

Parking Strategy 2024-2034

Committee considering report:	Individual Executive Member Decisions
Date of Committee:	22 September 2023
Portfolio Member:	Councillor Denise Gaines
Date Portfolio Member agreed report:	29 August 2023
Report Author:	Ian Martinez
Forward Plan Ref:	ID4400

1 Purpose of the Report

- 1.1 To seek approval of West Berkshire’s Parking Strategy 2024-2034 to take forward for public consultation to commence by 2 October 2023.

2 Recommendation

- 2.1 To approve West Berkshire’s Parking Strategy as set out in Appendix D and agree to progress to public consultation.

3 Implications and Impact Assessment

Implication	Commentary
Financial:	<p>On-going costs will be dependent on what recommendations are taken forward. Fees and charges for Parking Services will be considered separately from this Strategy, as part of the annual full Council budget-setting process.</p> <p>The current revenue budgets for Parking Services are detailed in Appendix C.</p> <p>The Parking Strategy is not a statutory document. It sets out how the priorities and areas of focus for the Parking Service over the coming 10 years and will identify opportunities to improve the service offered.</p>
Human Resource:	<p>Additional staffing could be considered at a future date if resources are available to progress opportunities identified.</p>

	The current structure for Parking Services is detailed in Appendix C.			
Legal:	<p>This is not a statutory document.</p> <p>If following any agreed recommendations, changes to charges for on- and off-street parking will be required, Traffic Regulation Orders (TROs) updates will be necessary. These will be subject to consultation, in accordance with Section 4 of the Strategy in Appendix D.</p>			
Risk Management:	The primary risk is public opinion and dealing with potential opposition to the proposals set out in the Parking Strategy. It is important to note that the Parking Strategy is not a statutory document and the Council will not be bound to implement all proposals.			
Property:	Within the Parking Strategy, Council assets will be assessed for possible repurposing or removal. Any proposal will be considered by Executive and Property Services as part of future Transformation projects.			
Policy:	Creation of a local Parking policy.			
	Positive	Neutral	Negative	Commentary
Equalities Impact:	Yes			The Parking Strategy will seek to improve the parking provision across the district for all types of users.
A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?	Yes			As stated above, the Parking Strategy will seek to make improvements to how parking is provided. This will include more parking for those with disabilities, increased payment options for ease of use and improved wayfinding signage.

<p>B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?</p>	<p>Yes</p>			<p>It is expected that improved services will have a positive impact on all employees, service users and residents.</p>
<p>Environmental Impact:</p>	<p>Yes</p>			<p>Increasing the number of the electric vehicle charging points and incentivising use of electric vehicles will help reduce pollution across the district.</p>
<p>Health Impact:</p>	<p>Yes</p>			<p>As stated above, greater use of electric vehicles will improve air quality for all.</p>
<p>ICT Impact:</p>		<p>Yes</p>		<p>Some proposals could have ICT implications if taken forward.</p>
<p>Digital Services Impact:</p>	<p>Yes</p>			<p>The Parking Strategy consultation and document will need to be published on the Council's website.</p>

<p>Council Strategy Priorities:</p>			<p>1) Ensure our vulnerable children and adults achieve better outcomes. Improved accessible spaces and disabled friendly facilities will have a positive impact on such vulnerable residents.</p> <p>2) Support everyone to reach their full potential. Improved car parking services would enhance residents’ access to key resources</p> <p>3) Support businesses to start, develop and thrive in West Berkshire. Improved car park services would support visitors accessing local businesses.</p> <p>4) Develop local infrastructure, including housing, to support and grow the local economy A well balanced parking strategy will support increased use of parking facilities, benefitting local businesses.</p> <p>5) Maintain a Green District Offering incentives for electric vehicle use will help support greater usage and reduce pollution emitted from vehicles in the district.</p> <p>6) Ensure Sustainable services through innovation and partnerships The Strategy will identify opportunities to develop new partnerships and enhance services already in operation.</p>
<p>Core Business:</p>			<p>The Parking Strategy will support a number of key Council priorities by supporting business, developing local infrastructure and supporting the goal to maintain a green district.</p>

