



*North Essex
Parking Partnership*

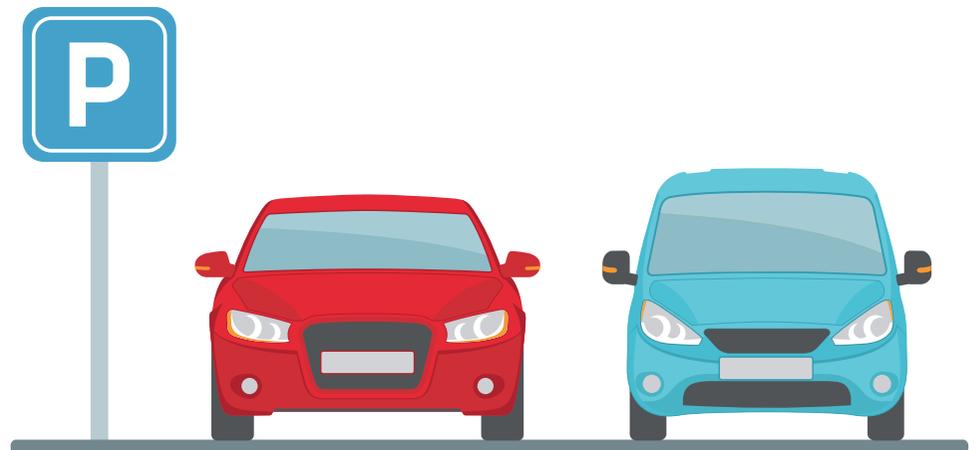
Annual Report

2017/18

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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 Essex County Council, with Braintree, Colchester, Epping Forest, Harlow, Tendring and Uttlesford Councils.

Leading on the future of parking

We became a founding member of the Positive Parking Agenda (PPA) in May 2017, which has been developed by a group of local authority parking managers and is fully supported by the British Parking Association (BPA). The initiative deals with matters of national and local importance and aims to build public confidence in the parking sector by changing perceptions, challenging misconceptions about the parking sector and to make the parking experience better for all. Read more about this in section 4.

Our Group Parking Partnership Manager, Richard Walker, was elected to the BPA Council; one of just four local authority representatives nationally. The BPA Council influence long term direction of the Association, which will enable us to better communicate the needs of our local authorities in national discussions, including the Positive Parking Agenda.

WE ARE A FOUNDING MEMBER OF THE **POSITIVE PARKING AGENDA** FULLY SUPPORTED BY **THE BRITISH PARKING ASSOCIATION**



Becoming more efficient

We have focussed on making our back office processes more efficient. We've outsourced the printing and posting of all legal documents and have migrated our payment process away from the in-house system used by Colchester Borough Council. Find out more in section 5.

We have worked with our service provider Chipside on the provisioning of new handheld devices for our Civil Enforcement Officers. The new devices work through Android mobiles making them lighter to carry, more responsive and therefore more efficient. Read more about this in section 6.

Positive education through schools

We are working with the South Essex Parking Partnership to draw up plans to introduce its 3PR scheme to tackle inconsiderate parking around primary schools in north Essex during 2018-19. Find out more in section 8.

Showcasing best practice

We were thrilled to have a 10-page feature article on the NEPP in national Parking Review magazine in July 2017. The article focussed on how we have invested in innovation in technology and people over the last year, alongside how we are working to put a positive spin on parking.

**NEW HANDHELD DEVICES
THAT WORK THROUGH
MOBILES TO MAKE
THEM LIGHTER, MORE
RESPONSIVE AND MORE
EFFICIENT.**



2 On-Street Parking

ParkSafe car

Our ParkSafe car continues to operate effectively outside schools and at bus stops. The role of the ParkSafe car is to provide a more effective deterrent against motorists taking the chance of parking on school zig-zag markings. Being mobile, it can cover more sites more effectively than an officer on foot. Several schools are patrolled every day, particularly at school start and finish times. Its use also supports existing Police and Essex County Council road safety campaigns.

Investing in self-serve

We continue to invest in and develop in our website. Customers can now complete an H-Bar (a white line that goes on the road in-front of the dropped kerb access areas, for example driveways and garages) application online. This provides a reminder, and deterrent, to motorists that parking across a dropped kerb driveway causes an obstruction and enables our Civil Enforcement Officers to issue a Penalty Charge Notice.

