



*North Essex
Parking Partnership*

**Part 3: October to
December 2020**

Operational Report

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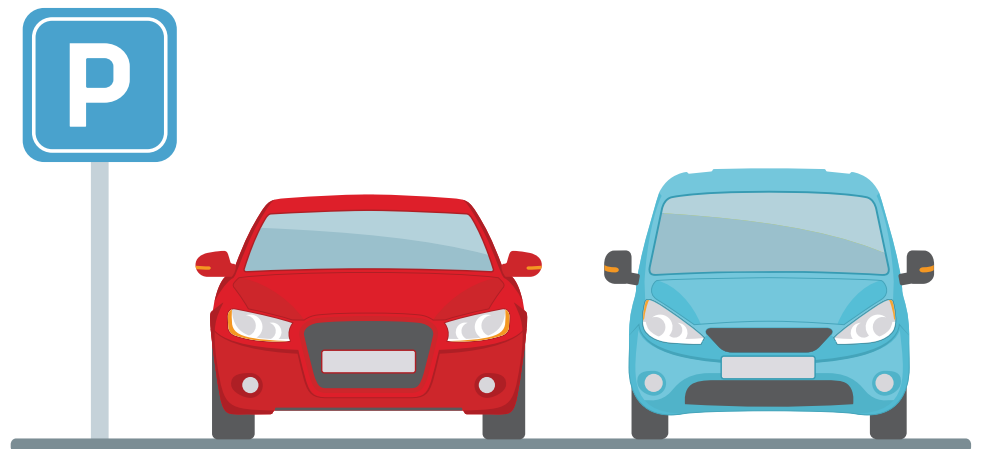
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This is the third quarterly Operational Report and will become Part 3 of our Annual Report 2020/21, so you won't have to wait until mid-2021 to see it!



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.

Responding to the coronavirus pandemic

During the third quarter of the 2020/21 period, the coronavirus (Covid-19) pandemic restrictions continued to change. A second lockdown and tier restrictions were introduced, which saw boroughs/districts in North Essex under different tiers for a period. This report will include the way in which we continued to respond to the pandemic and the measures we put in place to deliver our services, help protect our communities and staff during these difficult times and prevent the spread of coronavirus.

MiPermit on-street video launched

Following the success of our video about using the MiPermit app to make contactless payments in car parks, we launched our next video which explains how to use MiPermit to manage parking permits in North Essex. Read more in section 2.

First UK Park Active pilot scheme launched

In November, we supported Colchester to become the first UK location to launch a Park Active pilot scheme, a new active travel scheme created by the British Parking Association, which supports the environment and encourages active travel to build healthier communities. Read more in section 3.

Parking Strategy for Colchester

Following a public consultation in the summer, we finalised a new five-year off-street parking strategy for Colchester Borough Council, which was agreed in November. Read more in section 3.

Supporting the Selfish Parking campaign

As a founding member, we continue to champion the Positive Parking Agenda (PPA) and, as part of this, we have been supporting and promoting the British Parking Association's (BPA's) national Selfish Parking campaign which launched in October 2020. Read more in section 4.



2 On-street parking

Footways and obstructive parking

We submitted our response to the Department for Transport's consultation on proposed changes to tackle pavement parking legislation which took place in the autumn. Our response was based on previous discussions about this subject at our Joint Parking Committee meetings where we continue to provide updates on this.

Services and support during lockdown

Following the announcement of a second lockdown in England, starting on 5 November, we adapted our on-street parking services and operations during this second lockdown to keep roads safe and accessible and to support our customers. This included:

- prioritising patrols on safety critical routes and making sure roads were accessible outside schools and for essential vehicles such as emergency services, waste collections and deliveries
- temporarily extending resident parking permits in Braintree, Colchester, Epping Forest, Harlow, Tendring and Uttlesford
- continuing the digital parking permit scheme for NHS staff so that whilst they were on duty they could park for free in Braintree, Colchester, Harlow and Uttlesford car parks.

- offering additional payment options for customers with Penalty Charge Notices who are under financial pressure
- asking customers to use online and contactless services as much as possible, park considerately and legally, and respect our staff.

