



*North Essex  
Parking Partnership*

## **Operational Report**

# **Part 2: July to September 2019**

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This is the second quarterly Operational Report and will become Part 2 of our Annual Report 2019/20, so you won't have to wait until mid-2020 to see it!



# 1 Service overview

The North Essex Parking Partnership (NEPP) is a council-run organisation which brings together all street-based parking in north Essex on behalf of Braintree, Colchester, Epping Forest, Harlow, Tendring and Uttlesford Councils.

## Becoming more efficient

Until now, our parking restrictions have been hard to follow, and very text-based. We are working with South Essex Parking Partnership (SEPP) and software provider Buchanan Computing to create a state-of-the-art digital map of all parking restrictions in Essex. This also paves the way for more connected projects in future, such as supplying up-to-date data for in-car information systems and will save us a huge amount of staff time for us to focus on local projects. Read more in section 2.

## Promoting Smarter Parking

Over the summer, we carried out a six-week campaign to promote the use of the MiPermit App and its 'Extend your Stay' feature to improve the ease and efficiency of paying for off-street parking across north Essex. Read more in section 3.

## Success at the PATROL PARC Awards

We were delighted that our 2017/18 Annual Report was Highly Commended in the Innovation and New Services category at the national PATROL (Parking and Traffic Regulations Outside London) PARC Awards. Read more in section 4.

## 3PR: Schools Parking Project

Our 3PR scheme continues to grow and since June we've launched an additional two 3PR schemes. Read more in section 4.

## Delivering our Plastic Pledge

Last year we made a Colchester Plastic Pledge to look at replacing our single-use plastic Penalty Charge Notices (PCNs) pockets with biodegradable versions – and we've done it! We're now trialling biodegradable PCN pockets to tackle plastic pollution and believe we're the first parking authority in the country to do so! Read more in section 5.

## Positive Parking Agenda

As a founding member, we continue to champion the Positive Parking Agenda (PPA) and embed the key principles in our everyday work and lead by example. In July, we invited a local reporter to go out on patrol with one of our Civil Enforcement Officers (CEOs) to find out more about the role. Read more in section 5.



# 2 On-street parking

## Digital mapping for Essex

In our previous reports, we've explained how we are working with the SEPP and software provider Buchanan Computing to create an accessible, interactive map-based inventory of all our parking restrictions, lines and signage. This £0.25m project includes a full roadside survey by Buchanan Order Management of every on-street line, sign and parking area in the county and production of new map-based parking restrictions for all areas.

A full audit of roads in Essex has been completed, the new map is currently being tested and should be ready to use in the coming months.

This new software will not only make it easier for road users to understand parking and waiting restrictions but will also enable our teams to access and read restrictions linked to a map and ensure our records are as up-to-date as possible. Having worked with SEPP on this project, it means that once the system goes live, there will be a consistent approach to traffic regulation orders across both parking partnerships covering the whole of Essex.



# 3 Off-street parking

Besides managing the kerbside of our highway network, we also work with our partner authorities in Braintree, Colchester, Harlow and Uttlesford Councils to operate their car parks; this section describes more about the work we carry out in car parks.

## Smarter parking with MiPermit

We started introducing the MiPermit cashless payment system to the car parks we managed in north Essex seven years ago. Since then, the usage of the app for off-street parking has increased by 5146% - this is a great figure, but we're keen to increase this further and make the parking payment experience easier and more efficient for customers.

To achieve this, we carried out a six-week summer campaign promoting the app and its 'Extend Your Stay' feature. As part of the campaign we advertised across the partnership areas including bus rears, social media, signage and our own vehicles. We also provided each of our partners with resources to help them promote MiPermit externally and internally. In Colchester, the Council has extended its £2 after 2pm offer which is only available to those paying via MiPermit, encouraging customers to switch to payments via MiPermit. Read more in Section 7.



**91%**  
of PCNs **challenged**  
were done so online.

**PCN**  
**74%** OF THESE  
of PCNs issued were paid in full  
**86.35%** were paid at the discounted amount.



3PR schemes launched



**HIGHLY  
COMMEDED**

PATROL PARC AWARDS



**9K**

**MIPERMIT**

more accounts set up compared to same period previous year

**25K**

**MIPERMIT**

additional off-street stays using MiPermit compared to same period previous year

**14,189**

**MIPERMIT**

more on-street stays were booked



# 4 Parking education

## 3PR: schools parking project

Last year our Joint Committee agreed to set aside £50,000 to fund the new 3PR scheme in north Essex to help tackle inconsiderate parking around primary schools. Engagement with primary schools is going well and, this summer, we have launched two additional 3PR schemes across north Essex – one Gold package in Harlow and one Bronze package in Braintree.

To find out more about 3PR, visit [schoolparking.org.uk](http://schoolparking.org.uk).

## Supporting national campaigns

Throughout the summer we supported the Dogs Trust's Dogs Die in Hot Cars campaign to educate dog owners about the dangers of leaving dogs in hot cars.

