

Fareham Borough Council  
Parking Review

## 1. Aims and Methodology

### Introduction

This document outlines the findings of the Council's review into parking provision and enforcement which took place between May 2019 and May 2020. It analyses options for future provision and outlines preferred options.

### Why conduct a review?

- Hampshire County Council took back 'on-street enforcement' in April 2020, considerably reducing Fareham Borough Council's income (£250,466 in 2018/19).
- This added to the Council's overall projected funding shortfall.
- An Opportunities Plan has been prepared to address this shortfall, as well as building in some capacity for future pressures and uncertainties.
- The Opportunities Plan includes a review of parking and enforcement.

### What were the aims of the parking review?

On 4 March 2019, the Executive agreed to the following review scope: -

- Identify the level of off-street enforcement required from April 2020 onwards;
- Explore whether other enforcement opportunities for CEOs could be introduced;
- Explore options for charging in non-town centre car parks;
- Explore options for cashless payments;
- Identify the most appropriate car park machinery (i.e. barriers and pay machines) for Osborn Road, Fareham Shoppers and Market Quay car parks; and
- Identify the level of back office support needed.

### What was the methodology?

The parking review was conducted between May 2019 and May 2020. In order to cover the broad scope of the review several methods were used: -

- Research of comparator Councils in Hampshire and along the South Coast;
- Research into parking machinery technology e.g. cashless and ticketless parking;
- Engagement sessions with CEOs and Parking Manager;
- Parking preference survey (May-June);
- Evening town centre evening car park usage counts (June); and
- Coastal Parking Surveys (July and August).

The following part of the report outlines the findings of the review.

## 2. What does parking in Fareham look like?

### Car Parks

- We have 44 off-street Council-controlled car parks, providing approximately 4,378 spaces across the Borough.
- The majority are free, with only the 17 town centre car parks currently chargeable.
- Of these, 1 is a “premium” car park (Market Quay), 9 are “inner” (equivalent to short stay), and 7 are “outer” (equivalent to long-stay) car parks.
- 3 of the chargeable car parks (Osborn Road, Market Quay and Fareham Shoppers) have pay-on-foot parking machines.
- The remaining chargeable car parks have pay-and-display machines.

### Ticket types and permits

- A variety of season ticket options for parking in the outer car parks are available to the public.
- Council employees based at the Civic Offices can park in either Osborn Road, Multi-Storey or Lysses open air car park.
- Organisations leasing space at the Civic Offices have individual agreements for the provision of parking permits for their employees. Permits are also provided to Citizens Advice employees and volunteers.
- Blue badge holding residents are able to register for free parking in Osborn Road Multi-Storey car park and can park for free in all the pay and display car parks.
- Shopmobility is based at Osborn Road and approximately 100 people a month benefit from free parking when hiring a mobility scooter there.

### Parking usage and charging income

- Since 2011/12, income and usage has declined in nearly all Fareham’s town centre car parks, except for Fareham Shopper’s Multi-Storey car park which has seen a marginal increase.
- Osborn Road Multi-Storey experienced the biggest drop in income from £759,987 in 2011/12 to £424,547 in 2019/20.
- As Chart 1 shows, income from charging declined by nearly 24% overall, from approximately £2.50m in 2011/12 to £1.88m in 2019/20.



- Whilst the long-term picture is one of decline, between 2014/15 and 2018/19 Market Quay, Lysses and Malthouse Lane car parks all experienced small increases in income. However, each saw a reduction in income in 2019/20. The closure of car parks at the end of March 2020, due to Covid-19, would have only had a very minor impact on overall long term figures.
- Although lower than in 2011/12, income for the outer car parks has also remained relatively stable during the last 6 years.

### **Reasons for decline**

- A combination of factors has likely contributed to the drop in off-street parking usage and income.
- Firstly, there was a 33% reduction in overall footfall within the town centre between 2013 and 2018.
- This reflects national trends and is partly linked to restricted household incomes and the growth of online shopping.
- Local factors such as the opening of Whiteley Shopping in 2013 and the closure of stores such as M&S and Argos have also likely contributed.
- One of the most significant factors was the opening of Quay Street Tesco in 2011. The store offers 560 spaces with the first 30 minutes of parking free. Up to 3 hours of parking is also free subject to a £3 spend in store.

### **Off-Street Penalty Charge Notice (PCN) income**

- Income from off-street Penalty Charge Notices (PCNs) in car parks, decreased by 64% (£68,355) from £106,733 in 2011/12 to £38,378 in 2019/20.

