



Derby City Council

Parking Annual Report 2018/19



Derby City Council

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Foreword



Councillor Jonathan Smale

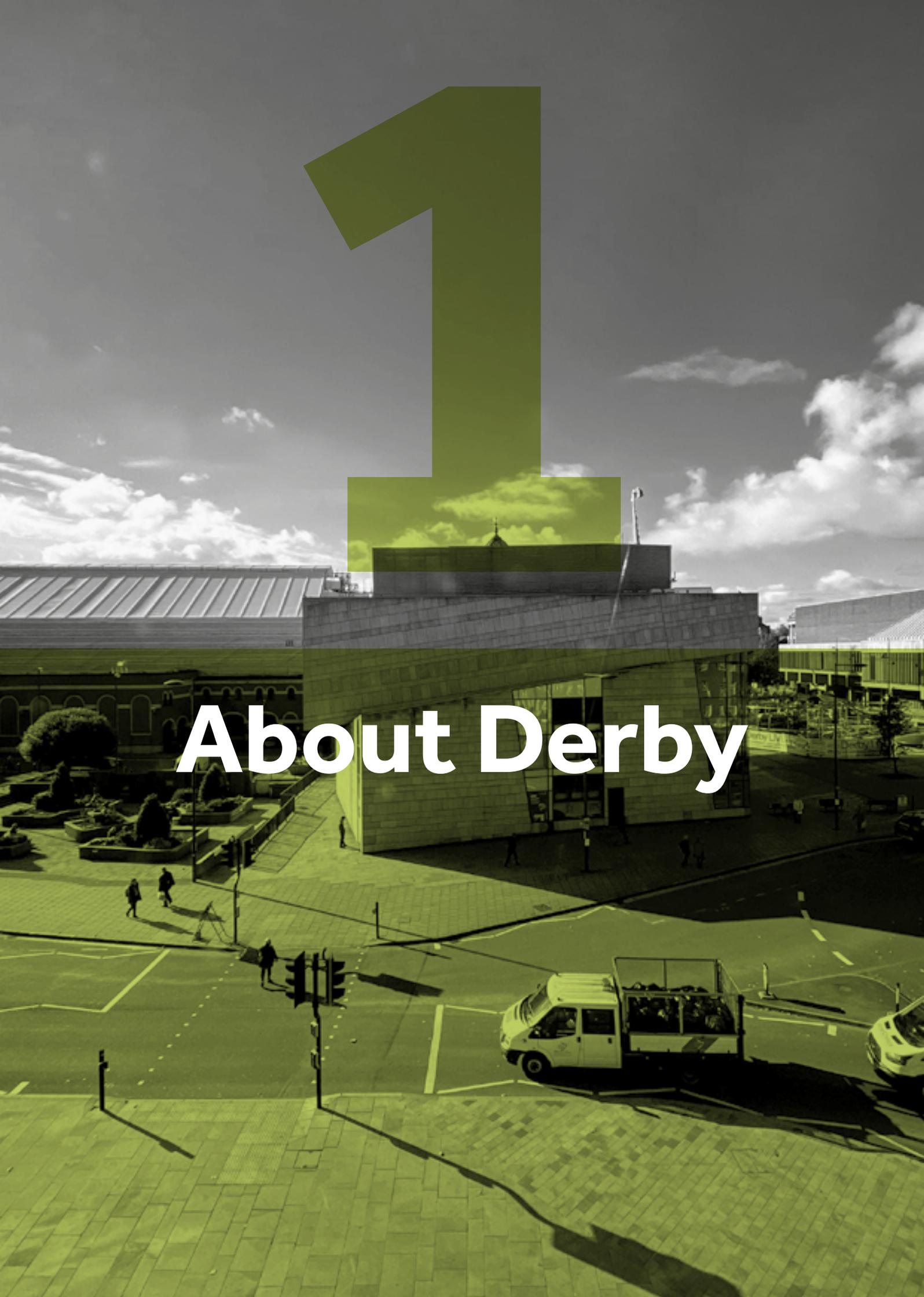
Cabinet Member for Communities, Neighbourhoods and Streetpride

The last 12 months has seen the Parking team move from strength to strength. Challenging the ways the team work and delivering even better outcomes for our customers has seen the team embrace the customer service improvement opportunities that digital transformation offers. One real example of this is the introduction of cashless parking through the MiPermit App which has allowed a real degree of flexibility in terms of parking prices with the team working with external organisations in order to promote events in the City.

The next 12 months proves even more exciting with the concept of Digital Enforcement Hub to house our anticipated enforcement cameras outside schools, a dedicated team of Revenue Protection Officers to ensure outstanding debt is effectively chased and a casework team which continues to push the reduction of unnecessary customer contact, our ongoing strive for delivering a parking service which has a national reputation for excellence continues to gather positive momentum.

1

About Derby



Once a Roman settlement known as 'Derventio', Derby has marked itself out for centuries as a critical hub of innovation in Britain and across the world. Situated in a low lying area along the valley of the River Derwent, with the River Trent to the south and the foothills of the Pennines to the north, Derby is often considered to be where the Industrial Revolution began, with the boom in the mechanisation of spinning and weaving in the 18th century led by the great industrial pioneer, Sir Richard Arkwright.

Steeped in History, Derby proudly boasts the first artist of the Industrial Revolution Joseph Wright, whose work is known throughout the world, and admired in prestigious locations such as the National Gallery in London and the State Hermitage Museum in St Petersburg. An associate of the Royal Academy, Joseph Wright captured an essence of wonder and optimism with science and industry that kick started in Derby, and whose spirit prevails to this day.

An industrial boom began in Derby when Rolls Royce opened a car and aircraft factory in 1907 they played a critical role in both World Wars, generating a level of international recognition and prestige that still exists today, now the second largest aero-engine manufacturer. Derby is known for being the centre of advanced transport manufacturing, home to Bombardier Transportation were for many years the UK's only train manufacturer. Toyota Manufacturing in Burnaston is the manufacturer's head quarters in the UK.

Despite being one of the areas of Britain furthest away from the sea, Derby holds a special place in the history for Marine safety; it was as the MP for Derby, that Samuel Plimsoll introduced his bills for a 'Plimsoll line', and other marine safety measures.

Derby was awarded City status in 1977 by Queen Elizabeth II to mark the 25th anniversary of 25 years of her ascension to the throne. The Queen presented the "charter scroll" in person in July 1977.

The City has a wealth of cultural and leisure facilities, with municipal parks approaching

1,000 hectares. In fact the first public park, the 'Arboretum', was developed in Derby and is still open for the public to enjoy to this day. The City Centre attracts over 25 million shoppers every year: the Intu shopping centre has around 190 stores and a multi-screen cinema and the Cathedral Quarter area offers a broad selection of independent retailers to cater to every need.

There are events throughout the year for all ages to enjoy such as, The Darley Park Concert which is one of the UK's biggest outdoor classical concerts, and the 'Derby Feste', an event full of exciting entertainment, live music, dance and acrobatic performances.

