



*North Essex
Parking Partnership*

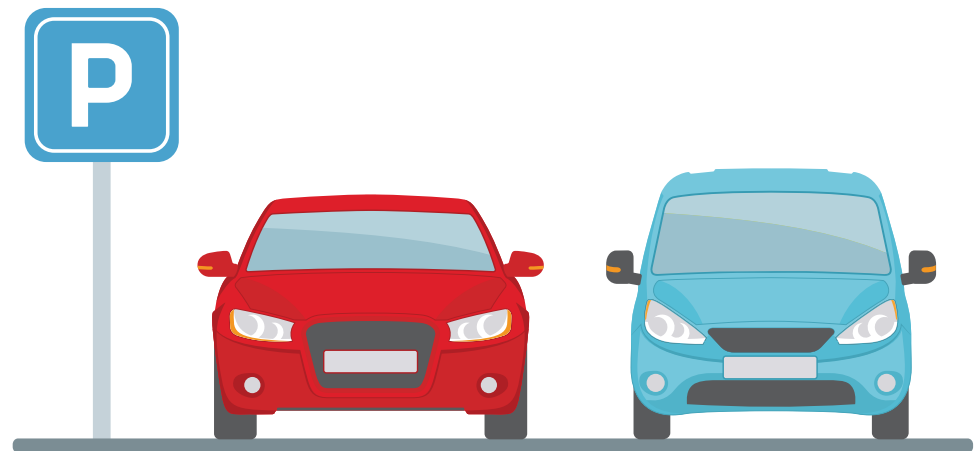
**Part 1: April to June 2021
Operational Report**

Contents

- Page 3 – Service overview
- Page 4 – On-street parking
- Page 5 – Off-street parking
- Page 7 – Parking education

- Page 8 – People and performance
- Page 9 – Work programme
- Page 10 – How we invest and develop

This is the first quarterly Operational Report and will become part one of our Annual Report 2021/22, so you won't have to wait until mid 2022 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.

MiPermit Discounts pilot launched

On 28 June, we launched the MiPermit Discounts scheme which provides shoppers the opportunity to earn money off their parking cost and encourages the use of the MiPermit app. The scheme was developed to help encourage the return of shoppers as lockdown restrictions eased and aid with town centre recovery. Read more in section 3.

Park Safe Schools progress

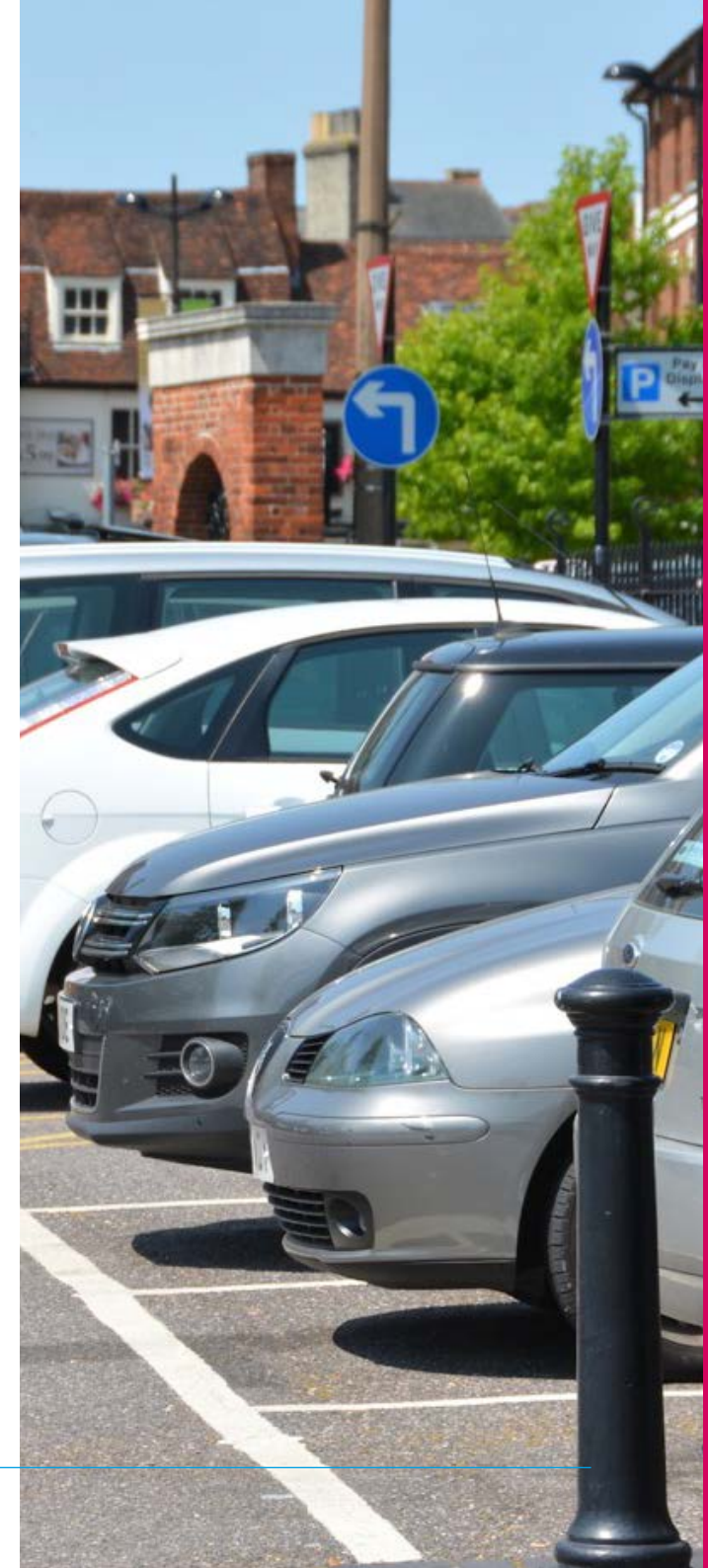
The Park Safe Schools pilot has now been running since March across schools in Essex. Looking back on the progress it's made in the last three months we can see the project has been a great success in changing the behaviour of drivers around schools. We have some key figures to highlight this, which you can find in section 4.

