

Appendix B – Parking Services Intervention

Parking Services

The Parking Services intervention took place in 2014 and focused on Parking Enforcement and the issue of Penalty Charge Notices (PCN's).

The old approach Purpose: To enforce Parking Enforcement Legislation



Osborn Road Multi-Storey Car Park

Of the 8,400 PCN's that were issued in 2013, 2,440 (29%) were "challenged" by customers, with 62% of the challenges being successful. This highlighted that under the old approach, a high level of preventable demand was built into the system.

Notices that were subsequently cancelled were being served because of the rules that we imposed on our Civil Enforcement Officers (CEO's); they believed that legislation gave them no choice but to issue a notice and were also under the misapprehension that they were required to issue a certain number of notices.

This caused high levels of customer dissatisfaction as well as unnecessary work by officers dealing with angry customers and administering the cancellation of the PCN's.

The new approach Purpose: To serve a good PCN that is not challenged



CEO in new uniform

The new approach gives the CEO's freedom to engage with customers and educate them into understanding why they have parked inappropriately, rather than simply issuing a penalty charge notice. They are now able to make decisions based on common sense and the facts set out in front of them.

In 2015/16, 8403 PCN's were issued and 1756 (21%) of these were challenged; of these challenges, 13% were successful.

This new method has therefore resulted in a reduction in the number of challenges as well as the number of PCN's that are cancelled; in turn this has also seen a decline in back office administration.

By talking with our customers and explaining the issues, officers are experiencing less confrontation. This has been supported by a recent change in uniform; the enforcement officers now wear a more casual style uniform, giving them a softer, more approachable look.

"We feel we can now engage more with our customers and use our own common sense when dealing with issues"

CEO feedback