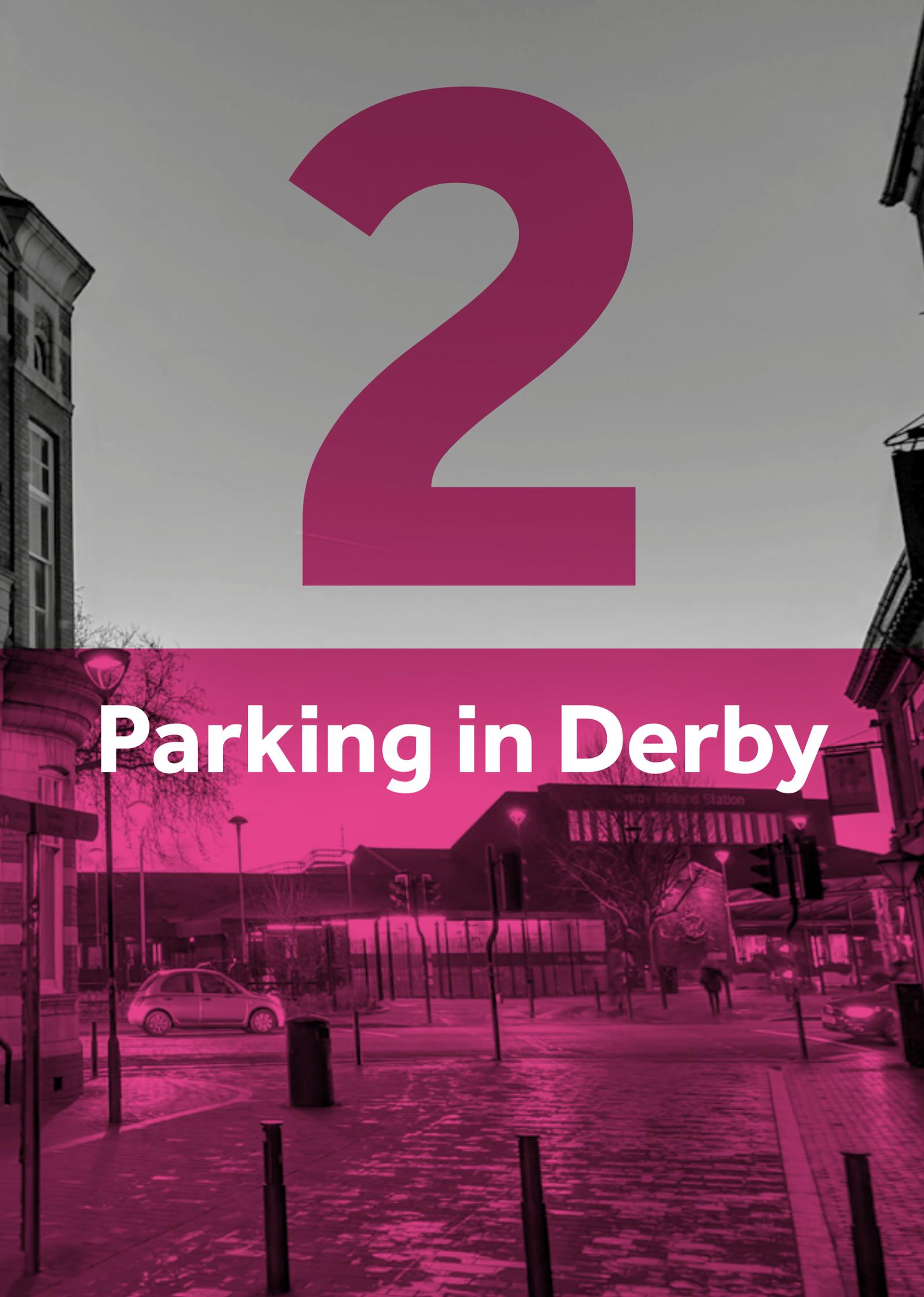
An event that has been held annually in Derby since 1975 and attracts visitors to the City not only from the East Midlands region but nationally, is Derby's Caribbean Carnival. The Carnival is an arts, culture and recreational event consisting of a colourful parade that processes around the City.

Derby City Council's redeveloped Council House won the Gold Award in the Local Authorities in England Category of the 'Green Awards for Built Environment and Architectural Heritage'.

Derby is within easy reach of the spectacular moorland and geological sites of the Peak District and the Derbyshire Dales, where visitors can look back at the lands where Derby's Industrial past began, such as Arkwright's Cromford Mill and the Derwent Valley Mills. Derby's growing popularity and central location means that effective parking solutions are paramount.

Parking Services at Derby City Council continually strives to deliver a forward-thinking, innovative and class-leading service. Quad, Derby's award winning cinema and art gallery runs in partnership with Derby City Council.

Derby's population sits at around a quarter of a million. It is home to around 180 nationalities, reflected by a rich diversity of shops and restaurants, and covers an area of around 30 square miles.



2

Parking in Derby

Derby City Council provides a wide range of parking opportunities across the City of Derby for its residents and visitors. The Parking Services Team take pride in providing its customers with a fantastic service and are always looking at to make improvements where necessary to make the customer experience even better.

On-street parking

In Derby we operate a pre pay parking scheme with a maximum stay of 2 hours within the City centre, to provide a turnover of vehicles at busy locations and 4 hours elsewhere. Generally, the restrictions apply 7 days a week, Monday to Saturday 8am to 8pm and Sundays 10am to 4pm. We also have limited waiting restrictions, mainly at our local district centres, which allow customers free parking for up to 2 or 3 hours, with a no return within 1 hour.

We currently operate 35 resident parking schemes across City to ensure local residents are able to park outside their properties. This is achieved by residents purchasing permits from the Council and the effective and regular enforcement we carry out. The costs of the permits are £25.00 for the first vehicle and £50.00 for any additional vehicles at that property. Additionally, visitor permits are also available at 20p per visit for friends and family. The costs for permit were set when the council introduced their first residents parking scheme back in 2006 and have remained the same prices to this date.

We understand the importance of providing accessible parking bays that are reserved solely for Blue Badge holders and have a number of them throughout the City with a max stay of 3 hours. Blue badge holders also enjoy a standard exemption within our legal parking orders which allows unlimited free parking within our pre pay parking bays, permit bays and limited waiting bays.

As motorcycles are considered more environmentally friendly than a car they are allowed free parking in any pay and display bays up to the maximum stay and free parking all day in permit bays.

Parking charges

Parking Services aim is to ensure the City operates as smoothly as possible and one way to help achieve this is to provide parking in convenient locations. Parking policy supports the wider policies to help achieve sustainable development, environmental management and the prosperity of the City. In exchange for providing parking spaces we charge to use the spaces and these charges have two functions; to encourage a turnover of spaces and to raise revenue to reinvest in parking and transport schemes, such as introduction of MiPermit for cashless parking and residential permits.

With the increase of traffic into the City and therefore higher demand for parking, the decision was made to raise the tariff prices around the City in January 2019 with the majority of tariffs increasing by 10p and 20p at locations where parking activity has increased.

Off-street parking

We have 14 council operated car parks, 11 surface level and 3 multi-storey, with Markeaton Park Car Park being one of our most popular for visitors. Markeaton Park is Derby's most visited park and is one of the most popular attractions in the East Midlands. It offers a place to escape from day to day living and City life and experience a little bit of countryside on Derby's doorstep.



Parksafe

Our multi-storey car park has a worldwide reputation for safety and customer comfort, awarding their unique service with numerous industry accolades. Bold Lane Car Park, located in the Cathedral Quarter area of Derby, was recently refurbished to allow for the best possible customer experience, consisting of 315 parking spaces and with features such as:

- Extra-wide parking bays
- Brand new cutting edge security system
- State of the art 'smart card' tickets
- Innovative new payment machines

Please visit www.parksafesystems.com/derby.html for more information on ParkSafe.

Office for Low Emissions Vehicles (OLEV)

Derby City Council was given grant funding from the Office for Low Emissions Vehicles (OLEV) to develop and expand the electric vehicle charging infrastructure provision within the City of Derby. We introduced charging points in our off-street facilities at the following locations:

- Chapel Street Car Park
- Bold Lane Car Park
- Darwin Place Car Park
- Little City Car Park
- Abbey Street Car Park
- Wilmot Street Car Park
- Park and Ride Car Park

In total we have 20, 7kw fast charges within our off-street surface and multi-storey car parks which will allow a total of 39 electric vehicles to be charged within our parking facilities.