### **Reasons for decline**

- This reduction is in part linked to the decrease in people parking in the town centre.
- It also reflects the change in working practices resulting from the Parking Service's 2014 Vanguard intervention.
- CEOs now engage with customers and make decisions based on the facts set out in front of them, instead of automatically issuing a PCN.
- Around 163 PCNs a week were issued before the intervention. This reduced to an average of 110 after the intervention.
- This lowered the amount of challenges received, from an average of 45 a week to just 23 a week, also reducing the time spent processing appeals and responding to customers.

### 3. What do our residents want from parking in the Town Centre?

#### Consultation

- Residents and visitors to the town centre were asked about their parking preferences in a survey that ran from 29 May to 26 June 2019. Nearly 800 people took part.

#### What is parking like in Fareham now?

The following themes emerged from the responses:

- The closeness of the car parks to facilities and shops is clearly the biggest driver of people choosing inner car parks.
- 91% of respondents would prefer the flexibility to pay when they leave (pay-on-foot) rather than pay and display.
- 66% of respondents would possibly stay longer if they could pay on exit.
- Respondents would like a range of payment options with cash, contactless, chip & pin and 'pay by phone app's being the most popular.

#### Options explored

- Based on the survey results, more pay-on-foot parking could encourage longer stays in the town centre.
- However, this must be balanced against the significantly higher capital costs of pay-on-foot systems.
- Osborn Road, Fareham Shoppers and Market Quay car parks have the level of use required to justify pay-on-foot machines.
- We could extend payment options to respond to resident needs i.e. introduce a pay-by-app option for pay-and-display car parks.
- This would help reduce the level of cash collection required and the need for the customer to carry cash.
- These systems have convenience charges that range from 10p-30p per parking session, depending on the supplier.
- These can either be absorbed within the Council's charge (e.g. 10p of £1.00 would go the app supplier) or added on to the parking charge for the user to pay (e.g. a £1 parking charge would cost them £1.10)

#### Recommended approach

- Introduce a pay-by-app option for all pay-and-display car parks.

#### 4. A high-level of parking machinery failure

##### Parking Machinery Failures

- Machine malfunctions in the Council's pay-on-foot car parks (Osborn Road, Fareham Shoppers and Market Quay) create a high level of failure demand.
- For example, the parking control room received 397 daytime calls regarding parking failures during May 2019.
  - 50% were for Market Quay
  - 40% were for Osborn Road Multi-Storey
  - 10% were for Fareham Shoppers Multi-Storey
- The majority of the calls relate to:
  - Barriers not raising on entry or exit
  - Tickets not working when put into the payment machine
- Parking failures also contribute to approximately 68% of all calls to the Council's Out-Of-Hours Service.
- Of these, 85% are calls regarding parking failures at Market Quay.

##### What is causing the failures?

- The pay-on-foot ticketing machines, barriers and cameras are old and prone to failure.
- The Automatic Number Plate Recognition (ANPR) cameras are not recognising number plates.
- The magnetic strips that store information on tickets create a high level of failure demand. This is because they are easily wiped e.g. by being kept close to a mobile phone in a person's pocket.
- The age of the machines means that maintenance and repairs are becoming more difficult.

##### Options explored

- **Option 1:** Replace the pay-on-foot machines (barriers, cameras and ticket machines) in the Osborn Road, Fareham Shoppers and Market Quay car parks with Pay-and-Display machines.
- The new machinery would cost approximately £125,000 in total.
- This would greatly reduce the amount of failure demand caused by machine failures.
- It would increase the level of off-street parking enforcement needed as pay-on-foot parking generally enforces itself.
- Residents prefer pay-on-foot parking and it may discourage longer stays in the town centre.
- **Option 2:** Replace the pay-on-foot machines (barriers, cameras and ticket machines) with newer and more reliable pay-on-foot technology.
- The tickets would use barcodes which have a much lower failure rate.
- The new ANPR cameras would be able to read number plates more accurately and be more able to cope with different weather conditions, smudge marks on the number plates and certain letters and numbers that trouble older models.

- Market research shows that new parking machines for Osborn Road, Fareham Shoppers and Market Quay car parks would cost approximately £250,000.
- Although more expensive, this would reduce complaint calls to the Council and better meet the preference of the majority of our customers, who generally prefer to pay-on-foot.

