



Annual Parking Report 2014/15



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Foreword

It is my pleasure to introduce the annual parking services report for the period 1 April 2013 to 31 March 2014.

Introduction

The number of Penalty Charge Notices (PCNs) issued in Barking and Dagenham has slightly risen, with 95,640 PCNs issued (for the year covered by this report) compared to 93,176 PCNs issued in 2013/14.

It must however be noted that the overall trend in issuance of PCNs is downwards, considering the 104,832 PCNs issued in 2012/13, which would suggest there has been improved compliance with the parking regulations over time.

The C

Overview

Mayor's East and Southeast London Sub-Regional Transport Plan (2014 update)

The transport plan identifies the specific transport challenges facing our sub-region as:

Managing highway congestion and public transport crowding and making efficient use of the transport network

Reducing physical barriers to travel (including proximity to the River Thames in east London) and improve resilience of the transport network

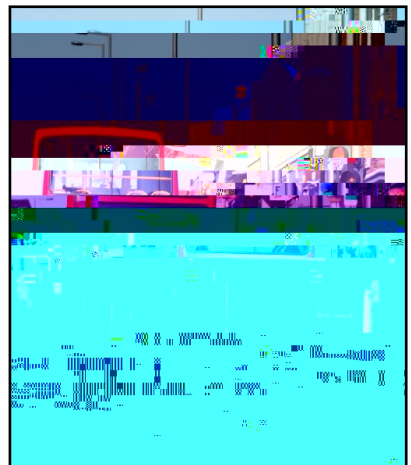
Ensuring that the benefits of existing and funded transport investment are maximised

Supporting the efficient movement of goods and encouraging sustainable freight movement

Improving connectivity from within key locations to support existing communities and growth

Second Transport Local Implementation Plan (LIP) 2011/12 to 2013/14

The second LIP includes a package of schemes and priorities which we believe will help deliver our regeneration, economic



Local Transport Plan (LTP) 2010 to 2025

The LTP s economic growth whilst ensuring those things which make the borough special are preserved or enhanced. This includes a Core Strategy which features a spatial vision for the borough and a strategy for how this vision will be achieved.

It also sets out development control standards for parking as well as policies on travel plans, transport assessments and sustainable transport.

Commitment to Improvements

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

It is the Council's parking policy. The Council publishes the following policies on-line:
introducing more written policies on-line:

- Cancellation Policy
- Discretion Policy
- Enforcement Policy
- Removals Policy
- Write-off Policy

The Council is currently working on a comprehensive review of the way we currently deliver our services with special focus on permits and vouchers.

We are looking at ways to streamline our service to make sure that we get it right first time.

Our aim is to make it as easy as possible for residents and businesses to access services, and to encourage self-service.

Improving communications

We have simplified the parking web pages to ensure they are now much easier for customers to navigate and complete popular tasks.

In the longer term, we are working to introduce a new customer account based system that will allow us to launch virtual permits in 2016.

This new way of working, which will make it much faster and easier to buy permits and vouchers than ever before will significantly improve the quality of service we are able to provide to our customers.

Next phase of improvements

New Additions

Parking Zones which were introduced in 2014/15

Location	Parking Zones
Heathway Service Road	Installed yellow line restrictions on the service road to facilitate easy manoeuvring of large vehicles.
Ripple Road flyover	In an effort to combat congestion and commuter parking in the area, double yellow line restrictions was introduced, with loading/unloading restriction between 7am - 8pm.
Ripple Road	Introduced residential parking scheme between Essex Road and Harrow Road.
Thornhill Gardens	Introduced residential parking scheme between Upney Lane and Tudor Road.
Cotesmore Gardens	In an effort to improve access for emergency vehicles, parking bays were marked and double yellow line restrictions introduced where necessary.
Lodge Avenue	A box junction was installed to improve flow of traffic during rush hour.
Samuel Ferguson place	Remarked the box Avenue in Lodge Avenue j/w Hedge

Parking Modernisation Program

In early 2014 the Council commissioned a Service Review to identify opportunities for transformation to further enhance the customer experience and reduce expenditure.

The review identified a potential £971k to £1.5m savings across nine possible projects. Subsequent to the review the Council commissioned an outline business case for three of the nine projects: Virtual Permits, Increased Debt Recovery and Streamlined Appeals Process.