Park and Ride

Derby has a Park and Ride service for those who wish to avoid parking in the City, these services operate from:

- Meteor Centre Retail Park, Mansfield Road, DE21 4SY, the current price is £3.20 per car, and covers up to seven people on one ticket.
 - Bus Service D1 operates between 7.30am and 6.05pm Monday to Saturday.
- Pride Park, Derby Arena, DE24 8BW, open from 7am to 7pm. The current price is £3.00 per car and £12.00 for a weekly ticket, this covers up to seven people on one ticket. When Derby County FC are playing at home on a Saturday, the service will run from 7am to 1pm.
 - Bus Services Park and Ride and F operate between 7am and 11pm, Monday to Saturday.
 - Bus Service 4 operates evenings and Sundays only.

To encourage more users to the Park and Ride Car Park at Pride Park heavily discounted yearly season tickets are available.

Car parks

Derby City has 14 Council run car parks, both surface level and off-street, with Markeaton Park Car Park being one of our most popular for visitors thanks to the stunning scenery and year-round activities that take place at the park and the connecting areas such as Mundy Play Centre and the Craft Village, which have their own individual car parks.

Working with local businesses

We understand that parking has a big effect on businesses and this is why we offer discounted parking passes to employees who work at companies on Pride Park for the Park and Ride services and also businesses in and around the Normanton Road area for parking at the

close by Grove Street Car Park. This support means that where limited parking is available, employees can find comfort in receiving discounted parking prices to enable them to have somewhere to park when going to work at a reasonable cost. Furthermore, businesses which are located in 'pedestrian only' areas are able to take advantage of our 'loading only' restriction, which allows them to take deliveries anytime between 5pm and 10am.

Customer service

We believe that the key to providing a great service starts with the customer service and ease of access to information. That is why we recently update our website to provide a more user friendly journey which makes it easier to find the information you may be looking for. Derby City Council provides multiple ways for customers to get in touch such as:

- Online forms
- Hotline numbers / Minicom number
- Reception and Derby Direct
- CCTV operators in our multi-story car parks

One of our officers spent a number of weeks re-making our website to provide a more user friendly experience and a more streamlined approach to navigation, this has helped to reduce the number of emails and phone calls we have received relating to general parking enquiries which in turn, enables our staff to dedicate their time to higher priority tasks such as Penalty Charge Notice appeals and challenges, blue badge misuse and more.

Continental teams

Just over a year ago we brought back our 'Continental Team' which work 13 /14 hour days 3 days a week, starting from 07:30am all the way through to 21:30pm. Not only does this provide a flexible working pattern for our officers, it also means that we can enforce late at night where parking generally is worse. Due to the success of this team, a second team was created giving

6 days a week of late night enforcement. After the pay and display restrictions end at 8pm, the teams will then focus on double yellow lines and disabled bays as well as 24/7 resident areas. We have also recruited extra staff to enforce during the 'Late Night Economy', as we are aware that drivers are more likely to take risks later in the day if they believe there is no enforcement taking place.

Footway parking ban

During the second year of the City wide footway parking ban, we are seeing higher levels of compliance. The ban means that any vehicle that has 2 or more wheels on any part of the pavement will receive an instant Penalty Charge Notice if seen by one of our Civil Enforcement Officers. Since the ban took effect, we have seen an increase in safety for pedestrians, the ban gives us the power to respond to complaints raised by the public instantly, allowing our officers to take immediate action. We have been involved in a Pathfinder group for the Northern area; the Department for Transport has been in consultation with all Local Authorities with regard to the introduction of a nationwide footway parking ban. We await the minister's decision on how this will be implemented.

Looking to the future

We are always trying to find new and creative ways to improve our service for the customer and improve the customer experience. The permit database developed in the previous financial year has made it a lot easier for our back office and customer contact centre staff to easily identify eligible properties, as well as it making it easier for the customer to establish whether their address is within a permit street or zone. The development of an online challenge tool has also cut down avoidable contact and postage costs as customers can now find out by using the tool what evidence they need to supply to assist their challenge before they make any initial contact.



3

**Operations team
and CCTV
enforcement**

Digital Enforcement

Since taking our first steps into truly digital enforcement with a mobile enforcement vehicle back in 2013, we have continually challenged ourselves to improve efficiency, reliability and to make managing restrictions across the City a more intelligent process. We then added enforcement cameras around problematic bus lanes and bus stops, based on intensive 'scoping' of sites and conversations with various affected parties; we continually pushed to improve the software for these cameras, and encouraged the development of new enforcement technologies for areas in which we felt a true solution wasn't available. The culmination of this effort is our introduction of an innovative new attended camera system, which we hope will create a managed, low-emission 'safe haven' around school keep clears.

The Digital Enforcement team

Parking Services is currently being restructured, and our proposal is to have two Digital Enforcement Officers, who in turn will be managed by a Digital Coordinator. This team will oversee the successful operation of all the enforcement cameras in Derby. Some of their responsibilities will include:

- Reviewing all contraventions on the enforcement software on a daily basis
- Daily audits for errors and duplicates in the enforcement software
- Daily checks on equipment status for signs of breakdown, and logging of faults where necessary
- Liaising with businesses, transport services and emergency services in the management of our permitted vehicle database
- Planning site visits for potential new locations, and leading the implementation process from start to finish.
- Regularly updating a digital photo archive with lines and signs for each enforced location
- Managing all parking-related enquiries for general and school issues.

- Planning camera car visits to ensure that all schools with a Traffic Regulation Order in place are enforced regularly and reliably.

School Parking: the need for a Solution

Parking Services is committed to improving safety for children around schools, as well as providing the best service it can for residents and visitors. Over the years we have improved our intelligence-gathering to better manage staff resources by triaging school complaints across three distinct categories: general enquiries, school parking enquiries and a blue badge misuse reporting form. Relevant complaints are gathered together on a spreadsheet by the Digital Enforcement team so that a more tangible impression of issues across the City can be scrutinised.

The conclusion we reached a long time ago was that some schools were simply far worse for compliance than others, and in some instances were so congested that even getting enforcement to the location was problematic, and simply added to the problem. Other ideas for existing solutions just didn't offer a satisfactory answer.

In collaboration with our supplier, SEA, we set about devising a new system under the Roadflow family of software, which would allow our trained officers to remotely control an enforcement camera around keep clear areas. This system needs the flexibility to be moved to new sites before a new term (if necessary) and required minimal setup to ensure that a fast installation could be achieved. In order to ensure the system works as well as possible the following steps will be undertaken:

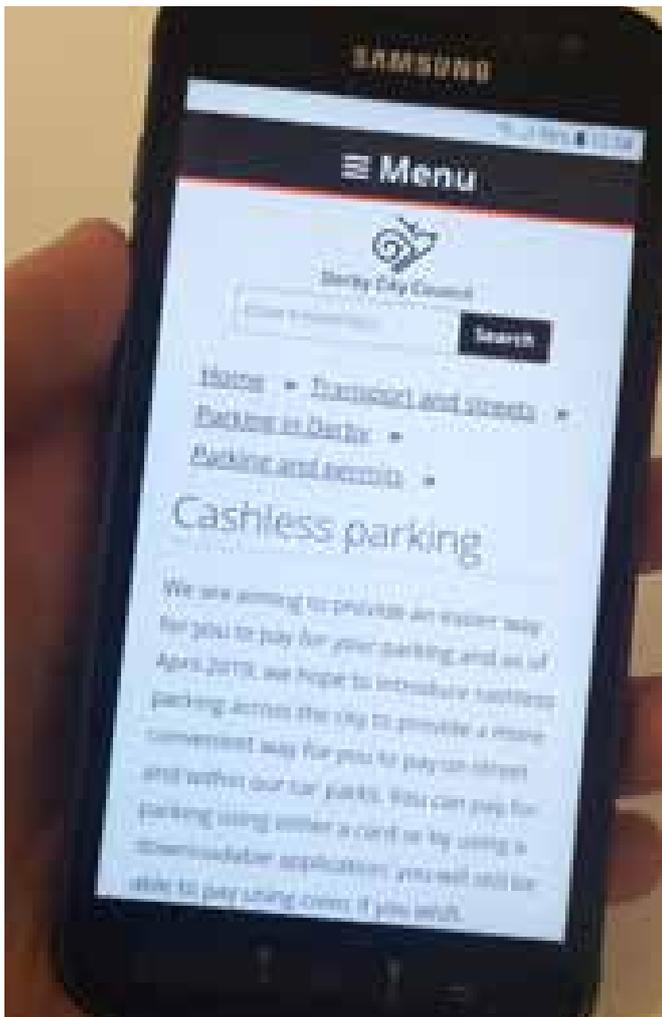
- Intensive 'beta' training of software two months before any live enforcement, and thorough fault and feature request log sharing with the developer
- Strict adherence to a process flow chart for new installations, including site surveys, traffic management and letter drops to residents in the area.