**Recommended approach**

- Introduce new pay-on-foot machinery in Osborn Road, Fareham Shoppers and Market Quay car parks.

## 5. Charging Periods

### What is parking like in Fareham now?

- Fareham parking charges are applicable from 8am to 6pm Monday to Saturday and from 10.30am to 4pm on Sundays and Bank Holidays in all the inner town centre car parks.
- Parking is free on Sundays and Bank Holidays in the outer car parks.

### How do we compare with other Councils?

- There are a range of charging times used across Hampshire.
- The majority of town centre short stay car parks (60%) charge from 8am to 6pm as Fareham does.
- A further 6% charge from 8am until 7pm.
- Portsmouth charges 24 hours in popular areas such as Guildhall Walk, as does Southampton.
- A number of Councils charge for evening parking in some or all of their central car parks:
  - Rushmoor (£1.00 single charge)
  - Basingstoke & Deane (£2.00 single charge)
  - Southampton (£2.00 single charge)
  - Portsmouth (hourly charging with £1.60 for first hour)

### Options explored

- Based on evidence from the comparator councils, introducing a modest evening charge for parking in the town centre would be a reasonable approach to take.
- A single charge of £1.50 for evening parking (6pm onwards), would fairly reflect the offer of the town and compares well to other centres that charge for evening parking.

#### £1.50 evening charging at Market Quay car park

- Market Quay's high level of use during the day and the results of the public survey show that people are willing to pay for the convenience of this car park.
- Market Quay is also the busiest car park in the evenings and would be the most appropriate car park to start charging in.
- This may have an impact on the night-time economy, however, visitors would have a choice of other non-chargeable inner car parks if they did not want to pay the fee.
- This proposal could generate the Council up to £70,000 per year.

#### £1.50 evening charging in all inner car parks

- Market Quay was the only 'inner' car park that was really well used when surveyed in the evening.
- Despite a performance at Ferneham Hall on one of the nights, numbers in Osborn Multi-Storey and Ferneham Hall car parks were low. However, it is anticipated that numbers will increase when the remodelled venue opens.

- Based on the parking survey, this proposal could generate the Council up to £95,000 per year.
- Some of the inner car parks are pay and display, meaning Enforcement Officer shifts would need to end later to ensure adequate enforcement.
- Technology is available that would allow validated parking for users of Ferneham Hall e.g. receive discounted parking.

#### **£1.50 in all town centre car parks**

- During the evening surveys, all the town centre car parks except Market Quay and Trinity Street were quiet.
- A number of cars parked in the outer car parks had residents parking permits in their windows and it is likely that other residents park there overnight.
- Based on the parking survey results, this proposal could generate the Council up to £130,000 income per year.

#### **Support for town centre businesses**

- The income generated would help the Council to tackle its financial challenges.
- However, the Covid-19 pandemic has had a significant impact on town centre businesses, including those in the night-time economy.
- The introduction of an evening charge at this time may impact on their businesses as they try to recover and adapt to the new retail, hospitality and leisure environment.
- It would be appropriate to look again at options for evening charging when town centre businesses have had time to re-establish themselves following the Covid-19 pandemic.

#### **Recommended approach**

- Do not introduce town centre evening charging at this time.
- Re-assess the potential for the introduction of evening charging at a later date.

## 6. Short stay/inner parking charge levels

### What is parking like in Fareham now?

- The Council's inner car parks charge £1 an hour during chargeable dates and times.
- Our premium car park, Market Quay charges £1.50 an hour during chargeable dates and times.

### How do we compare with other Councils?

- There are a variety of charging levels across Hampshire ranging from £0.40 for the first hour (Rushmoor, Peabody Rd) to £1.80 (Portsmouth, Ashby Place).
- Table 1 below shows that the average hourly charge for inner/short stay parking is £1.06, marginally more expensive than Fareham's inner rate.

