

Parking Strategy

2016 – 2021

To provide safe, fair, consistent and transparent parking services



Foreword by Councillor Laila Butt

The evolution of the motor vehicle has transformed our society, both socially and economically. It has allowed us a greater choice on where we live and where we work; it has provided our businesses with access to wider markets and expanded the produce that is available to us. As the motor vehicle has become more popular and more affordable, our roads and streets have had to cope with a volume of vehicles that they were not originally designed for.

For a borough such as Barking and Dagenham, a road network that is free from congestion and safe for car users, pedestrians and cyclist alike is vitally important. At the centre of this is our approach to parking. Getting this balance right, between the different parking needs of our residents, businesses, visitors and commuters is a challenge. But it is a challenge that can be achieved by adopting a Parking Strategy that sets out a long term direction, a direction that considers what the borough will look like in the next decade, as well as what it is like now. This strategy reflects the views of local residents and businesses, views that we have gathered during an extensive consultation process.

A handwritten signature in grey ink that reads "L. Butt".

Councillor Laila Butt

Cabinet Member, Enforcement and Community Safety

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Safe

Making the places that you park, safe and accessible

We will

- Achieve Secure Car Park status for our car parks
- Tolerate pavement parking in areas where it will reduce congestion, but not at the expense of pedestrian safety
- Increase our enforcement in areas where pavement parking affects safe access for pedestrians and cyclists.

Fair

Strike a fair balance between the needs of residents, commuters, businesses, pedestrians and cyclists alike

We will

- Parking permit charges will remain lower for the first two vehicles per household, compared to the third or more.
- Offer a reduced permit charge for low emission vehicles.
- Introduce a carers permit scheme.
- Revise our business permits to include all business vehicles parking in the borough
- Provide better parking facilities for cyclists.
- Provide 5% of car parking spaces for blue badge holders

Parking Strategy

2016-2021

The start of a journey

Consistent

A consistent approach to parking, the decisions we make and how we enforce.

We will

- Introduce 30-minute free parking in all on-street shopping locations.
- Introduce free one-hour parking in all council park car parks.
- Increase the number of civil enforcement officers on motor cycles to enable a greater coverage of the borough.
- Move to cashless payments for car parking including contactless payment cards.
- Introduce prepayment cards making it easier for all residents and businesses to pay for parking.
- Introduce virtual permits making processes easier and simpler.

Transparent

To be transparent in our decision making processes

We will

- Apply an areas based approach to parking control
- Provide a simple transparent process to apply for a dropped kerb.
- 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 the 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 pedestrians, 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 be 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.

This strategy sets out a long term vision, a vision that aims to make parking work for our residents, businesses and visitors, based on our four principles of a safe, fair, consistent and transparent parking service.

3. 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.

4 Council Values

The Council has made a commitment to deliver on four priorities for the borough. These priorities are at the heart of the long term direction of the borough and the decisions that we make. They are:

- Encouraging civic pride
- Enabling social responsibility
- Growing the borough
- Well run organisation

The aims of the implementation of this Parking Strategy are based around these Council priorities and it is imperative that the changes to the way in which parking is delivered are consistent, efficient and 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.

5. Setting our vision and priorities for the next 5 years

An important step in setting our vision and priorities for parking services has been to listen to the issues that residents, businesses and commuters have raised, concerning parking in the borough.

The council carried out consultation with our residents over a twelve-week period from July-September 2016, on what our vision should be, what are the current issues and what improvements should be made. The consultation included an on line survey, publication in local media, presentations at public forums and feedback from councillors, Members of Parliament and partner agencies.

The council wishes to thank all of those who took part in the consultation. The feedback has helped to shape the direction of this strategy.

This document sets out a strategic approach to address the parking issues that the Borough faces now and in the future, in line with our development plan. The council has clear vision for parking in the borough.

Our Vision for the future

“To provide Safe, Fair, Consistent & Transparent Parking Services”

This vision is supported by five main priorities that have been designed to reflect the competing parking needs in the borough. These priorities include the needs of residents, businesses, commuters, cyclists and pedestrians alike. The priorities 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
- Ensure that the low emissions and air quality strategy for London is at the heart of our decision making.

Finally, the delivery of the vision and priorities can only be achieved by recognising that there are groups for whom access to parking is vitally important to their daily lives. Through the consultation feedback the council has developed a hierarchy of need for parking in the borough. This hierarchy will form a core part of our decision making for parking controls, the design of parking schemes and cost of parking services, over the next 5 years.