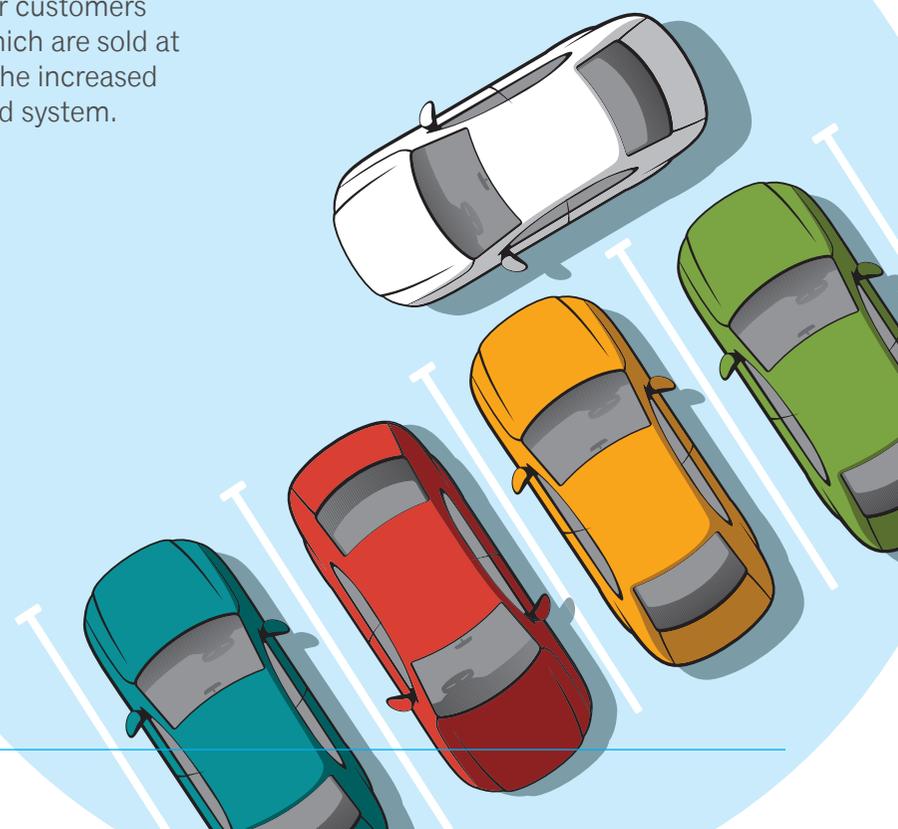
Virtual parking permits

We have continued to improve our online permit service through the MiPermit system. This means we have removed the need to display a physical permit within the vehicle. There has been a 521% increase in the residential permits purchased via MiPermit over the last five years.

We have also seen a substantial increase in visitor permits being purchased through MiPermit. There has been a 935% increase in visitor permits purchased via MiPermit over the last five years. We have kept a small supply of the traditional visitor scratch-cards to ensure all our customers can buy the permits they require, which are sold at a slight premium which represents the increased administration cost of the card based system.

521%

INCREASE IN RESIDENTIAL PERMITS PURCHASED VIA MIPERMIT OVER THE LAST FIVE YEARS



Did you know that in 2017/18 we:

- painted 60KM of yellow lines
- 1947 parking bay markings
- 1638 loading bay markings
- advertised 34 new parking restrictions
- implemented 39 new parking Orders

3 Off-Street Parking

Parking payment

We currently manage 69 pay & display car parks, four of which are multi-storeys – along with 4 free car parks.

We concluded the roll out of MiPermit, a cashless payment service, by introducing the system into Harlow's council owned car parks. We now offer MiPermit in all six of our authority areas, which provides a consistency for car park users across north Essex.