**Table 1: Short Stay Parking Charge Comparisons**

<b>Council charging</b>	<b>30 mins</b>	<b>1 hour</b>	<b>2 hours</b>	<b>3 hours</b>	<b>4 hours</b>	<b>5 hours</b>
<b>Hampshire Average</b>	£0.51	£1.06	£1.86	£2.95	£4.09	£5.68
<b>Hampshire Highest</b>	£0.50	£1.80	£3.10	£4.20	£5.60	£6.00
<b>Hampshire Lowest</b>	£0.20	£0.40	£0.50	£1.00	£1.30	£1.50
<b>Eastleigh</b>	n/a	£1.50 - £1.60	£2.60	£3.60	£4.40	£5.40
<b>Fareham Inner</b>	N/A	£1.00	£2.00	£3.00	£4.00	£5.00
<b>Fareham Premium (Market Quay)</b>	N/A	£1.50	£3.00	£4.50	£6.00	£7.50

- Eastleigh has a comparative town centre offer to Fareham. Its short stay car parks are considerably more expensive (between £1.50 and £1.60 for the first hour) than Fareham's inner car parks.
- Fareham's premium car park, Market Quay is relatively expensive when compared to other Council car parks in Hampshire, however, its high level of use shows that people will pay for the convenience of parking close to shops and facilities.
- Gosport, New Forest, Rushmoor and Basingstoke offer a limited amount of free off-street parking in their town centres. Basingstoke offers free parking for the first hour.
- Modelling shows that adopting the same approach would reduce Fareham's income from parking charges by approximately 50%.

**Options explored**

- Based on the charging level evidence from comparator car parks, there is little scope to increase the charges for our inner car parks.

**Recommended approach**

- Maintain the current charging levels for inner car parks at this time.

## 7. Long stay/outer parking charging levels

### What is parking like in Fareham now?

- There are six outer car parks in Fareham town centre. These charge 70p per hour up to five hours, with five hours and above costing £3.50.

### How do we compare with other Councils?

- Fareham's outer car parks offer very good value to visitors.
- Table 2 below shows that 70p is the lowest charge for the first hour of any comparable car park in the County.

**Table 2: Long Stay Parking Charge Comparisons**

	1 hour	2 hours	3 hours	4 hours	5 hours	6 hours
<b>Hampshire Average</b>	£1.12	£1.87	£2.60	£3.37	£4.49	£5.74
<b>Hampshire Highest</b>	£1.60	£2.60	£3.50	£4.50	£8.00	£12.00
<b>Hampshire Lowest</b>	£0.70	£1.30	£1.80	£2.00	£2.50	£3.50
<b>Eastleigh</b>	£0.90- £1.50	£2.60	£3.60	£4.40	£5.40	£8.50
<b>Fareham</b>	£0.70	£1.40	£2.10	£2.80	£3.50	£3.50

- This value to the customer increases the longer they park.
- For example, the average long stay charge for 5 hours in Hampshire is £4.49 and in Eastleigh is it £5.40, whereas in Fareham it is £3.50.

### Options Explored

- Fareham's relatively low charges indicate that a minor increase in the hourly charge for parking in the outer car parks would be reasonable.
- A 10p increase in the hourly charge for outer car parks could generate the Council up to £51,000 a year.
- A charge increase may have an impact on the level of footfall in the western end of West Street and the High Street as these areas are primarily served by outer car parks. This would not be helpful in view of the difficulties caused by Covid -19.

### Recommended approach

- Maintain the current charging levels for outer car parks at this time.

## 8. Town Centre Season Tickets and Permits

### What is parking like in Fareham now?

- Fareham's season ticket prices have not risen since 2010 and cost £520 per year for a full-time pass.
- Income from season tickets sales increased from around £60,000 in 2011/12 to £124,521 in 2019/20.
- Fareham's season ticket system is complicated with 418 ticket variations.
- The vast majority of purchases are for full time tickets (Monday-Saturday).
- Season tickets are often bulk purchased by town centre employers for use by their employees.
- Due to the number of cars involved and turnover of users, registration plates are not recorded for these purchases. This leaves the system vulnerable to abuse and difficult to enforce.

### How do we compare with other Councils?

- Fareham's season tickets offer very good value to users.
- A variety of season ticket regimes and charges are in place across Hampshire. As can be seen in Table 3, Fareham's annual charge of £520 is relatively low.

<b>Council</b>	<b>Annual Season Ticket Price</b>
<b>East Hampshire</b>	£900
<b>Eastleigh</b>	£910 - £1,480
<b>Hart</b>	£753-£1,200
<b>Rushmoor</b>	£840-£1440
<b>Gosport</b>	£480
<b>Fareham</b>	£520

- The majority of Councils within Hampshire manage their season tickets through digital systems such as, MIPERMIT.
- Customers benefit from a simple registration and payment system without the need for a permit in their car window.
- Season ticket information and registrations are linked to the handsets of CEOs making it easier to enforce.

