

Decision maker:	Assistant director environment and place
Decision date:	Tuesday, 28 August 2018
Title of report:	Parking Services Trade Association
Report by:	Car parks and parking strategy manager

Classification

Open

Decision type

Non-key

Wards affected

(All Wards);

Purpose and summary

To seek approval for Herefordshire Council to join the British Parking Association (a professional trade body for Parking) and to align its parking strategy to the Positive Parking Agenda.

Recommendation(s)

That:

- (a) **The council agrees to becoming a member of the British Parking Association (BPA); and**
- (b) **The council aligns its parking management with the principles of the Positive Parking Agenda (PPA) outlined in Appendix 1.**

Alternative options

1. The existing agreed position remains in place where the council is not part of the BPA or a signatory to the Positive Parking Agenda. This is not recommended as the council will not receive the benefits outlined in the key consideration below.

Key considerations

2. The British Parking Association is a not for profit organisation which represents the views of, and supports its members within the parking industry. The BPA consists of over 700 organisations, and therefore provides an opportunity to forge functional links and share knowledge in order to achieve excellence in parking. The association is able to offer guidance and provide access to technical information to assist with the management of parking services, it also assists with developing innovation and establishing national best practice.
3. The BPA seeks to bring a collaboration of key national and regional stakeholders to support local communities, members and government. It also seeks to improve compliance with regulations amongst those managing and using parking facilities. The BPA also offers its member's exclusive benefits such as access to free legal advice.
4. In order to raise the standards of current parking provision it is essential to be part of a national movement which shares these high standards. Approving these recommendations would allow the council to further benchmark its own performance, develop innovation to create an improved service that is simpler for members of the public to use. Simpler parking management systems have clear benefits to the local economy if potential visitors to the town and city centres find parking much easier.
5. The Positive Parking Agenda (appendix 1) is an initiative established by a number of councils including Gloucestershire, Liverpool and Oxfordshire councils. Its aim is to promote the benefits of parking management to change perceptions and challenge misconceptions about the parking services.
6. The agenda includes a set of key priorities that each signatory council's parking management practices aligns to, and these are: Congestion, Safety, Air Quality, Accessibility, Technology, Working together, Fairness. All of these priorities are working targets of the parking service and by signing up to these on a national and collaborative level this would seek to publicise both the objectives and transparency in the delivery of parking as a service.
7. The council already seeks to benchmark and proactively engage nationally to deliver services. In subscribing to the BPA and the Positive Parking Agenda the council's commitment to providing an efficient parking service that is fit for all will be underpinned. Current council policy and strategy is already aligned with the principles contained in the Positive Parking Agenda, and these recommendations will seek to formalise this alignment.

Community impact

8. There is no perceived negative impact on the community in approving these proposals.
9. One of the corporate plan 2016 – 2020 key priorities is to “secure better services, quality of life and value for money”. By subscribing to be a member of the BPA the council would further support this priority by conducting benchmarking and innovation exercises to improve service efficiency. It is important to remain at the cutting edge of developments in the parking sector so that the service can be managed to meet changes in driver behaviour, legislation, population and local economies. It is equally important to align the service management towards a formal positive agenda.

Equality duty

10. Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to -

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
11. The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations, and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services.
 12. The BPA are strongly affiliated with disabled motoring groups and therefore these recommendations are likely to benefit the council in further meeting its obligations under equality legislation by forming these functional links. These recommendations reaffirm the council's commitment to supporting disabled residents and a visitors to the county.

Resource implications

13. The current cost of membership to the BPA is £1,126 per annum and this report is to approve this expenditure for 4 years, up to £4,504. This cost can be managed within existing revenue budgets for car parking.
14. There is no cost to the council in becoming a signatory to the Positive Parking Agenda.

Legal implications

15. There are no significant legal implications identified in this report; the report is not proposing any changes to the council's parking management policies.

Risk management

16. No risks have been identified.

Consultees

17. None undertaken.

Appendices

Appendix 1 – Positive Parking Agenda

Background papers

None identified