



**APPENDIX A**

**BOROUGH OF POOLE**  
**4<sup>th</sup> ANNUAL PARKING REPORT**  
**APRIL 2011 - MARCH 2012**

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Foreword by Councillor Xena Dion

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## **Foreword by Councillor Xena Dion**

A balanced and proportionate parking service promotes economic vitality and most importantly provides the means by which both local people and visitors can visit the many attractions which Poole has to offer. These include some of Britain's best beaches, bustling Quay and Town Centre shopping centres, local business centres and internationally recognised businesses. These attract a high number of people to the area and make it a special place to live, visit and work.

Parking enforcement must have strong customer focus to ensure that local needs are being met and visitors return year after year. Our aim is getting the balance right between effective enforcement whilst maintaining a welcoming approach. Only in this way can we ensure parking facilities are accessible and appropriate for Poole's needs.

In these current difficult economic times parking charges are a particularly sensitive issue, potentially having an adverse impact on people's decisions to come to Poole. Income from parking charges is an important part of the council's finances, enabling it to deliver the services which the community require. Again getting the correct balance in this area is essential.

In view of the increasing prominence that this area has within the authority, I have asked for a strategic review of parking to be undertaken over the next year in order that the numerous elements can be brought together into one document. Only in this way can effective decision making take place with full knowledge of the implications, vital given the major issues facing this area over the next few years.

**Borough of Poole**  
**Parking Services 4<sup>th</sup> Annual Report**  
**April 2011- March 2012**

**1. Introduction.**

This 4<sup>th</sup> annual report provides a review of the council's parking services performance between April 2011 and March 2012. The report aims to demonstrate that the council's parking service is operating satisfactorily and to increase the public's understanding of parking services at a local and regional level showing how parking services contributes to the council's corporate priorities and local transport plans.

This year's annual report has a foreword by Councillor Xena Dion (Portfolio Holder for Transport and Environment), and includes sections on equalities, community involvement, and the role parking has to play in these areas. Rather than cover all of the detailed parking policy information here links to the relevant website are provided where this information can be accessed directly.

**2. Background**

The Borough of Poole has a population of 136,000 with a high percentage of people being over the age of 65 years. Vehicle ownership is also high, with 45% of the population owning one car and a further 28% owning two cars or more per household.

There are a total of 46 car parks in Poole which are managed by the Borough of Poole, via either Leisure or Transportation Services. In addition to this there are 11 large privately owned car parks within the borough. The Council's provision can be grouped into three distinct categories, being town centre, beach and district

*Summary of Borough of Poole Parking Provision in Poole*

	<b>BoP Car Park Spaces</b>
<b>Beach</b>	1,703
<b>Town Centre</b>	3,069
<b>District/Other</b>	3,228
<b>Overall</b>	8,000

### **3. Parking Policy- why is it important?**

The parking service contributes to the wider transport aims and objectives as detailed in the Council's Local Transport Plan 3 (LTP3). These LTP 3 objectives are:

- Tackle climate change
- Support economic growth
- Promote equality of opportunity
- Contribute to better safety, security and health
- Improve quality of life.

Parking policies relating to enforcement have also been devised in the context of the council's key corporate objectives, which are:

- Developing a dynamic economy
- Promoting health and well being
- Protecting and enhancing Poole's environment
- Improving housing for local people
- Strengthening our communities
- Supporting children and young people
- Meeting the needs of the ageing population
- Improving efficiency and effectiveness

We aim to meet these objectives by:

- Providing adequate parking provision for residents and visitors
- Balancing the demand for parking in order to enhance the viability and attractiveness of the borough, reduce congestion, improve air quality and health, and promote sustainable travel patterns and behaviours
- Facilitating the movement of bus operators and emergency services by ensuring they are not impeded by illegally parked vehicles
- Meeting the needs of people with disabilities
- Meeting the needs of cyclists and motorcyclists
- Facilitating adequate loading and unloading facilities for businesses and shops without causing congestion and delay to general traffic
- Reducing long stay and commuter-based car parking

We aim to provide a parking service that is fair, consistent and proportional, well managed car parking facilities that are safe and convenient and adequate disabled parking bays that are close to amenities.

#### **4. Parking Services – What do we do and how do we contribute to our local community and promote equality?**

The parking service is responsible for the following key areas of enforcement and other parking related functions:

- On street pay and display parking
- Off street parking through council car parks
- Resident parking
- Enforcement of parking regulations
- Processing of statutory notices and dealing with challenges, representations and appeals
- Recovery of parking debt through employment of bailiffs
- Permit administration
- Parking machines maintenance
- Vehicle crime reduction working in partnership with the police
- Contributes to changes in parking policy and strategy.