**Options Explored**

- Based on the comparison information, there is potential scope for an increase in Fareham's Season Ticket charges.
- A 10% increase in the cost of season tickets could generate the Council up to £10,000 a year.
- As a large proportion of season tickets are purchased by town centre businesses, the price increase may have an adverse impact on their operations, particularly as they recover from the impact of Covid-19.
- A simplified range of permit options combined with a digital permit system linked to enforcement officers' handheld devices would aid enforcement.

**Recommended approach**

- Maintain the season ticket prices at this time.
- Introduce a digital permit system with simplified purchasing options for the customer and easily accessible information for Civil Enforcement Officers (CEO).
- This could be achieved by making minor changes to the current season ticket processing software, which could be met within current budgets.

## 9. Blue Badge Parking

### What is parking like in Fareham now?

- All disabled residents with Blue Badges can apply for free parking in the Council's pay-on-foot car parks.
- They are also allowed to park for free in the pay-and-display car parks.
- Approximately £89,000 worth of Blue Badge parking occurred in pay-on-foot car parks during 2018/19.
- Though difficult for Enforcement Officers to prove, there is likely to have been some misuse within the scheme e.g. people sharing blue badges amongst family and friends.
- The Government extended the scheme in August 2019 to include people with "hidden disabilities" e.g. learning disabilities, autism and mental health conditions. However, an increase in demand for Blue Badge parking has not taken place yet.

### How do we compare to other Councils?

- Rushmoor is the only Council in Hampshire that charges blue badge holders for off-street parking.
- However, there are a growing number of Councils across the country that do so.

### Options Explored

- Based on the growing number of Councils that do charge for Blue Badge parking, this could be a reasonable approach for Fareham to take.
- Charging for Blue Badge parking in the Council's pay-on-foot car parks could generate the Council up to £89,000 a year.
- There are considerable equality considerations, and a detailed equalities impact assessment that would need to be completed at an early stage.

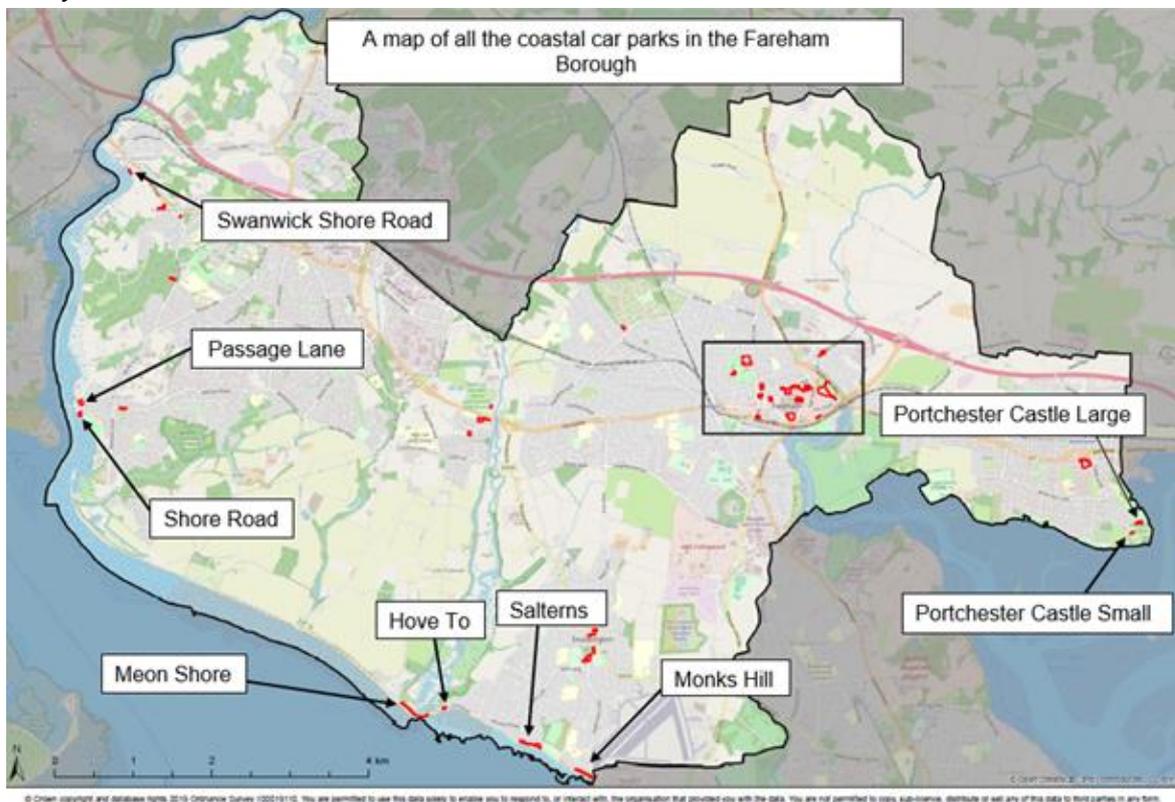
### Recommended Approach

- Do not introduce any charges for Blue Badge Parking at this time.
- Include Blue Badge permits in the proposed digital permit system to aid enforcement.