MiPermit on-street video launched

We launched our latest video which provides motorists with a short, visual and audio guide to using MiPermit to set up and manage season tickets as well as resident, visitor and business parking permits in our partners' districts and boroughs. The video is part of a series of videos we're producing which supports the national Positive Parking Agenda and informs our customers and stakeholders about the services we provide.

To view this video, please visit our [YouTube channel](#).

Bike to School Week

During national Bike to School Week, we showed our support on social media by carrying out interactive polls, promoting our 3PR initiative and highlighting how cycling to school helps to tackle parking and congestion issues.



8 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.

Colchester's Parking Strategy agreed

Following a final public consultation in the summer, we finalised a new [five-year off-street parking strategy for Colchester](#), which was agreed by Colchester Borough Council's Cabinet in November.

The new strategy includes a range of ideas to support and deliver improved and smarter parking services, which also support the Council's Climate Emergency Declaration and strategic vision. It also includes different approaches to influence motorists' behaviour, to have a positive impact on air quality by reducing congestion and CO2 emissions.

Park Active pilot launched

In November and before the second lockdown, we supported Colchester to become the first UK location to launch a [Park Active pilot scheme](#), a new active travel scheme created by the

British Parking Association, which supports the environment and encourages active travel to build healthier communities.

The scheme aims to help reduce congestion and improve air quality; encourage more active travel options such as cycling and walking; free up central parking for short stay shoppers and blue badge holders; and encourage people to use outer town centre car parks which are cheaper and more accessible.

It works by allowing people to park their vehicle at a Park Active location outside the town centre and then walk or cycle for the remainder of their journey. In Colchester, and in alignment with the Council's new parking strategy, motorists pay a discounted parking rate for doing so, through MiPermit. [Find out more about Colchester's Park Active pilot.](#)

Park Mark Plus Award

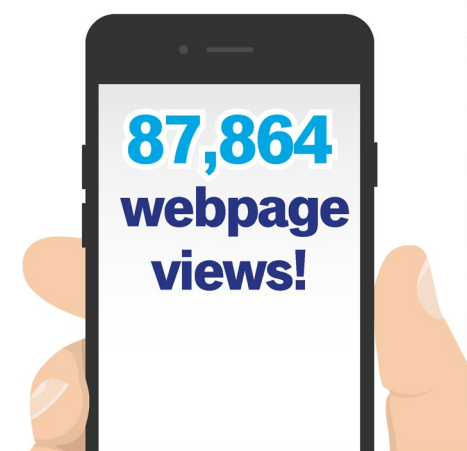
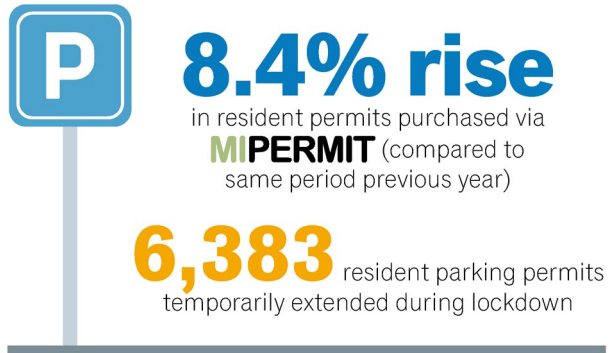
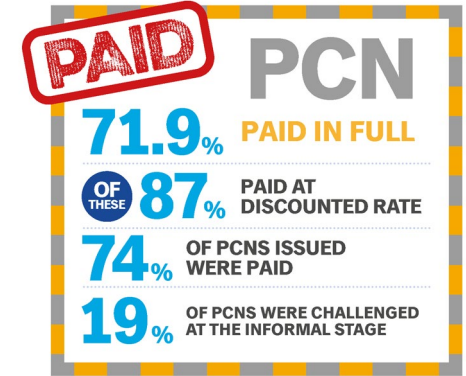
In October, the award-winning Priory Street Car Park in Colchester, which we manage on behalf of Colchester Borough Council, was the second car park in the country to receive the new and elite [Park Mark Plus](#) status from the British Parking Association.



During the period 1 October to 31 December 2020



Percentage of issued PCNs which were challenged at the informal stage



4 Parking education

3PR: school parking scheme launched

Our Joint Committee has set aside £50,000 to fund the 3PR initiative in North Essex, to help tackle inconsiderate parking around primary schools. Due to the coronavirus pandemic and schools been closed to all but key workers' children, we had been unable to introduce any new schemes since March. However, with the schools returning and restrictions eased in October, we were delighted to launch a Bronze package at Terling Primary School in Braintree in a Covid-secure way.

