provision and policies – new developments to have appropriate levels for their function and location

5. Ten year plan

This section sets out what we aim to change and improve over the next ten years. It lays out improvements into areas of what we have identified through forums and complaints and what we intend to do.

With a ten year plan we will use our programme to make sure the “Right Decisions” are made to support the key priorities. It will also provide us a long term vision for parking which is directly linked to or development and regeneration plans for the borough.

Appendix 1 shows a 2 year action plan as legislation and nation policies are regularly changes and demands within the borough are on the increase and therefore we need to be responsive to change as it is required. That said the basics of what we plan to achieve will follow the same principles of implementation.

6. Council Car Parks

The Council operates 10 public car parks across the Borough and has several that are currently unmanaged. Car Parks are being used for long and short stay, commuter parking, staff parking. Payments are being made by cash, RingGo online and credit card payments. Our aim is to provide suitable parking for local shoppers and / or commuters where we can and residents that live in the borough in car free developments but need to have a vehicle.

Key challenges

- Competition from other cheaper car parks
- Maximising car park use
- Keeping upto speed with new technology that makes parking easier for motorists and more efficient for us to provide and enforce
- Keeping car parks clean and minimising anti-social behaviour activities
- Making sure car parks make enough money to be cost effective and keep them to a standard required for users to feel safe

What is important to you?

- The ease of finding a space without driving around too much
- Safer and cleaner car parks
- Reviewing charges across the Borough to create a competitive offer and maximise usage
- Quicker, easier ways of parking
- Offer competitive season tickets or alternative long stay solutions

What we intend to do

- Review car parking charges in all car parks across the Borough
- Maximise car park use by providing competitively priced season tickets
- Provide flexible alternatives for paying so users only pay for the period they have parked
- Adopt new technology such as cashless payments of payments through mobile devices where this will improve efficiency
- Introduce one hour free parking in car parks that are within one of the Boroughs Park locations to support a healthy lifestyle
- Ensure all council run car parks have a competitive charging structure to support upkeep and maintenance
- Seek 'Park Mark' status in all car parks where possible

7. Parking for shoppers and visitors

The Borough provides short term 'paid for' parking spaces that covers most areas across the borough. It has recently trialled a 15 minute free parking period which although has been well received has been deemed to not be long enough for most areas.

The Borough faces a number of challenges in providing and managing on-street short term parking bays which range from varying charging across the borough to different levels of enforcement and payment methods.

Key challenges

- Setting a level of charges and maximum stay periods to assist local businesses by maximising turnover of parking spaces around all shopping areas regardless of size
- Promoting where applicable the use of our off-street car parks
- Providing parking spaces at all times to ease congestion on our highways network
- Achieving consistent compliance through enforcement

What is important to you?

- Fair and consistent parking charges across the Borough
- A Parking Strategy that supports local businesses
- Reducing traffic congestion across the Borough
- Enforcing parking regulations fairly and firmly
- Parking near to your destination
- Quicker and easier payment processes
- Making sure free short term concessions are not abused
- Ability to allow shoppers and visitors enough time to grab a couple of items without paying

What we intend to do

- Introduce 30 minutes free parking in all on-street parking areas and off-street car parks that support local shops
- Introduce cashless parking and promote and incentivise payment by phone
- Undertake a review of the needs of the night time and weekend usage
- Explore the requirement for more dual use bays to accommodate a range of local needs
- Reduce the need for cash machines

8. Permit parking

Permit parking is used as a means of controlling who can park on the road and when. This mainly happens in areas where residents have difficulty in finding a space near where they live.

A number of permits have been implemented across the Borough in recent years and tailored to individual needs; however this has led to many permits overlapping with their usage and making it difficult for customers to know what it is they require.

Whilst it is sometimes the case that we simply can not meet the specific needs of the local stakeholders we do where we can endeavour to get the balance right for most users.

Key challenges

- Issues created by displacement ie: when a scheme is introduced vehicles move onto another location
- Issues caused by commuter parking
- More cars means more demand for parking space
- Less kerb space as we introduce more dropped kerbs

What's important to you?

- Put residents needs first by deterring on-street commuter parking
- Put carers needs first by offering parking at the same cost as a resident
- The need for consistent and well enforced controlled parking zones when implemented across the Borough
- Having visitors be able to afford to visit

What we intend to do

- Introduce parking controls under an 18 month experimental traffic order where there is uncertainty as to the outcomes of a new scheme. This will allow the scheme to be monitored and amended where necessary.
- Ensure a faster and more efficient turnaround on permit applications
- Move to virtual permit system to allow residents to have a permit live on their vehicle the minute they purchase
- Prioritise the implementation of schemes for safety and congestion

- Get the balance right for dual use bays for local businesses, care homes, surgeries etc. and residents
- Make use of all parking space to service the needs of all the local community and the assets within them in a fair and consistent manner
- To support a cleaner borough by having a turnover of vehicles this allows the highways to be cleaned regularly
- Minimise the amount of permit types available with an increase in the cost of a permit for households with three or more vehicles
- Electric and hybrid vehicles will carry a lower charge for a parking permit
- Investigate ways in how we can support short-stay visitors to residents

9. Enforcement

Enforcement is in place to ensure that the designed goals outlined in this Strategy are met and can be achieved. Civil Enforcement Officers (CEOs) deliver this enforcement by providing advice where possible and issuing Penalty Charge Notices (PCNs) where necessary by CCTV Enforcement or On-street patrols.