## 11. Coastal Parking

### What is parking like in Fareham now?

- Fareham has 9 coastal car parks, providing 598 spaces free of charge throughout the year:



- The car parks surveys conducted in June and August 2019 showed a high level of use in all of the car parks, with some used as a base for water sports e.g. kite surfers in Salterns.
- Some car parks have issues with motorhomes parking for long periods of time e.g. Monks Hill - essentially, using them as a free holiday location and blocking residents from using the spaces.
- Current parking conditions allow vehicles to park for up to 7 days in most coastal car parks.
- The high volume of parking in both of the Portchester Castle car parks, means that many residents have difficulty in finding a space.

### How do we compare with other Councils?

- All councils on the South Coast (from Cornwall to Kent), apart from Fareham, charge for some or all of their coastal car parks.
- This level of charging indicates that people generally expect to pay at coastal car parks.
- This is supported by feedback from the Enforcement Officers who cited many examples of people approaching them asking, "Where can I pay for a ticket?"

- Of the charging car parks of other councils, 85% do so throughout the year, with only 15% operating seasonal charges. The most common seasonal charge is from 1 April to 31 October.
- The majority of coastal car parks charge by the hour. Table 4 below shows that the average charge for the first hour is £1.27. The first hour costs between 60p and £1 in Lee-on-the-Solent and 80p in Hamble.

	1 Hour	2 Hours	3 Hours	4 Hours
<b>South Coast Average</b>	£1.27	£2.35	£3.53	£4.40
<b>Gosport/Lee-on-the-Solent</b>	£0.60 - £1.00	£1.00-£2.00	£2.70-£3.00	£3.50-£4.00
<b>Hamble</b>	£0.80	£1.60	£2.20	£2.90
<b>Hayling Island</b>	£1.40	3.90	£4.30	£5.80

### Options Explored

- Fareham's position as the only Council on the South Coast that does not charge in any of its coastal car parks means that introducing a charge would be a reasonable approach to take.
- It is probable that a significant proportion of the users of the coastal car parks are not residents of the Borough e.g. kite surfers at Salterns Park. By not charging, it can be argued that Fareham residents are subsidising their hobbies via Council Tax payments.
- A modest charge of £3 for 4 hours between 10am and 6pm could be introduced which offers good value compared to car parks in neighbouring boroughs e.g. between 50p and £1 cheaper than Gosport for 4 hours.
- Based on the parking surveys conducted, this proposal could generate the Council up to £900,000 per year.
- Higher price points could theoretically create more income e.g. £4 for 3 hrs then free all day parking, could generate an additional £100,000 annually on paper.
- However, surveying shows that most people park at our coastal car parks park for between 1-2 hrs.
- Higher price points would put Fareham on a par with Southsea Seafront, a large tourist destination and make us more expensive than neighbouring Gosport.
- Though difficult to predict by how much, this would likely greatly impact on visitor numbers making the actual increase in income significantly lower than £100,000.
- It would also be hard to argue that we are offering good value to our residents.
- The proposed charging times mean that residents will still be able to park and walk their dogs for free in the designated beach areas in the mornings and evenings.
- The solar powered pay-and-display machines required for the coastal car parks would cost approximately £75,000.
- Improvements to the surfacing and bay marking at Meon Shore car park would improve user experience and aid enforcement at a cost of £40,000.
- Installing height barriers and dragon's teeth in both Monks Hill and Salterns car parks would aid enforcement and ensure parking remains within the designated areas at a cost of £23,000.

- There would also be some additional costs associated with cash collection. However, the introduction of a pay-by-app service would reduce the need.
- This additional income would help fund an enhanced level of enforcement in the coastal car parks.
- The income could also fund improvements to the car parks e.g. interpretation boards and cycle racks.
- The updated parking conditions would also help tackle motorhomes using the car parks as a holiday destination.
- Introducing limited time parking conditions in Warsash Road car park would help keep spaces free for those wanting to visit local shops.
- Charging, coupled with limited wait times will encourage turnover at busy car parks such as the two at Portchester Castle, allowing more people to use them.