Data Impact:				<p>The public consultation will be conducted in accordance with the Consultation and Engagement privacy notice which is available on the Council's website.</p> <p>The Parking Strategy proposes initiatives on the use of technology (subject to funding) and may require individual data impact assessments. These will be completed for future projects. The Parking Strategy itself will not have a significant impact on the rights of data subjects.</p>
Consultation and Engagement:	<ul style="list-style-type: none"> • District Councillors • Transport Advisory Group • Environment Board • Newbury BID • Town/Parish Councils • Council departments including Development & Regulation, Network Management, Asset Management, Property Services, Planning Services, Communities and Well Being Service, Environment Delivery, Local Communities team, Human Resources and Public Protection Partnership 			

4 Executive Summary

- 4.1 The proposed Parking Strategy 2024-2034 is attached at Appendix D and is being considered to take forward to public consultation. Final publication of the Parking Strategy will be reviewed again by Corporate Board through to Executive Board.
- 4.2 The Parking Strategy includes details on how the Parking Service currently operates across the district and makes proposals to enhance this service. Proposals include:-
- Assessment of all parking locations and their future viability
 - Current and future parking capacity needs both on and off street
 - Parking charges including hours of operation and user discounts
 - Use of parking technology and back office systems
 - Availability and cost of parking season tickets
 - Integration opportunities with public transport operators
 - Resident permit scheme, allocation and pricing
 - Expanding methods of enforcement
 - Current staffing resources and income

- Review of parking provision for disabled and vulnerable users
 - Consideration for parking of all non-cars
 - Electric Vehicle charging point availability and pricing
 - Structural surveys of all Council assets
- 4.3 The Parking Strategy is a collaborative document combining input from a variety of stakeholders to help shape the future of Parking in West Berkshire.
- 4.4 The Parking Strategy will be subject to a full public consultation. All comments and recommendations will be considered.

5 Supporting Information

Introduction

- 5.1 This report is seeking approval to submit the West Berkshire Council Parking Strategy for public consultation.

Background

- 5.2 West Berkshire Council has a key role to play in managing and enforcing parking provision within the district. This Strategy will inform how we plan to maintain our car parks and keep our road space available for traffic to move freely, and will be reviewed every ten years. It will be supported by annual reports on parking.
- 5.3 The purpose of this Strategy is to set out how the Council will manage all aspects of parking within West Berkshire. This will include the provision of parking, and the controls in place to deal with inconsiderate or unauthorised parking. It acknowledges that the local authority does not manage all parking provision, and that it has limited powers with regards to that in the ownership of other parties.
- 5.4 It also recognises that the Council can use its parking powers to: positively influence the environmental impact of travel in West Berkshire; and in conjunction with our place-making strategies, protect and enhance the economic vitality of our town centres.
- 5.5 The Parking Strategy also gives a view of future changes that may be considered. It is acknowledged that some of these ideas are more speculative than others, and that some changes may not be an appropriate solution for West Berkshire. These future changes will be subject to consultation before implementation.

Proposals

- 5.6 All proposals are shown in Appendix D, Annex B with evidence and justification alongside.

6 Other options considered

- 6.1 The Council can opt to not have an active Parking Strategy but without this, the service will lack direction and financial and environmental targets are unlikely to be achieved.

7 Conclusion

7.1 The Parking Strategy sets out a clear focus on priorities to try and be achieved over the life of the strategy. This report sets to agree the content and facilitate progression to public consultation.

8 Appendices

- 8.1 Appendix A – Equalities Impact Assessment
- 8.2 Appendix B – Data Protection Impact Assessment
- 8.3 Appendix C – Parking Team Resources
- 8.4 Appendix D – West Berkshire Council Parking Strategy 2024-2034

Background Papers:

None

Subject to Call-In:

Yes: No:

- The item is due to be referred to Council for final approval
- Delays in implementation could have serious financial implications for the Council
- Delays in implementation could compromise the Council's position
- Considered or reviewed by Scrutiny Commission or associated Committees, Task Groups within preceding six months
- Item is Urgent Key Decision
- Report is to note only

Wards affected: All West Berkshire wards.

Officer details:

Name: Ian Martinez
Job Title: Principal Parking Officer
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Appendix A

Equality Impact Assessment (EqIA) - Stage One

This reports seeks the approval to progress the Parking Strategy to public consultation. The EqIA has been included for completeness.