Key challenges

- Serving a Borough with varying demands
- Serving a area of the Borough where there are some areas without restrictions in place
- Enforcing where motorists take a change of parking illegally for a short period without realising the impact on congestion and road safety
- Achieving compliance around schools is particularly challenging as the demand for space is focused on a specific area and time of day
- Ensuring disabled badges are not fraudulently used to obtain free parking

What's important to you?

- Maintaining road safety and ensuring better traffic flow
- Enforcing parking restrictions fairly and firmly
- Deterring commuter parking in residential areas and parks and open spaces
- Ensuring that disabled badges are used correctly
- Making sure concessionary parking is not abused
- Ensuring that footways are not obstructed by vehicles
- Making schools safer by better enforcement of vehicles parking in contravention even for short term dropping off

What we intend to do

- Continually review the way in which we deploy Civil Enforcement Officers throughout the Borough to accommodate varying demand for enforcement
- Make the roads safer and enable an improved flow of traffic by expanding our scope of moving traffic enforcement contraventions through the use of CCTV
- Embrace new technology to provide a more efficient and economical service
- Embrace the use of automated enforcement cameras to ensure all contraventions are enforced against
- To enforce on bank holidays where necessary to support road safety and traffic flow
- Continue working with the police on joint ventures to take the misuse of blue badges
- Remove all double parking (cars parked on highways and footway) to ensure pedestrians safety is key
- Ensure a mix of parking on the highway and footways are maintained to slow traffic where necessary
- Undertake targeted enforcement around local schools and adopt new polices where we are able to support this

10 Sustainable transport

As well as taking account of local circumstances, the strategy must be linked to a whole framework of wider policies, ranging from those determined at a local level to those applying nationally, and in some cases enforced by law. The main elements of this framework are shown in Table 1. Although there are various different levels of guidance, several themes such as addressing traffic congestion, promoting sustainable travel habits and improving safety are common throughout.

11 Customer Service

Barking & Dagenham is committed to constantly improving the parking customer experience, to make it easier to purchase parking space, pay for permits or appeal and pay against penalties online.

It is the Council's policy to implement a fair open and transparent parking policy. The Council publishes a number of policies on-line, and it committed to reviewing and updating these policies in line with this strategy. We want to maximize the efficiency and quality of our customer service and aim to reduce the need for customer contact by

providing good quality information and/or service at the first point of contact.

Key challenges

- Inefficient back office systems and processes in dealing with queries and challenges
- Increasing the digital capability of our services
- Ensuring hard to reach customers continue to have appropriate means of contacting and obtaining support from the Council
- Inefficient processing and delivery in providing parking permits

What we have been told?

- Access to parking services on-line are confusing and inconsistent
- The digital payment and application methods are not effective and are very time-consuming
- It is not clear what we are purchasing
- We do not have the confidence that payments have been received
- The Council needs to improve ways that service users can self-serve
- We speak to various officers and departments and get different responses each time

What we intend to do

- New back office systems have been procured and are now live; we aim to improve how these are managed and deliver a user friendly system
- Aim to respond to appeals within 2 weeks where resources permit
- Provide clear guidance to enable to service users to make the best use of the on-line parking services
- Overhaul of all parking services and systems to ensure running costs are kept to a minimum but meet the needs of the service and users
- Ensure all digital systems are user friendly

12 Making the right decisions

Taking into account the current pressures, demand on parking and legislative compliance we have developed a mechanism that enables early consideration of all key issues to ensure a new parking scheme or alternations to an existing parking are arrangements are not considering in isolation but for the needs of the Borough as a whole. In main all schemes are suggested by residents, Ward Members and Council officers for a variety of reasons.

Making a framework for decision enables us to be fair, consistent and transparent in the way all parking schemes are planned and implemented.

The framework will allow flexibility to ensure we can adjust where necessary to keep up to date with the legislative requirements and the regeneration of the Borough. This framework will not support schemes that are set out to improve road safety.

The Council has to make complex choice about the allocation and management of parking spaces and in doing so we need to balance the needs of some groups with others to take action that some motorists or residents and businesses may not support. We will always where required consult with stakeholders but ultimately the decision making process of whether a scheme goes ahead will lay with the Council.

13 Next steps

This document sets out the proposals for the future strategy for parking across the borough. We are inviting feedback on these proposals and the following timetable sets out the next steps for consultation, implementation and how we will review our progress.

Date	Activity	Group
19 July 2016.	Approval for consultation on the draft Parking Strategy	Cabinet
20 July 2016	Consultation commences with members and wider community	Community groups, online survey, Safer Stronger Partnership Board
July - September 2016	Ongoing review of feedback	As above
Mid September 2016	Consultation closes	
13 September 2016	Pre-decision scrutiny by Safer and Stronger Community Select Committee	Select Committee
20 October 2016.	Review outcomes of the Parking Strategy 2016-26 prior to Cabinet approval	Corporate Strategy Group
24 October 2016	Review of outcomes of the consultation and Parking Strategy proposals	Policy Forum
15 November 2016	Approval of Parking Strategy 2016-26	Cabinet
December 2016	Development of a Parking Strategy implementation plan	Enforcement Service/Cabinet member