The introduction of part 6 of the Traffic Management Act 2004 in March 2008 changed the legal framework and in turn the way the parking service was managed and operated. These changes can be found in more detail on our web site [www.boroughofpoole.com/parking](http://www.boroughofpoole.com/parking).

Appendix A shows the parking staffing structure for Borough of Poole and where we fit in relation to Transportation Services.

#### **Parking Services - Equalities and Community Involvement**

Poole parking services aims to support the council's transportation and economic strategies. It promotes inclusive communities and ensures access for all, particularly in relation to community safety.

As part of the new Equalities Act and council's corporate policy, we are committed to promoting equality. All council services have to produce an Equality Impact Assessment (EQIA) that demonstrates how services and decisions to change service delivery impact on all groups within Poole. In January 2011, the car parks services' EQIA was completed and is now available on the council's web site.

In 2011/12 operational support was given to various community and voluntary organisations by providing a limited amount of free parking spaces and traffic management assistance to support their charity fundraising or activity based event. These have included: the Mayor's Charity Events, Charity car washes and School Crossing Safety Wardens.

We will continue to support and assist Poole community and voluntary organised event days whenever possible.

## **5. Service Development 2011/12 – What did we achieve?**

### **Operational Performance**

#### **Parking Enforcement**

Number of PCNs issued:

- 1 April 2011 to 31 March 2012 – 19,272.
- 1 April 2010 to 31 March 2011 – 19,979.

In 2011/12, the number of PCNs issued has fallen slightly reflecting improved compliance by motorists. This is also reflected by a 28% increase in the number of waivers issued highlighting the good working relationship between the council and local tradespeople who need such permits to work in restricted areas.

While this current staff deployment is still sufficient to cover parking restrictions in the borough, it does require resources for the most part to be targeted to those areas where the most parking problems are experienced, particularly the Town Centre.

Visits and patrols are managed so that resources can be increased to particular areas and times where enforcement is most needed. There are two dedicated vehicles and mopeds that are used to enforce parking restrictions in the outer regions of the borough, late evening patrols and to provide a speedier response to operational “hot spots”. CEOs also respond effectively to problems encountered by the emergency services and bus operators and provide emergency school crossing cover during term times.

In 2011/12, the council purchased a CCTV camera safety car to patrol primarily outside school entrances and bus stops on a daily basis to encourage greater compliance with the regulations to protect the safety of children, parents, teachers, local residents and bus users.

Between November 2011 and March 2012 38 PCNs were issued outside of schools, and 208 PCNs to vehicles parked in bus stops.

In 2011/12, the Borough of Poole took over the enforcement of Poole Park parking areas and agreed with Poole Housing Partnerships to enforce their town centre and Sterte area car parks.

The parking service does not operate a clamping and removal service. There are currently no plans to introduce this service in relation to vehicles contravening parking regulations on the highway and in council owned car parks.

## Parking Administration

PCNs are disputed for a wide range of reasons so it is crucial that reliable systems exist along with well trained parking administration staff to deal with challenges, representations and appeals received.

In 2011/1 investment was made in new software that allows motorists to view photographs of their PCN contravention online which has improved the quality and consistency of service for customers.

Between April 2011 and March 2012 over 31500 permits and season tickets were issued. This period saw an 8% increase in the number of resident beach parking permits issued reflecting the excellent value for money that these permits provide. There was also a 28% increase in the number of waivers issued.

The following table shows the operational performance achieved in 2011/12,

Performance statistic	On street 2011/12	Off street 2011/12	On street 2010/11	Off street 2010/11
Number of higher level PCN	7112	548	6618	439
Number of lower level PCN	5213	6399	5217	7705
Total number of PCNs issued	12325	6947	11835	8144
Number of PCNs paid at discount	8784	4487	8448	5755
Number of PCNs paid in full	1485	677	1331	793
Total number of PCNs paid	10269	5164	9779	6548
Total number of PCNs paid as %	83%	74%	82%	80%
Total Number of PCNs unpaid	2056	1783	2056	1596

Number of informal and formal representation for PCNs issued	2231	2171	2167	2122
Number of PCNS cancelled due to informal/formal representations	940	1338	856	1003
Number of PCNs written off for other reasons	50	18	58	34
Number of PCNs	37	24	38	29



resulting in Adjudication				
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Note : Higher level PCNs relate to offences such as parking on double yellow lines

