



PARKING SERVICES

Annual Report
2020/2021

Parking and traffic enforcement is an issue that provokes strong views from the public, and this in turn is reflected in media coverage of civil enforcement matters.

An Annual Report – well structured, accessible and utilising the best available communication mediums – provides an opportunity to set out clearly and transparently the ‘what, why and how’ of your civil enforcement activities.

By doing so, you will be providing vital context around the traffic management objectives that lie beneath, which are ultimately in place to meet the needs of residents, businesses and visitors.



‘It is important that the public understand why an authority has introduced civil parking enforcement ... supporting wider transport objectives, in particular keeping traffic moving, rather than raising revenue.’

Secretary of State for Transport
(currently Rt Hon Grant Shapps MP)



CONTENTS

- 1 Foreword
 - Our service including the what, why and how
 - Building our communities understanding of the 'what, why and how' of civil enforcement
 - Why parking and traffic management is needed in our community
 - How local factors impact the balance between different stakeholders.
- 2 Innovation and new developments
 - Our response to the pandemic
 - Demonstrating transparency in objectives, approach, decision making and actions
 - What has changed/planned changes and what are the benefits?
- 3 Education, enforcement and appeals
 - Ensuring a coordinated, consistent communication stream with stakeholders
 - Commitment to fair and proportionate enforcement
 - Promoting compliance and the TPT (more hyperlinks than narrative)
- 4 Transparency in finance and statistics
 - Saving time and resources otherwise spent responding to enquiries, Freedom Of Information requests, etc.
 - The transparent approach is a key way to dispel negative, incorrect assumptions.
- 5 Utilising digital channels
 - Monitoring trends to help shape and drive future strategy, projects and innovation
 - Online / digital communications and transactions are now an expectation rather than a 'nice to have'.

The PACER Awards recognise local authorities for the publishing of informative, engaging and transparent Annual Reports on their civil parking and traffic enforcement activities.

FOREWORD

SETTING THE SCENE

We are delighted to provide the foreword and offer a very warm welcome to Cheshire East Borough Council's annual parking report for the period 1/4/2020 to 31/3/2021 – it focuses on the Parking Services Team's united response as part of the Council's own reaction and comeback to the Covid-19 pandemic whilst maintaining much needed high priority enforcement activity.

Just a few weeks in to 20/21 and we found ourselves in the first National Lockdown of its kind with temporary suspended parking charges, a valuable NHS/Key/Critical care worker permit scheme, extended closure of some Multi Storey carparks, a trial run of going cashless on car parks, homeworking, PPE, social distancing measures for staff and for our service users, Active Travel measures, Temporary Traffic Regulation orders, Road and car park closures to facilitate the pedestrians ability to social distance in some towns, villages and local service centres, alternative duties and redeployment – but NO furloughing.

The team were instrumental in bringing together a number of teams to deliver Mobile Testing Units – both a-symptomatic and symptomatic (obviously not at the same time on the same car park),

permanent testing units and then progressing onto mobile and permanent vaccination centres and units across its assets. The team will elaborate on the above under the relevant headings within this report to explain in more detail the 'at times', unusual, innovative and yes, unpopular ways in which it tackled the pandemic situation it was presented with.

The council was of course delighted and honoured to have won the overall award for its 19/20 report – we have a lot to live up to and so have taken the bull by the horns in this report to get across to our communities, that parking services is not just about the issuing of Penalty Charge Notices (obviously important) but to explain ALL of the services it delivers and jointly delivers and that it is part of a coordinated and joined up approach – certainly not working in isolation as a department nor in a silo situation.

Demonstrating transparency, openness and consistency of approach in our objective setting, decision making, priorities and actions are the main reasons why the annual report is produced. The team works towards the Councils objectives of FAIR, OPEN & GREEN and everything it does is a conscious effort to strive towards our Carbon Neutral ambition for 2025.



Andrew Ross
Director of Infrastructure & Highways



Cllr Laura Crane
Portfolio Holder for Highways & Waste



Lorraine Martin
Parking Services Manager,
Report Collator

The report facilitates a coordinated methodology and collaboration, seeking to achieve behavioural change, with our partners and stakeholders whether they are outside of the council or internal. Our overall intention being to publish performance data with objectives and outcome measures in a customer friendly way.

Parking is an everyday but vital issue for individuals, families and communities. This of course includes our own Residents and Businesses as well as the actual service users which may come from many other areas into the Borough of Cheshire East to park their vehicles.

We believe that our annual report is one of the best ways in which to change the public perception of our Civil Enforcement Officers and Notice Processing personnel.

It enables our community to understand why enforcement is both necessary and vital in the successful management of the road network.

This has become even more important and vital during the pandemic which will be reported upon in significantly more detail on the following pages.

This year's report contains a different style of financial and statistical information, presented as infographics rather than lists of tables – the same changes have been applied to our management statistics.

The updated style is simply more readable and attractive and again we do hope that the information presented will save time and resources that would otherwise be spent on responding to service requests, complaints, frequently asked questions or Freedom of Information Act requests from the media, stakeholders and the public.

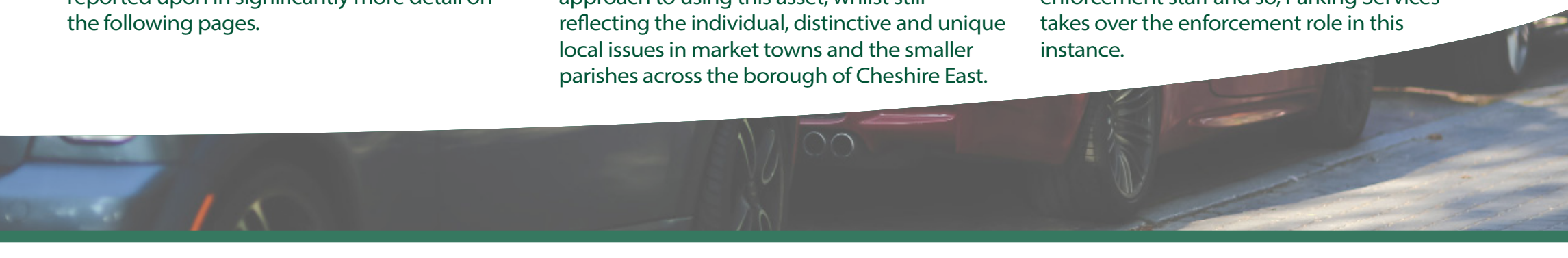
The report encompasses the advice in the PATROL Toolkit, by providing a well-structured account that is underpinned by strong narrative and a persuasive message but keeping our style clean.

The availability and effective use of parking (for any type of vehicle) is an important tool in managing traffic, as well as the quality of the local environment, and has a role in supporting local economic vitality, regeneration and transport strategy. It is important therefore that we take a logical, clear and comprehensible approach to using this asset, whilst still reflecting the individual, distinctive and unique local issues in market towns and the smaller parishes across the borough of Cheshire East.

The availability, quality and cost of parking both off and on-street are important influences on the number and type of journeys made and to the end parking destination. Cheshire East Council will continue to work to ensure that there is adequate parking for cycles and motorcycles and that the special parking requirements of disabled people are met and that parking for parents/carers with young children is considered.

We have special provision for HGVs at Shaw Heath Lorry Park (Knutsford) as we recognise the importance of these specialist types of transportation, much needed to ensure consistent provision of consumer goods across the Country.

Blue Badge holders want to park close to their destination and the majority of physical cases need the wider spaces. One of our priority enforcement aims is to ensure that they are not inconvenienced by unauthorised users of Blue Badges or by motorists who abuse the designated spaces specifically allocated for people with disabilities. This is how some of our collaboration works, the team who administer the Blue Badges do not have enforcement staff and so, Parking Services takes over the enforcement role in this instance.



The Council needs to meet ever more complex challenges and exceptional levels of financial pressure to provide a modern, well-informed and fair parking service for all residents, businesses, visitors, shoppers, commuters and workers to and across the borough.

The Council will aspire to provide parking to high standards of safety, security and cleanliness, following, where it is able and feasible, national guidelines and benchmarks. This will include improved parking facilities, at an appropriate charge to actual service users.

Using an 'evidence-based asset management' approach, the service is very mindful of the importance of 'managing the customer's expectations and the customers for parking services do not just include residents.

With a pro-active and sensible attitude to enforcement, we will need to have the structures and processes in place to ensure that we take our responsibilities seriously with regards to the free-flowing movement of traffic, whilst ensuring we deter and re-educate those motorists who continue to park irresponsibly, inconsiderately, dangerously and above all, illegally.

Our collective aspiration is to use enforcement as a tool to achieve 100% compliance with parking restrictions thus eventually resulting in there being no need to issue any Penalty Charge Notices. In simple terms, we want to achieve a 'behavioural change'.

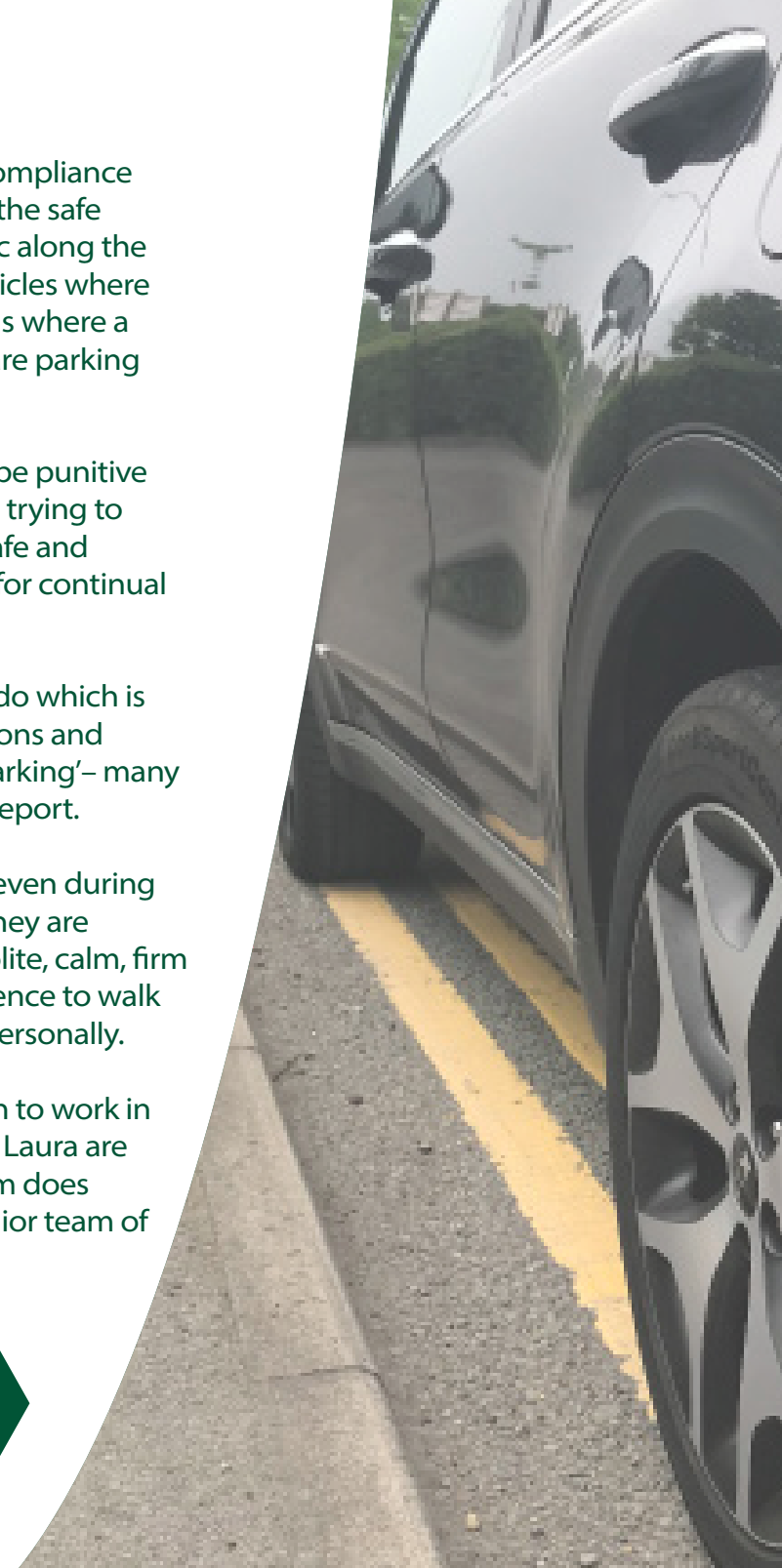
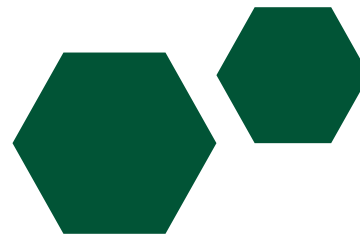
We direct our resources to where compliance is low and there is a need to ensure the safe and expeditious movement of traffic along the highway facilitating emergency vehicles where they are needed and not to locations where a resident is unhappy that motorists are parking outside of their home.