Through a co-ordinated program of transformation activity the parking service will further enhance the customer experience whilst meeting its budgetary challenges. The objective is for residents, businesses and visitors will observe a modern and customer centric service that meets their expectations for service delivery.



Parking Zones to be introduced

The following Parking Zones are planned to be introduced to prioritise parking space for residents and businesses

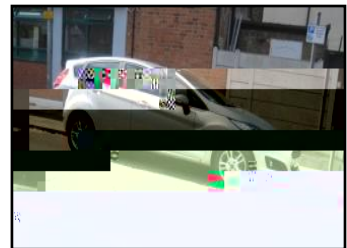
Location	Ward	Details

Car Clubs

A car club is a pay-as-you-go membership scheme that gives you access to cars and vans in a neighbourhood without the cost of ownership and are popular with a diverse range of people. The vehicles are located in dedicated parking bays. It can help reduce congestion and emissions, improve local environments and encourage healthier and safer lifestyles.

The most recent Car plus Annual Report for London (2014/15) demonstrated that being part of a car club significantly reduces

own a car and 72% did not travel in a household car in the past year. Car Club members are also more likely to use sustainable travel options including public transport, walking and cycling. Data collected shows that households that use car clubs travel



Permits and Enforcement: Virtual Permits

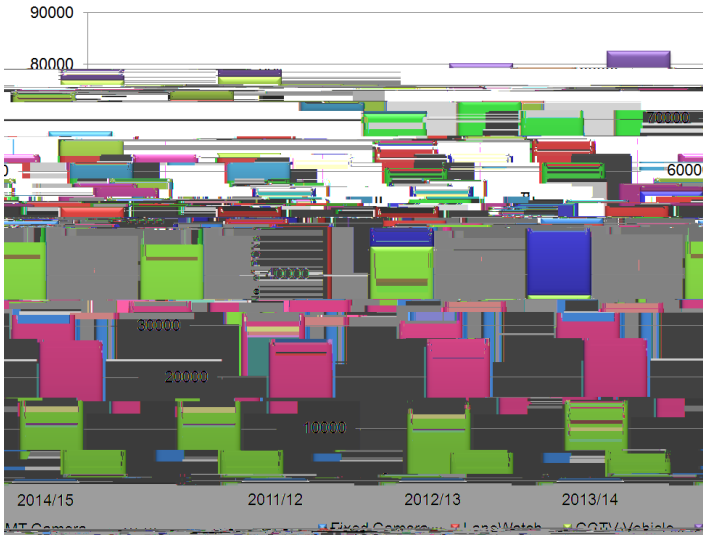
The council is gearing up towards the introduction of virtual permits

Parking Account 2014/15

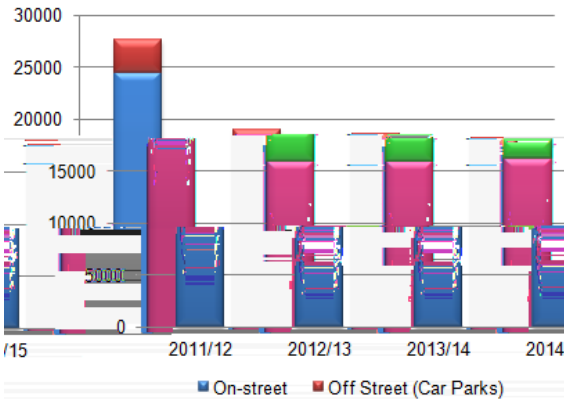
	<u>On street</u>	<u>Off street</u>	<u>Overall</u>
	<u>£'000</u>	<u>£'000</u>	<u>£'000</u>
Expenditure:-			
Premises	149	296	444
Transport			