The hierarchy of parking need is set out below:-

- Residents with a disability
- Non- residents with a disability
- Local residents
- Priority care workers
- Local business essential servicing
- Short stay visitors and shoppers
- Long stay visitors and shoppers
- Long stay commuters

6 Delivering our vision and priorities for parking services

The following section sets out the key activities that the council will take in achieving a safe, fair, consistent and transparent parking service. These actions have been developed in consultation with partner agencies, with regeneration colleagues and through the responses from residents and businesses.

Safe

Our objective –

Making the places that you park safe and accessible

What did you tell us?

Respondents to our consultation raised safety in car parks as a particular concern, highlighting better lighting, cctv and security in car parks as key issues. In addition, respondents raised their concerns over the balance between the need for parking, use of resident bays and safety for pedestrians and cyclists alike.

What will we do

- Review all of our car parks with the aim of achieving Secure Car Park status – this will include better lighting, improved security and cleanliness.
- Tolerate pavement parking in areas where it will reduce congestion but not at the expense of pedestrian safety –We will make it clear where parking on the pavements is safe to do so and will ensure that disabled bays are used correctly and by those who need them.
- We will increase our enforcement in areas where pavement parking places pedestrians and cyclists at risk of harm.

What will we achieve?

- ✓ An increase in the number of people using our car parks by 5% per annum from 2017/18. To achieve this, the council will undertake a survey of all of our car parks, carry out safety improvements where it is practicable to do so, with the aim of obtaining Park Mark Status where we can.
- ✓ We will aim to increase the number of car parks which have Park Mark Status each year.
- ✓ Our approach to pavement parking and the use of disabled bays will ensure that the safety of pedestrians and disabled residents is paramount. We aim to achieve a clearer understanding of when pavement parking can be tolerated and when it cannot. We aim to achieve an annual reduction in both complaints and reported accidents involving residents due to inconsiderate pavement parking. We will set a baseline for these measures in 2016/17

Fair

Our objective:-

To strike a fair balance between the needs of residents, commuters, businesses, pedestrians and cyclists alike

What did you tell us?

Respondents to our consultation highlighted the issues such as the lack of available parking in residential areas and how some parking restrictions increased the problem. We heard of the challenges that this has on both visitors and shoppers and that there should be clear parking spaces for blue badge holders.

Improving safety and accessibility for cyclists was raised both in terms of improvements to health and to help ease congestion.

What will we do?

- Parking permit prices will remain lower for the first two vehicles per household compared with the third. An additional charge will be applied to the fourth vehicle or more, per household.
- Introduce a business permit for business vehicles to park in the borough, regardless of location.

- Establish parking permit prices which encourages low emission vehicles. This will mean that there will be a reduced permit charge for hybrid and electric cars. However, this will not apply to three or more vehicles per household.
- Expand Electric Vehicle (EV) car clubs – We will increase the opportunity for residents to access EV car clubs and increase the infrastructure through our regeneration schemes to support these.
- Ensure that there is fair access for cyclists. This will include the introduction of more cycle parking pays, cycle lockers and link cycling parking improvements to initiatives such as the cycle super-highway. There will be greater enforcement where vehicles are parked on cycle bays.
- There will be a continued commitment to provide 5% of car parking spaces for blue badge holders in both car parks and secondary shopping areas.

What will be achieved?

- ✓ The approach to permit pricing will achieve greater fairness to parking in residential areas where there already is high demand for spaces. It will encourage the use of low emission vehicles which will improve air quality. We will use our performance measures to assess the increase in the number of permits for low emission vehicles as well as changes in the number of permits issued per household.
- ✓ To support our aim to improve air quality and ease congestion we will aim to increase the participants in EV car clubs by 10% per annum over the next 5 years
- ✓ By ensuring the needs of cyclists are a key feature of our parking strategy, we aim to achieve a wider range of options for travel, easing parking congestion and encourage healthier lifestyles. In discussion with our regeneration partners, we will aim to achieve an increase in the number of cycle parking bays over the next 5 years.
- ✓ As part of our survey of council car parks we will ensure that there is a minimum of 5% of spaces for blue badge holders. In addition, assisted parking bays will be incorporated as part of the planning for new developments.

Consistent

Our objective –

A consistent approach to parking, the decisions we make and how we enforce.

What did you tell us?

There has been a clear message throughout the consultation that parking charges need to encourage people to shop locally and use local amenities. This included a call for free parking for a limited time period.

Respondents highlighted the need for enforcement, but want to ensure that enforcement is consistent and benefits local residents, who often struggle to park or access their roads due to inconsiderate parking. The issue of parking around schools was a key concern, particularly consistently enforcing against car users who park in restricted areas at schools without regard for the safety of school children.

There was a strong message that paying for parking needs to be easier and the current processes are not consistent. This includes paying for car parking, obtaining residents or visitors permits.

What will we do?