- Training of personnel to use the Council's own Mobile Elevated Working Platform (MEWP) to allow the Parking Services team to install the cameras at new locations.
- Radio and media publicity to increase awareness and communications through our school complaints emails, alongside letter-drops to residents in the area.

Therefore we will be introducing school enforcement cameras in the next financial year.

The future

The Parking Services team never sits still, and we continue to look for creative solutions for enforcement and push the development of new technologies. Digital enforcement is a constantly evolving thing, and Derby City Council strives to ensure that it lives on the cutting-edge.



Innovation

MIPERMIT

MiPermit and Cashless Parking

We have set ourselves the goal of becoming one of the most innovative Parking Services team in the Country by welcoming challenges and facing them head on, where there is a problem we will always try and find a solution.

Our main focus for this year was to take parking into the 21st century and to not look back. We first started by introducing a cashless parking scheme across the whole of Derby.

Firstly, we upgraded our payment machines in our three multi-storey car parks which mean that our customers could pay for parking by card or with coins. Next we rolled out MiPermit to all surface level car parks and all on-street parking facilities.

Since the decriminalisation of parking in 2006 and the introduction of Parking Services in Derby, we had only accepted coin payments. This was not an issue at the time and for many years; however as technology advanced and as mobile phone became smarter, the need for change was inevitable.

In late March 2019, we rolled out MiPermit after months of hard work from our dedicated team, making sure everything was in place to ensure a smooth launch; from our casework team installing vinyl information stickers on every single pay & display machine to our Civil Enforcement Officers adapting and getting to grips with the new cashless payment system, the whole of Parking Services pulled together and moved Derby forward.

We have seen over 2500 bookings since the introduction of cashless parking at the end of March and the number keeps growing every single day. We are confident to forecast that the number of books monthly will increase every

month and we are aiming for 15,000 books per month moving into the next financial year. We have a medium term marketing plan to promote cashless parking and the MiPermit system with the use of social media and SMS campaigns.

Looking forward, we have a plan in place to have digital permits fully operational by November 2019.

MiPermit



Interactive Challenge Guide

www.derby.gov.uk/transport-and-streets/parking/penalty-charge-notice/challenge-a-fine/#d.en.78745

Website Improvements

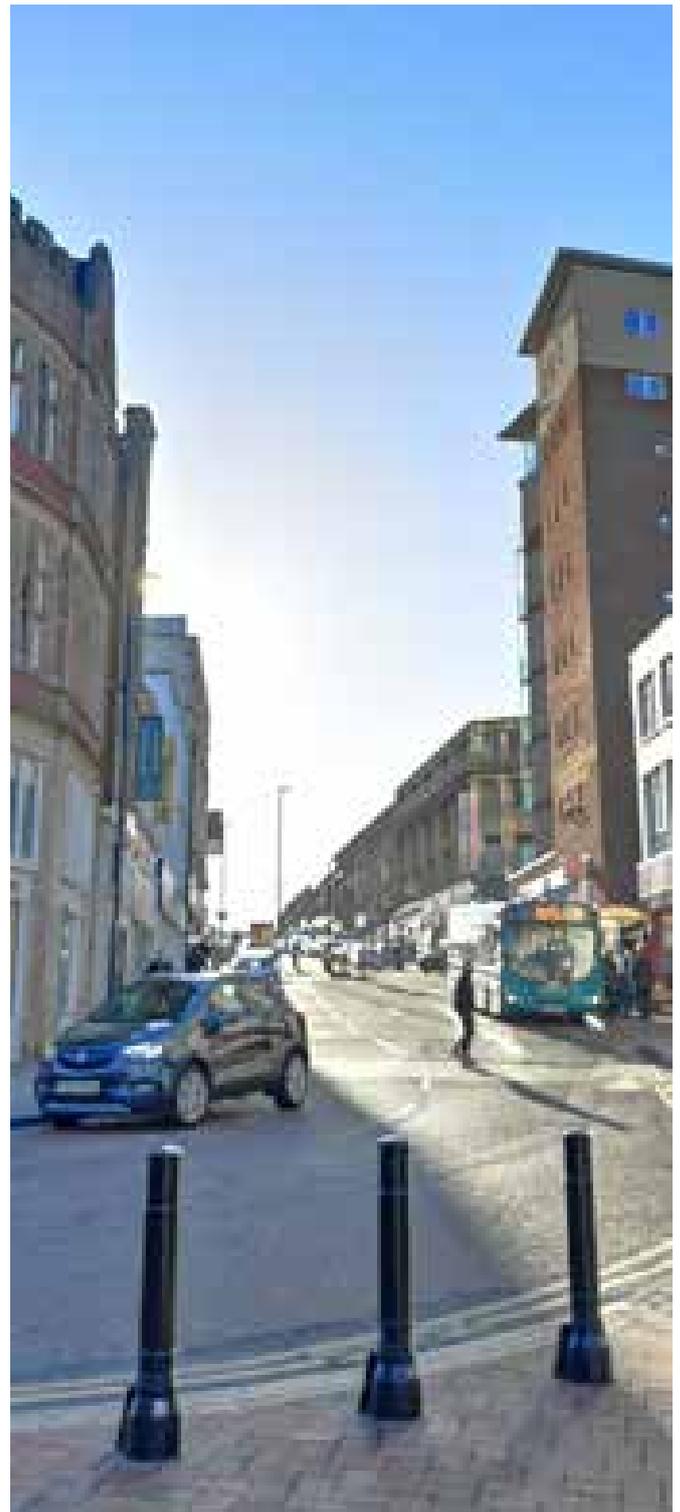
Innovation can be interpreted in many different ways so why just look at innovation from one angle? We have an amazing group of staff within Parking Services and realising individual potential is innovative in itself.

As a section we realised that along with introducing digital provision to parking, we also needed to adapt our team to ensure that we have the right team in place to move our service forward and keep the digital drive going.

Last year we created our Operations Team which was made up of a number of our Civil Enforcement Officers along with our CCTV and Digital Enforcement team. Together they were successful in improving the efficiency of our digital enforcement process. One of our newly created Operations Team was tasked with developing our website. From our two page website, they managed to create a user-friendly website that was full of important information for our customers.

Operations team

At the end of the previous financial year two of our senior managers decided to take voluntary redundancy and as a result, Rob Shoebridge was appointed as the new service manager. The section is currently going through a restructure to make the team fit to deal with the ever increasing demands of the service. As a result, the Operations Team has been disbanded, and have been assimilated into the new structure.