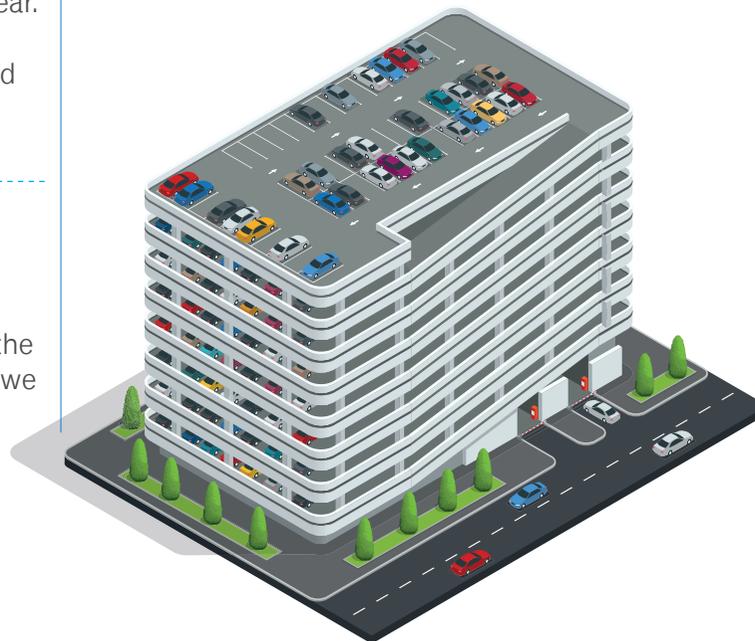
Since last year we have seen a continuous growth in the use of MiPermit. During 2017-18 there was a 22% increase in pay and display stays via MiPermit, compared to the same period last year. Over the last six years we have seen a 2660% increase in the pay and display stays purchased via MiPermit.

Offering a tailored service

We worked with our partner authorities to simplify our off-street parking management arrangement. We moved from a Committee approach to new individual Service Level Agreement with each authority. These reflect the parking objectives of each council and ensure we are delivering a tailored service for that area.

Car park improvements

We worked in partnership with Colchester Borough Council to design and cost a programme of improvement works on St Mary's and St John's multi-storey car parks. These included improved LED lighting, new painted steel window frames and work to close off spaces under stairwells to turn them into solid walls – in both car parks. This work is due to start in April 2018.



WE MANAGE

69

PAY AND DISPLAY
CAR PARKS

— — — —
22%

INCREASE IN PAY AND
DISPLAY STAYS VIA
MIPERMIT

— — — —
2660%

INCREASE IN PAY
AND DISPLAY STAYS
PURCHASED VIA
MIPERMIT OVER THE
LAST SIX YEARS

CLlr Mitchell

NEPP Chairman



A stylized, handwritten signature of Robert Mitchell in black ink.

Councillor Robert Mitchell

*Chairman, North Essex Parking Partnership
Deputy Cabinet Member for Highways,
Essex County Council*



We've made big steps this year by investing in innovative technology to make our online and back office systems more customer friendly and efficient. With 89% of adults in the UK now using the Internet regularly, our move to self-serve systems is more important than ever before.

I'm pleased that the Positive Parking Agenda is gaining increasing support nationally, with nearly a third of the UK's local authorities already pledging support for this campaign by signing up to its key principles. There's a real desire in the parking sector to deliver a more positive and consistent parking experience for our customers, and we fully support this.

We're excited to see the 3PR scheme, for tackling inconsiderate school parking, being trialled in South Essex at the moment, but we hope to be able to bring it to North Essex in due course, once it has bedded in in trial areas. The initiative is designed to engage with children and help them and their families to be aware of the dangers of parking carelessly near the school, making the roads around schools much safer.



4 Parking Education



Positive Parking Agenda

We're leading the way in changing the perception of parking management by being a founding member of the Positive Parking Agenda (PPA), which is supported by the British Parking Association. The initiative will help to build public confidence in the parking sector by changing perceptions, challenging misconceptions and to make the parking experience better for all.

Social media engagement

To support the integration of the PPA principles into our communications strategy, we refreshed our Twitter page during 2017 to focus on raising awareness of considerate parking and parking restrictions. We used a mix of serious and light-hearted posts in a positive tone, including quizzes, images and topical hashtags, alongside consistent helpful replies to questions. Engagement doubled from 14,400 impressions to 28,800 by the end of March 2018.

We are very proud of the improvements we've made on Twitter this year @nepp_parking. We were shortlisted for the 'Best Use of Social Media for Business, in the Essex Digital Awards 2018 and the 'Communication Award' category for the national British Parking Awards 2018.

Partnership working

We continue to work in partnership with Tendring District Council to tackle inconsiderate parking outside schools. Tendring Council Enforcement Officers are supporting our regular patrols around selected schools in Clacton. We believe these extra patrols continue to have a positive impact and have raised considerable awareness about this issue.