What is the proposed decision that you are asking the Executive to make:	Approve progression of the Parking Strategy for public consultation.
Summary of relevant legislation:	There is no legal requirement for a Parking Strategy. However, Parking Services are governed by The Road Traffic Regulation Act 1984, the Road Traffic Act 1991, the Traffic Management Act 2004, the Civil Enforcement of Road Traffic Contraventions Regulations 2022 and the Transport Act 2000. Further details are given in Appendix D, Section 3.
Does the proposed decision conflict with any of the Council’s priorities for improvement? <ul style="list-style-type: none"> • Ensure our vulnerable children and adults achieve better outcomes • Support everyone to reach their full potential • Support businesses to start develop and thrive in West Berkshire • Develop local infrastructure including housing to support and grow the local economy Maintain a green district • Ensure sustainable services through innovation and partnerships 	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Name of Budget Holder:	Emma Jameson
Name of Service/Directorate:	Environment, Place
Name of assessor:	Ian Martinez
Date of assessment:	23/08/2023
Version and release date (if applicable):	V1.0, 24 August 2023

Is this a ?		Is this policy, strategy, function or service ... ?	
Policy	Yes <input type="checkbox"/> No <input type="checkbox"/>	New or proposed	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Strategy	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Already exists and is being reviewed	Yes <input type="checkbox"/> No <input type="checkbox"/>
Function	Yes <input type="checkbox"/> No <input type="checkbox"/>	Is changing	Yes <input type="checkbox"/> No <input type="checkbox"/>
Service	Yes <input type="checkbox"/> No <input type="checkbox"/>		

(1) What are the main aims, objectives and intended outcomes of the proposed decision and who is likely to benefit from it?

Aims:	West Berkshire Council has a key role to play in managing and enforcing parking provision within the district. This Strategy will inform how we plan to maintain our car parks and keep our road space available for traffic to move freely, and will reviewed every ten years. It will be supported by annual reports on parking. It is proposed to submit this strategy for public consultation before being reassessed prior to final publication.
Objectives:	To establish a suitable and robust Parking Strategy 2024-2034 that sets out how the Council will manage all aspects of parking within West Berkshire. This will include the provision of parking, and the controls in place to deal with inconsiderate or unauthorised parking.
Outcomes:	To provide a framework under which Parking Services will operate.
Benefits:	A defined Strategy vision to facilitate improved and informed environmental, place-planning and financial decision-making in relation to Parking Services.

(2) Which groups might be affected and how? Is it positively or negatively and what sources of information have been used to determine this?

Group Affected	What might be the effect?	Information to support this
Age	Positive impact	For older people where there is an increased proportion of individuals with mobility issues, the proposals include improving services offered for disabled or vulnerable users.
Disability	Positive impact	Proposals include improving services offered for disabled or vulnerable users.

Gender Reassignment	None	
Marriage and Civil Partnership	None	
Pregnancy and Maternity	None	
Race	None	
Religion or Belief	None	
Sex	None	
Sexual Orientation	None	
Further Comments:		
None		

(3) Result	
Are there any aspects of the proposed decision, including how it is delivered or accessed, that could contribute to inequality?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<p>Consideration will be given when launching the consultation to producing hardcopies of the questionnaire, so that those without access to IT services, will also still be able to submit comments. Posters will be displayed at Council car parks advising of the consultation, to assist with raising awareness of the consultation among service users, as well as advertising through normal media channels.</p>	
Will the proposed decision have an adverse impact upon the lives of people, including employees and service users?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<p>The Strategy is seeking to improve the overall experience for residents and commercial businesses.</p>	

(4) Identify next steps as appropriate:	
EqIA Stage 2 required	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Owner of EqIA Stage Two:	
Timescale for EqIA Stage Two:	

Name: Ian Martinez

Date: 23/08/2023

Appendix B

Data Protection Impact Assessment – Stage One

The General Data Protection Regulations require a Data Protection Impact Assessment (DPIA) for certain projects that have a significant impact on the rights of data subjects.