We do not use civil enforcement to be punitive and we are genuinely committed to trying to educate the motorist to achieve a safe and efficient network without the need for continual enforcement.

The CEO's have a very tough job to do which is not helped by the 'miscommunications and myths that surround the world of parking' – many of which are dispelled in this year's report.

The officers are human beings and even during regular confrontational situations, they are expected to remain professional, polite, calm, firm and assertive and have the competence to walk away without taking verbal abuse personally.

It takes an extremely resilient person to work in the world of parking and both I and Laura are fully supportive of the work the team does which is led by Lorraine and her Senior team of Carolyn, Louise, Emma and Steve.



INNOVATION AND NEW DEVELOPMENTS



COVID PANDEMIC RESPONSE

BY MARIE UNSWORTH - SENIOR NOTICE PROCESSING OFFICER

March 2020 saw the Notice Processing Team go from being 100% office based to suddenly being told we could not enter the Council Offices until further notice. It was a very strange and unexpected situation to suddenly find ourselves in, rumours had started of just how serious the Covid-19 pandemic was becoming but it still felt unreal. We were lucky however as the closure of businesses and furlough meant fear and uncertainty for so many.

At first we worked entirely from home which was new to our entire team. As this was completely new we had to be provided with equipment and be set up to be able to work. Some of our services were altered/suspended for a time at the start of the pandemic; parking charges were suspended and we were advised to pause some aspects of our process such as sending out statutory correspondence and Enforcement Agent action.

Parking Charges resumed after a time and much went back to how it was pre-Covid within our service. The pandemic was not over however so some temporary measures were implemented such as passes for NHS workers on duty. This meant NHS workers were able to park on Cheshire East Council Car Parks without needing to pay for their period of parking.

Working from home brought a few other challenges, children and pets often taking centre stage... they do say never work with animals or children!! Video calls saw a mum on our team being brought a bottle of wine by her child (he must have thought she needed it) and cats showing us their best (or back) sides...

Meetings became very different and took some getting used to as they became 'virtual'. Meeting via Teams has had its pros and cons. It's an easy way to get together without having to arrange to be in the same place at the same time but we found you do lose some of the 'feel' of a meeting held in person. They have however been invaluable in keeping us all 'connected' when we couldn't meet face to face. The most used phrase during these meetings would have to be 'You're on Mute' usually shouted at the screen by everyone else whilst being secretly glad it wasn't you this time!

Gradually we each returned to the office one day per week which made life feel a little more 'normal' and eventually we developed a rota which meant we could all return for a few days a week with the rest spent working from home. Our work areas were spread out and adapted to maintain social distancing whilst still being able to accommodate a few of the team at one time.

Covid-19 is still very much part of life at the moment and we are still finding new/different ways of working within our team.





BY EMMA THOMPSON-STEERS - ACTING
JOINT CEO SUPERVISOR

We never stopped working. Our job wasn't any easier working from home - our days got longer, tougher, challenging and at times emotional, many more hours were spent online and on the phone.

Essential journeys were travelled only where needed, projects arranged and managed, car parks and on street needs were still actioned. Enforcement was carried out at times if emergency services were hampered in any way due to obstructions. Interviews and DBS checks were remotely conducted, new ways of working created.

We were still on call 7 days a week. PPE, food parcels, prescriptions and other items picked up and delivered to those most vulnerable and in need. Mobile testing stations and vaccination sites were organised.

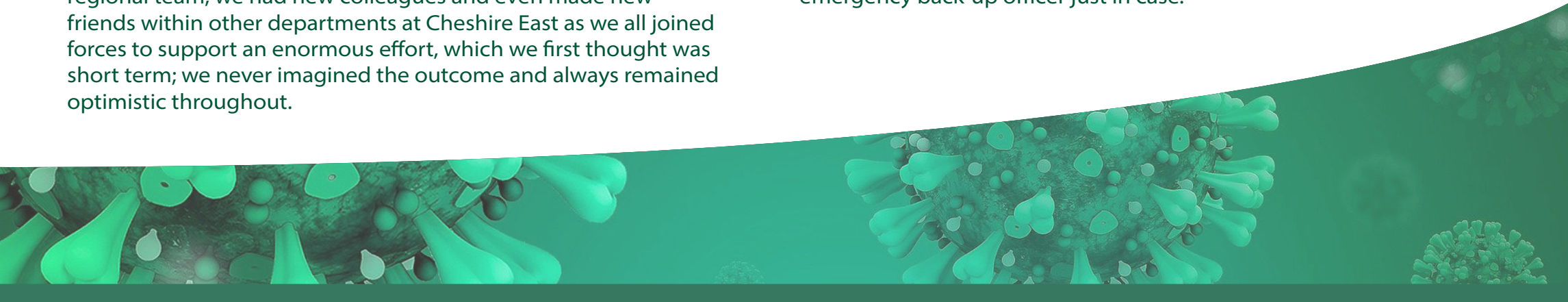
We communicated with North West NHS, Public Health England, the Army, Air Force, Highways, Gurkhas, other Authorities and most importantly each other. We became one big national/regional team, we had new colleagues and even made new friends within other departments at Cheshire East as we all joined forces to support an enormous effort, which we first thought was short term; we never imagined the outcome and always remained optimistic throughout.

COVID MEASURES

APRIL 2020 - MARCH 2021

Covid got us busy, very busy, which strangely helped alleviate the helplessness of having to stay at home, but also filled the loneliness of not being able to see our family, friends, and colleagues. Some of us suffered the loss of loved ones with no chance to say goodbye or attend a funeral; at times we felt helpless and very alone. We set up a very effective communication network amongst ourselves, we supported each other, we became our own foster family, even if remotely.

From the beginning of lockdown, circa March 2020 onwards, I was nominated SPOC (single point of contact) for the Civil Enforcement Officers (CEOs), to help organise and arrange a rota for essential working. We deployed our CEOs, delivering prescriptions, PPE, food packages and other essential and important packages, this was across the Borough and wasn't easy; our CEOs found themselves queuing for hours at a time in some instances, as they too followed the rules at supermarkets and chemists when collecting certain items. I liaised with Paul Bestwick (community wardens) and helped in the design of a rota, where every officer would be on call for the day and had an emergency back-up officer just in case.



RESPONSE FROM
PAUL BESTWICK, ANTISOCIAL
BEHAVIOUR TEAM,
CHESHIRE EAST COUNCIL.

“The outbreak of Covid 19 in early 2020 tested Cheshire East Council’s ability to deal with unforeseen events to the limit in responding to the virus which caused severe disruption to people’s lives, the provision of Public Services, and society as a whole – these were unprecedented times.

In addition to Cheshire East Council having to continue to deliver essential services, there was also a need to redeploy staff to other duties to deliver services to the most vulnerable people in the community. The Parking Services were no exception and played its part. In the early months staff from the Team assisted in the collection and delivery of prescriptions and food parcels to those most vulnerable in the Cheshire East area.

Fixed ‘two-week’ rolling rotas were set up, involving all staff in the team, to provide cover for both prescription and food collection and deliveries daily. Those vulnerable and in need of assistance would contact the Organisation via the ‘People Helping People’ hub and staff were deployed accordingly.

Staff were also called upon, sometimes at very short notice to collect PPE from other areas of the North West for delivery to local Care Homes. Overall, the response from the public was extremely positive.”

The Team should be proud of their efforts’.



COVID TESTING SITE SET UP

During this time, we were asked to help with the setup of MTUs (mobile testing units) As we had many car parks which were not being utilised due to lock-down, we had the land capacity to be able to offer our sites and services across the Borough. I was nominated SPOC (single point of contact) for carparks, with communication between all departments and working alongside Denise Griffiths.

Our very first MTU station was held on Churchill Way car park, Macclesfield. We had the Army, Police and Highways involved in our first mobile testing station – a lot of lessons were learned that day as demand for testing was high, and our road network became jammed, gridlocked even! Valuable lesson learned, we carried on working with the Department of Health and Social care, NHS North West, the Army, Airforce, Royal Gurkhas and all our own departments: Properties, Highways and Cheshire East Public Health.

Together we arranged the successful and smooth operation of these sites. We have continued to advise on locations across the Borough regarding Mobile testing, vaccination and accommodated static sites too.

BY EMMA THOMPSON-STEERS - ACTING
JOINT CEO SUPERVISOR



RESPONSE FROM DENISE GRIFFITHS: FACILITIES MANAGER, CHESHIRE EAST COUNCIL.

“Very early on in the pandemic, working with the Army, NHS, and other health colleagues there was the need to set up mobile test centres very quickly. Of course, this has continued throughout, but in the early days it was something completely new to us all – something we never, in our lifetime, expected to be doing. Very often the requests came through very late in the day (as in 10pm one evening, wanting to use a CEC car park the next morning at 9am) – so, on top of everything else, it was a very stressful time.

I was the SPOC (single point of contact) and then had to identify sites, working extremely closely with both Highways for traffic management but, more importantly, with colleagues from Parking Services, who responded magnificently, without hesitation. There were issues, of course there were, but between us – despite it all – we got through; the test centres were set up with the Parking Services team out very early in the day to cordon off the part of the car park to be used and smiling through it all.”

“Car Parks are not the first intervention measure that comes to mind when tackling the COVID Pandemic. In Cheshire East Council’s case, car parks and our parking staff have proved to be valuable assets in the local efforts to prevent the spread of COVID.

Our Borough is a large, mainly rural mixture of communities so access to testing and vaccination services is a critical factor in protecting our population. Our car parks therefore became a key asset in promoting accessible testing and vaccination programmes. Our parking staff have been invaluable in supporting these programmes through measures such as: identifying the most appropriate sites; preparing the sites for the deployment of vaccination/testing facilities; briefing local car park users about the changes of use and evaluating the impact from the revised use of sites.

The parking team’s support has been invaluable, and they have contributed to the borough having amongst the highest vaccination rates in our region and very accessible testing services.”

RESPONSE FROM PROFESSOR ROD THOMSON FRCN FFPH: LOCUM CONSULTANT IN PUBLIC HEALTH, CHESHIRE EAST COUNCIL.

PEOPLE HELPING PEOPLE; SECONDMENT



Number of those people who are known as shielded residents.



Number of those people known to Adult Social Care

“ Breaking news in January 2020 would dramatically change and significantly impact upon our lives in ways we could have only imagined. From the first two confirmed cases of Corona Virus in the UK on 31st Jan, the first recorded British death from the virus on 28th Feb the country was served a stark warning.

Local authorities with support from central government began working on strategies to limit the spread of the disease and support people in the community who had no safety net or support network and those deemed to be at greatest risk of contracting the virus. So it was that Cheshire East’s “People Helping People” was born. Their focus, to support those people in the community who were either self-isolating or shielding because of government advice.

A call went out to staff within Cheshire East asking if they would consider volunteering or could be seconded to help deliver the People Helping People Programme. This prompted me to have a chat with my manager Lorraine and with her support I put myself forward. My secondment would be for 3 months and started in April, committing 5 hours each day 5 days a week to the programme as well as managing workflows in my existing roll as Parking Projects Officer.

It was clear on my first day that People Helping People was in a state of flux, evolving literally before our eyes, as it dealt with a wide range of needs and ever-changing circumstances as the effects of the virus would filter through the community. Communication, flexibility, collaboration, adaptability, resilience just a few of the qualities that would help shape People Helping People to become the success it is today.

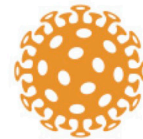
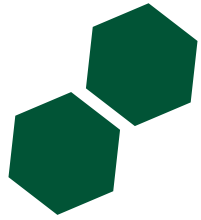
My first week was spent getting to know the team, getting to grips with the processes and procedures, a steep learning curve for sure but made that much easier knowing that my small contribution was helping those who had no other means of support, at a time when they needed it most.

I recall an occasion when I took a call from an elderly man who was desperate as he and his wife had emptied their larder of food and had been surviving on baked beans, having now opened their last tin. Thankfully the team of volunteer drivers, which included our very own civil enforcement officers, were able to deliver an emergency food parcel that very same day. This was a situation, no doubt, repeated up and down the country.