**Parking
administration
and Traffic
Penalty Tribunal**

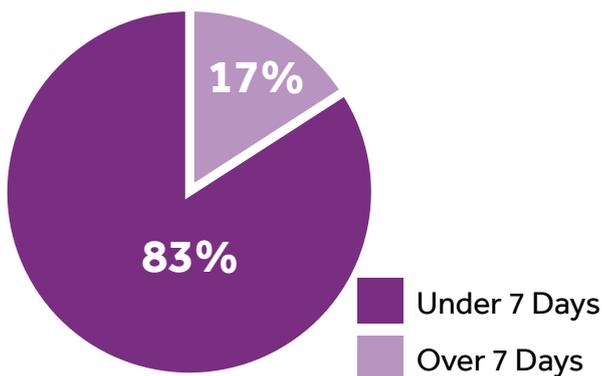
Parking Administration

Informal representations

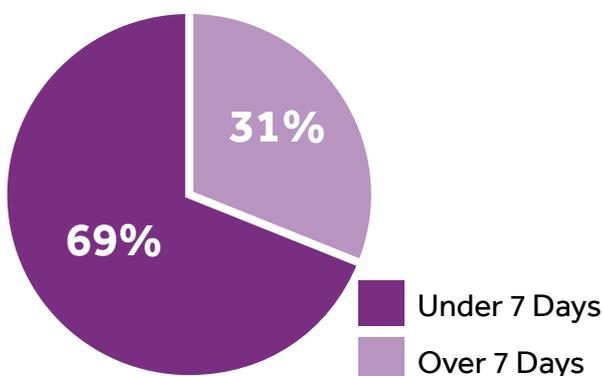
Under the Traffic Management Act 2004, a motorist who has received a PCN has the ability to pay the PCN at a 50% discounted amount providing it is paid within 14 days from the date the PCN was issued or they can submit a 'challenge' (also called an informal representation) to the Council if they do not believe they should have been given a PCN.

When we receive a challenge, the case will go on hold until a decision is made and the motorist is informed whether they need to pay or not. If the challenge is rejected the motorist will be offered the reduced payment again at this point.

Pre-NTO correspondence response times



Post-NTO correspondence response times



Formal Representations

If a Penalty Charge Notice remains unpaid and a Notice to Owner has been issued to the registered keeper of the vehicle, that person can submit a 'formal representation' based on specific grounds:

- The alleged contravention did not occur
- The recipient was never the owner of the vehicle in question or had ceased to be the owner before the date of the alleged contravention occurred, or became the owner after that date
- The vehicle had been permitted to remain at rest in the place in question by a person who was in control of the vehicle without the consent of the owner
- The recipient is a vehicle hire firm
- The penalty charge exceeded the amount in the circumstances of the case
- There had been a procedural impropriety on the part of the enforcement authority
- The Traffic Regulation Order which it is alleged to have been contravened in relation to the vehicle concerned is invalid

The Council must consider representations made on any grounds provided they are made within 28 days of the date of the Notice to Owner being served. The Council must then respond within 56 days.

If the representation is rejected, the registered keeper will be given the opportunity to appeal to an independent adjudicator.

Traffic penalty tribunal

The Traffic Penalty Tribunal provides impartial, independent adjudicators who can consider appeals against penalties issued for parking and bus lane contraventions.

If the Council rejects a representation the keeper of the vehicle has the right to appeal to an Adjudicator within 28 days of the date of service of the Notice of Rejection. The Adjudicator has to consider an appeal providing it is made within the 28 days.

If the Adjudicator allows the appeal, they direct the Council to cancel the PCN which the Council must comply with without any delay.

The Adjudicator's decision is final, subject to any request to review the decision and no further challenges can be made other than on a point of law through an application to the High Court for a judicial review. The Council believes listening to, and acting upon, is pivotal in achieving a best practice approach.

For full information about the PCN appeal procedure you can visit the Tribunal's website at www.trafficpenaltytribunal.gov.uk

In 2018/19, 97 cases were appealed by drivers to the Traffic Penalty Tribunal.

Of the parking cases:



Of the bus lane cases:



Adjudication - quotes from won cases

Showing DCC goes beyond what is required with regards to advanced signage:

"The Council relies on a short CCTV video clip taken by an approved device (a CCTV camera). It also supplies (amongst other things) still images taken from the video clip and library photographs of the location. It says that it has used the signs required for a bus stop clearway and that these are clear to motorists. It points out that there is a large bus shelter at the location which would alert a motorist to the fact that a bus stop is present and that a driver has to drive past a small traffic island which alerts them to the nature of the restriction. It also points out that one of the photographs relied on by Mr X is of a different bus stop. It also points out that the carriageway markings and signs have been tested in previous TPT hearings and says that the Council has gone beyond what is required to allow drivers to be aware of the restriction."

Showing that although DCC have response targets, there is still a 56 days statutory response period:

"It is evident that the Council's acknowledgement of his representations indicated he would receive a response within 10 working days. The Council have evidently set their own internal standard for when a response may be expected that is shorter than the statutory period of 56 days within which they must respond. They did not meet this shorter time period and this may be a cause for complaint to the Council, for failing to meet a standard they set themselves. Since they are under no duty to respond within 10 working days, this is not a procedural impropriety and so not a ground of appeal. As explained, the Council replied within the 56 day period they were under a duty to respond by."

Adjudication - quotes from won cases

Showing the Council's discretions when driver's have not received the original PCN:

"It is noted that the council re-offered the discounted penalty in its Notice of Rejection of 7th June. The decision whether to pay that reduced amount at that time was for the vehicle owner to make. The opportunity to pay a reduced penalty exists for fourteen days following service of the PCN. After that period has expired the penalty reverts to its full and original amount which here is seventy pounds. That period is not extended or frozen by circumstances of non-receipt. I cannot direct the council to exercise discretion further here and to re-offer again the reduced penalty. I do not have that authority. The council has demonstrated a contravention occurred. It has shown that the PCN was correctly served. That fact remains irrespective of the reason or cause for non-receipt of the PCN by the motorist."

Agreeing that although they were told to drive in a bus lane by shop staff, that does not entitle them to do so:

"I recognise that Mr X was keen to set up his stand at Costco and relied upon erroneous advice from a member of Costco staff. However a driver must be alert to signage and I do not accept that it was reasonable to conclude that if told by a member of Costco staff to use a road clearly signed as a bus only road, he was entitled to do so."

Adjudication - quotes from lost cases

No Advanced warning – the Council have reviewed the signage and are taking into account the Adjudicators comments:

'I accept that the bus lane signs and markings are compliant with the traffic signs regulations. However, the council must also show that they are adequate to let drivers know of the restriction ahead at a time when action can be taken to avoid it. This is particularly important at this location because the restriction affects the whole road and there is no adjacent lane where drivers may continue.

The council have provided no evidence suggesting that there is any advance warning sign on Mansfield Road, which means that any driver not familiar with the restriction may turn into Phoenix Street and then be faced with the choice of going along a road where motor vehicles are prohibited, carrying out a U turn in a narrow section of road just round a corner and next to a junction, or proceeding along the bus lane. As I have found that the signage was not adequate, it follows that I find that no contravention occurred.'

The Council altered the way in which they attach the 'Key to Restrictions' for TPT cases to ensure they are a clear reflection of the restriction in place:

'The Council say the restriction is permit holders only Monday to Friday between 8.00 am and 6.00 pm. They have provided a copy of the Traffic Regulation Order which at article 10.1 designates parking places for permit holders by reference to a "map". The Council have provided me with a copy of the relevant part of the map showing the approximate location of vehicle and refer me to a "key" to the map. The key is necessary to identify the nature of any restriction. The relevant part of the map shows a light purple/pink colouration made up of single horizontal lines.

However, the key to which I have been referred does not indicate what type of restriction that applies to. The key for the type of restriction the Council says applies in the area, shows a key of what I can only describe as a "murky pink" colour and is certainly not the same as the markings on the map. Whilst I can be reasonably sure there is some type of restriction in place for the area where the vehicle was parked, I cannot say what it was. The Council has failed to satisfy me in this case that the restriction to which they refer applies to the area in question.'