In September we also supported national Bike to School Week on our Twitter and LinkedIn accounts to promote the benefits of travelling to school by bike, rather than car.

## PATROL PARC Awards 2019

We were delighted that our 2017/18 Annual Report was Highly Commended in the Innovation and New Services category at the national PATROL (Parking and Traffic Regulations Outside London) PARC Awards.

It's great that the judges recognised our innovative approach to communicating with our customers and how changing the style of our reports to be more accessible, transparent, readable and visually appealing for readers supports the Positive Parking Agenda. Following the success of this new report style, we'll continue to use and develop this, in future reports.

## Part 1: Operational Report and Annual Report 2019/20

We've published Part 1 of our 2019/20 Operational Report. The design mirrors that of our award-winning 2017/18 report which presents clear figures, interesting graphics to highlight facts and uses concise and jargon-free text to share our information. Visit our website at [www.parkingpartnership.org/north](http://www.parkingpartnership.org/north) to view all our Annual and Operational Reports.



# 5 People and performance

Our focus for the way we work is “Innovation, Efficiency, Education and Communication”.

## Innovation

During Plastic Free July, we began trialling biodegradable PCN pockets and believe we're the first parking authority in the country to use these. Last year we made a Colchester Plastic Pledge to look in to replacing our single-use plastic PCN pockets with biodegradable versions and we're delighted that we've been able to do this and help tackle plastic pollution. The pockets we're trialling are made from paper and glassine and the trial seems to be going very well so far.

The PCN pockets have also been redesigned to include our branding and logo and still meet the legal requirements. We've received positive local and national media coverage about the trial as well as enquiries about the pockets from other parking authorities.



## Efficiency

We are working with SEPP and software provider Buchanan Computing to create a state-of-the-art digital map of all parking restrictions in Essex. This also paves the way for more connected projects in future, such as supplying up-to-date data for in-car information systems and will save us a huge amount of staff time for us to focus on local projects. Read more in section 2.

We've also been promoting the use of the cashless payment method, MiPermit over the summer because not only does it save the customer time, effort and hassle but the more customers who use it, the greater the time and cost saving for us as an organisation too as it reduces the need for cash collections and administration costs.

## Education

We all know that nobody likes getting a parking ticket, but what people find it hard to believe is that we don't like giving them either. We'd all much rather everyone parks legally. However, our Civil Enforcement Officers (CEOs) have to deal with very challenging people who feel their tickets are unjust and there is often an assumption that we just issue tickets. To support the Positive Parking Agenda and the British Parking Associations' Halt the Hate campaign,

we invited a local reporter to go out on patrol with one of our Civil Enforcement Officers in Colchester to find out more about the role and what the Partnership does. Read the article at [gazette-news.co.uk](http://gazette-news.co.uk).

*“Our main objective is to keep people moving. People think it is all about parking tickets but it isn't, we are trying to make the roads safer for everybody.”*

- Richard, NEPP CEO.

## Communication

In August, we published our first Operational Report for 2019/20 which will also form part of our Annual Report 2019/20. The purpose of reports in this way was to improve everyone's understanding of what we deliver on a daily basis and to give you more up-to-date information about our service. The new format of these reports was highly commended at the PATROL PARC awards and supports the Positive Parking Agenda. Read more in Section 4.

To view all our operational and annual reports, please visit [www.parkingpartnership.org](http://www.parkingpartnership.org).



# 6 Work programme



Our future aims will help shape our work for the coming financial year. Here is just a taster of the projects that we will be focussing on.

## Promoting the Positive Parking Agenda

As a founding member, we continue to champion the Positive Parking Agenda (PPA). We embed the key principles in our everyday work and lead by example.

Over the summer period, ICM Research carried out national research about the public perception of parking on behalf of the British Parking Association and the PPA. Once the survey results are available, we'll be taking these findings into consideration in our future projects and campaigns.

You can find out more about the Positive Parking Agenda at [positiveparkingagenda.co.uk](http://positiveparkingagenda.co.uk).

## Working with Babergh and Mid Suffolk Councils

Richard Walker, our Parking Partnership Manager, is currently working with Babergh and Mid Suffolk District Councils (B&MSDC) to help support the creation of these Suffolk authorities' new parking strategy.

The initial work is around supporting the strategy, and a discussion around how the Parking Partnership may help could follow, given that Suffolk is decriminalising parking (timescale not yet known).

We share a long geographical boundary with B&MSDC so the conversation is a logical step, and our guidance encourages working together with neighbouring authorities. All of this is in the early stages and this would, of course, be subject to council agreement.