To find out more about 3PR, visit schoolparking.org.uk.

Partnership working at schools

In October, our staff joined forces with the Police and visited several schools in Colchester during an afternoon school run. The aim was to address dangerous and inconsiderate parking outside schools and resulted in positive feedback from parents and residents, as well as some motorists being moved on and educated.

Selfish Parking campaign

The British Parking Association launched a new campaign to raise awareness and help tackle selfish and anti-social parking. The campaign

is part of a series of new campaigns under the 'It's not OK to park where it's not OK to park' banner and focuses on aspects of poor parking behaviour, highlighting why effective parking management is so important. Since its launch, we've been sharing the BPA's important messages as well as creating our own, using their resource materials. To find out more about the campaign, search #selfishparking.

Next educational video launched

As mentioned in section 2, we launched our latest video, which provides a visual and audio step-by-step guide to using MiPermit to set up and manage season tickets as well as resident, visitor and business parking permits across North Essex.

Customer Service Week 2020

We took part in national Customer Service Week which ran from 5 - 9 October 2020. We used our social media pages on Twitter and LinkedIn to share examples of how we've adapted our services since the outbreak of Covid-19, to make sure we continue to deliver excellent customer service during these unprecedented times. This approach also supports the national Positive Parking Agenda, which we are a founding member of.



5 People and performance

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

Innovation

Our new Data Led Services Team started to investigate ways of automating data processing using Power BI to help with our operations. The Team began by looking at tariff usage and car park occupancy for Colchester's car parks and created a data model using Microsoft Office SharePoint to hold the vast amount of data and simplify the process for adding new data.

Colchester was selected as one of ten UK locations to pilot [Park Active](#), a new active travel scheme created by the British Parking Association. As we manage off-street parking on behalf of Colchester Borough Council, we were involved in establishing this new scheme in Colchester's car parks. Read more in section 3.

Efficiency

During this period, we recruited a Data Led Operations Manager and 3PR and Park Safe Specialist to our new Data Led Services Team who will help us to deliver more efficient and focused enforcement across North Essex. These

roles will manage on-street parking patrols using our Park Safe Camera car, develop our existing 3PR initiative for schools, and investigate blue badge, season ticket and permit misuse.

In the autumn, we adapted our recruitment processes so our assessment days could continue to be undertaken online and we successfully recruited three Civil Enforcement Officers who also completed the relevant training for the role.

We also conducted a successful trial of using the Shifts function within Microsoft Teams which means we can now share more information internally in a completely electronic format.

Education

Our website, videos and social media accounts continue to be used as a place to educate and share key messages from ourselves and the parking sector.



We're also supporting the BPA's #selfishparking campaign to educate motorists about the aspects and impacts of poor parking.

Communication

As mentioned in section 4, we took part in National Customer Service Week which ran from 5 - 9 October. Alongside external messages on our social media pages we also posted messages to our internal platform Yammer, so staff could also take part.

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.