Offering help, support and advice to our residents would require a collaborative effort between several partners; Social Brokerage Team, Local community food banks, the Carers Hub, Communities East, Cheshire Volunteers and The Holmes Chapel Partnership just to name a few.

This support was ongoing 7 days a week and I would find myself covering for emergency requests that came in over the weekends too. Several weeks into my secondment I was then triaging calls, filtering emails from our residents to assess their needs. Typical questions like; do you need help with shopping/collecting medical supplies or prescriptions, do you have any underlying health conditions, do you live alone, are you or anyone in your household displaying signs of having Covid 19, are you receiving any other support? I would then collate this information onto Excel to ensure each resident was registered and assigned the appropriate support.

This same process was used when handling the never-ending stream of emails to the I Need Help mailbox which the small team I worked with helped to manage. A great group of people from across the organisation all pulling together with one common goal; ensuring the wellbeing of those in need. I really enjoyed my short-lived time with the team and feel very humbled when looking back on the experience. ”



COVID-19
(Coronavirus)

Triage Team



3036

Number of people supported/
matched with a volunteer



2

Number of people awaiting
urgent requests (48 hours)



50

Number of people awaiting support
(triaged & deemed not urgent)



175

Number of people awaiting support
(contacted awaiting volunteer)

BY STEVE PEARSON ADAMS - PARKING PROJECTS OFFICER

MY EXPERIENCE OF LOCKDOWN

My experience throughout the lockdown was completely different to my normal work role as a civil enforcement officer. We were redeployed to deliver prescriptions and shopping to vulnerable/sick people. This was a rewarding role as I enjoyed assisting people so it helped their mental/physical health and aided their lifestyle. I was pleased to be able to give my time to those for whom the covid situation had hit, even if it was just to have a quick conversation to break their routine up.

Closer to home I had noticed that an elderly neighbour who lived alone may have been struggling in this crisis. I took it upon myself to try to assist him; I posted a note and my telephone number through his letterbox. About a week later I received a phone call. The gentleman's name was Dennis, he was 94 years old he was blind in one eye and very unsteady on his feet and told me he would be grateful of my help as his family lived away and his nearest relation was elderly and self isolating.

I arranged to go and see him and I spoke to him on his doorstep arranging to get shopping for him. Over time Dennis gained trust in me and we struck up a friendship.



BY SHARON PAYNE - CIVIL ENFORCEMENT OFFICER

He was a very independent man but everyday chores took him a long time to do so I helped with other little jobs he struggled to manage.

Once covid restrictions had eased, I continued to help Dennis. I rang him every day and took him out to the shops and out for a coffee to try to break his week up. He talked of days gone past throughout his life and his love for steam trains (he was a train enthusiast). I arranged a day out and took him to a steam train site and museum.

Unfortunately in August 2021 after being ill for sometime Dennis passed away but I was happy I was able to take him on his last steam train journey and honoured to have known him if only for a short time.

Helping Dennis throughout and after the pandemic I think it made him realise he didn't have to be alone and to struggle. Now I have the memories of him and it makes me feel like I have done some good whilst this pandemic was on. It's true what they say - a little kindness can mean the world.



CASHLESS PAYMENTS

BY LOUISE MITCHELL -
PARKING ENFORCEMENT SUPERVISOR

As with many other areas of the council, the outset of the pandemic brought in to focus the immediate need for changes in the day-to-day operations of the Parking Services function. Whilst some of the elements contained within the existing Continuity Plan were relevant, others required dynamic approaches to be developed and implemented in an expedited time frame.

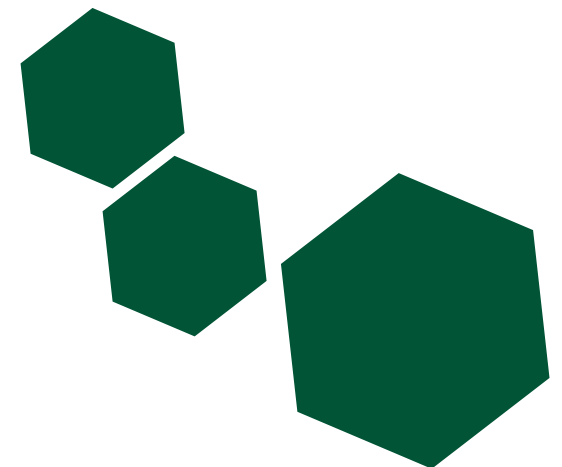
Within a couple of hours of the government's announcement to lockdown the country, we had prepared car park machine notices and purchased bags to cover the machines. A small team was formed to visit every car park in the borough to install the notices and cover the machines. These machines were monitored weekly ensuring the bags and signs remained in place.

With thanks to the British Parking Association for providing generic car park risk assessments along with social distancing posters and advice, we carried out covid risk assessments on all car parks throughout the borough. This in turn helped us identify covid safety measures aimed to mitigate the transmission of covid from parking activities for both service users and staff.

Social distancing signs were placed across all car parks and pavement signs were installed at our machines. Additional findings from the car park risk assessments resulted in our two main multi-storey car parks remaining closed until the appropriate social distancing measures could be safely put in place. These car parks were re-opened in August 2020.

Cashless parking was introduced on all pay and display car parks in June 2020. This was undertaken as part of the identified mitigating measures from the risk assessments. We received a high volume of concerns regarding accessibility recognising that cashless payments are not the best option for everyone.

Following a re-evaluation of the car park payment systems, including an equality impact assessment identifying all those affected by these changes we re-introduced cash payment methods. Arrangements were put back into place with our security service to collect cash from the machines.



EDUCATION, ENFORCEMENT AND APPEALS

COVID-19 - THE CIVIL ENFORCEMENT OFFICER RESPONSE (PARKING)

The day after lockdown was announced we started to answer any questions from our team, there was a lot of confusion on whether they should be in work or 'work from home'. A WhatsApp group was made, and all the Civil Enforcement Officers were added in so we could all keep in touch, receive important information from our supervisors and lots of jokes and funny pictures were added by the team to keep spirits up as there were staff isolating on their own and as part of a team we look after each other. We communicated that we were one of the groups of staff who could not do our jobs – parking enforcement, from the comfort of our own homes i.e. homeworking.

Once we were told what was happening with our role, and that a decision had been made to temporarily suspend all parking payments, we had to sort out the pay and display machines and to have all cash collected and to be covered over and signs to be made and put around the carparks to advise our remaining customers that parking was free from 27/3/20, until further notice. 72 of the 106 carparks in Cheshire East are pay and display, with 127 machines to cover. It was a huge task but with some willing volunteers and plenty of sanitiser, face masks, cable ties and black bags, we did it.

Whilst the first National Lockdown was in effect, we had some new staff start their roles as a CEO, as this unique worldwide situation was new to us all, we very carefully brought them into the fold and they soon became a positive addition to the team and they quickly acclimatised to the work we were doing at the time as well as training, be it online or socially distanced training in the office. This also gave us time to fully train them on the workings of our pay and display machines. We even had help whilst in Knutsford; it was a bizarre sight to see the wildlife wandering about the deserted streets looking for humans and we saw these two (ducks) whilst we were servicing a machine. It didn't take them long to waddle over to us to see what we were up to. Luckily, we had our lunches with us to share with them...at one point I thought the female was going to get in the van she got that close!

Over the next few months i.e., April to June, the staff were busy with a kind of combined role - after being partially re-deployed to help deliver food packages and prescription pick up and deliveries for vulnerable people all over Cheshire east, as well as well as opening and closing of the pedestrian zone gates in Macclesfield and cleaning all the multi storey carparks, cue one of the seniors brushing up to 'I want to break free' by queen. We did this and quite sadly got excited doing it – as well as carrying out some priority enforcement duties to ensure that the residential streets with thousands of people homeworking did not become too cluttered up with vehicles impeding emergency vehicle access.



COVID-19 THE CIVIL ENFORCEMENT OFFICER RESPONSE (PARKING)

Mobile testing units were organised by our supervisor to be set up on our carparks, watching the army set up testing sites was interesting. This has carried on and developed into both lateral flow testing sites, PCR sites and the all-important vaccinations sites. We became site managers, traffic organisers, parking wardens to fully support this crucial work. We worked with several partners from Highways, the NHS and our own Grab a Job teams and Swab Squad teams.

Once the first lockdown was lifted and we had re-introduced charges, on June 15th we went back to our 'normal' jobs, but what on earth was normal? We as seniors devised a staggered start to our rota to allow for social distancing, officers were in pairs and masks and sanitiser were the new additions to our uniform. We started our socially distanced patrols; we were met with a mixed reaction, and we became everyone's friend when it came to how to pay by card on the pay and display machines, and to assist with our pay by phone service, this was to help reduce the spread of Covid as we trialled being a cashless authority from 15/6/20 to 17/8/20. A select couple of officers were tasked with the cleaning and sanitising of the machines daily and making sure all the Covid-19 health and safety signs were visible.

One of our new tasks was to ensure all the Multi-Storey car parks in our borough were open and certified Covid-19 safe – well as safe as was possible with all the cleaning, posters and floor markers. One thing we did not do was put in place public hand sanitiser as when we risk assessed it, it was clear that it could be easily removed, stolen, drunk or set fire to and this is not great in an unmanned but operational MSCP. School patrols started again and although we were socially distanced, we made sure the message of safer parking around schools still got through to the parents/carers that parked in contravention.

Supporting each other got us through lockdown. We are a team!

BY LEE FOULKES AND CARYN LOWNDES (SENIOR CIVIL ENFORCEMENT OFFICERS)



PARKING SERVICE COLLABORATIVE WORK WITH THE MEDIA AND COMMUNICATIONS TEAM

The Covid pandemic brought significant changes to services and a huge increase in communications demand. Throughout this challenging time, the Parking Services team has worked closely and collaboratively with Media and Communications colleagues. Major changes, that needed to be delivered quickly and effectively communicated, included the initial suspension of parking charges and then the piloting of cashless charging.

These challenges involved close collaborative working to develop key messages and produce effective proactive press releases and social media messaging, as well as reactive media statements to journalists' enquiries.

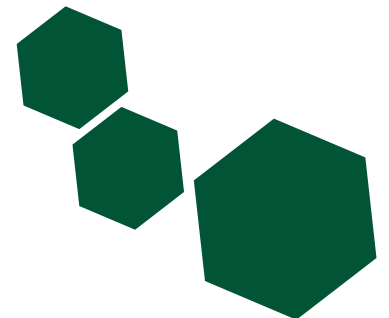
Together, the teams provided customers with key information about services, whilst managing expectations and mitigating criticism. This served to protect the reputation of the council during these challenging times and severe disruption to normal service provision.

SENIOR MEDIA RELATIONS OFFICER TIM OLIVER SAID:

“Working with Parking Services Manager Lorraine Martin and her team has been a real pleasure – and a model of how services can work, closely, collaboratively and effectively with the media and communications team to keep residents informed about services and support effective delivery of corporate outcomes.”

Regular attendance of the council's Transport Recovery Cell by members of the Parking team and Media and Communications team were vital to help identify opportunities and threats to the delivery of services and reputation of the council – and coordinate proactive and reactive measures and communications.

One such example was raising public awareness, via proactive media outputs, of the unacceptable and increasing level of threats and intimidation faced by the council's parking enforcement officers.





RESIDENTS PARKING SCHEMES

We are not siloed in our vision when considering requests for Residents Parking Schemes and will investigate all proposals openly and fairly, aligning with our Residents Parking Policy.

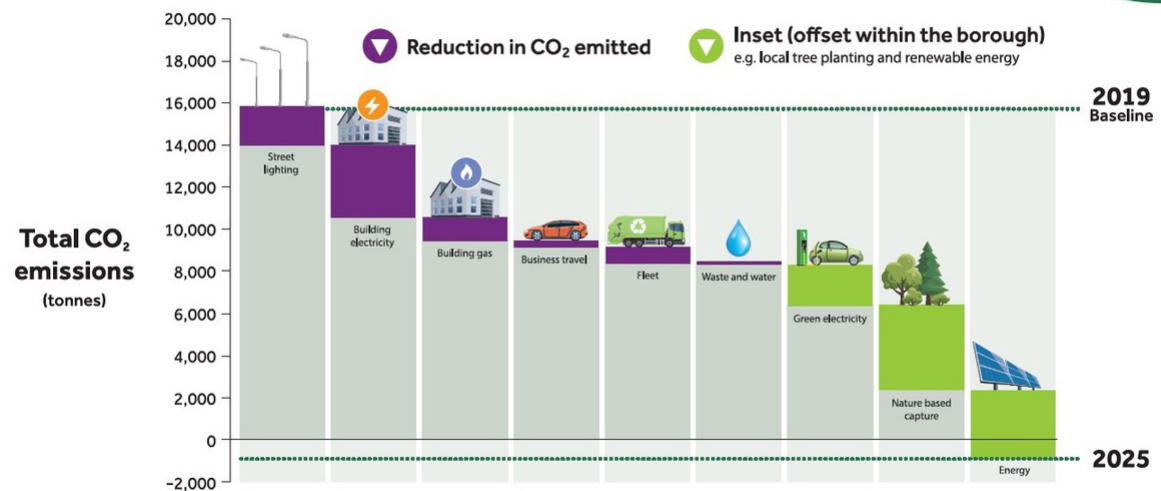
We receive many enquiries from our residents across the borough each year asking for Residents Parking to be introduced in their area. Local Ward Councillors would previously have brought these requests in front of their individual Area Highways Group (AHG) for consideration and funding, as each AHG had an allotted annual budget. This budget also supported other highways related requests made by the Ward Councillors. Now that these Highways groups have been disbanded, Councillors have been given limited individual budgets (referred to as members funding) and will consider how to make best use of this individual funding whilst prioritising requests.