### **Recommended approach**

- Introduce a £3 charge for 4 hours between 10am and 6pm at coastal car parks.
- Monitor the level of usage during the peak summer months following the introduction of charging, identifying car parks where an increase in the number of spaces may need to be explored.

## 12. District Centres and Smaller Car Parks

### What is parking like in Fareham now?

- Fareham does not charge for any of the car parks in the Borough's District Centres e.g. Portchester or any of the smaller car parks that service other parts of the Borough.

### How do we compare with other Councils?

- There are no charges in the majority of the district centre and smaller car parks across Hampshire. Those that do charge, tend to be in village centres within rural areas e.g. Wickham Square.

### Options Explored

- Based on the evidence from the comparator councils and the potential impact on traders based in district and smaller centres, introducing charges would not be reasonable at this time, particularly following the Covid-19 pandemic.

### Recommended approach

- Maintain current policy of not charging in district and smaller car parks.

### 13. Waiting times in non-charging car parks

#### What is parking like now?

- All surface car parks are open 24 hours a day (although patrols will only operate for restricted hours) unless circumstances require overnight closure.
- There are a range of designated waiting times in the various free car parks across the Borough with some currently allowing a stay of up to 7 days.
- This could potentially impact on the turnover of vehicles and the availability of spaces as some vehicles will take up a space for a prolonged period of time.

#### Options Explored

- Reducing the limited waiting time allowed in car parks that allow parking of 24 hours or more is the simplest and most effective way to ensure spaces remain free.

#### Recommended approach

- Reduce the limited waiting time allowed in all car parks that currently allow longer stays e.g. 24 hours or more.

## 14. Parking and Streetscene Enforcement

### Parking Enforcement Team

- Parking enforcement is carried out 7 days a week.
- The Parking Office in Osborn Road Multi-Storey car park has a control room equipped with intercom and screens showing live video from payment machines and barriers.
- Back office support and control room cover is provided by the Licensing Team.
- The Out-of-Hours Team also provide evening cover for parking enquiries and failures (e.g. barriers not raising).
- Prior to a restructure at the end of 2019, the team consisted of 8 Enforcement Officers (EOs).
- Overseen by the Parking Manager, each team of four was split into two EO 'beats':
  - **Beat 1** covered the town centre: spending the majority of their time dealing with on-street parking issues e.g. illegal parking on double yellow lines
  - **Beat 2** enforced across the rest of the Borough: spending most of their time in the off-street car parks.
- They often saw incidents of littering, dog fouling and graffiti but had limited scope to act.
- There was a high level of on-street enforcement, particularly within the town centre.
- The transfer of on-street enforcement back to Hampshire County Council in April 2020, meant it was impossible to justify the same level of CEO cover.
- However, the lack of on-street enforcement created potential for incorporating other elements of enforcement within the officers 'beats' e.g. enforcing responsible dog ownerships and littering.

### Streetscene Enforcement

- There was a team of two Streetscene Enforcement Officers (EOs)
- Their main enforcement responsibilities included:
  - Litter
  - Dog fouling
  - Fly tipping
  - Graffiti
  - Abandoned vehicles
- EOs issued Fixed Penalty Notices (FPNs) for environmental offending, such as littering, and specific offences related to dog control orders, such as failing to remove dog foul and any breaches of a Public Space Protection Order.
- The EOs also occasionally moved on rough sleeper encampments.
- The EOs worked closely with the Community Safety Team to deal with issues linked to rough sleeping and anti-social behaviour in the town centre.
- The EOs supported management when visiting illegal Gypsy and Traveller encampments.

### Environmental enforcement issues are important to residents

- The importance of considerate dog control to residents is evidenced by the high number of consultation responses and support expressed by residents for dog control PSPOs aimed at tackling dog fouling and encouraging responsible dog ownership.
- The high number of attendees to recent town centre Community Action Team (CAT) meetings on the topic of drug misuse shows that this is a serious concern for many residents and businesses.
- In response, the 7 October 2019 Executive approved the 12-month pilot of a Town Centre Security Scheme with two uniformed security officers on foot within the town centre for 37 hours per week at various, flexible times.