Lower level PCNs relate to offences such as overstaying time in a parking bay

### Permit and Season Ticket Issues

Permit Processing	2011/12	2010/11
Number of residents permits issued	1670	1,688
Number of resident beach season tickets issued	2148	1,991
Other season tickets permits issued	1031	1,046
Multi Storey season tickets issued	460	398
Number of commuter permits	234	258
Total number of Visitor Vouchers issued	10185	9,288
Total number of other scratch cards issued	13240	17,550
Number of Healthcare permits	480	436
Number of Waivers issued	2233	1,738
Number of small traders annual permits	43	46
<b>Total</b>	<b>31,724</b>	<b>34,439</b>

### Debt Recovery

When a PCN remains unpaid, subject to the appropriate processes being followed the Council will ultimately instruct bailiffs to recover the amount outstanding. The bailiff is also entitled to add their fees to the amount due to the council and can seize goods such as a vehicle which can then be sold at auction to cover the outstanding debt.

It is preferable to see matters relating to PCNs settled at an early stage of the process - either through payment or by way of a successful appeal - rather than having to resort to the use of these powers. The tables below shows that there is an improvement in this area over the last year.

	2011/12	%	2010/11	%
No. of PCNs issued	19272		19979	
No. of warrants issued from the above PCNs	1411	7.3%	1483	7.4%

The Council's bailiff companies (Equita and Ross and Roberts) recovered during the periods below for all PCN warrants.

- 1 April 2011 to 31 March 2012 – £48,707.70 compared with

- 1 April 2010 to 31 March 2011 - £39,152.13

In December 2011, the council appointed Marstons Group to collect returned warrants which has brought in additional income of £2,617.00 in 3 months.

### **Car Park Management**

The Borough of Poole has over 40 on and off street car parks including four multi story car parks. In total, over 8,000 parking spaces plus over 250 spaces dedicated to Blue badge holders. In addition our town centre and beach car parks provide dedicated areas for motorbikes. The list and map showing council car parks in Poole and respective charges is shown on [www.boroughofpoole.com/parking](http://www.boroughofpoole.com/parking).

The cost of parking is set at a level that aims to strike a balance between the Council's transportation policies, the satisfaction of customers and occupancy levels. 21 car parks have been awarded "ParkMark" status by the British Parking Association.

In March 2012, the Council appointed Mouchel consultants to undertake a strategic review of car parking in Poole. It is anticipated that the findings of this report will be incorporated into next year's annual report.

In 2011/12 the council installed a new power saving generator in the Dolphin Shopping Centre car park which will reduce its electricity bill in the future.

2011/12 saw a 2.8% decrease in the number of customers using Borough of Poole car parks. The main factors attributed to this decline are the poor summer season weather (particularly acute as Poole is a tourist destination) and general economic conditions (most local authorities nationally have seen declines in car park sales).

### **Car Park usage figures**

Off street car parks	2011/12	2010/11
Total car park sales (excluding Ring Go)	3,549,795	3,653,170
Difference	(103,375)	

### **Cashless Payment Systems**

Ring Go is the mobile phone parking payment system that allows customers to pay for their parking fees using their mobile phone with their credit or debit card. Usage increased by 24% in 2011/12.

## Ring Go Usage figures

Ring Go	2010/11	2009/10
Total Ring Go transactions	25,058	20,205
Difference	4,853	

## Blue Badge Scheme

In the UK, there are several million blue badge holders. The national scheme only applies to on street parking. All councils are under pressure to generate revenue from their assets to support corporate priorities such as helping vulnerable groups and social services. In this respect the council approved the reintroduction of car park charges for Blue badge holders, except for those that own tax exempt vehicles, from 1<sup>st</sup> May 2011.

Blue badge abuse is a common national problem that causes great inconvenience to genuine blue badge holders as well as defrauding the council of parking fee income. CEOs have the powers to inspect Blue Badges and report any abuses to the police and Poole social services. The provision of disabled spaces is reviewed in all car parks and on street twice a year to ensure it meets the needs of Blue Badge holders.

In January 2012, the Government introduced a new style Blue Badge card with hologram and other security features to combat fraudulent use of the blue badge system.

**More information is available from the DfT website [www.dft.gov.uk](http://www.dft.gov.uk)**

## Abandoned and Untaxed Vehicles

The Council supports the work of the Driver Vehicle Licensing Agency (DVLA) by reporting untaxed vehicles. From April 2011 to March 2012 a total of 110 witness statements were issued by CEOs. This compares to 226 witness statements issued for the same corresponding period 2009/10, inferring that in general compliance has improved.

Environmental and Consumer Protection Services (ECPS) are responsible for removing untaxed and abandoned vehicles.

