

# Parking Review

Findings of The Review Team  
6<sup>th</sup> July 2007

## Overview

- The Service
- The Objectives
- What we did!
- What we learnt!
- What we are looking to do!
- Any Questions?

## The Review Team

- Geoff Hislop - Parking Manager
  - Ken Smith - Senior Parking Attendant
  - Viv Evans – Corporate Director
  - John Elson – Head of Technical Services
  - Kelly Handley - Facilitator
  - Sue Britchford - Admin Support
  - Cllr David Simpson – Portfolio Holder
  - Cllr Denis Gotel – Scrutiny Member
  - Cllr Sue Fisher – Scrutiny Member
  - Cllr Richard Appleton - Scrutiny Member
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## The Service

- Off Street Car Parking, On Street Parking Control
  - 16 Car Parks, 963 Car Park Spaces, 93 Kms (58miles) of On Street Restrictions
  - Annual Income - £1,133k
  - Annual Expenditure - £605k (support service recharges £290K)
  - Delivered in house by: 1 Parking Manager, 2 Admin Assistants, 1 Senior Car Parking Attendant, 5 Parking Attendants.
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## The Objectives!

- Customer Focus
  - Efficiency
  - Priorities
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## What we did!

### Preparation work

- Meeting with staff - SWOT analysis
  - Citizens panel survey - dissatisfaction with charges and Fleet Road, 46% of those that had received penalty charge notices felt they had been treated fairly, 61% satisfaction with availability of spaces, 79% satisfaction with cleanliness.
  - Benchmarking - Rate of National Parking Adjudication Service appeals, comparison of charges, income/head of population.
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## What we did!

### THE REVIEW WEEK

- Mon - am - Meeting with external stakeholders
  - Mon - pm - Meeting with reps from citizens panel
  - Tue - am - 2nd meeting with external stakeholders
  - Tue - am - Meeting with internal stakeholders
  - Tue - pm - HDC parking office visit
  - Tue - evening - Meeting with members
  - Wed - Visit to Test Valley BC
  - Thurs – Reviewed info gathered and agreed outputs
  - Fri – Presentation of findings / prepare improvement plan.
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## What we learnt!

- Survey and benchmarking results showed - Good service but room for improving customer satisfaction.
  - Feedback from consultation and meetings showed - large number of issues and concerns relating to car parking.
  - Visit highlighted - We could be more proactive on parking matters, and develop closer links on planning issues.
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## What we learnt!

Identified 3 themes:

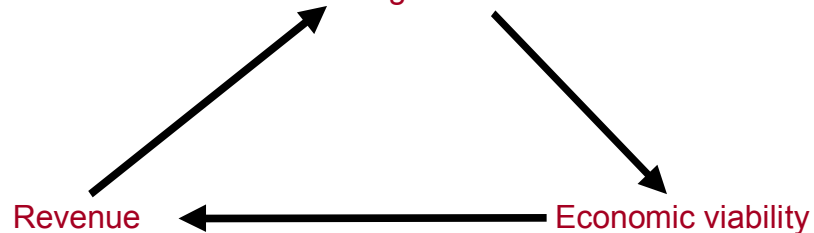
- Policies
- Procedures
- Issues

Policies

Congestion

Revenue

Economic viability



## Procedures

- **Signage** - Could be clearer.
  - **Control** - More emphasis on customer. (schools, disabled parking)
  - **Pricing** - Consultation, improved consideration of local issues.
  - **Payments** - Making them easier.
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## Issues

- **Schools**
  - **Station**
  - **Rural Vs Fleet**
  - **On Street Parking**
  - **Fleet Road**
  - **Business Parking**
  - **Staff Resources**
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## What we are looking to do!

### Short term

- Address obvious signing omissions.
- Map of parking availability on web site.
- Business season tickets - (shared use).
- Procurement of ticket machines new payment methods.
- Appeal panel

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## What we are looking to do!

### Policies

- More transparent
- Consider area reviews
- Feed information into Fleet Access Study
- Developer funding.
- Use of Car Parks / Asset Management strategy

## What we are looking to do! Procedures

- Review of directional signing to car parks.
- Consult more closely when reviewing charges.
- Charges to give more consideration to local needs.

## What we are looking to do! Issues

- Improve liaison with South West Trains on **Station Parking matters**, to be addressed through Local Strategic Partnership.
- Co-ordination role with interested schools on parking issues.
- Monitor adequacy and availability of disabled parking.

## What we are looking to do! Issues

- Consider possibility of shared management with Parish Councils.
- Consider staff resources.
- Identify long stay parking possibilities outside the town centre for business users.

## Summary

- We listened
- We have learnt a lot.
- We welcomed challenge.
- We have got some new ideas.

P - olicy

A - sset management

R - evenue

K - eeping traffic moving

I - nvestigate customer concerns

N - ew ideas

G - ood practice

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THANK YOU!  
&  
ANY QUESTIONS?

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