3PR launches

With the growing popularity of the 3PR scheme there have been launches in Harwich and Harlow this quarter. Applications for 3PR have been incredibly popular lately and the team are working through them to get more 3PR schemes launching soon. See more in section 4.

BPA Selfish Parker campaign continues

In previous reports we've mentioned promotion of the British Parking Association's (BPA's) Selfish Parker campaign; that hasn't stopped for this quarter and we've been putting the message out there as much as we can. We will continue to promote this excellent campaign with the hope to make an impact on drivers' attitudes towards parking. For more information read section 4.



2 On-street parking



Bike Week & Clean Air Day

During National Walking Month we promoted messages on social media encouraging the community to take part in Bike Week as the messaging ties in with Active Travel, reducing congestion and improving air quality which align to the Positive Parking Agenda and Parking Strategy. We also promoted messaging on Clean Air Day, which ties in nicely with our 3PR and Park Safe Schools projects that aim to tackle dangerous and illegal parking outside schools, as well as reducing congestion and contributing towards improving air quality in those areas. Be sure to keep an eye on our social media messaging in future as we're always looking to promote awareness days which tie in to our core objectives.

Positive Parking Agenda

As a founding member of the Positive Parking Agenda (PPA) we will continue to promote messaging through social media as we have done in previous months. Tying in with our Parking Strategy, the key messages we promote aim to change perceptions and challenge misconceptions about the parking sector. If you haven't heard of it already the PPA has seven core campaign priorities including congestion, safety, air quality, accessibility, technology, working together and fairness. For more information visit: positiveparkingagenda.co.uk



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.

MiPermit Discounts launch

The MiPermit Discounts scheme allows customers to receive a discount on their parking when they pay for their stay with the app and scan a code when they make a qualifying purchase at a participating store. When the scheme launched there were nine participating businesses, with the aim for that to expand during the course of the pilot. The focus of the pilot is Colchester and this may expand, with potential to implement in other areas. If you'd like to know more about MiPermit Discounts visit: colchester.gov.uk/parking-and-travel/parkandsave.