We worked with Colchester Borough Council to attend two Night of Action events this year. Its aim is to promote a safer, more pleasant night time economy for the public and it has a multi-agency approach including Police, Border Force, Military Police, SOS bus, alongside Council Zone Wardens, Licensing team, and our Civil Enforcement Officers.

We worked in partnership with the Local Community Policing team in Colchester to deliver parking education messages at infant and junior schools; showing parents a united front in keeping children safe. Enforcement and education to parents were delivered hand in hand during school drop off and pick up times by our Civil Enforcement Officers and Police Community Support Officers.



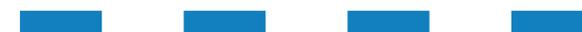
SHORTLISTED FOR

BEST USE OF SOCIAL MEDIA FOR BUSINESS

AT THE ESSEX DIGITAL AWARDS 2018 AND THE

COMMUNICATION AWARD

AT THE BRITISH PARKING AWARDS 2018



TWITTER ENGAGEMENT INCREASED FROM

14,000

TO

28,800

BY MARCH 2018

5 People and Performance

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

Innovation

We introduced a new modern uniform in May 2017, which has helped the public recognise our front-line staff when they are out and about in the community. The new uniforms include shirts which are made from a fabric which helps to regulate body temperature in the summer and winter, alongside water-resistant, breathable and windproof jackets.

We are trialling dashboard cameras in our vehicles used around Braintree and Uttlesford. The hope is that they will provide evidence for any accidents that may happen and will be invaluable in responding to criticism of our staff's driving and parking from the public. If the trial is successful we plan to roll them out to all our vehicles in 2018-19.

Efficiency

We have reviewed our organisation structure and made significant changes across the organisation. The key changes included a focus on specialist skills. The new structure has now been fully implemented and creates a greater resilience amongst staff roles.

We focussed on making our back office processes more efficient. We've outsourced the printing and posting of all legal documents, which is 75% of our outgoing correspondence. This has had substantial efficiencies in officer time.

We migrated our current payment system to use Sage Pay. This enabled us to access real-time payment data and has reduced the amount of monthly income reconciliation that officers previously undertook.

In 2017-18 85% of on-street Penalty Charge Notices were paid, which is consistent when compared to the same period last year. 78% of off-street Penalty Charge Notices were paid. This is as direct result of the focus our patrol teams have had on the importance of giving 'fairer' Penalty Charge Notices and shows that there is a much greater understanding about only issuing fines that will stand up all the way through the appeals process.

IN 2017-18

85%

OF ON-STREET
PENALTY
CHARGE WERE
PAID

IN 2017-18

78%

OF OFF-STREET
PENALTY
CHARGE WERE
PAID

Index of Penalty Charge Notices issued 2012/13 to 2017/18

The below diagram shows the relationship between the number of Penalty Charge Notices issued by our Enforcement team and how this deviates from what we estimate an average to be.

In 2017/18 the number of Penalty Charge Notices issued was within the range of what we expected.



Education

We continue to invest in development of our staff. Some of our Civil Enforcement Officers have broadened their remit by gaining Police accreditation, giving them extra powers to direct traffic.

Four staff members gained Institute of Leadership & Management qualifications at levels 2, 3 and 5, 3 passed the Wamitab parking professional course, 15 ParkMap training and other internal training courses.

We continue to provide refresher training on conflict management and customer service skills for all our frontline staff.

We invest in training for all staff as needs are identified throughout the year.

Communication

To improve recruitment and support promotion of the recruitment video we introduced new poster templates to highlight jobs in local areas, for examples libraries or community notice boards.

We moved our printed staff newsletter to a digital platform, enabling staff to access articles directly from their inbox. We also created a 'Communications Corner' in our satellite offices with iPads, which enables staff without email accounts to access the staff newsletter, our internal social media platform Yammer alongside other software required for their role.

Three of our staff members were also shortlisted in the Colchester Borough Council staff recognition awards for going above and beyond their role.

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.

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

We are working with our software supplier and a company, which specialises in customer self-serve systems, to develop a new online process that will give motorists an indication of the likely outcome of their Penalty Charge Notice appeal prior to deciding whether to challenge the Penalty or not. We hope to have this ready for launch in 2018-19. We will also continue work on our New Parking Restrictions page enabling more customers to self-serve whatever time is convenient to them.