- We will introduce 30 minutes free parking in all on street shopping locations.
- We will introduce free one hour parking in all council car parks in Parks.
- We will adopt a consistent approach to parking enforcement, including targeted persistent parking fine evaders. However, this approach will see the introduction of enforcement cameras around our schools and areas where there are specific parking safety concerns.
- We will increase the number of civil enforcement officers on motor cycles to enable a greater coverage of the borough.
- We will move to cashless payments for car parking, including contactless payment cards – we will ensure that all of our parking machines are fully converted to take cashless payments, including the ability to make payments by card.
- We will introduce prepayment cards making it easier for all residents and businesses to pay for parking.
- We will introduce virtual permits. Virtual permits will enable customers to apply for a permit on line, making the process easier and simpler. It will reduce the delays in applying for and being issued a permit.
- We will review the application process for visitor permits to make it simpler.
- We will introduce a carers permit for registered carers.

What will we achieve?

- ✓ By introducing a consistent approach to parking charges and simplifying how payments are made, our aim is to make it easier for residents, visitors and businesses to park in the borough. Our aim is to achieve an increase in parking in our secondary shopping areas and parks, increasing footfall in these areas to support local business. We will measure our progress through consultation with businesses in secondary shopping areas.

- ✓ We aim to provide a simpler way to pay for parking which uses modern technology such as contactless card payments and the use of virtual permits. We aim to reduce the complaints per annum, related to parking payments and make charging consistent whether you are paying by phone or card. We will establish a baseline for complaints in 2016/17 and aim to achieve a 10% reduction by 2017/18.
- ✓ Introduction of a carers permit scheme by April 2018 enabling registered carers greater flexibility in parking to carry out their valued service.
- ✓ However we also want to offer a parking payment choice for our residents and businesses. We will achieve this by introducing pre-payment cards reducing the needs for cash payments and allowing local businesses to offer parking for those customers who require longer than the free 30 minute offer. We aim to measure the success of the prepayment card by measuring the number of cards issued and the usage. Measures will be established in 2017/18.

Transparent

Our objective –

To be transparent in our decision making processes

What did you tell us?

Parking controls, how they are decided, where they are implemented and how they are enforced, was a constant theme throughout the parking strategy consultation. Issues such as Controlled Parking Zones, “banjos” and dropped kerbs were particularly highlighted. Respondents raised their concerns around the impact of these measures on street parking and how controls in some streets resulted in increased parking pressures in neighbouring streets.

There was a strong feedback for increased enforcement in areas where there are parking restrictions and where parking causes a danger, such as around schools.

What will we do?

- Apply an area based approach to parking control –We will carry out a borough-wide review of parking controls based around geographical areas defined as :-
 - Town Centres
 - Secondary retail/commercial areas

- Residential areas

This review will look at the range of parking controls that are currently in place, compared to the parking needs for the area. In consultation with local residents and businesses, we will revise our parking control measures in areas where the current measures are not fit for purpose. Most importantly, we will publish a clear and transparent process of our parking control decision making, based on the geographical area and the hierarchy of parking need, set out in Section 5 above.

- Provide a simple, transparent process in applying for a dropped kerb – Dropped kerbs can provide a solution to parking congestion in residential areas and can help reduce 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 application 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, impact on the safety of others through inconsiderate parking, or who operate businesses in residential areas which affect the quality of life of local people.

What will we achieve?

- ✓ A reduction in the number of complaints related to parking controls per annum. Baseline of the number of complaints to be established for 2016/17.
- ✓ Ensure that all applications for dropped kerbs are processed with a decision within 28 days.
- ✓ Reduce the number of unpaid parking fines by 10% per annum compared to 2016/7

7 How will we measure our progress?

This is an ambitious strategy 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 implementation plan which will be supported by a set of performance measures. (Appendix 1)

The implementation plan will be reviewed on an annual basis.

High level implementation plan

Priorities	What will do	What is the benefit	Timescales
SAFE			
Secure Park status for all of our car parks	<p>Carry out a survey all of parks.</p> <p>Carry out safety improvements as appropriate</p> <p>Obtain Park Mark status where possible</p>	<p>Increase the number of customers using our car parks.</p> <p>Reduction in the number of recorded offences in car parks</p>	Completed 2020/21
Tolerate pavement Parking but safe for pedestrians	<p>Make it clear where pavement parking is safe to do so.</p> <p>Enforce unsafe pavement parking</p> <p>Ensure disabled bays in residential areas are correctly used</p>	<p>Increased safety for pedestrians</p> <p>Reduce congestion in residential areas.</p> <p>Increase safety for all road users.</p>	<p>Commence 2017</p> <p>Annual review.</p>
FAIR			
Priorities	Actions	What is the benefit	Timescales
Permit pricing which encourages low emission	<p>Continue to apply lower permit charges for hybrid and electric vehicles</p> <p>An additional charge will be applied to the fourth vehicle or more, per household.</p>	<p>Improved air quality</p> <p>Reduced emissions</p>	<p>1st February 2017</p> <p>1st February 2017</p>
A fair permit price depending on the number	Introduce new permit charging structure including a lower permit charges for the first two vehicles	Reduction on congestion in residential area.	Introduced 1 st February 2017