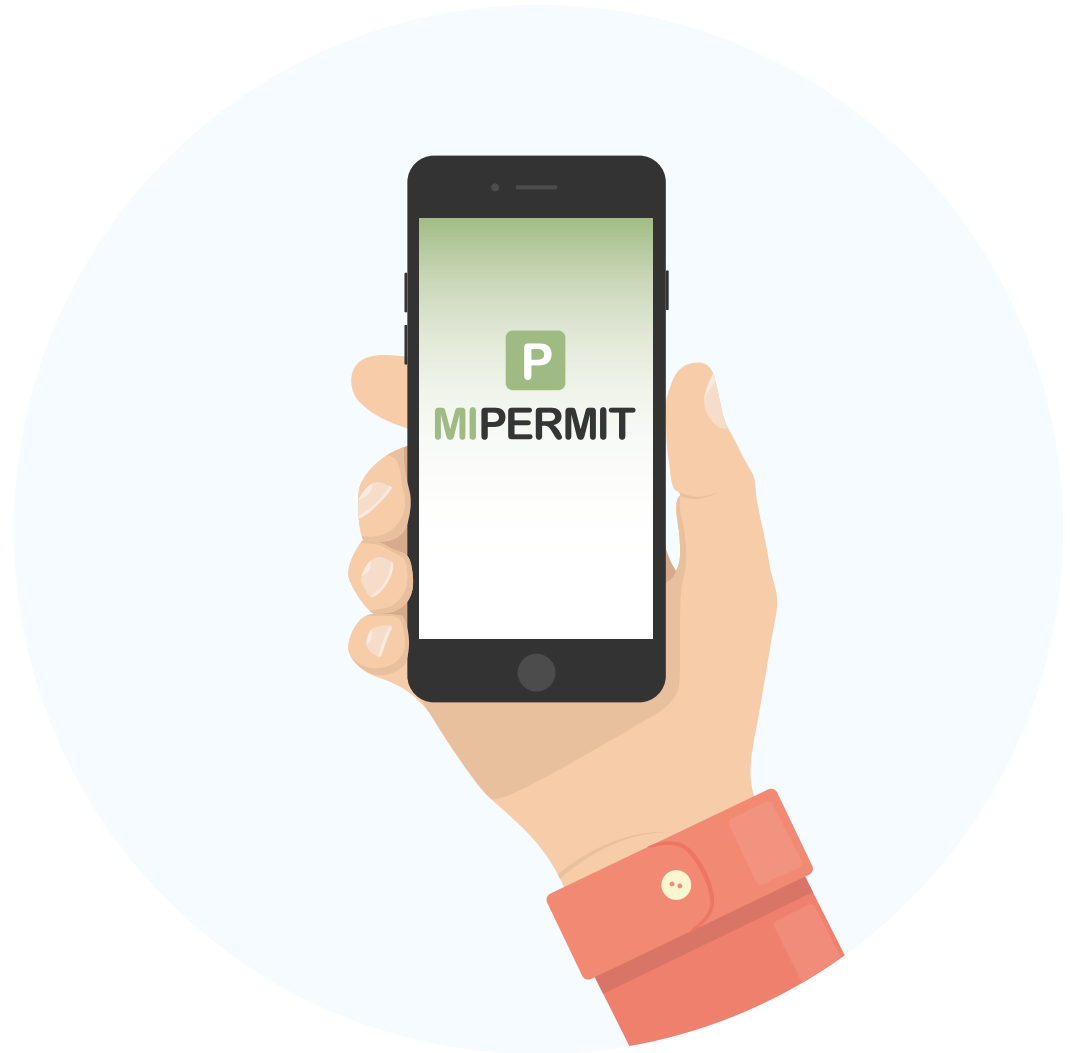


# 7 How we invest and develop

Over the summer we ran a six-week campaign across north Essex to encourage motorists to use the MiPermit App to pay for and extend their car parking stays. The campaign included advertising across the partnership areas including bus rears, social media and NEPP vehicles, to name a few. The campaign highlighted how easy it is to register for and use the MiPermit app as well as the numerous benefits which will improve motorists' parking experiences. These include; paying for parking up to seven days in advance, setting reminders for when parking stays are about to expire, access to exclusive parking offers, being able to extend parking stays without returning to the car park and a map of where your car is parked. The purpose of the campaign is to increase customer usage of MiPermit and the "Extend Your Stay" feature which will not only improve customers' parking experience but help support local businesses and create efficiencies for us too.

The results show that during the campaign, over 9000 MiPermit accounts were created in north Essex and over 25,000 more off-street parking stays were paid for using MiPermit compared to the same period the previous year.

We're also continuing to work with Colchester Borough Council to review its off-street parking provision and produce a new parking strategy for the organisation. It was last reviewed ten years ago when it was based on a mixture of short and long stay with protection of the historic core, bringing in special offers where possible. We are now working to determine the strategy for the coming years, which includes looking at provision, economic prosperity, helping the environment, special parking requirements and communications.





CAFÉ  
Café

CAIRNS & Co  
SERIAL  
LOCKS

RESTAURANT

WHITEHEAD

Mezzo

TOYOTA

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 North Essex Parking Partnership

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