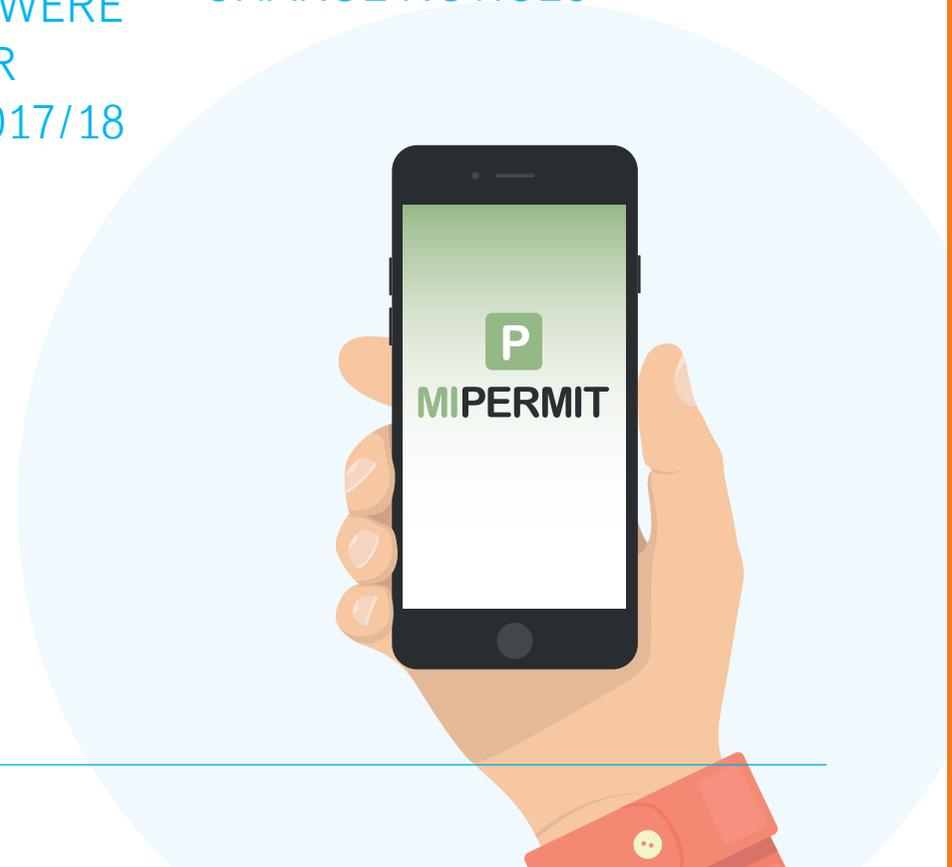
We will be looking to introduce a new E-brief digital newsletter for stakeholders and Councillors across our partner authorities.

The purpose of the newsletter is to improve people's understanding of parking management and to share information about our interesting projects and latest news. It also supports the aims of the Positive Parking Agenda as it will be written in a concise and jargon free text.

88%

OF PENALTY
CHARGE NOTICE
INFORMAL
CHALLENGES WERE
MADE VIA OUR
WEBSITE IN 2017/18

SO WE ARE
DEVELOPING A NEW
ONLINE PROCESS TO
GIVE CUSTOMERS
MORE OPTIONS
REGARDING PENALTY
CHARGE NOTICES





We are working with Colchester Borough Council on its plans to install electric vehicle charging points in Colchester town centre for shoppers, visitors and residents. We want to enable people to switch to more environmentally friendly electric vehicles by making them more convenient to use across the borough and supporting the growth of a network across Essex.

We have worked with our systems provider Chipside on the provisioning of new handheld devices for our Civil Enforcement Officers. The new devices work through Android mobiles making them lighter to carry, more responsive and therefore more efficient. We hope to trial these next year.

We will increase promotion for the MiPermit app in the car parks we manage to encourage customers to use this cashless payment system instead of coins. To encourage this behaviour change we're also reducing coin machines in some car parks.

ENABLING PEOPLE TO SWITCH TO MORE ENVIRONMENTALLY FRIENDLY ELECTRIC VEHICLES.

INCREASE PROMOTION FOR THE MIPERMIT APP TO ENCOURAGE CUSTOMERS TO USE CASHLESS PAYMENT INSTEAD OF COINS.

