

Decision Maker: Environment Portfolio Holder

**For pre-decision scrutiny by the Environment PDS
Committee on**

Date: 1st March 2011

Decision Type: Non-Urgent Executive Non-Key

Title: REVIEW OF MOBILE PHONE PARKING; SEASON TICKETS

Contact Officer: Gerry Broomfield, Parking Operations Manager
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Chief Officer: Nigel Davies, Director of Environmental Services

Ward: All

1. Reason for report

1.1 This report reviews the first six months of the borough-wide mobile phone parking scheme; and proposes the introduction of a generic season ticket which can be used, outside of Bromley town centre, in car parks and at on-street pay and display bays

2. **RECOMMENDATION(S)** that the Portfolio Holder

2.1 Comments on the report; and

2.2 Agrees that a generic season ticket be introduced allowing motorists to park, outside of Bromley town centre, in Council operated car parks and at on-street pay and display bays.

Corporate Policy

1. Policy Status: Existing policy. Parking Enforcement Plan.
 2. BBB Priority: Excellent Council. Quality Environment, Vibrant Thriving Town Centres.
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Financial

1. Cost of proposal: No cost
 2. Ongoing costs: N/A.
 3. Budget head/performance centre: Parking Fee income for on and off street parking
 4. Total current budget for this head: £6.05m of which £84k is expected to be received through mobile phone parking.
 5. Source of funding: Existing revenue budget 2010/11
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Staff

1. Number of staff (current and additional): Less than 0.5 fte (mobile phone parking)
 2. If from existing staff resources, number of staff hours: N/A
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Legal

1. Legal Requirement: No statutory requirement or Government guidance.
 2. Call-in: Call-in is applicable
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Customer Impact

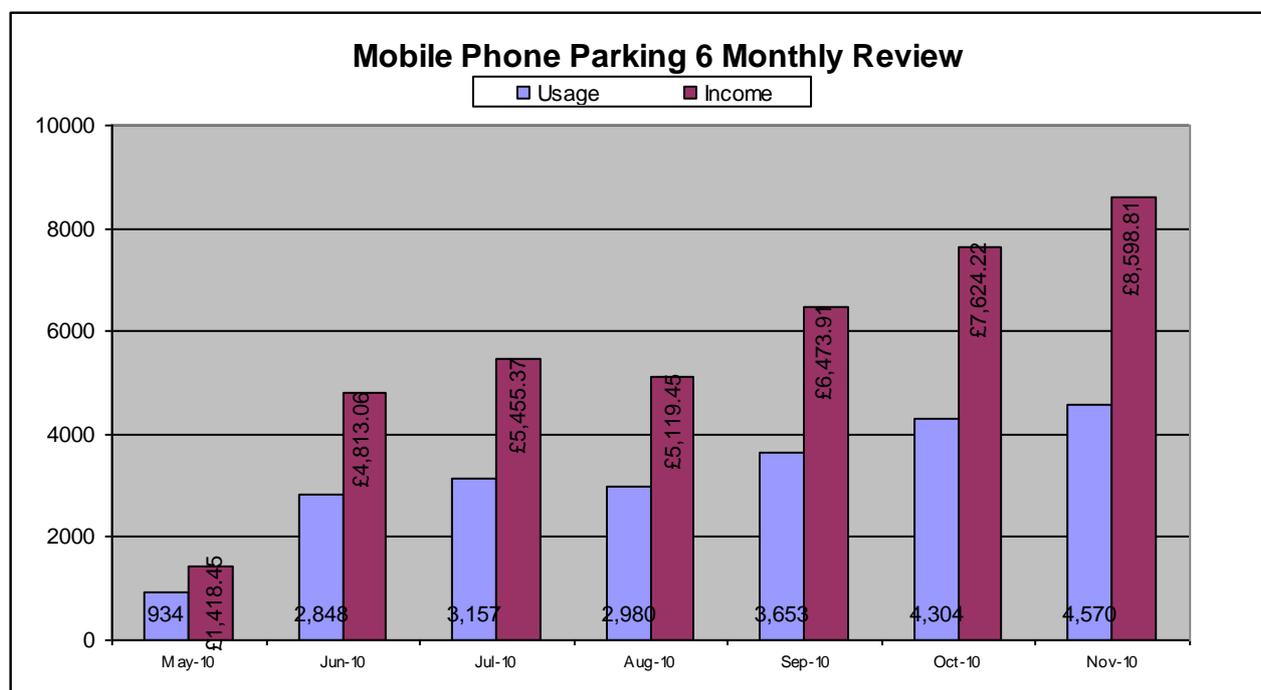
1. Estimated number of users/beneficiaries (current and projected):
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? No.
2. Summary of Ward Councillors comments: N/A