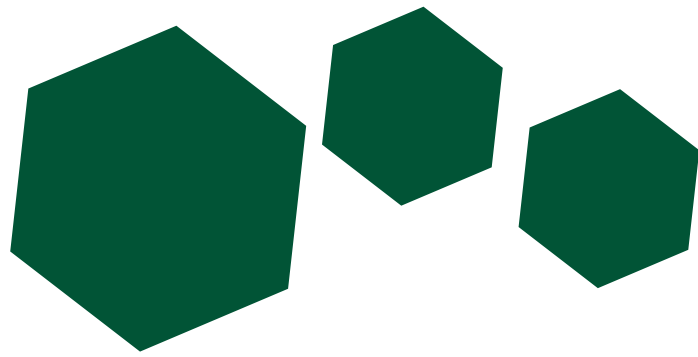
Not being able to find a place to park near to your home can be inconvenient and frustrating, especially if kerb side space, that would usually be available, is being occupied by commuters or workers travelling into the area. This situation is not made any easier as more and more vehicles are seen on the road network.

Sustainable, affordable, and suitable alternative travel modes need to be considered, as identified in our Active Travel Plan where walking and cycling and other modes of transportation are promoted.

These alternatives can have a positive impact on reducing the number of vehicles on our roads, improving physical and mental wellbeing, benefiting local communities and improving air quality while contributing to achieve this council's goal of being Carbon Neutral by 2025

Achieving our carbon neutral by 2025 ambition





RESIDENTS PARKING SCHEMES (CONT...)

Not all requests are for Resident Parking Schemes. Occasionally we receive enquiries from residents with Blue Badges needing to park in front their property. As a Blue Badge holder, you can be assessed for a parking bay by our Adult Social Care Team eastfpoc@cheshireeast.gov.uk

Bays such as these can be implemented but are also subject to assessment by a Highways engineer to establish the suitability of the highway and any existing restrictions that might determine the location of the parking space or even if installation is possible. Unlike "On Street Disabled Persons Parking Places" as shown here, which are enforced as part of Civil Parking Enforcement, bays requested by individuals are advisory only and as such are not subject to enforcement by our Civil Enforcement Officers.

Parking Services undertook three informal consultations for residents parking schemes: Altrincham Road Wilmslow, Nixon Street area Macclesfield and Lord Street area Macclesfield, none of which progressed due to lack of support from residents. These consultations were undertaken over an 11-month period during which the country was in a state of lockdown between March and June 2020 as a result of the pandemic.



BY STEVE PEARSON ADAMS - PARKING PROJECTS OFFICER

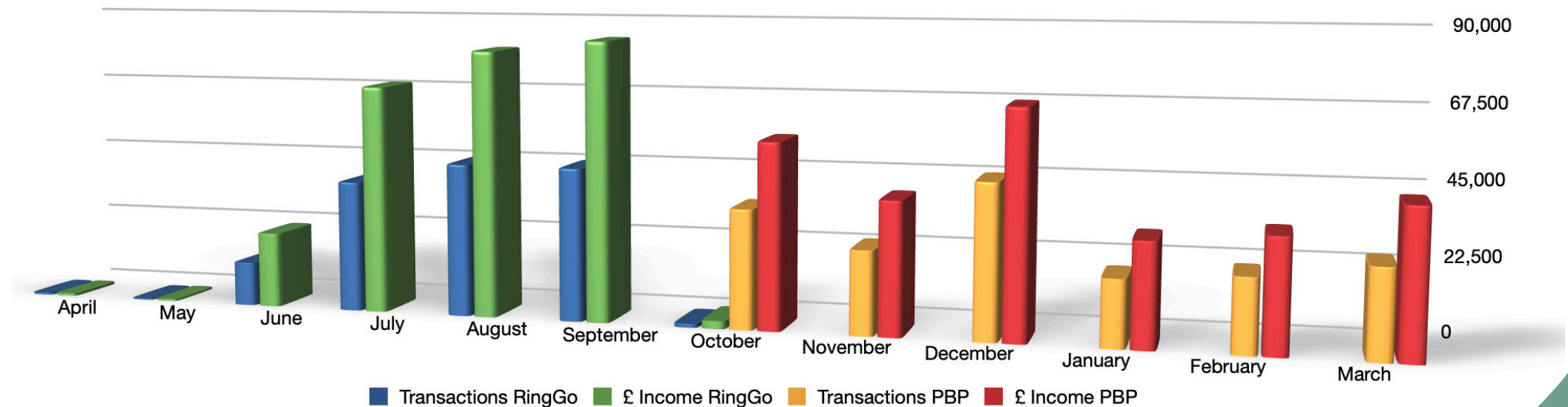
TRANSPARENCY IN FINANCE AND STATISTICS

RINGGO & PAYBYPHONE REVENUES

The tables and graphs for RingGo show the number of transactions and revenue on a month-by-month basis and a cumulative total for March 2020 – October 2020. From October 2020, Cheshire East Council made the decision to procure a new provider and therefore the PayByPhone figures reflect this from October 2020 to March 2021.

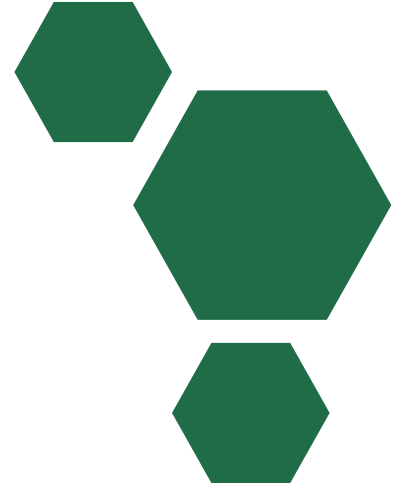
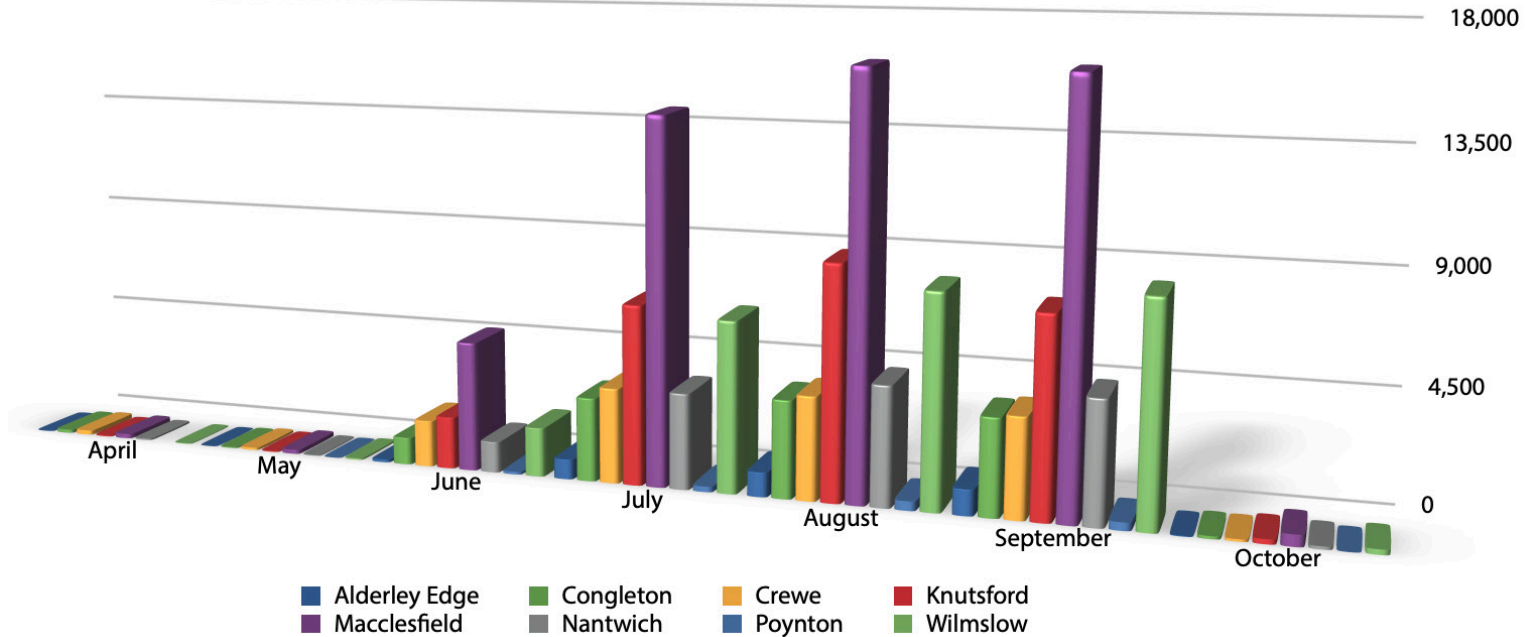
The RingGo service ended at the end of September 2020, however there is a slight overlap into October 2020 due to customers continuing to use this method of payment as they had not moved over to the new provider. You will also see from the figures that there is a drop of revenue from late March 2020 as Cheshire East Council suspended all parking charges on its Pay & Display car parks due to the Coronavirus Pandemic.

Parking Charges were re-introduced from 15th June 2020 on a contactless (non-cash) basis in order to minimise potential cross contamination between payment machine users. Following feedback from the general public cash payments were reinstated from 17th August 2020.