Adjudication - quotes from lost cases

The Council requested all roadworks to be communicated with them that may have an impact on the bus lanes following the case being allowed:

'A subsequent email from the Council's works department confirms the closure of Exchange Street, before declaring, confusingly, that the diversion was not the Albert Street bus lane but Exchange Street, while the diversion map provided appears to show a diversion via St Peter's Street onto the Albert Road bus lane towards Exchange Street from the other direction. (Mr Shoebridge confirmed that Victoria Street/Albert Street is a bus only street for its entire length, but the camera which captured this vehicle is located at the Eastern entrance). The driver did not see any diversion signs, and I have not received any supporting evidence that they were actually in place at the relevant time, or of their size and appearance in context, although the plan does show the intended signs and where they were meant to be sited. Overall, while it is difficult to be sure, I am prepared to accept that use of the bus lane on this occasion was unavoidable in the circumstances and that no contravention had taken place.'

The Council reviewed their Notice of Rejections following the TPT case being allowed:

However, I consider that there has been a procedural error in this case. I refer to the Notice of Rejection (NOR) dated 29 June 2018 which states that Miss Ross has 35 days from the date of service of the NOR to pay the PCN. The NOR then states that she must appeal within 28 days of service of the NOR which is clearly inconsistent with the earlier instruction giving her 35 days to pay. The Council have issued a Charge Certificate (CC) on 30 July 2018 which would be the correct date but for the fact that the Council have allowed Miss Ross 35 days to pay i.e. until 6 August 2018. The CC has been issued prematurely and contrary to the Council's own instructions. This amounts to procedural impropriety.



5

Planning for 2019/20

Planning for 2019/20

2018/19 saw the introduction of cashless parking across all of Derby City Council's on and off street parking provision. 2019/20 will see the Council move towards introducing virtual permits using the MiPermit system, which was introduced to move our customer base to purchasing digital parking stays. The measures have been introduced to fit the Council's 'Digital By Default' ethos, as well as giving the benefits of:

- Reducing paper consumption
- Cutting costs by reducing the need for controlled stationery
- Avoiding the unnecessary issuing of Penalty Charge Notices where a permit or ticket has slipped out of view
- Reducing customer contact with the Council in line with a self-service approach
- Reducing the Council's carbon footprint by the reduction in paper usage and reducing the need for customers journeys to the Council House to obtain permits
- Reducing postage and stationery costs

One of the major sources of complaints received by Parking Services is due to indiscriminate parking at school drop-off and pick-up times. In 2019/20 we intend to introduce a number of enforcement cameras outside schools to deter vehicles from parking on school zig-zag lines.

Since losing two senior managers at the beginning of 2018, it has become clear that the team needs to adapt to the ever changing demands of the service. Therefore, under the leadership of Rob Shoebridge who was appointed Service Manager, the service is currently going through a restructure which should be completed in June 2019. This should ensure that the service is fit for purpose to deal with increasing demands on our services. During the next financial year, we are hoping to appoint two modern apprentices to work within the Business Development and Casework and Administration Teams.

We are also currently working in partnership with Esendex to provide a mobile solution to assist with debt recovery and management of payment plans. 'Mobile Collect' will be introduced within the next financial year.

With a view to reducing our carbon footprint, we are planning to replace our fleet of cars with electric vehicles when feasible, and to introduce either recyclable PCN envelopes or biodegradable ones, which require less energy during the manufacturing process and can be broken down by bacteria.



6



Innovation

The Power of Pause

Throughout late 2018 and early 2019 a holistic review of the Parking Services team was carried out. Could our award winning team be even better? Is there a need for change when the service is running smoothly? Is the risk of team upset worth the reward of service improvement? All questions I posed to myself when I took time off the daily hamster wheel. Drilling down forensically through each process we do and learning from others who do things differently, it was clear we could make some small changes which would realise large organisational benefits.

Whilst the majority of the ten innovative ideas which I came up with would be delivered in the 2019-20 Business plan, one quick win which would have significant benefits was a more effective and customer friendly way to deal with PCN challenges. In years gone by the driver would submit an informal challenge, the Council would often write back requesting further evidence, the driver would then submit that and the Council then provide a final decision. Four interactions with the cost to the Council running well over £70, this was disproportionate with matters at hand and simply not cost effective, not to mention time consuming for the person submitting the challenge.

Sitting down with our new Parking Services Business Development Officer, Marcus Dalby, I told him about my idea. Marcus, with a degree in IT, who was a Civil Enforcement Officer prior to an internal restructure which gave staff the opportunity to develop through a learn and grow approach, shared my vision and went off with his Apple Mac to make the ideas become reality.

Sitting down with Jill Crossling, the Parking Casework and Business Manager, Marcus analysed historical data to highlight the common reasons why PCN's are challenged and what evidence the Council need to fully consider the challenges. All of this against the back drop of ensuring whatever final product was delivered must cope with the legal obligations for each challenge to be considered

on the individual merits put forward with the Council acting responsibly and not fettering its discretion.

After much analysis and research the common contravention codes were identified and the common reasons why these were challenged were also understood. Taking a few days away from his daily workload, Marcus embarked on using his web design skills to set up the Derby City Council Interactive Challenge Guide.

'Ready to test', Marcus said, bright eyed and bushy tailed the following Monday morning. Really, I thought? That quick? Surely not. So, unknown to the Casework team I embarked on my PCN challenge journey using a test case on Chipside, our notice processing system.

I had parked on double yellow lines (this is fictitious, obviously!) and my blue disabled badge had dropped on the foot well of my vehicle. I got back to my car and had received a PCN. The first question I am posed by the Interactive Guide is to enter the reason why I got the PCN and the contravention codes and a description are set out in a user friendly numerical order. Referring to my PCN I choose code '01'.

Another set of choices then appear. Had I broken down? Was I loading or unloading? Had I experienced a medical emergency? No, I have a blue disabled badge. Click. 'If you have a valid blue badge we will consider your challenge if, your badge had fallen down, was closed, was face down or was not put out on display. Oh good, I thought, I might get let off.

What next then? A nice orange button saying 'What do I need to challenge' allows me to carry on my interactive journey. Another message then came up: 'If you have a valid blue badge, you will need to send in a copy of both the front side and the back photo side of the badge, making sure the details on the badge are clearly visible. Please take into consideration that you are not guaranteed to have your penalty charge notice cancelled as each case is reviewed individually. If you would like to challenge your PCN, you can upload the files online here'.

Excellent, I thought. A couple of photographs of my blue disabled badge taken on my mobile and then uploaded using the orange button on the interactive guide, a brief explanation of what happened on the day, my e-mail address and telephone number inputted and submit. I wonder how long it will take the Casework team to reply, I thought.

The next morning I logged on to my test e-mail account and I had a message waiting for me. 'A decision has been made on your PCN challenge, click here to download'. That quick? Excited, I downloaded the letter and I could breathe a sigh of relief. Discretion has been used in my favour with me being reminded of the importance of playing my part in ensuring my badge is correctly displayed in the future. WOW!

It can't be this easy all the time, I thought.... So, lets try again. This time I had gone into a bus lane and been detected on the Council camera. Where I live we don't have bus lanes that operate 24/7 and this was a new concept to me (fictitious again!). So, this time I select contravention code '34' and sure enough 'Bus lane restrictions are different where I am from' was an option. 'Our signage is of a national standard so drivers from other areas are not at a disadvantage. You are liable for the penalty charge notice' was the advice of the Interactive challenge guide gave me. I could then hit the orange button to submit a challenge but what else am I going to say? Blow it, I will just pay.

So, two examples and all was good. Was this idea which was borne from the 'thinking time' I gave myself going to have a positive outcome for both the Council and customers alike? Well, I think it can. 'Marcus, lets go live'.

Any new innovation is only good as the feedback and ongoing analysis of effectiveness. Month one analysis demonstrated a 32% reduction in incoming correspondence for the Casework team meaning less staff time taken up dealing with challenges. No longer were there four postal interactions, we now just had two digital interactions, one from the customer and one from the Council with the drive towards

capturing e-mails throughout the process vastly reduced postage costs.