3. COMMENTARY

- 3.1 On the 1st July 2008, report ED08069 was submitted to the Environment and Leisure Portfolio Holder which recommended that a review of mobile phone parking within the borough take place, with a view to expanding the service throughout the Borough. The review also looked at mobile phone providers in the current market place in order to achieve best value for the Council and for the motorists who use our parking facilities.
- 3.2 A further report was presented to the Environmental PDS Committee on the 1st June 2009 (ES09056). The Portfolio Holder subsequently agreed to expand mobile phone parking throughout the Borough at all on and off-street parking places, as an additional option to the existing cash payment system. Officers were given authority to appoint a supplier based on best value and ease of use for customers of this service. Cobalt (RingGo) was duly appointed on the 17th March 2010.
- 3.3 Payment for parking at all on and off street locations can currently be made using coins or credit card using the RingGo mobile phone parking system. Mobile phone parking provides the customer with an alternative method of payment, so the customer retains a choice of payment method at all locations.
- 3.4 Mobile Phone Parking has so far proved to be a success with an average of 200 users per day, Monday to Friday which is steadily increasing. The income received to date is 1.3% of the total amount of income normally collected through pay and display machines.
- 3.5 The table below shows the number of users, parking income received (excluding VAT) and the average transaction values to date during the first 6 months of operation.



- 3.6 The report scrutinised by the Committee on the 1st June 2009 (ES09056) projected that the average annual transactions for year one would be 80,000 with an average transaction price of £2. It is likely that this figure will not be achieved and it is now estimated that a more realistic figure of around 57,000 transactions will be achieved in the first year. The average transaction price is likely to be about £1.70.

3.7 Some potential savings have been identified, such as the possibility of a reduction in the budget for replacement of old machines, and a decrease in the number of cash collections made by the Parking Contractor, Vinci Park. However, as the income received to date is only 1.3% of the total amount of income normally collected through pay and display machines there is no saving relating to a reduction in cash collections nor savings in machine replacement. It is anticipated, however, that this saving may be made in future years as mobile phone parking becomes more popular. Since the implementation of the system there have been very few complaints and the system works very well.

3.8 Season Tickets

3.9 Following the meeting of the Committee on the 28th September 2010, report ES10118 (mobile phone only parking schemes) was agreed by the Environment Portfolio Holder. Officers were asked to explore further options around parking season tickets and report back to Committee.

3.10 The following option could be made available.

3.11 Currently in Orpington town centre, Permit M, which is a 3 month on-street season ticket, allows motorists to park in selected roads all day, where parking is allowed. It is based on this model that a generic borough-wide (bar Bromley town centre) season ticket could be developed.

3.12 The cost to the motorist of the proposed season tickets would be based on the lowest common on-street charge rate per hour, currently 40p for a period of 10 hours per day. When used in a higher priced facility the motorist would effectively be receiving a discount. The season tickets would be available as either a Monday to Friday or a Monday to Saturday permit. This charge would be subject to any annual parking charge increases. There would be minimal set up and on-going costs as the current contractor has indicated this can be absorbed.

3.13 The season ticket would allow motorists to park at on and off-street pay and display and/or mobile phone only locations, except within the Bromley Controlled Zone as the tariffs are significantly higher there than in the rest of the Borough. There is also a high number of Pay and Display machines and parking spaces in close proximity to each other within the town centre.

3.14 Motorists would be permitted to use time limited bays with their season ticket but they must adhere to the time restriction. It would therefore be the responsibility of the traffic warden to log the time of the vehicle's first observation and return later to ensure the vehicle has not overstayed the maximum stay restriction.

3.15 As the demand for season tickets is estimated to be low this additional checking is considered manageable. If, however, numbers increase significantly the scheme will have to be reviewed.

The cost of the season tickets are proposed to be as follows: -

Type	Weekly	Monthly	Quarter	6 month	Annual
Mon - Fri	£20	£87	£260	£520	£1040
Mon - Sat	£24	£104	£312	£624	£1248

4. POLICY IMPLICATIONS

- 4.1 The proposals in this report are consistent with the objectives of the Council's Parking and Enforcement Plan:
- Setting a level of charges which balances demand and supply for parking spaces across the borough
 - Providing the right balance between long, medium and short stay spaces in particular locations
 - Seeking to persuade motorists to switch from unnecessary car journeys, to reduce traffic congestion and carbon emissions
 - Meeting the parking needs of residents, retailers and visitors
 - Providing sufficient affordable parking spaces to support the local economy, borough-wide and in specific locations
 - Providing an efficient service which offers Best Value
 - Controlling the budget
 - Improving road safety
- 4.2 The availability and effective management of parking spaces is a key component of our local economy. All road users, residents and visitors to the borough could potentially use parking spaces in car parks and at on-street locations.

5. FINANCIAL IMPLICATIONS

- 5.1 The income received from Mobile Phone parking in the period May to October was £44,380 with an average of 200 users per day, Monday to Friday. The income received to date is 1.3% of the total amount of income normally collected through pay and display machines.
- 5.2 It is expected that at least £120k will be received from mobile phone parking for 2011/12.
- 5.3 It is anticipated that there will not be a large take up of season tickets and therefore there will be minimal cost implications which will be kept within the current price of the parking contract.

6 LEGAL IMPLICATIONS

- 6.1 To implement the introduction of a generic season ticket it may be necessary to amend The London Borough of Bromley (Off-Street Parking Places) Consolidation Order 2008 and any relevant On-Street Parking Orders.

Non-Applicable Sections:	Personnel
Background Documents: (Access via Contact Officer)	1 st July 2008 report ED08069, 1 st June report 2009 ES09056; Parking Enforcement Plan