Video series

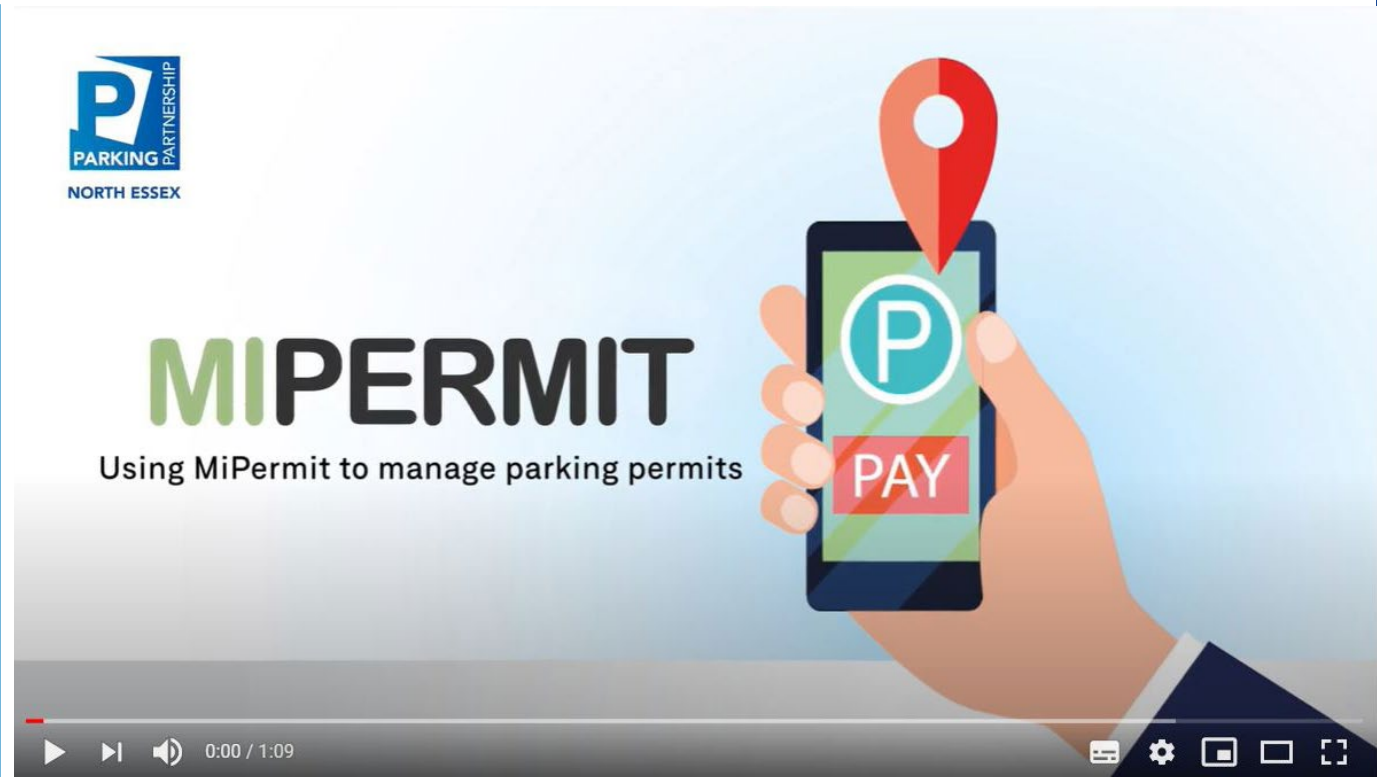
As mentioned in previous operational reports, we've appointed a local film production company to produce a series of short videos to promote and support the work we do. Our recent video about using the MiPermit app to manage parking permits was part of this series. We will now begin work on our next video, which will be an informative video about what the process is for motorists if they receive a Penalty Charge Notice.

Working with Babergh & Mid Suffolk Council

Richard Walker, our Parking Partnership Manager, continues to work with Babergh and Mid Suffolk District Councils, to help support the creation of their new parking strategy.

Positive Parking Agenda

As a founding member, we continue to champion the Positive Parking Agenda. We embed the key principles in our everyday work and lead by example. Our latest video, which provides a step-by-step guide to using MiPermit to manage parking permits, also supports the aims of the PPA.



You can find out more about the PPA at www.positiveparkingagenda.co.uk.

School parking camera pilot

Due to the second lockdown and tier restrictions which were implemented, we delayed the launch of our school parking cameras pilot scheme, but are continuing to work with and update the schools and communities involved and hope to launch the scheme in the new year.

7 How we invest and develop

Parking projects

Where possible, we've continued to progress with our £1 million programme of projects, which allow us to reinvest revenue into parking services across North Essex. Over the autumn period, this has included the installation, configuration and testing of our Park Safe Schools camera system, as well as further engagement with the selected schools, ready for the intended launch in early 2021.

At its December meeting, the Joint Parking Committee agreed that projects to look at variable messaging systems in Clacton, Colchester and Uttlesford would be withdrawn considering feasibility costings, freeing up possible funds to support other priority projects.

We continued working on the complex Colchester Northern Gateway car park project as well as Colchester Park and Ride operational improvements, to include new iPads and improved signage.

We also held discussions with suppliers to investigate the possibility of bay sensor integration and a new pilot scheme for this. We have been working with and talking to suppliers about developing a new way to make car park payments.





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