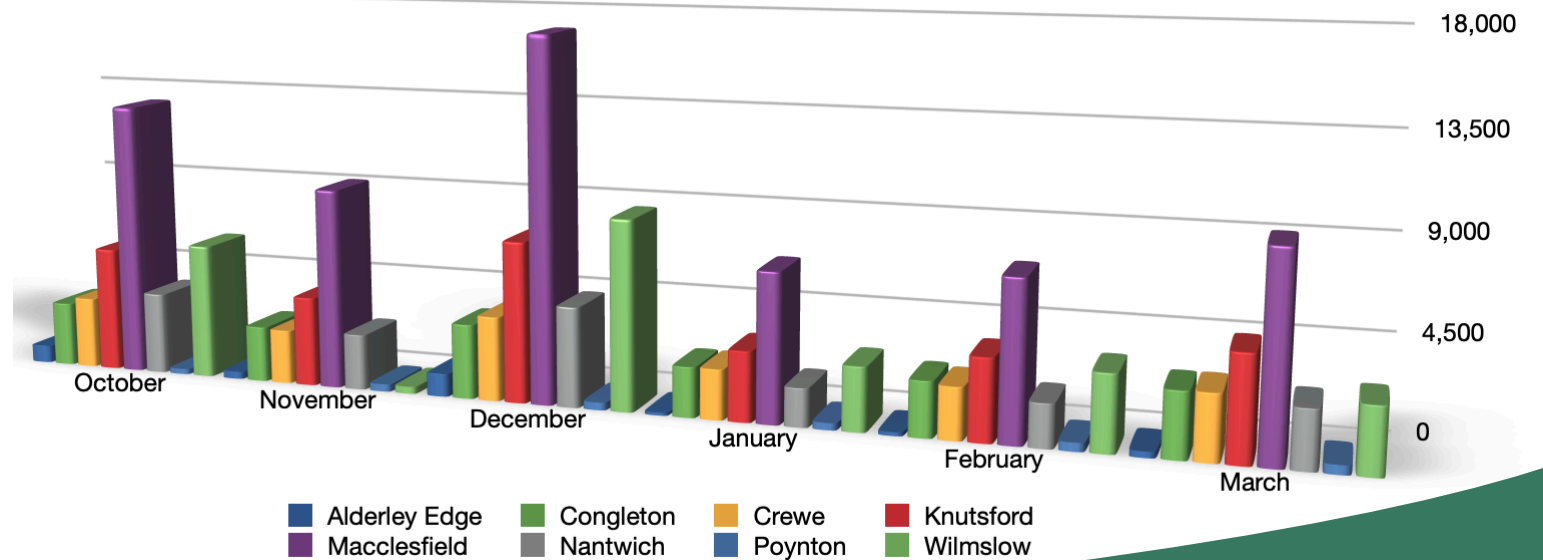


BY AMANDA KENYON - NOTICE PROCESSING OFFICER

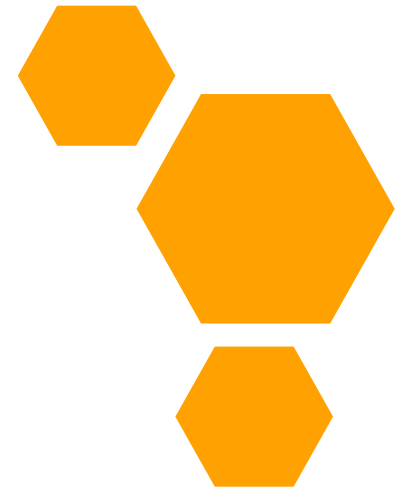
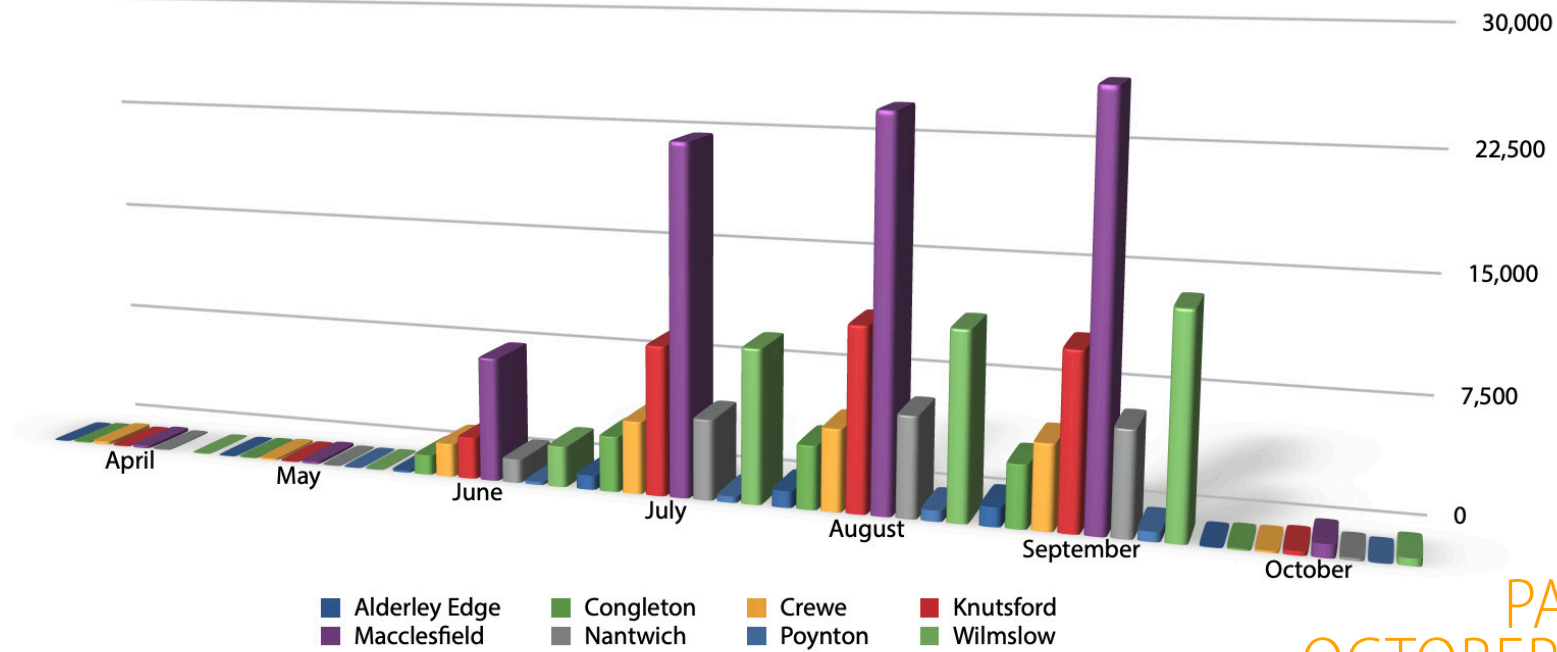
RINGGO TRANSACTIONS APRIL - OCTOBER 2020



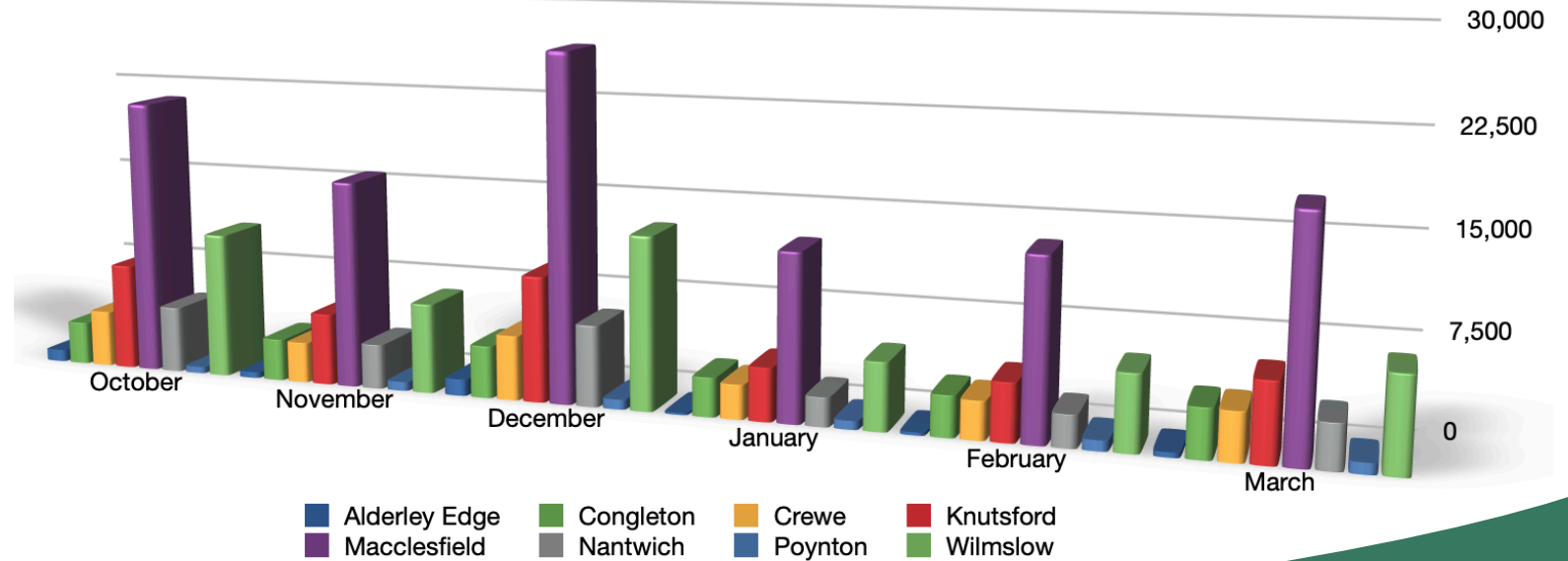
PAYBYPHONE TRANSACTIONS OCTOBER 2020 - MARCH 2021



RINGGO INCOME APRIL - OCTOBER 2020



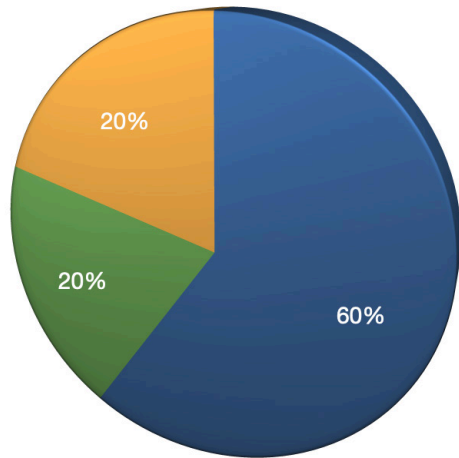
PAYBYPHONE INCOME OCTOBER 2020 - MARCH 2021



INFORMATION & STATISTICS

STAGE 2 COMPLAINTS RECEIVED

LGO COMPLAINTS RECEIVED



Case type	Complaint
Jul-20	3
Dec-20	1
Jan-21	1
Total	5

Case type	Aug-20
Complaint	1



● Jul-20 ● Dec-20 ● Jan-21

Problem	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Total
Bailiff Complaints - Bristow & Sutor	0	0	0	0	0	0	1	0	0	0	2	3
Cashless Ticket Machine	0	0	7	4	0	0	0	0	0	0	0	11
Communication	0	1	0	0	1	0	0	0	0	0	0	2
Lack of Enforcement Action	0	1	1	0	1	0	0	0	0	0	1	4
Other	0	3	1	0	0	0	0	0	0	0	0	4
Parking Permit Issue	0	1	1	0	2	0	0	1	1	0	1	7
PCN Dispute	1	1	0	2	0	1	1	0	0	1	1	8
RingGo Service	0	1	1	1	0	0	0	0	0	0	0	3
Service	0	11	2	2	1	1	3	1	0	0	1	22
Staff	1	0	4	1	1	2	3	4	2	2	1	21
Ticket Machine Fault	0	1	0	0	0	0	0	1	0	0	0	2
Ticket Machine Quality	0	3	3	0	0	0	1	0	0	0	0	7
Total	2	23	20	10	6	4	9	7	3	3	7	94

BY FOIA / LETUSKNOW TEAMS

FREEDOM OF INFORMATION REQUESTS BY CLASSIFICATION AND MONTH

Classification	May-20	Jun-20	Jul-20	Aug-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Total
Blue Badges	0	0	1	0	0	0	0	0	0	0	1
Car Park Maintenance	0	0	0	0	0	0	0	2	1	0	3
Contracts and Procurement	0	0	0	0	0	0	0	0	0	1	1
Finance - Accounts and Budget	0	0	0	1	0	0	0	1	0	0	2
ICT	0	0	0	0	0	1	0	0	0	0	1
Internal and External Communications	0	0	0	0	0	0	0	0	0	1	1
PCN	1	1	3	2	1	4	2	2	1	6	23
Policies and Procedures	0	0	1	0	0	0	1	1	2	2	7
Salary and Expenses	0	0	0	1	0	1	0	0	0	0	2
Total	1	1	5	4	1	6	3	6	4	10	41

Case type	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Total
Complaint	2	21	20	9	6	4	9	7	3	2	7	90
Compliment	0	0	0	0	0	1	1	0	0	0	0	2
Suggestion	0	4	5	1	0	2	1	0	1	0	1	15
Total	2	25	25	10	6	7	11	7	4	2	8	107

Case type	May-20	Jun-20	Jul-20	Aug-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Total
Freedom of Information Act	1	1	5	4	1	6	3	5	4	9	39