Performance Data and Information

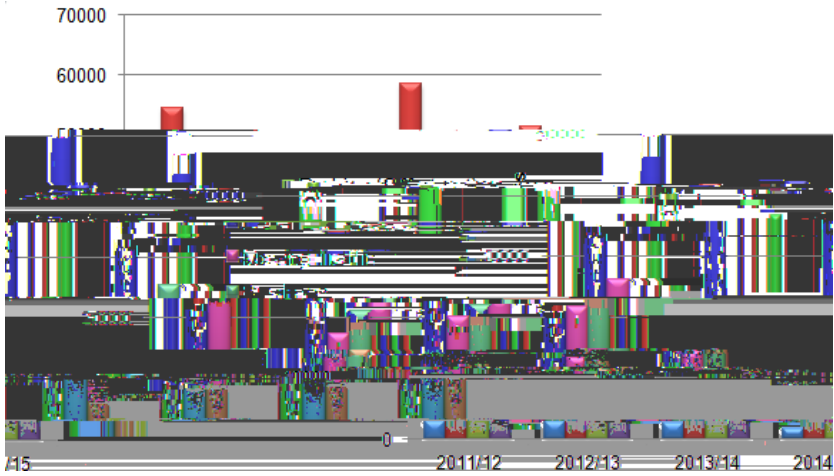
PCN issued by certified camera devices



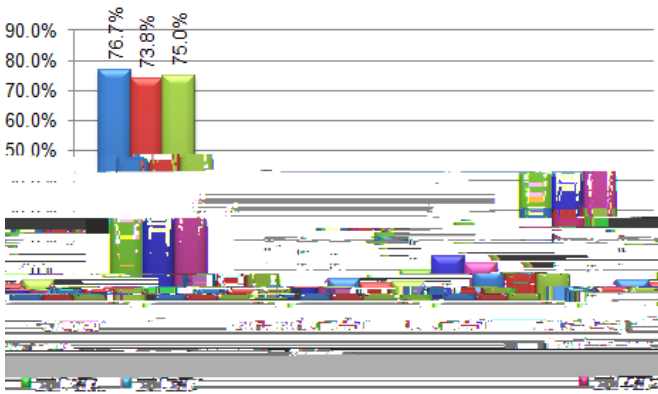
PCN issued by on-foot patrol



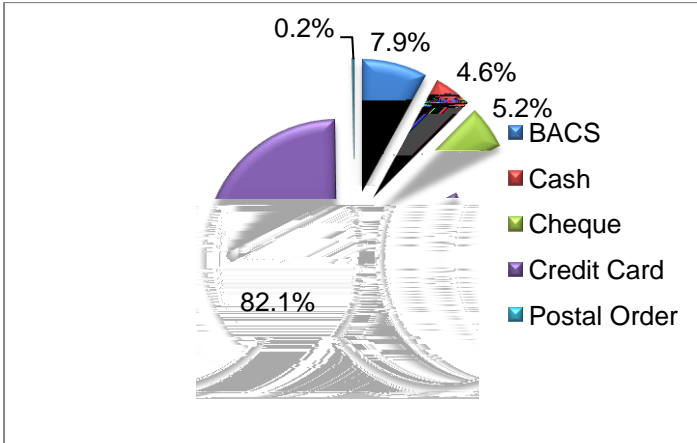
Enforcement statistics by contravention type



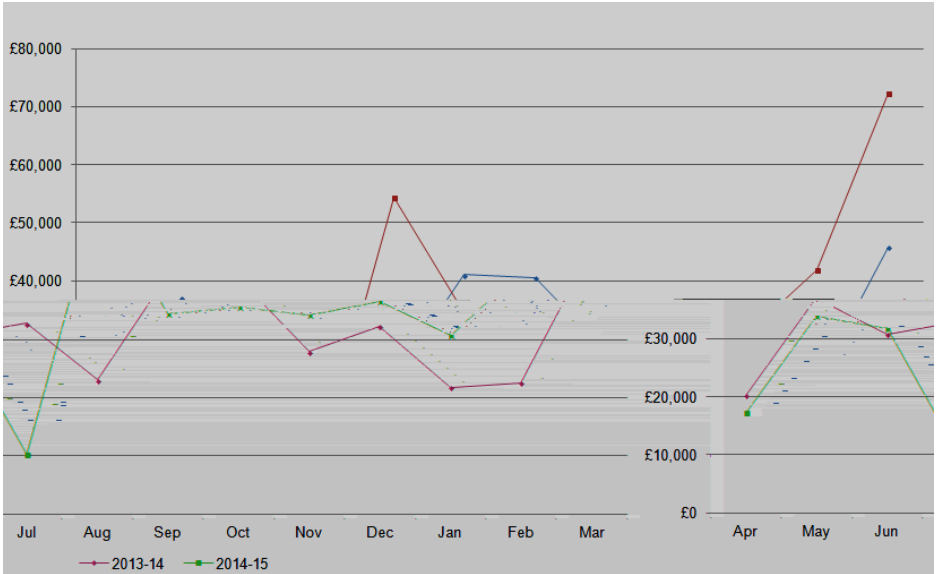
Analysis of stages at which PCNs are paid