Should you require additional guidance in completing this assessment, please refer to the Information Management Officer via dp@westberks.gov.uk

Directorate:	Place
Service:	Environment
Team:	Transport and Parking Services
Lead Officer:	Ian Martinez
Title of Project/System:	Parking Strategy 2024-2034
Date of Assessment:	23/08/2023

Do you need to do a Data Protection Impact Assessment (DPIA)?

The consultation process will be taken forward in conjunction with the Communications Team. An existing DPIA has been considered for this purpose as part of the Council’s consultation policy, with the Survey Monkey system used, and a privacy notice is available for consultations carried out in this way [here](#). The remainder of this DPIA considers any specific additional considerations in relation to the consultation on and development of the Parking Strategy. If at a future date it will be agreed to take forward specific proposals within the Strategy, a separate DPIA may be required to consider the impact of the individual proposals, e.g. introduction of additional CCTV for enforcement, new/ revised software and/or data collection for issuing permits under new/ revised schemes.

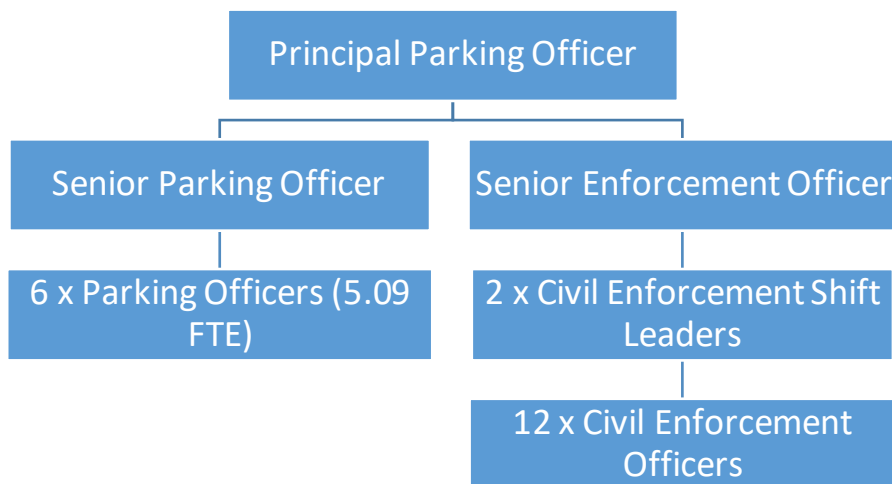
	Yes	No
<p>Will you be processing SENSITIVE or “special category” personal data?</p> <p><small>Note – sensitive personal data is described as “ data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation”</small></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will you be processing data on a large scale?</p> <p><small>Note – Large scale might apply to the number of individuals affected OR the volume of data you are processing OR both</small></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	Yes	No
<p>Will your project or system have a “social media” dimension?</p> <p>Note – will it have an interactive element which allows users to communicate directly with one another?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will any decisions be automated?</p> <p>Note – does your system or process involve circumstances where an individual's input is “scored” or assessed without intervention/review/checking by a human being? Will there be any “profiling” of data subjects?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will your project/system involve CCTV or monitoring of an area accessible to the public?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will you be using the data you collect to match or cross-reference against another existing set of data?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will you be using any novel, or technologically advanced systems or processes?</p> <p>Note – this could include biometrics, “internet of things” connectivity or anything that is currently not widely utilised</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

If you answer “Yes” to any of the above, you will probably need to complete [Data Protection Impact Assessment - Stage Two](#). If you are unsure, please consult with the Information Management Officer before proceeding.

Parking Team Resources

Team Structure



Finances

The 2023/24 parking budget is as follows. Please note that income is still depressed following the covid pandemic, so that shown in the budget may not be met.

Costs		Income	
Employees	£780k	Parking Charges	£2,170k
Premises	£930k	Rent	£420k
Transport	£20k	Penalty Charge Notices	£330k
Supplies & Services	£230k	Season Tickets	£110k
Third Party Payments	£50k	Resident Permits	£50k
		Blue Badges	£20k
		Other (including Suspensions & Dispensations)	£20k
TOTAL	£2,010k	TOTAL	£3,120k
NET SURPLUS			£1,110k

West Berkshire Council Parking Strategy 2024-2034