Park Active pilot continues

Work has continued to promote the Park Active pilot scheme. If you've not heard about this already, it promotes the use of peripheral car parks in Colchester in order to reduce town centre congestion and promote active travel. The scheme aims to encourage users to try healthier ways to travel, whilst reducing the number of cars and emissions in the town centre. The scheme has seen a steady uptake of users since its launch



PARK AND SAVE
WITH **MIPERMIT** DISCOUNTS

colchester.gov.uk/parkandsave

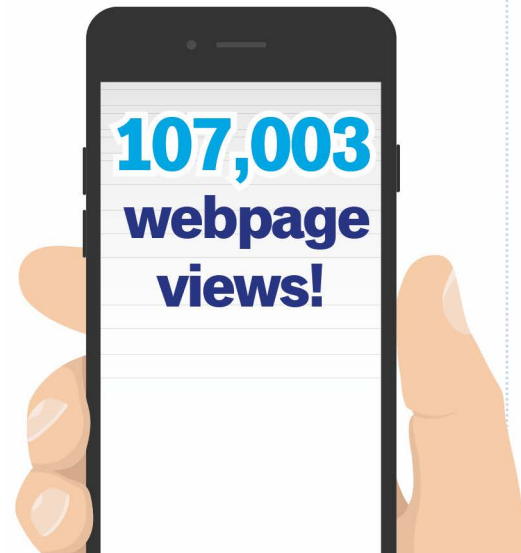
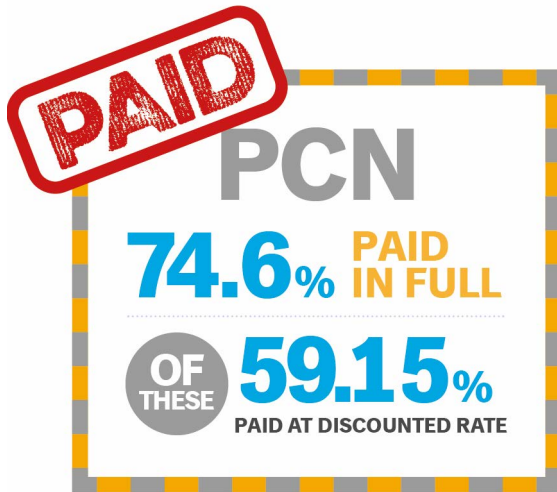
Colchester **MIPERMIT**

and we're pleased to see users are keen to take part. There are also plans to implement a six-month trial of an E-scooter hub in Butt Road car park which will provide easy access to E-scooters making it more convenient for Park Active users.

During the period 30 April to 30 June 2021:



Percentage of overall PCNs that were informally challenged



4 Parking education

3PR launches

3PR launches this quarter include Newhall Primary Academy and Nursery in Harlow, All Saints Church of England Primary School in Harwich and Latton Green Primary Academy and Nursery in Harlow. With applications coming in regularly for the 3PR scheme we're always looking to add more schools to the project. If you'd like to know more about 3PR you can find out here: schoolparking.org.uk.

Supporting Selfish Parker campaign

The BPA's Selfish Parker campaign aims to tackle driver attitudes towards antisocial and dangerous parking, with its messaging focusing on respecting others, thinking before you park and not being selfish. Continuing from last year we have supported this campaign through social media and if you'd like to find out more, search #selfishparking.

Park Safe Schools

We are thrilled to report our Park Safe Schools pilot has been successful in reducing contraventions following its implementation on the 12 April this year. We have worked with both the schools and the motorists / parents to educate and effect both behavioural and perception changes surrounding safe school parking.

From April – June 2021, our cameras captured 896 parking contraventions. At the peak of the

pilot, we captured 131 contraventions in one week which we saw fall to just 57 by the end of June 2021, representing an impressive 56% decrease in contraventions and a positive change in behaviour.

The pilot will continue to monitor the behaviour of motorists for the rest of the school term. Keeping the roads near schools safe remains a top priority for the NEPP. Preparations are also underway to identify new sites to move the Park Safe Schools cameras to in late 2021-2022, to really build on our success.



5 People and performance

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

Innovation

New ways for staff to access help

Not everyone feels comfortable talking to someone. That's why we've introduced a new NEPP Employee Assistance Programme so staff have access to self-help workbooks if they do not want to speak to someone. There are a wide variety of workbooks available that can be accessed as audiobooks too.