## Littering and Dog Fouling

CEOs report incidents of dog fouling and littering to ECPS so that the appropriate enforcement can be taken. No reports were made from April 2011

to March 2012, compared with four reports made in the same corresponding period 2010/1

## Signs and Lines

Signs and lines are needed to effectively advise the current parking restrictions to every motorist. There is an on-going programme of maintenance and repair to ensure signs and lines continue to be adequate for the purposes of enforcement. To report any missing or faulty signs and lines, the public can contact parking team on 01202 262153 or the 'Report It' section at [www.boroughofpoole.com](http://www.boroughofpoole.com)

## 6. Service Development April 2012- March 2013 – the way forward

<b>Service Development</b>	<b>Planned Proposals</b>	<b>Corporate Policy</b>
<b>Parking Strategy</b>	<ul style="list-style-type: none"> <li>In March 2012, Mouchel consultants were appointed to undertake a strategic review of the council's parking operations and assets. This is to be done in two phases, the first involving consultation with all stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Developing a dynamic economy</li> <li>Protecting and enhancing Poole's environment</li> <li>Meeting the needs of ageing population,</li> <li>Improve efficiencies and effectiveness</li> </ul>
<b>Parking Enforcement</b>	<ul style="list-style-type: none"> <li>The Traffic Management Act 2004 allows local authorities to utilise approved mobile vehicle devices. The Council have been using a camera safety car since October 2011 in priority areas to enforce parking restrictions outside schools, bus stops, taxi ranks, loading restrictions, etc. It is anticipated that this will be deployed across the borough in 2012/13.</li> <li>Consideration of the enforcement of obstructing dropped kerbs and double parking under TMA will be undertaken in 2013</li> <li>Begin the enforcement of PHP car parks in town centre and Sterte and process/ issue PHP resident parking permits and visitor scratchcards to eligible PHP residents.</li> </ul>	<ul style="list-style-type: none"> <li>Protecting and enhancing Poole's environment</li> <li>Meeting the needs of ageing population</li> <li>Improve efficiencies and effectiveness</li> </ul>
<b>Car Parks</b>	<ul style="list-style-type: none"> <li>A comprehensive review to improve the maintenance and cleanliness standards of council car parks</li> <li>In 2013, trial several electric charging points in our multi storey car parks.</li> </ul>	<ul style="list-style-type: none"> <li>Developing a dynamic economy</li> <li>Protecting and enhancing Poole's environment</li> </ul>

	<ul style="list-style-type: none"> <li>Replace all remaining mains powered pay and display machines with solar powered ones by 2013/14.</li> <li>Ensure that all payment machines where applicable accept new 5p and 10p coins in 2013.</li> </ul>	<ul style="list-style-type: none"> <li>Improve efficiencies and effectiveness</li> </ul>
<b>Parking Administration</b>	<ul style="list-style-type: none"> <li>Review of parking permit processes to make further efficiency savings and improve customer service</li> </ul>	<ul style="list-style-type: none"> <li>Improve efficiencies and effectiveness</li> </ul>
<b>Training</b>	<ul style="list-style-type: none"> <li>All CEO staff to have completed relevant CCTV qualifications to operate the camera safety car and comply with code of practice.</li> </ul>	<ul style="list-style-type: none"> <li>Improve efficiencies and effectiveness</li> </ul>
<b>Cashless Payment Systems</b>	<ul style="list-style-type: none"> <li>Visitors to be able to purchase weekly beach permits at any time by using the Ring Go mobile payment system.</li> <li>Proposed trial of Wave and Pay and Chip and Pin payment system using pay and display machines located in key beach car parks</li> </ul>	<ul style="list-style-type: none"> <li>Protecting and enhancing Poole's environment</li> <li>Improve efficiencies and effectiveness</li> </ul>

## 7. Financial Performance

The following tables show the financial performance of the on and off street parking service in 2010/11

PARKINGACCOUNT AS REQUIRED BY Section 55 OF THE ROAD TRAFFIC REGULATION ACT 1984 (AS AMENDED)

### **Borough of Poole: Year 2011/2012**

#### On street

	<b>Current year (2011/12)</b>	Previous year (2010/11)
<b>Income</b>	£	£
Pay & Display/Meters	382,288	355,508
Residents & Visitors Permits	110,923	108,964
Business Permits	N/A	N/A
Other non-PCN income	25,393	22,751
PCN income	395,967	368,057
Clamping/removals income*	N/A	N/A
<b>Total Income</b>	<b>914,571</b>	<b>855,280</b>
<b>Expenditure</b>		
Employees	436,925	501,948