### Meeting enforcement demand

- As shown in Table 5, the previous level of environmental enforcement resource struggled to match the level of enquiries received by the Council.

<b>Table 5: Enforcement Activity April 2019 to August 2019</b>					
<b>Activity</b>	<b>Customer reports to Council</b>	<b>Enforcement Actions</b>			
		<b>Verbal</b>	<b>Written</b>	<b>Fixed Penalty Notice</b>	<b>Vehicle removed</b>
<b>Fly Tipping</b>	61	3	2	3	
<b>Littering</b>	83	6		1	
<b>Dog Fouling</b>	20	2	3	2	
<b>Abandoned Vehicles</b>	167				4
<b>PSPO (More than 4 dogs on leads)</b>	0		1	3	

- Whilst the Council's two Streetscene Enforcement Officers worked hard to tackle these issues, the limited level of resourcing meant that it was impossible to provide a responsive and effective service 7 days a week.

## Options Explored

- A number of options to enforcement were explored prior to April 2020, aimed at providing responsive and cost-effective enforcement services.
- The options below considered 4 CEOs within the Parking Team being offered, at the end of 2019, an opportunity to transfer to the private sector on-street enforcement provider appointed by Hampshire County Council.
- **Option 1:** Having no parking enforcement would have saved £232,562 in annual salary costs, although there would be significant redundancy costs.
- Penalty Charge Notice income would disappear (off-street currently generates £50,000 a year).
- Parking would become a free-for-all across the Borough.
- It would be very difficult to provide adequate cover for the parking control room, making it hard to resolve parking failures.
- There could be a disproportionate impact on blue-badge holders if there are no spaces due to abuse.
- **Option 2:** A minimal parking enforcement team of 4 CEOs and the Parking Manager would cost £141,262 in annual salaries.
- The low number of CEOs means that there would be some periods with little or no enforcement cover across the Borough e.g. during holidays and sickness.
- There would still have been issues in providing adequate cover for the control room.
- The rota requirements would have likely impacted on retention and recruitment.
- **Option 3:** Combining the Parking and Enforcement Streetscene Teams into a General Enforcement Team of 6 CEOs and 1 Parking Manager would save the Council £91,300 in salary costs.
- This is the minimum number of officers needed to ensure reasonable enforcement cover across the Borough.
- There would be good capacity for PCN income.
- This approach offered greater flexibility and resilience to deal with fly-tippers, encampments, dog fouling, drug paraphernalia in the town centre etc.
- Lessons could be learned from the pilot Town Centre Security Scheme, with the potential for the CEOs to take on the security scheme duties in the future.

### **Recommended approach**

- Create a General Enforcement Team of 6 CEOs overseen by the current Parking Manager.
- The team would deal with the following enforcement issues:
  - Off-street parking
  - Environmental:
    - Littering
    - Dog fouling and control
    - Flytipping
    - Abandoned Vehicles
  - Public Spaces Protection Orders (PSPO)
  - Gypsy and Traveller encampments
- The Parking Manager would also become responsible for elements of licensing enforcement.
- Back office support e.g. processing appeals and covering the parking control room would be provided by the Licensing Team.

### **Recommended approach implementation**

- The new Enforcement Team were trained and operational prior to 1 April 2020.
- They have taken on both off-street parking and environmental enforcement duties.
- The Team has provided a good level of enforcement cover across the Borough 7-days a week.
- Enforcement Officers played a critical role in supporting the Police to ensure that Covid-19 government guidance was adhered to in public places, whilst restrictions were in place.
- They have worked closely with the security team as part of the Town Centre Security Trial, learning the best approaches to dealing with anti-social behaviour.

### 15. Preferred Option Summary

<b>Solution</b>	<b>Costs</b>	<b>Annual Saving</b>	<b>Annual Income</b>
<b>Introduce pay-by-app option for all pay-and-display car parks</b>	£0.10-£0.30 per transaction		
<b>Create General Enforcement Team of 6 CEOs &amp; 1 Parking Manager</b>	Salary £194, 526	Salary savings £91,300	
<b>Replace all pay-on-foot machinery with new more reliable equipment</b>	£250,000		
<b>Introduce coastal parking charges of £2 for 4 hours</b>	Pay and Display Machinery  £75,000		£900,000
<b>Improve Meon Shore surfacing and parking markings</b>	£40,000		
<b>Install height barriers and dragon's teeth in Monks Hill and Salterns Car Park</b>	£23,000		