Efficiency

Expanding the Data Led Services Team

We have recruited a Data and Information Specialist. Their key responsibilities are to design, build, implement and maintain effective and efficient business systems and processes for analysing and managing partnership-wide data and information streams using new and innovative technology, improving data security, accessibility and performance monitoring. This will allow the Data Led Services Team to operate more efficiently, with this specialist role and the team looking to expand further in future, so keep an eye out for the next report.



Education

Customer service training

All our Civil Enforcement Officers (CEOs) and customer service officers that are based in Braintree have received new customer service training. It included learning how to approach and respond to customers, how to manage customer expectations, and understanding how the public perceive us and how best to respond to them.

Communication

Speak Up Now group

The NEPP has two representatives on the Lead Authority's (Colchester's) Speak Up Now Group (SUN). They represent the voice of the NEPP as part of a core group of staff who all have a diverse and knowledgeable skill set, and experiences that best represent all council staff. If staff have any questions, they can get in touch with the SUN representatives who can feed key suggestions, ideas and thoughts on the way the council works back to the members of the group.

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 continues

Following the recent launch of our PCN video we will be working on developing another video from our planned series. We set out to create a series of videos to help us provide an easy to access and understand source of information for customers to learn about our services. The next video will serve as a valuable tool to promote one of our projects and will be available to watch on our YouTube channel in the coming months.

NEPP podcast

We will be working on producing our own podcast to provide listeners with information on important projects we're working on, such as 3PR and Park Safe Schools. This will allow residents an opportunity to send us in questions on topics like Traffic Regulation Orders (TROs), pavement parking and other subjects of interest, so we can provide another format to serve customers. Keep an eye on our YouTube and social media channels to find out more.

Update of car park advertising space

In the coming months, a project will begin where we look to update and improve the advertising space we have in our car parks. This will allow us to be more efficient with the space we already have as well as looking at new potential advertisement space opportunities. The project will begin with St Marys & St Johns car parks in Colchester and we will expand to all NEPP-managed car parks.

Electric vehicles

In order to move towards a more energy efficient organisation we will be looking to replace our current fleet of diesel and petrol-engine vehicles with a cleaner electric vehicle (EV) fleet. The aim is to have procured our first EVs by the end of the year, with the rest of the fleet to follow, once charging infrastructure can be arranged. There will be more updates to come in the next operational reports.



7 How we invest and develop

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

Parking projects

New website



We have awarded a contract to Creative Co-Op for a brand-new website to be produced. Creative Co-Op are a highly skilled and experienced team who will be a perfect partner to help completely

revamp our website. It will allow us much more flexibility with what we can do on the website, for example we will be looking to include an enforcement request feature. This is a common enquiry we receive on social media, allowing customers to do this more simply through the website will improve the user experience and allow us to respond more efficiently. The sitemap will be completely updated ensuring landing pages are more accessible and easier to navigate than the old design, again providing a better user experience. The project aims to be complete by Christmas.

Parking bay sensors

Work has begun on testing a new type of bay sensor, being offered by one of our current suppliers. The sensors will allow us to monitor the time a vehicle has parked for and respond where a limited waiting period has expired. Ten sensors have been installed into Rowan House car park, which will enable us to test the sensors fully as well as facilitate system development, prior to a working pilot scheme being considered over a wider area. Once the sensors have been fully tested, additional features could be incorporated to the scheme such as enabling on-

street payment for specific parking bays via the MiPermit app. Parking space availability could also be viewed via MiPermit, reducing congestion and improving customer route-planning. Automated monitoring of the bays would mean less requirement for Civil Enforcement Officers to patrol these time-consuming restrictions, allowing them to focus on more safety-critical areas.

Park Safe

Development for our innovative enforcement solution, based on our Park Safe CCTV car is underway through a partnership with existing suppliers, SEA and Chipside. As mentioned in section 4, the Park Safe Schools project, including the Park Safe CCTV car, has helped to improve compliance at our trial sites by 56% in the last three months. We have also started to survey potential locations for cameras if the scheme expands or to simply relocate existing cameras. Further developments on this are expected later in the year.



Contact us

parking@colchester.gov.uk

01206 282316

North Essex Parking Partnership

PO Box 5575
Colchester
CO1 9LT

Find us on

 [@nepp_parking](https://twitter.com/nepp_parking)

 [North Essex Parking Partnership](#)

 [Anna Tendant](#)

parkingpartnership.org