Mode of payment for PCNs 2014/15



Income trend analysis for *paid-for parking



*These include pay-and-display and pay-by-phone

PCN Administration Overview Report

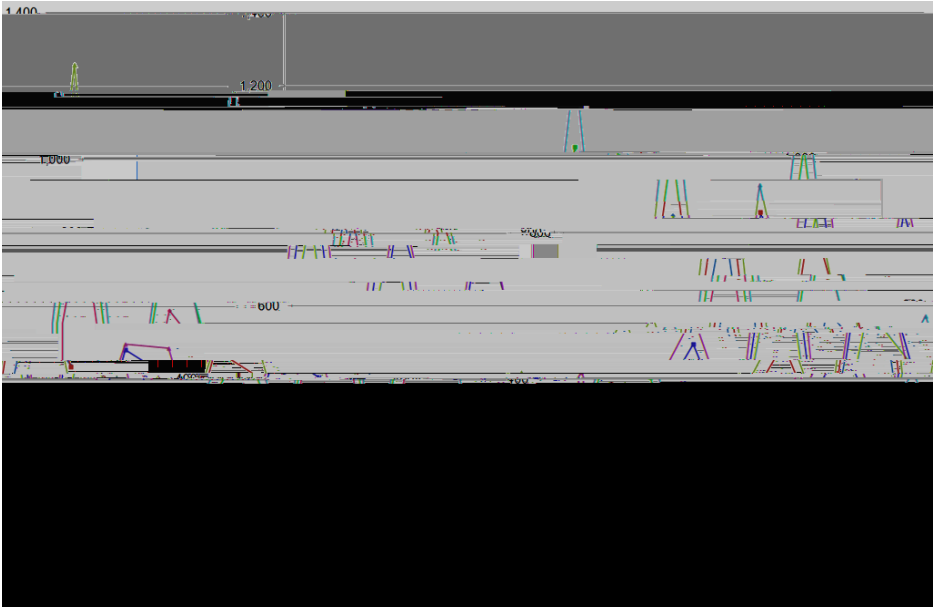
OPEN CASES	2014/15	2013/14	2012/13
Cases going for Adjudication	1,603	1,468	1,539
CCs registered at Traffic Enforcement Centre	22,875	18,665	19,514
Notices Subject To A First Stage Challenge/Rep	10,898	11,795	12,938
PCNs at Charge Certificate	218	11	2
PCNs at Expired Warrants	-	5,261	45
PCNs at Full Charge	22,931	14,623	2,076
PCNs at Notice of Registrations	2,263	29	7
PCNs at Reduced Charge	267	21	15
PCNs Issued For Parking Contraventions	94,959	93,118	79,836
Value of Cases With All Bailiffs	8,415	8,266	91

Penalty Charge Notices

Customers can:

- Pay a penalty charge notice online
- Manage a penalty charge notice online
- View traffic contravention images

Analysis of resident permit uptake by zone



The number of Penalty Charge Notices issued during 2014/15 in the following table will have made a direct impact on improving road safety:

Contravention Description	Number of PCNs Issued
Entering and stopping in a box junction when prohibited	126
Failing to drive in the direction shown by the arrow on a blue sign	195
Performing a prohibited turn	11,469
Failing to comply with a no entry sign	360
Failing to comply with a restriction on vehicles entering a pedestrian zone	6,711
Failing to comply with a restriction on vehicles entering and waiting in a pedestrian zone	2,054

The following are examples of schemes which have been implemented specifically to improve road safety:

- Faircross/Montague Road, Barking One way system
- Park Avenue, Barking One way system
- Frizlands, Dagenham - Waiting and Loading restrictions.

Road Casualty Statistics 2010-2014

Casualty Type	2010	2011	2012	2013	2014
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coming years includes a range of education, engineering and enforcement measures, including the potential for 20 mph zones and new street lighting;