Importantly, in order to continue to ensure the Interactive Challenge Guide could be the best it could be, Marcus analysed Google analytics to see where customer journeys were going, where they were successful and where they were ending. A 'bounce rate' which would be the envy of many web designer, it was clear from the analytics, the idea was a roaring success. After month three further analysis demonstrated a 44% reduction in correspondence meaning 87% of all incoming correspondence relating to PCN's was responded to within 5 days. A Casework team with four staff, dealing with 65,000 PCN's a year now had some breathing space which they could use on effective debt collection triaging to maximise collections with our newly introduced Parking Revenue Protection Officers. Win, win, win.

The power of pause and the importance of getting off the hamster wheel to give ourselves thinking time, the Derby City Council Interactive Challenge Guide really was a game changer. After all, the same old thinking leads to the same old results.

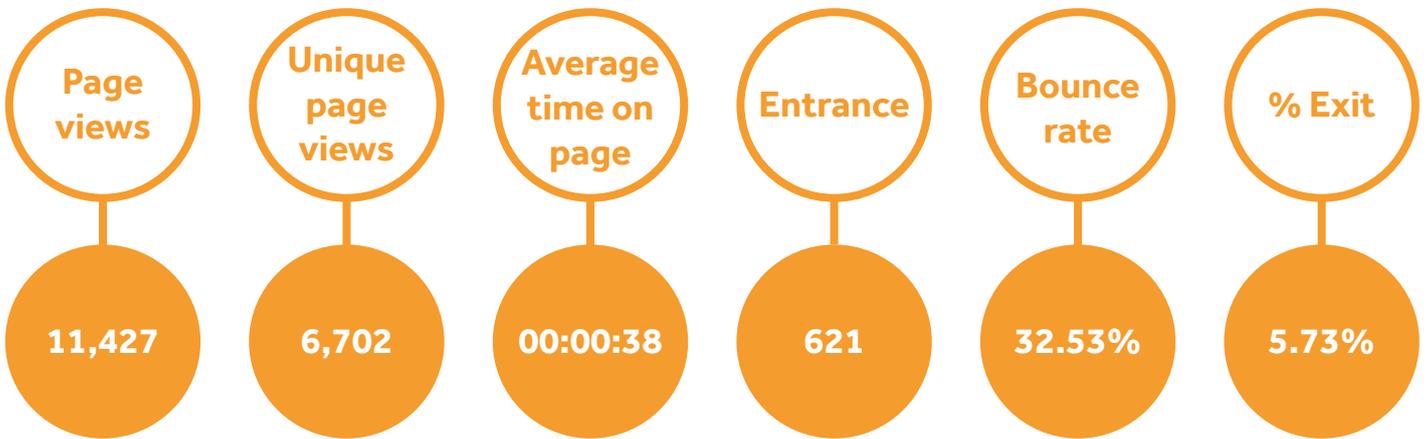
Rob Shoebridge

*Civil Enforcement and Parking Services Team
Manager*

Google Analytics

Here are the Google Analytics for the Interactive Challenge Guide webpage from December 2018 to March 2019.

www.derby.gov.uk/transport-and-streets/parking/penalty-charge-notice/challenge-a-fine/interactive-pcn-guide/





Clean Air Zone



Clean Air Zone

Derby City Council were identified by Central Government as an Authority chosen for leading on tackling poor air quality. A Clean Air Zone (CAZ) is an area where targeted action is taken to improve air quality to improve people's health and support economic growth. Clean Air Zones aim to reduce all types of air pollution, including nitrogen dioxide and particulate matter, so that people breathe in less of all these pollutants. A team of experts were put together involving experienced Traffic Engineers to identify the problems facing Derby and work on investigating a range of options.

The City Council's plan to deal with the single point of air quality exceedance on Stafford Street was approved by the Department for Environment Food and Rural Affairs (DEFRA) in March 2019. A Ministerial Directive was issued in May 2019, stating the local plan was approved and for the Council to implement its plan to ensure compliance with the legal limit value for NO₂ is achieved in the shortest possible time. The Minister approved the council scheme for achieving Nitrogen Dioxide compliance; however the bid was not supported in the Ministerial Direction.

Since approval of the local plan there have been ongoing discussions with government to further refine and confirm project scope. This has taken some time due to the complex technical nature of the project. During this period the Council have undertaken detailed design to facilitate delivery in the shortest possible time. This has included working to refine the delivery of a programme of works that includes:

- amendments at several key junctions, and
- the upgrading of the urban traffic management technologies that will provide more dynamic and responsive traffic management across most of the inner ring road and critical junctions in the city

Key Scheme Elements

Central Government awarded interim funding of £4.5m in March 2019 for the key scheme elements required to deliver the Roadside NO₂ project. This includes:

- Changes to the junctions at either end of Stafford Street to limit traffic flow at the exceedance point.
- Changes to improve capacity at the Ashbourne Road / Uttoxeter Old Road junction and on Friar Gate to help provide alternative route choices.
- Traffic management measures to support the use of alternative routes, such as Uttoxeter Old Road.
- Enhancement of the city's Urban Traffic Management and Control (UTMC) system, to enable more dynamic management of traffic flows, with emissions reduction and air quality objectives prioritised alongside the need to manage the network, at busy times or when incidents occur.
- Improvements to the local highway network, including resurfacing of alternative routes to help with highway network resilience.
- It has also been indicated that further funding will be made available including for monitoring and evaluation of the scheme and for stakeholder management and communications.

Junction Amendments

[Proposed layout at Stafford St/ Curzon St/ Mercian Way/ Uttoxeter New Rd signalised roundabout.](#)

[Proposed layout at Ashbourne Rd / Uttoxeter Old Rd / Brick Street / Friar Gate junction](#)

[Proposed layout at Friar Gate/ Bridge Street signalised junction.](#)

Further Information

Traffic Regulation Orders (TROs) are required as part of the scheme and the statutory consultation is being undertaken.

We are committed to meeting the requirements of the ministerial direction to implement the scheme and achieve NO2 compliance in the shortest possible time. The package of measures proposed under the Local Air Quality Plan is part of wider air quality improvement work being undertaken. The Council has developed a range of measures that are essential in supporting air quality improvements in Derby. Please see the Supporting projects section of the website for further information.