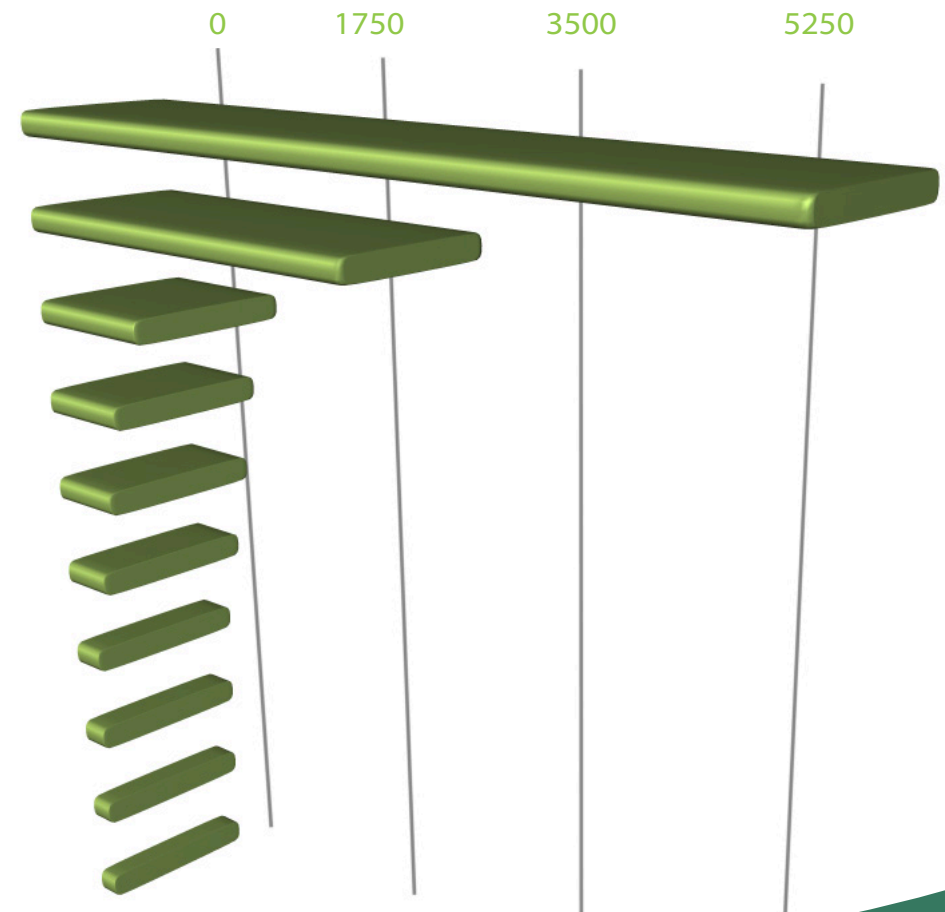
BY PETER MOULTON, NOTICE PROCESSING OFFICER



TOP 10 PARKING CONTRAVENTIONS

CONTRAVENTION

01 - Parked in a restricted street during prescribed hours	6288
73 - Parked without payment of the parking charge	3097
30 - Parked for longer than permitted	1062
40 - Parked in a designated disabled person`s parking place without clearly displaying a valid disabled person`s badge	747
16 - Parked in a permit space or zone without displaying a valid virtual permit or clearly displaying a physical permit where required	604
82 - Parked after the expiry of time	435
83 - Parked in a car park without clearly displaying a valid pay and display ticket or voucher or parking clock	265
87 - Parked in a designated disabled person`s parking place without displaying a valid disabled person`s badge in the prescribed manner	227
45 - Parked on a taxi rank	193
81 - Parked in a restricted area of a car park	173



TOP 10 AREAS WHERE PCN'S WERE ISSUED ON-STREET FOR 2020/2021

AREA - ON STREET	PCN
Brereton Heath Lane, Brereton	655
Standing Stone Rd, Langley Macclesfield	497
Ridgegate Rd, Langely, Macclesfield	465
Church St, Wilmslow	377
King St, Knutsford	288
Forest Side, Langley, Macclesfield	220
Market Place, Macclesfield	206
Prince Albert Street, Crewe	190
Green Lane, Wilmslow	164
Trentabank Rd, Langley, Macclesfield	154

INCOME RECEIVED - £24,319

AREA - OFF STREET	PCN
South Drive CP (Short Stay), Wilmslow	255
Civic Library Car Park, Crewe	241
Chancel Lane (The Carrs), Wilmslow	166
Whalley Hayes CP, Macclesfield	161
Spring St CP, Wilmslow	159
Duke St CP, Macclesfield	155
South St CP, Alderley Edge	155
Love Lane CP, Nantwich	154
Town Hall CP (M-F), Macclesfield	145
Rex CP, Wilmslow	132

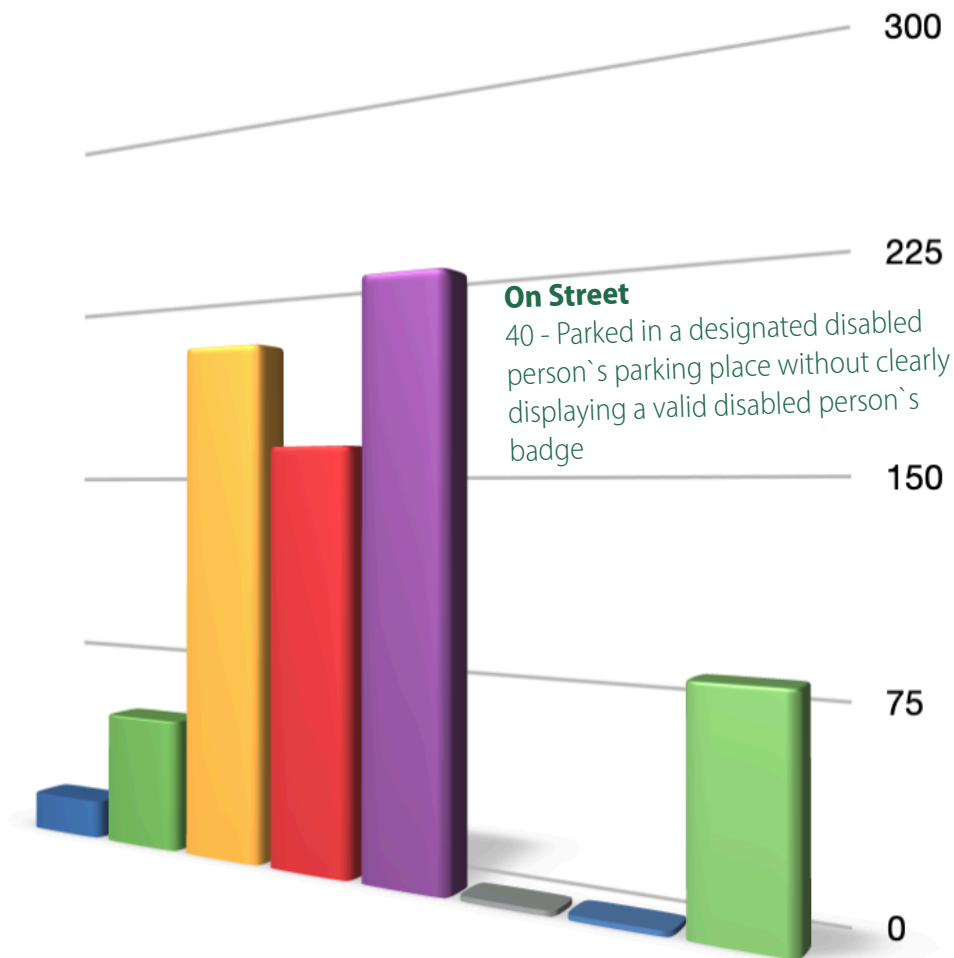
INCOME RECEIVED - £19,049

BLUE BADGE CONTRAVENTIONS BY TOWN

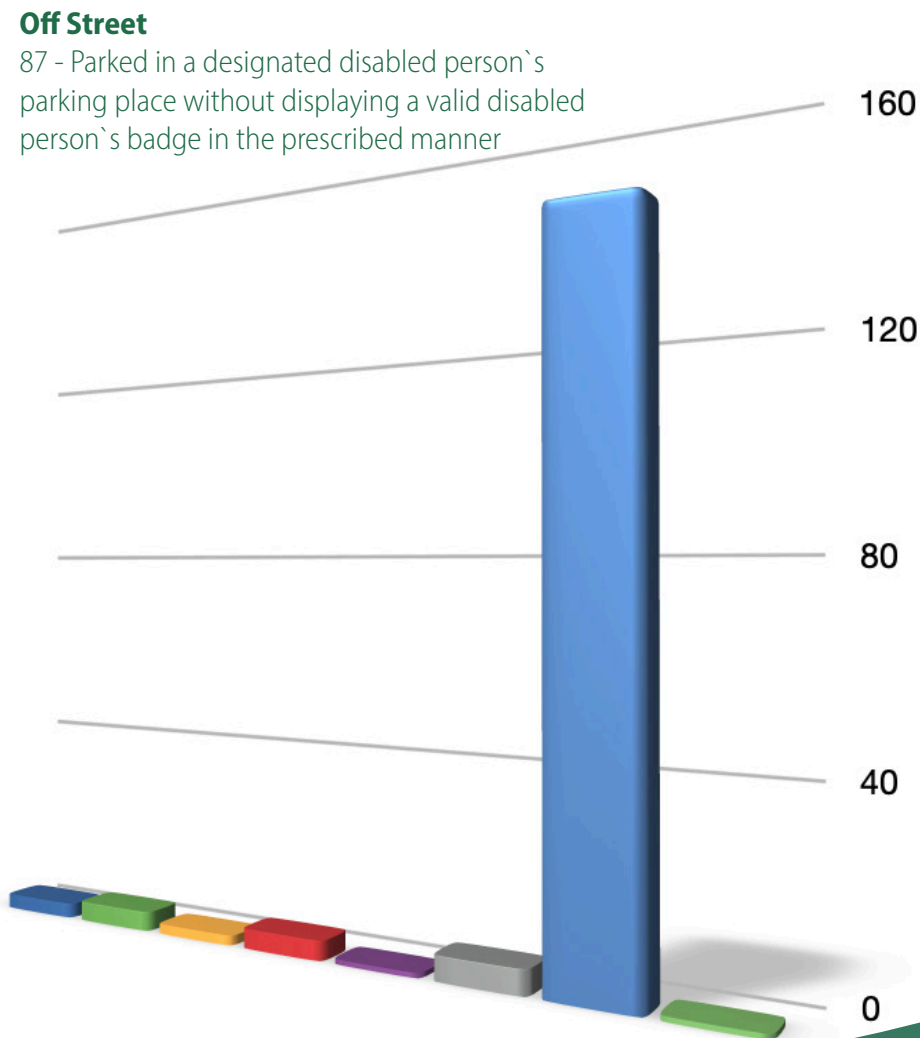


On street and Off street statistics for PCN's issued for disabled parking bays. These can be for none display or incorrectly displayed.

- Alderley Edge
- Alsager
- Audlem
- Bollington
- Brereton Heath Country Park
- Congleton
- Crewe
- Handforth



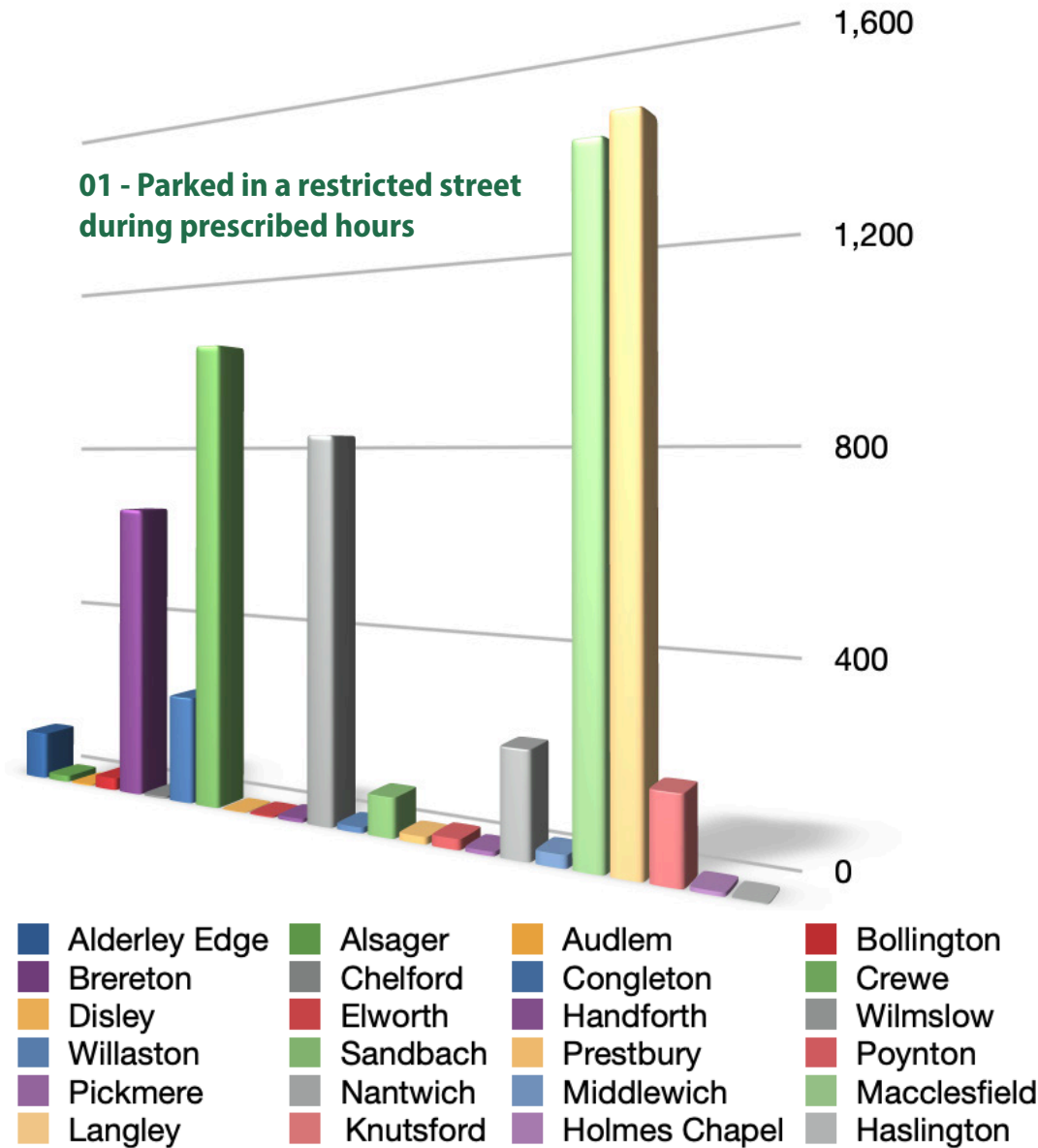
- Alderley Edge
- Congleton
- Crewe
- Knutsford
- Macclesfield
- Nantwich
- Poynton
- Wilmslow