of vehicles in your household	and an increased charge for three vehicles or more	Promoting fair access to parking for residents	
Introduce a business permit for business vehicles to park in the borough, regardless of location.	Review the current business permit scheme. Undertake analysis of the number of business vehicles parking in the borough Carry out consultation Introduce policy on business permits for the whole borough	Reduction in congestion in residential areas. Increased parking options for business and commercial vehicles operating in the borough	Review and analysis June - Dec 2017 Carry out pricing analysis Jan – April 2018 Consultation June-Sept 2018 Introduction of policy Dec 2018
Fair access to cyclist	Enforce illegal parking on cycle bays Use initiative such as the superhighway to improve travel for cyclists Expand cycle parking	Encourage health lifestyles Increase in the number of parking cycle bays Improved road safety Improve air quality	Commence 2018 Completed 2021
5% of car parking spaces for blue badge holder	Establish assisted bays in all new developments Audit car parks to ensure the 5% target is achieved	Ensure there is fair access to parking for disabled residents and visitors	Commence 2018 Completed 2020
CONSISTENT			
Priorities	Actions	What is the benefit	Timescales
Free half hour parking in all on-street shopping locations	Fees and charges report adopted by council Fees and charges implemented	Increase in parking in our secondary shopping areas Increased footfall to support local business.	October 2016 December 2016
Free one hour parking in all	Fees and charges reports approved by council	Increase in parking in our park car parks,	October 2016

council Park car-parks	Fees and charges implemented	Increased footfall in parks	December 2016
Consistent approach to enforcement	Increase the number of parking enforcement CCTV cameras	Reduction in unlawful parking in high priority areas. Baselines to be establish in these areas prior to enforcement action.	June 2017
	Identify areas where there is a high number of unlawful parking		To commence April 2017
	Increase the number of enforcement officer on motor cycles		Jan 2017
	Target enforcement action against persistent evaders of parking fines.	Increase in the number of vehicles removed where 3 or more PCN's are issued.	June 2017
Transition to cashless payments including contactless payment cards	Ensure payment machines are fully converted	Reduce the complaints related to parking payments in 2017/18 by 10% compared to 2016/17	Completed 1 st April 2017.
	Introduce contactless payments including cards		Commence 1 st April 2017
	Introduction of prepayment card	Establish pre-payment card	May 2017
Introduce virtual permits	Establish on-line permit application system	On line virtual permit application process in place by the end of 2017.	December 2017
	Make the application process simpler	Reduction in the number of complaints related to virtual permits of 15% in 2017/18 compared to 2016/17	December 2017
	Review application process		6 monthly
Introduce carers permit	Review current carer permit schemes that are operating in other boroughs.	Implementation of a carers permit scheme for the financial year 2018/19	April 2017

	Agree carers permit process, criteria and pricing structure. Implement carer permit scheme		September 2017 April 2018.
Review visitor permit application process	Carry out customer journey review of visitor permit application process Identify areas where the process can be simplified, including address identification and e-permits for visitors Introduce new visitor application process Carry out annual review	20% reduction in the number of complaints related to applications for visitors permits by 2019/20 compared to 2016/17	Summer 2017 Autumn 2017 Spring 2018 Completed April 2020
TRANSPARENT			
Priorities	Actions	What is the benefit	Timescales
Apply an area based approach to parking control	Define geographical areas based on – -Town Centres -Secondary retail/commercial areas -Residential areas Review current parking controls based on hierarchy of need (above) Carry out local consultation	Better balance between the local needs in defined areas Reduction on complaints related to parking controls	April 2017 Sept 2017 Jan 2018

	Remove/apply parking controls as appropriate		Summer 2018
	Publish a simple parking control process		Summer 2017
Provide a simple, transparent process to applying for a dropped kerb	Review the current process for applying for a dropped kerb Implementation of an on-line application process	100% of all dropped kerb applications to be processed within 21 days including a decision	February 2017 June 2017
Tackling persistent parking fine evaders	Introduce an intelligence based approach to parking enforcement. Establish a reactive civil enforcement team who can respond to areas affected by inconsiderate parking.	Reduce the number of unpaid parking fine by 10% per annum compared to 2016/7	April 2017 April 2017