7 Our Accounts

ON-STREET ACCOUNT YEAR END POSITION 2017/18

	2016/2017	2017/2018	2017/2018	2017/2018
Direct costs	Actual	Actual	Budget	Variance
EXPENDITURE				
Employee costs				
Management	57	73	66	7
CEOs & Supervision	1,024	1,148	1,246	(98)
Back Office	290	341	345	(4)
TRO's	83	127	79	49
Premises / TRO Maintenance costs	182	190	170	20
Transport costs (running costs)	37	39	37	2
Supplies & Services	269	359	351	7
Third Party Payments	45	45	38	6
Total Direct Costs	1,988	2,322	2,331	(11)
INCOME				
Penalty Charges (PCNs)	(1,867)	(1,900)	(1,724)	(176)
Parking Permits/Season Tickets	(534)	(660)	(515)	(145)
Parking Charges (P&D etc)	(249)	(310)	(213)	(97)
Other income	(162)	(97)	(50)	(47)
Total Direct Costs	(2,812)	(2,967)	(2,502)	(465)
Total Direct Costs	(824)	(645)	(171)	(476)
Total Non-direct Costs	395	423	454	(31)
Sub Total	(429)	(222)	283	(507)
Contribution to Capital	146	0	0	0
Contribution to Work Programme	0	0	(283)	0
Total Deficit / (Surplus)	(283)	(222)	0	(507)



Our Accounts

OFF-STREET ACCOUNT YEAR END POSITION 2017/18

	2016/2017	2017/2018	2017/2018	2017/2018
Direct costs	Actual	Actual	Budget	Variance
EXPENDITURE				
Employee costs				
Management	15	4	3	0
CEOs & Supervision	289	206	221	(16)
Back Office	124	85	86	(1)
Off-street Account	209	217	185	33
Premises costs	12	10	3	7
Transport costs (running costs)	15	8	11	(3)
Supplies & Services	418	391	221	170
Third Party Payments	19	11	10	2
Total Direct Costs	1,102	932	740	192
INCOME				
Braintree District Council	(147)	(147)	(147)	0
Epping Forest District Council	(272)	0	0	0
Harlow District Council	(68)	(68)	(68)	0
Uttlesford District Council	(154)	(154)	(154)	0
Other income	(29)	(55)	0	(55)
Colchester Borough Council	(674)	(674)	(663)	(11)
Sub Total	(1,343)	(1,098)	(1,032)	(66)
Total Direct Costs	(242)	(166)	(292)	126
Non-direct Costs				
Other non-direct costs	145	102	159	(57)
NON-DIRECT COSTS				
Other non-direct costs	145	102	159	(57)
Total non-direct costs	145	102	159	(57)
Total Deficit / (Surplus)	(97)	(64)	(133)	69



8 How We Invest and Develop

In 2017-18 after direct costs we have a reserve fund of £1,099,936.46 – of which £210k p.a. (£840k up to the end of the Agreement) is ring-fenced to support the New Parking Restrictions Service.

We will be looking to invest in and introduce the South Essex Parking Partnership 3PR scheme, to help tackle inconsiderate parking around primary schools, in north Essex. We hope to launch the scheme at our first school in September 2018.

We will continue to look into the feasibility of the Parking Partnership taking over financial responsibility for New Parking Restrictions, parking signs and parking restriction line maintenance from Essex County Council.

We will refresh our award winning Anna Tendant blog to include and have more focus on video content. The increasing importance of video marketing is clear as it's predicted that by 2021 videos will account for 82% of all consumer internet traffic. The focus will be on educational messages around parking restrictions, myth busting, changing the perception of parking and seasonal topics.

We will be reviewing the mapped restrictions in all areas, especially in Epping and Colchester, with a view to transferring these and all the parking restrictions we are responsible for to a new mapping system in 2018/19.

We will increase the number of the ParkSafe camera cars we have in operation, with a greater focus on schools and bus stop bays.

Our Joint Committee is discussing options to enable our Civil Enforcement Officers to enforce footway and obstructive parking in north Essex, something only the Police can do at the moment. We are in contact with the Fire, Police and Crime Commissioner and are developing a policy to accompany any future sharing of powers.

INVESTING IN AND INTRODUCING THE 3PR SCHEME



INCREASING THE NUMBER OF PARKSAFE CAMERA CARS FOCUSING ON SAFETY AROUND SCHOOLS



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