

Being Positive about Parking: The Benefits of Parking Management in London

Andrew Luck – London Councils
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Presentation Content

- London Councils and the boroughs
- Positive Parking Agenda (PPA)
- Context of the Integrated Transport Planning Study in London
- Quantifiable benefits and recommendations

About London Councils

- Cross-party organisation
- Represents London's 32 borough councils and the City of London
- Lobby Mayor and Government
- Run London-wide services
- Statutory roles
- Develop policy and guidance
- Networks and engagement

Positive Parking Agenda (PPA)

Origins:

- Presentation at ParkEx 5 April 2017 outlining the frustrations felt by local authorities.
 - Further developed over the last year by a working group of authorities: Bristol, North Essex, Gloucestershire, Liverpool, Oxfordshire, York and London Councils.
 - Supported by the British Parking Association (BPA)
- “General Lack of support and understanding about parking management, nationally”***
- from the highest levels of government to local levels
 - vacuum filled by the media
 - media representation driving public perception?
 - terminology issues
 - no group represents authorities outside London

PPA Vision and Mission

- **Vision** – To gain recognition for parking management as a valued service and significant contributor to a better, safer, more accessible environment.
- **Mission Statement** –
 - To improve public understanding and image of parking management by helping authorities raise standards, improve communications, encourage innovation and promote transparency
 - To deliver a fair, efficient and effective parking management
 - To achieve a step change in public attitudes about parking, shifting the public and media coverage to the positive benefits of effective parking management

Effective Parking Management

- Key policy concern in London and Europe
- Strategies help improve congestion, air quality and road safety
- Support overall transport system objectives
- Benefits all citizens, economy and society
- 9.6m trips made in London each day all involving parking provision at start or finish so it is vital to get it right

Aims of Parking Management

- **Travel demand management function** – dissuading marginal trips at peak times, shifting demand to public transport, walking and cycling
- **Ensuring even distribution of parked or stationary vehicles**
- **Parking must deliver a range of desirable parking outcomes** - via controls, pricing etc. relating to scheme design and strategy
- **Ideally look for 80% occupancy rate**

Case Study-Aberystwyth (S Wales)

- No parking enforcement for 1 year from June 2011.
- Initially people celebrated but soon changed when 'lawless' system did not work
- Voted worst place to park in UK in 2011
- 30% of towns traffic circling to look for a place to park
- Cars parked on yellow lines, bus stops, taxi ranks, disabled bays and roundabouts.
- Massive impact on local trade
- Enforcement services welcomed back with much improved understanding from users of why controls exist.

“Most people will welcome the fact that order is restored. You don’t realise the value of things until they’re gone. It wasn’t supposed to be a trial, but some people didn’t park sensibly and it became clear that it wasn’t working. It has been chaotic, especially for people with disabilities, or delivery drivers. On balance, shoppers and the public generally will welcome the re-introduction of wardens.”

Chris Mackenzie-Grieve, Joint Chairman of Aberystwyth Chamber of Commerce (Telegraph, 2012)



London Councils Commissioned Research

- London Councils feels that parking management is misunderstood
- London Councils believes that the press coverage contributes to this and should be redressed
- A need to demonstrate the value of parking management as an 'essential public service'
- Supports the work of the PPA
- Commissioned Integrated Transport Planning (ITP) in December 2017
- London focus but findings transferable

Objectives of the Study

1. Enhance public understanding and acceptance of parking controls and improve compliance
2. **Redress negative press given to local authorities**
3. Provide an evidence base for cost-benefit analyses and business cases in relation to parking scheme development
4. Serve as a pioneer for further parking management research both in London and nationally

Scope of the Study

- London
- Parking, stopping, waiting, loading and unloading
- Public only (not private)
- Both on and off-street

What ITP did!

- **Explored the psychology of public perception**
- **Identified the ‘benefits’ of parking management**
- **Quantified the benefits (insofar as possible)**
- Developed an outline appraisal and evaluation framework for parking schemes
- Assessed the role of technology in shaping the future of parking
- **Made a series of recommendations**

Perceptions of Parking Management

- Difficult to get to an especially positive perception of parking management.
- People generally understand the need for parking management, but do not like it when it impacts them **negatively**.
- Deep-rooted scepticism over the collection and use of revenue.
- Feeling that the system is not fair – and perhaps deliberately so.
- Feeling that some controls are not fit for purpose.
- Differences between policies, rules and regulations throughout London and the ways in which they are enforced.
- Locational issues – parking charges at hospitals, levels of parking afforded to residents in Central London.
- CEOs in the firing line!

The benefits



Reducing congestion



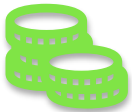
Improving road safety



Improving air quality



Ensuring good access and accessibility



Promoting the local economy



Maximising the productive use of the land resource



Promoting health and wellbeing through travel choice



Providing funding for parking and wider transport scheme improvements

Quantifications

- Total Benefit parking management delivers for London = **£3.58bn**
- Of this **£2.41bn** from delivering core management function and **£1.17bn** of benefit from reinvestment of surplus
- Cost of delivering parking services 2016/17 **£241m**
- Value of Parking surplus 2016/17 **£362m**
- Cost of cruising for parking **£1.9bn**

Recommendations

- To develop and deliver public facing campaigns to promote schemes that parking surpluses, such as the Freedom Pass, are being used to finance as part of the Positive Parking Agenda.
- To develop a common framework for the appraisal and evaluation of parking schemes across London which should be incorporated into parking scheme design.
- To develop a standard protocol for revenue reporting in local authority annual reports to ensure maximum transparency on parking surplus expenditure.
- To further engage with the freight sector to better understand their concerns and to review and update existing guidance possibly exercising greater flexibility on freight servicing.

Recommendations cont..

- To publish of a table of parking regulations in each borough to be promoted as a single-source point of reference information
- To develop a mechanism to engage with relevant stakeholders to improve compliance at so-called 'PCN hotspots'.
- Further research to be conducted informing a review of loading and unloading regulations in order to explore a range of alternative options (e.g. pay-per-minute and bay bookings)
- Further research to be conducted into the potential of technology and dynamic pricing to improve efficiencies in kerbside management and for these benefits to be quantified
- Further research to be conducted into the practice of railheading and how the practice may or may not be accommodated.

Link to Report

<https://www.londoncouncils.gov.uk/node/34485>

Thank You

Andrew Luck

Transport Manager

Andrew.luck@londoncouncils.gov.uk