Premises	20,274	17,016
Transport	18,207	27,184
Traffic Penalty Tribunal	6,764	5,577
TEC (Northampton)	7,687	2,537
Supplies & Services	208,597	123,786
Contractor Payments	20,371	24,781
Support Costs	344,279	279,822
Depreciation/Impairment	1,052	0
<b>Total Expenditure</b>	1,064,156	982,651
<b>Surplus (Deficit)</b>	(149,585)	(127,371)

#### Off street

	<b>Current year (2011/12)</b>	Previous year (2010/11)
<b>Income</b>	£	£
Pay & Display/Meters	3,762,886	3,732,958
Residents & Visitors Permits	416,833	440,373
Other non-PCN Income	228,938	224,807
PCN income	166,316	203,362
Clamping/removals income*	N/A	N/A
<b>Total Income</b>	4,574,973	4,601,500
<b>Expenditure</b>		
Employees	381,995	466,208
Premises	856,670	814,704
Transport	17,223	26,391
Traffic Penalty Tribunal	6,434	5,415
TEC (Northampton)	7,312	2,463
Supplies & Services	194,405	174,841
Contractor Payments	8,862	11,224
Support Costs	426,588	387,180
Depreciation/Impairment	373,135	364,251
Clamping/removals expenditure*	N/A	N/A
<b>Total Expenditure</b>	2,272,624	2,252,677
<b>Surplus (Deficit)</b>	2,302,649	2,348,823
<b>TOTAL ON-AND</b>		

<b>OFF-STREET</b>		
<b>Income</b>	5,489,544	5,456,780
<b>Expenditure</b>	3,336,780	3,235,328
<b>Surplus (Deficit)</b>	2,152,764	2,221,452

## 8. Summary

The 4<sup>th</sup> annual report of Poole's parking service has provided updated information on the operational, financial and policy performance. The Parking Service is currently going through significant changes to meet future parking and enforcement needs, to support corporate policies and Local Transport Plan 3 objectives, and to meet the financial requirements of the Councils' Medium Term Financial Plan

For general enquiries relating to parking charges, car park operating hours, etc please visit [www.boroughofpoole.com/parking](http://www.boroughofpoole.com/parking) or telephone parking services on 01202 262154.

For more information about the Blue Badge scheme please contact Poole's Adult Social Services Commissioning team on telephone number 01202 633605 or by email [bluebadges@poole.gov.uk](mailto:bluebadges@poole.gov.uk).

## PUBLICISING AND SUBMITTING ACCOUNTS

Regulations (see SI 3483 and notes in the BPA note) made under the TMA 2004 will mean that enforcement authorities outside London will no longer have to send their parking accounts each year to the Secretary of State. However, as noted above, these authorities will still need to produce parking accounts under S. 55 of the Road Traffic Regulation Act 1984 and to publicise these under the requirements of statutory guidance {the Annual Report}.

### **Appendix A – Transportation Services and Parking Team Structure**

### **Appendix B – Application of Parking Surplus/Deficit**

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## Appendix B – Application of Parking Surplus/Deficit

### APPLICATION OF PARKING SURPLUS/DEFICIT

Year	Current year (2011/12)	Previous year (2010/11)
Surplus (Deficit*)	£	£
Making good to the general fund of any amount charged to that fund in the 4 years immediately preceding the financial year in question (where Appropriate)		
Brought forward (where Appropriate)		
<i>Report to include Expenditure such as:-</i>		
Refurbishment of Car Park A**		
Introducing Controlled Parking Zone B**		
New on-street ticket machines**		
Lines and signs audit**		
Concessionary fares		
Taxi-card schemes		
Transportation Services	2,152,764	2,221,452
Carried forward (where appropriate)	0	0

\* NB. At the end of each financial year any deficit in the account must be made good out of the general fund.

\*\* NBB. Expenditure such as that identified by two asterisks

(\*\*) can be dealt with either in the basic parking account as revenue expenditure, thus reducing the parking surplus, or included here when approved as capital expenditure. The arrangement will depend on how authorities plan their future expenditure.

Given that mature parking operations may produce a parking surplus, though not designed so to do, some authorities prudently allow for future surpluses and build this into their programmes. There is nothing wrong in this, as long as they do not rely on these surpluses, and if for any reason these surpluses do not occur, authorities must not adjust their charges or operations simply to achieve the expected surpluses.

It is also worth noting that authorities can only spend their surplus on non-parking related items if they are satisfied there is no need for further off-street parking facilities. Authorities may wish to provide a statement establishing this fact if monies are to be spent in other areas.