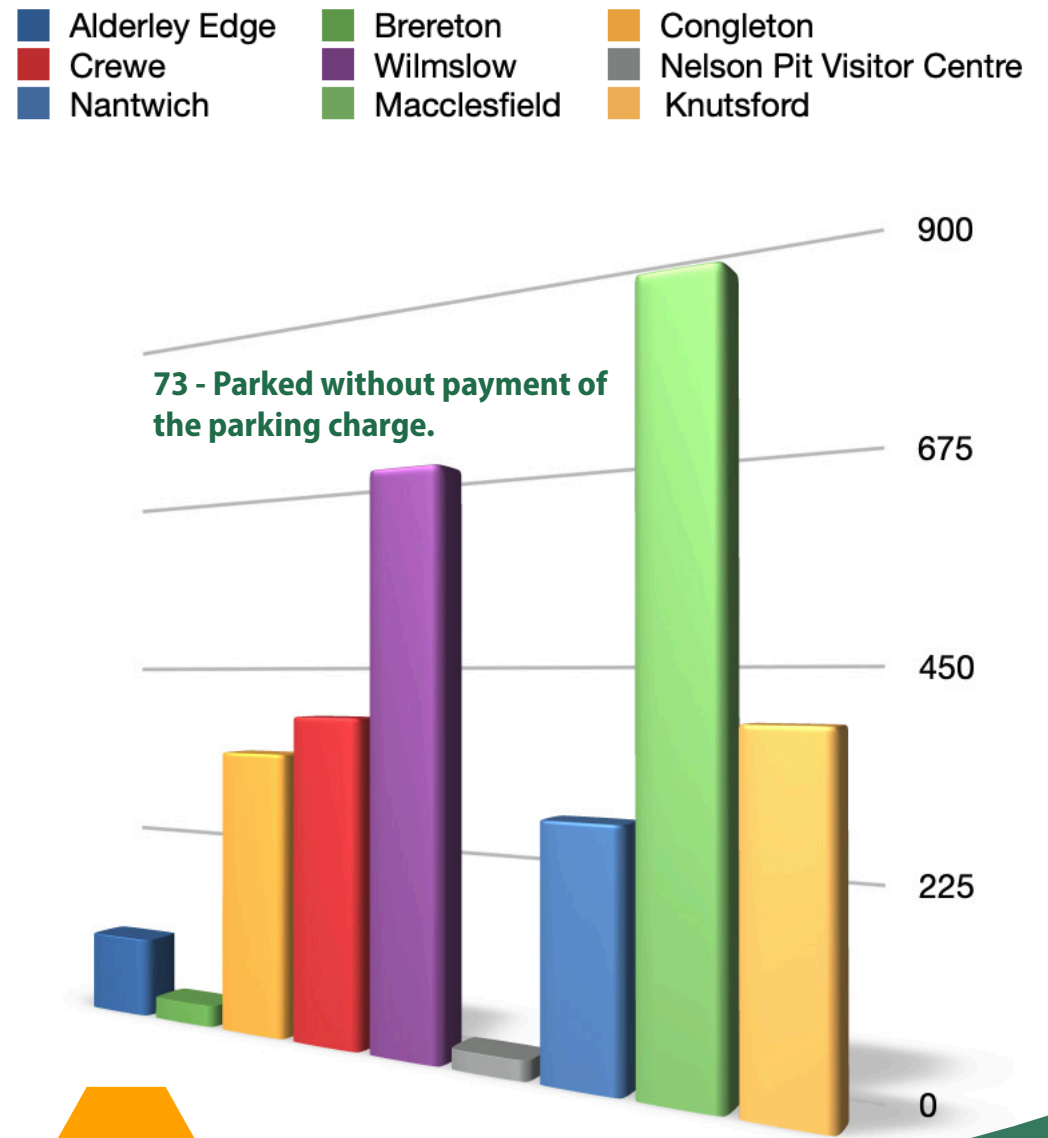
These figures show a breakdown on how many PCNs have been issued for each contravention by town

TOP FOUR CONTRAVENTIONS BY TOWN

01 - Parked in a restricted street during prescribed hours

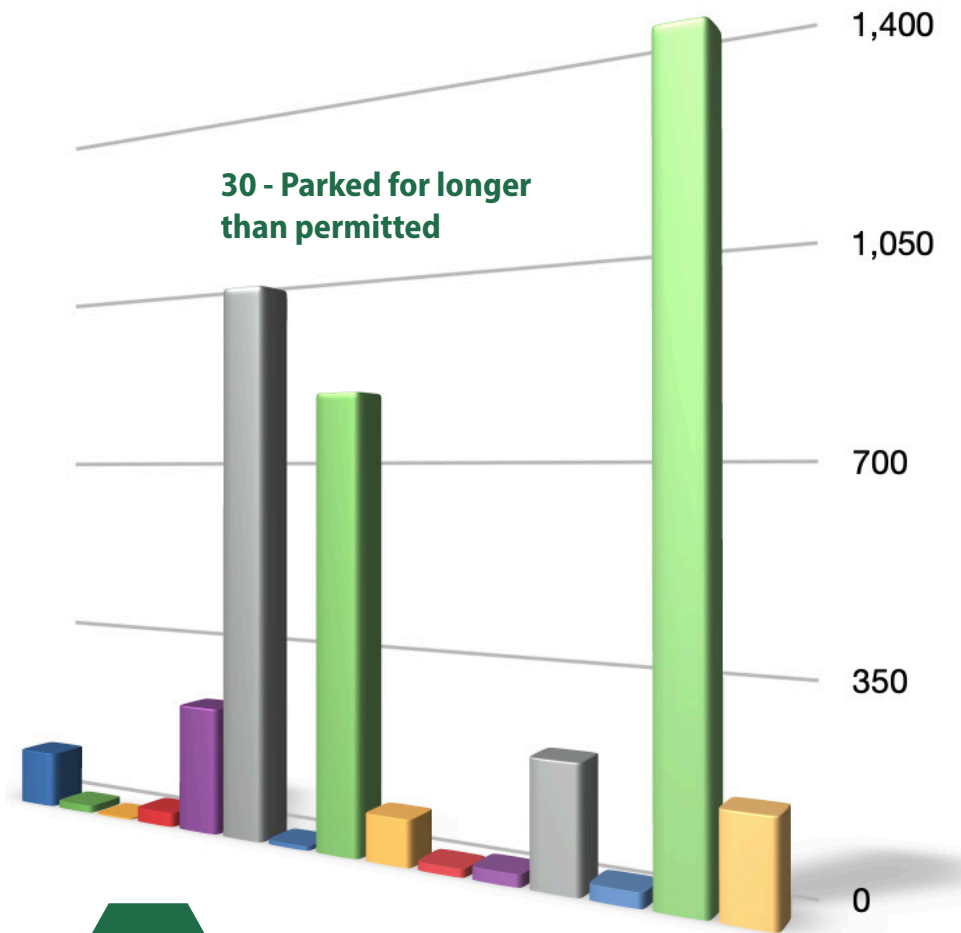


73 - Parked without payment of the parking charge



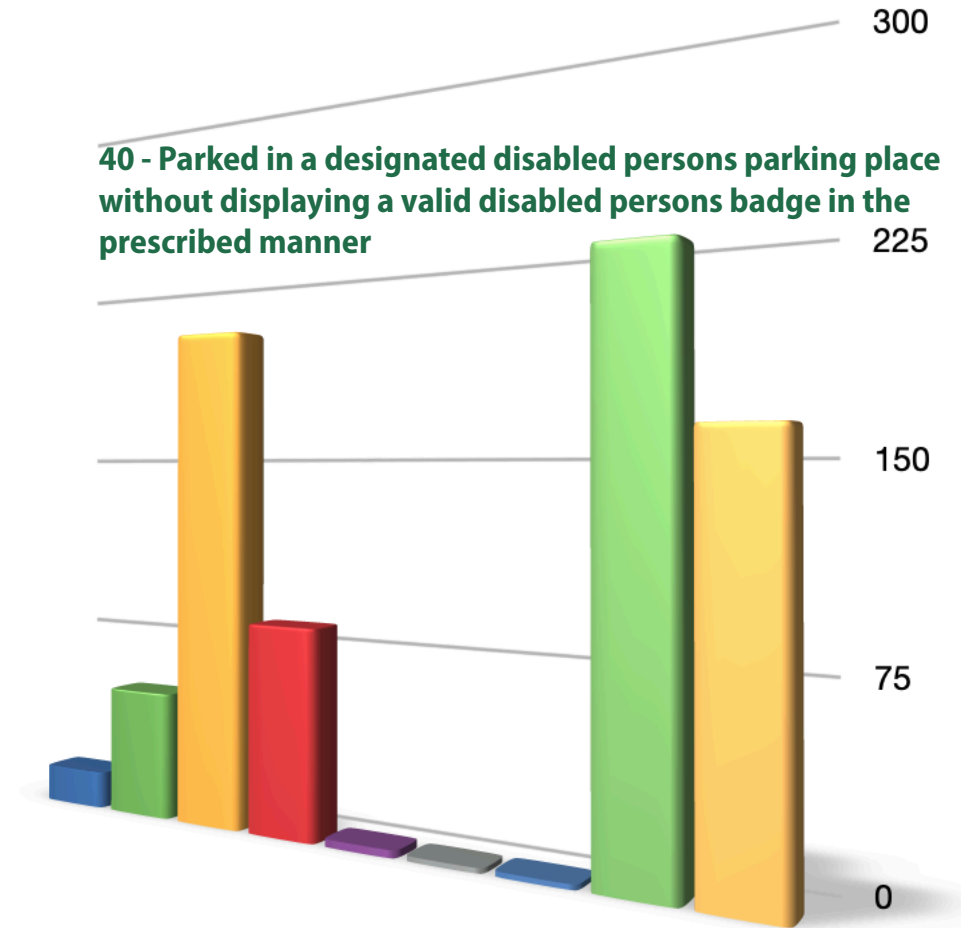
These figures show a breakdown on how many PCNs have been issued for each contravention by town

- | | | | |
|-----------------|----------------|-------------|--------------|
| ■ Alderley Edge | ■ Alsager | ■ Audlem | ■ Bollington |
| ■ Congleton | ■ Crewe | ■ Handforth | ■ Wilmslow |
| ■ Sandbach | ■ Prestbury | ■ Poynton | ■ Nantwich |
| ■ Middlewich | ■ Macclesfield | ■ Knutsford | |



TOP FOUR CONTRAVENTIONS BY TOWN

40 - Parked in a designated disabled persons parking place without displaying a valid disabled persons badge in the prescribed manner



- | | | | |
|-----------------|--------------|-----------|----------------|
| ■ Alderley Edge | ■ Congleton | ■ Crewe | ■ Wilmslow |
| ■ Sandbach | ■ Middlewich | ■ Poynton | ■ Macclesfield |
| ■ Knutsford | | | |