Timescales for implementation

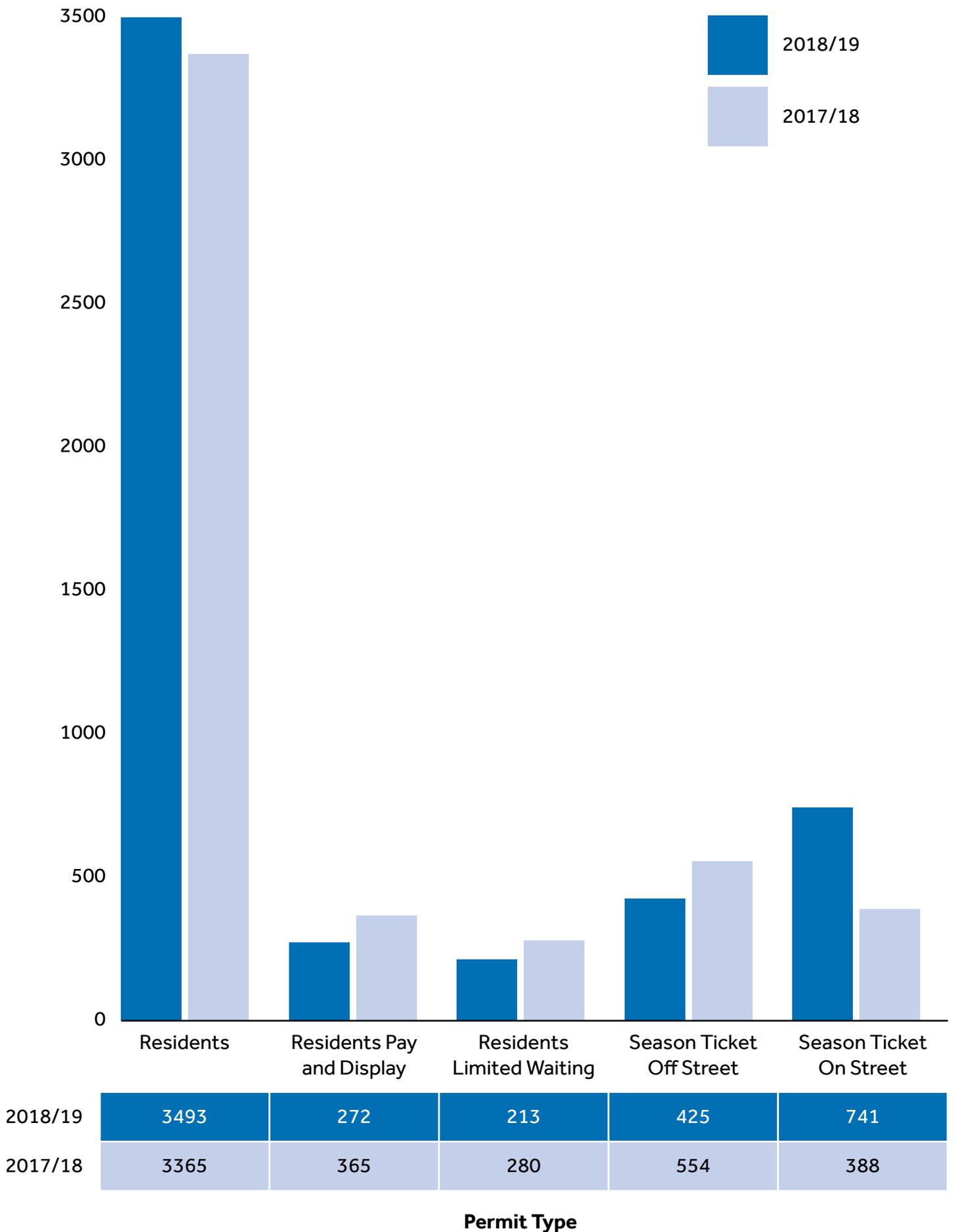
We are planning to make changes at the Uttoxeter Old Road / Ashbourne Road / Brick Street junction first followed by the Bridge Street / Friar Gate junction and Stafford Street / Uttoxeter new Road / Curzon Street junction amendments.

We are planning to implement all the junction amendments and traffic management technology by the end of 2020.



Appendices

Appendix 1: Permits issued



Appendix 2: PCN information

Penalty Charge Notices Issued - Payment and Cancellation

	1 April 2018 - 31 March 2019		
	Total PCNs	On Street	Off Street
Total number of PCNs	54,489	23,989	2,572
Number of higher level PCNs issued	19,942	19,890	52
Number of lower level PCNs issued	6,574	4,099	2,475
Postal PCNs (VDAs)	154	153	1
Bus lane PCNs	19,042	19,042	0
Number of PCNs paid	47,105		

	1 April 2017 - 31 March 2018		
	Total PCNs	On Street	Off Street
Total number of PCNs	58,753	56,320	2,433
Number of higher level PCNs issued	30,213	30,172	41
Number of lower level PCNs issued	6,235	3,843	2,392
Postal PCNs (VDAs)	39	39	0
Bus lane PCNs	22,266	22,266	0
Number of PCNs paid	47,171		

Appendix 3: Penalty Charge Notices (PCN) issued by contravention

Code	Contravention description (For full details description details please refer to the council's website)	Differential charging level Lower is £50/£25 Higher is £70/£35	2018/19	2017/18	% difference
1	Parked in a restricted street	Higher	5935	4267	39.09
2	Loading in a restricted street	Higher	82	270	-69.63
4	Parked in a metred bay		1	0	100.00
5	Parked after payment expired	Lower	2388	2481	-3.75
12	Parked in a residents place with no permit or P&D ticket displayed	Higher	5762	5643	2.11
14	Parked in an electric place		0	0	0.00
16	Parked in a permit space with no permit	Higher	5522	5611	-1.59
19	Parked in a residents place with invalid permit or P&D ticket	Lower	907	424	113.92
22	Re-parked in the same place	Lower	3	2	50.00
23	Parked in a place not designated for that class of vehicle	Higher	2	2	0.00
25	Parked in a loading place	Higher	371	453	-18.10
27	Parked adjacent to a dropped footway	Higher	73	72	1.39
30	Parked longer than permitted	Lower	796	837	-4.90
40	Parked in a disabled bay	Higher	1302	1107	17.62
42	Police vehicles		0	1	-100.00
45	Parked in a taxi rank	Higher	79	22	259.09
46	Clearway		43	0	4300.00
47	Parked on a bus stop or stand	Higher	8873	11976	-25.91
48	Parked on a school zig zags	Higher	108	97	11.34
62	Footway Parking	Higher	581	364	59.62
82	Parked after payment expired	Lower	464	388	19.59
83	Parked without clear display of P&D ticket	Lower	1999	1887	5.94
86	Parked beyond the bay markings	Lower	12	86	-86.05
87	Parked in disabled bay	Higher	52	40	30.00
91	Wrong class of vehicle		0	0	0.00
99	Parked on a Pedestrian crossing	Higher	77	51	50.98

Code	Contravention description (For full details description details please refer to the council's website)	Differential charging level Lower is £50/£25 Higher is £70/£35	2018/19	2017/18	% difference
81	Parked in a restricted area	Higher	0	0	0.00
85	Parked in a permit bay	Higher	0	0	0.00
24	Not parked correctly	Lower	0	0	0.00
34J	Being in a bus lane	Higher	19,042	22,266	-14.48



We can give you this information in any other way, style or language that will help you access it. Please contact us on: 01332 641889
Minicom: 01332 640666

Polish

Aby ułatwić Państwu dostęp do tych informacji, możemy je Państwu przekazać w innym formacie, stylu lub języku.

Prosimy o kontakt: 01332 641889

Tel. tekstowy: 01332 640666

Punjabi

ਇਹ ਜਾਣਕਾਰੀ ਅਸੀਂ ਤੁਹਾਨੂੰ ਕਿਸੇ ਵੀ ਹੋਰ ਤਰੀਕੇ ਨਾਲ, ਕਿਸੇ ਵੀ ਹੋਰ ਰੂਪ ਜਾਂ ਬੋਲੀ ਵਿੱਚ ਦੇ ਸਕਦੇ ਹਾਂ, ਜਿਹੜੀ ਇਸ ਤੱਕ ਪਹੁੰਚ ਕਰਨ ਵਿੱਚ ਤੁਹਾਡੀ ਸਹਾਇਤਾ ਕਰ ਸਕਦੀ ਹੋਵੇ। ਕਿਰਪਾ ਕਰਕੇ ਸਾਡੇ ਨਾਲ ਟੈਲੀਫੋਨ 01332 641889 ਮਿਨੀਕਮ 01332 640666 ਤੇ ਸੰਪਰਕ ਕਰੋ।

Slovakian

Túto informáciu vám môžeme poskytnúť iným spôsobom, štýlom alebo v inom jazyku, ktorý vám pomôže k jej sprístupneniu. Skontaktujte nás prosím na tel.: 01332 641889 Minicom 01332 640666.

Urdu

یہ معلومات ہم آپ کو کسی دیگر ایسے طریقے، انداز اور زبان میں مہیا کر سکتے ہیں جو اس تک رسائی میں آپ کی مدد کرے۔ براہ کرا
منی کام 01332 640666 پر ہم سے رابطہ کریں۔



Derby City Council