PCN CHALLENGES, REPRESENTATIONS & APPEALS

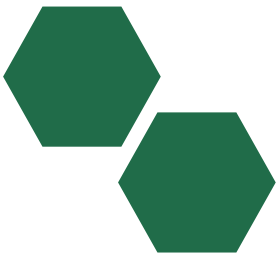
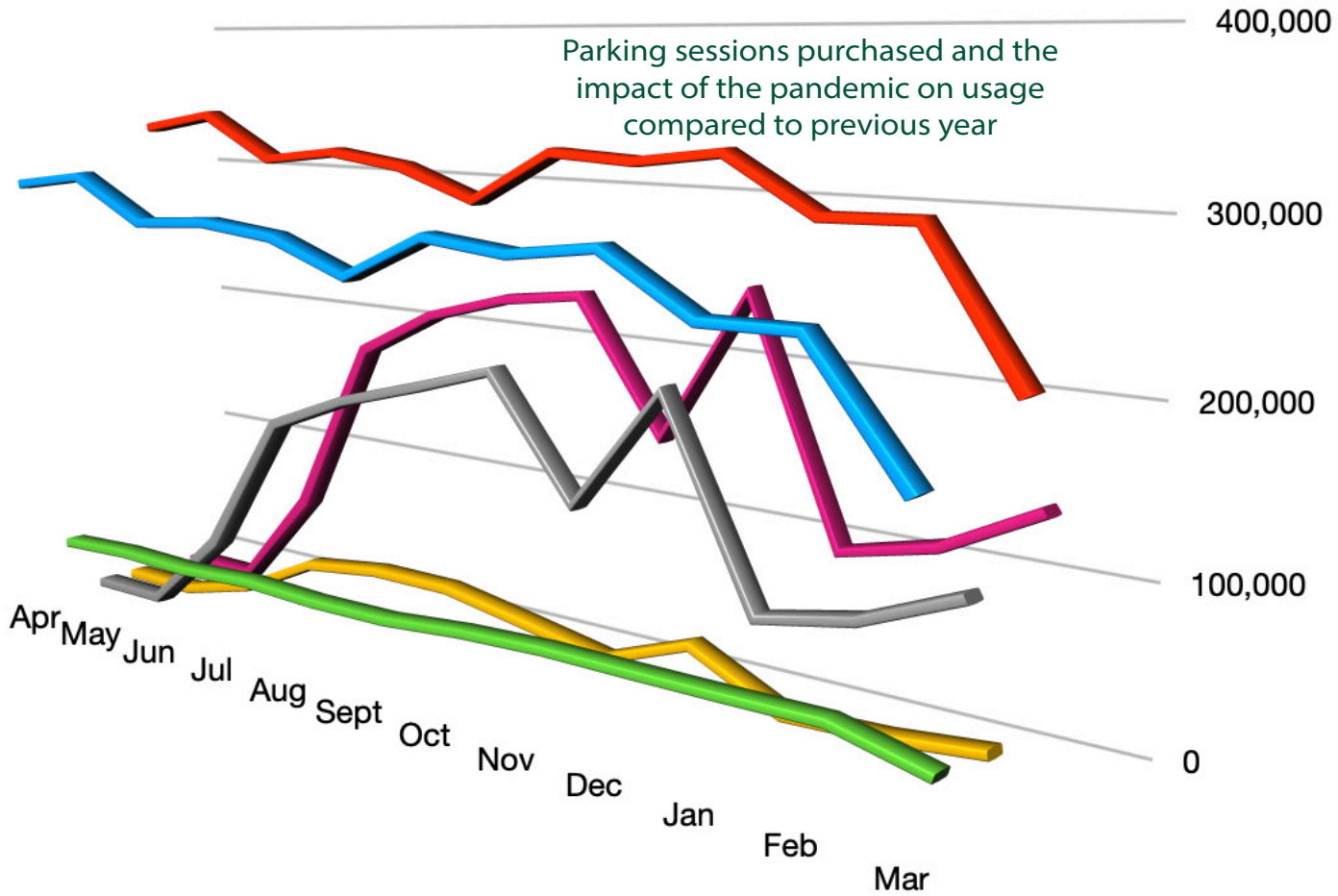
CORRESPONDENCE	RECEIVED
Challenges	2440
Representations	1012
TPT Appeals	25
Witness Statements	25
Out of Time Witness Statements	52
Debt Registration	1514
Cases to Enforcement Agents	1155

A yearly summary of correspondence sent and received at each progression of a PCN



PARKING SESSIONS

— 2019/2020 Meter — 2019/2020 PayByPhone — Total 2019/2020
— 2020/2021 Meter — 2020/2021 PayByPhone — Total 2020/2021



2020-21 FINANCIAL TRANSPARENCY

INCOME

PENALTY CHARGE NOTICES

£854,237
VS
£732,518
2019-20

PERMITS (RESIDENTS & STAFF)

£68,887
VS
£92,630
2019-20

PAY AND DISPLAY

£4,237,965
VS
£5,077,456
2019-20

TOTAL

£5,161,088
VS
£4,237,965
2019-20

TOTAL SURPLUS

£1,561,351

£1,954,259 (2019-20)

The surplus is used to fund the councils budget for Highways and Transport.

In 2020-21, the council spent £12,167,897 on Highways and £13,201,259 on Transport

EXPENDITURE ENFORCEMENT

PARKING SERVICES

£404,301
VS
£409,148
2019-20

PARKING OVERHEADS

£745,508
VS
£866,519
2019-20

TOTAL
£3,599,737
VS
£3,948,345
2019-20

£588,699
VS
£581,987
2019-20

PAY AND DISPLAY

£1,857,856
VS
£2,087,571
2019-20

RESIDENTS PARKING

£3,373
VS
£3,121
2019-20

AREAS OF FOCUS & DEVELOPMENT FOR 2021/22

- New and existing Procurement Exercises
- Potential review of Fees and Charges
- Agile/Hybrid working
- Review of Cash collections
- Investigating replacement Hand Held devices
- Assessing potential new Resident Parking Schemes
- Review of all car park signage
- Working with Regen Teams on the potential redevelopment of some car parks
- Embracing the new Finance, payroll & HR software system – B4B/ERP4
- Poynton Town Council Enforcement pilot
- Parking Structure and Job Evaluation
- Exploring new uniform options
- Prioritising Lines and signs
- Joint working with our Highways colleagues to update the On-Street Consolidated Parking Order, incorporating Park Map.



UTILISING DIGITAL CHANNELS



WE ARE TARANTO

Taranto supplies enforcement solutions to many UK local authorities and private sector clients. Taranto's notice processing system combines the team's parking sector expertise, gained over 20 years of market experience, with a modern, future-proof, fully web-enabled application.

Our solutions are used to enforce and manage parking and traffic violations, parking permits, civil enforcement, clamping and removal, and more.

Our Work with Cheshire East

For the past four years we have been supplying our suite of solutions to help the council manage all aspects of its parking and enforcement through a fully automated, end-to-end notice processing solution. Over the past year our team has assisted the authority to expand the area in which it supplies traffic enforcement to cover the town of Poynton, which involved helping to configure their existing system, providing new equipment such as handheld devices, delivering staff training, and conducting extensive trial periods to ensure a smooth and successful expansion.

Key members of the Taranto Support and Sales teams also meet with Cheshire East's Parking and Enforcement team on a monthly basis to review the contract and ensure everyone is happy with the way things are working. These meetings promote transparency between the council and Taranto, as well as encouraging open and honest conversation - which in turn has enabled a strong and trusting relationship to be nurtured.

Future Developments

Taranto is continuing to work closely with the council. Multiple future projects are being discussed, including installing static cameras across the region and assisting the council in rolling out a new suite of handhelds for its CEOs. Taranto recently organised and held a session with an industry-leading camera provider to assess Cheshire East's requirements and explored how they could effectively integrate their cameras with the council's existing Taranto solutions in line with forthcoming legislative changes.

Taranto will continue to develop its relationship with Cheshire East – a recent contract renewal undertaken via the ESPO framework means the Taranto team can help the council to achieve its longer-term goals of modernising and digitising parking enforcement as future legislation is introduced.

Get in Touch

Taranto shapes the experience of how people move in towns and cities; influencing driver behaviour to create safe, green and thriving communities with innovative solutions in the Parking and Enforcement, Clean Air Zones and Fleet sectors.

To find out more, please visit www.tarantosystems.com or email joel.hughes@tarantosystems.com

Taranto

PARTNERING WITH PAYBYPHONE FOR BETTER PARKING

From 1 October 2020, residents and visitors to the Cheshire East Council's 106 car parks and nearly 10,000 spaces will have noticed a change in our parking payment provider. We awarded the contract to global leader in parking payments, PayByPhone, who replaced RingGo.

We were especially pleased that we were able to negotiate a more than 50% reduction in the fee transaction for users, saving them money each time they park. And we also agreed that motorists can request confirmation of their booking and notification of when their parking period is due to expire, free of charge. Again, delivering savings to our communities.

The Switch Over

In the run-up to the switch over of providers, PayByPhone were very professional and organised. Its implementation team set out everything we needed to provide to them for a smooth changeover, from locations and rates, to finance data and how we were going to handle the enforcement.

A clear plan was in place, and before the switch, "coming soon" signage was installed so our motorists were kept informed of the impending change. On 1 October, all the "coming soon" signage was removed, and the new PayByPhone signage and stickers were installed at all the car parks.

Adam Dolphin, PayByPhone UK Sales Director, says, "In the first month alone, the Council saw an increase of 15% in people choosing to use their phone to pay for parking, which is an excellent way to start a contract and shows that the people in Cheshire East have an appetite for cashless parking."

A CASE STUDY



PARTNERING WITH PAYBYPHONE FOR BETTER PARKING (CONT...)



Solving problems quickly and professionally

Shortly after implementation, we discovered a small sticker, additional to the main signage stickers, that informed motorists about the savings on each transaction had the wrong amount cited. This obviously needed to be remedied immediately.

We informed our client manager, who set about straight away to solve the problem. Once it was established in which locations those additional stickers were, they were removed.

On-going support

Today, we have a strong relationship with PayByPhone that is underpinned by mutual respect. We have quarterly review meetings, but our client manager always checks in between times to make sure things are running smoothly. He recently visited 13 surface car parks across the borough to see whether the signage could be placed in more advantageous places for the motorists.

In December 2020, we took part in PayByPhone's Green Christmas initiative, which turns parking transactions into trees. Thanks to our cashless transactions that month, PayByPhone planted 368 trees on our behalf in mangrove projects in Madagascar through its partners, Eden Reforestation Projects, an NGO that preserves the world's rapidly disappearing forests.

The PayByPhone team understands that we demand our motorists must enjoy an exemplary service at all times; anything less than that just won't do. We expect them to move quickly to address any issues that arise, no matter how small. And in return, we know that they are professional and always do their utmost to support us and our initiatives. It's a mutually beneficial and ultimately successful relationship.

BY PAYBYPHONE



WEBLINKS

Cheshire East Council

Listen and translate My account

Enter Keywords Search

Home / Car parks and parking

Car parks and parking

Find a car park Blue Badge scheme Pay by phone

Pay a penalty notice Challenge a penalty notice Car park charges and tickets

Report illegal parking Parking permits Electric vehicle charging

Report a car park issue

More on car parks and parking

- [Advertising on the back of tickets](#)
- [Car park regulations](#)
- [Car parks and parking public notices](#)
- [Nuisance parking and new parking restrictions](#)
- [Parking enforcement](#)
- [Parking finances](#)
- [Parking reviews and consultations](#)
- [Parking services privacy notice](#)

[See all pages in car parks and parking](#)

Using this site

- [A to Z site index](#)
- [Accessibility](#)
- [Cookies](#)
- [Privacy policy](#)

Follow us

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)

All social media accounts

Cheshire East Council

- [Contact us](#)
- [Jobs - working for us](#)
- [Subscribe to our newsletter](#)

Cheshire East Council is committed to equality and diversity.

© Cheshire East Council 2021

Weblinks are an important but simple means of injecting a sense of interactivity into our report and as a lesson learnt from our previous reports, rather than depict huge amounts of information onto a page or in a tabular format, we have decided to give a list of weblinks below and a bullet-pointed list of what information can be found by 'clicking' onto them.

- [Parking contraventions and codes](#)
- [Car park regulations](#)
- [Challenge a Penalty Charge Notice](#)
- [Pay a Penalty Charge Notice](#)
- [Parking enforcement](#)
- [Key facts about parking restrictions and enforcement](#)
- [Report illegal parking](#)
- [Report an abandoned vehicle](#)
- [Report a pothole](#)
- [Sustainable modes of travel strategy \(SMOTs\)](#)
- [Electric vehicle charging points](#)
- [Find a car park](#)
- [Using your Blue Badge in our car parks](#)
- [Parking dispensations](#)
- [Parking income and spending](#)
- [Residents' on-street parking permits](#)
- [Residents' car park permits](#)
- [Grounds for challenging a parking penalty](#)
- [Mitigating circumstances](#)
- [Report a car park issue](#)
- [Roadworks, road closures and traffic disruptions](#)
- [Penalty Charge Notice statistics](#)
- [Car park charges and tickets](#)
- [Residents Parking Policy](#)