

Report Title:	Resident Parking Discount & Parking Charges 2022/23
Contains Confidential or Exempt Information	No - Part I
Cabinet Member:	Councillor Cannon, Cabinet Member for Public Protection and Parking
Meeting and Date:	Cabinet – 16 December 2021
Responsible Officer(s):	Andrew Durrant Executive Director of Place Services Alysse Strachan Head of Neighbourhood Services
Wards affected:	All

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REPORT SUMMARY

This report seeks approval for the introduction of a Resident Parking Discount Scheme.

In 2020 the council ended the current resident discount scheme, which was delivered through the Advantage Card. At the time it was agreed that a review would be undertaken to see if a resident discount could be provided in a different way and this report is the culmination of that review.

1. DETAILS OF RECOMMENDATION(S)

RECOMMENDATION: That Cabinet notes the report and:

- i) Agree the recommended proposal to introduce a Resident Discount Parking Scheme**
- ii) Agree to increase the maximum stay at Grove Road, Maidenhead car park from 2 hours to 3 hours.**
- iii) Delegates authority to the Executive Director of Place Services and Head of Neighbourhood Services, in consultation with the Cabinet Member for Parking, to implement the recommended resident parking discount scheme.**

2. REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 In 2020 the parking discount for residents was removed following Cabinet approval. This change was linked to issues of misuse of the discount scheme at the time and substantial cost of the scheme. At the time it was agreed that a review would be undertaken and a commitment was made to explore proposals to reintroduce a discounted parking scheme for residents. This report details those proposals to introduce a Resident Parking Discount Scheme, providing residents with 1 hour free parking in selected car parks across the Borough.
- 2.2 The introduction of a Resident Parking Discount Scheme would make the Royal Borough one of the only local authorities in England to offer such a scheme. This report provides four options for a Resident Discount Parking Scheme, these are shown in

- 2.3 Table 1. Several other options have been considered including free weekend parking and up to 3 hours free parking in selected car parks. These options have been removed from consideration due to the high cost of providing them.
- 2.4 Following the initial phase of implementation, a review will take place in 2023; this will help us to gather data intelligence throughout the project and help us to better understand the demand and any impacts.
- 2.5 The scheme will be provided through the RingGo cashless parking system as a 'permit solution'. The RingGo system is already in place in the borough and is a natural extension to this service. Residents will need a RingGo account to be registered on the scheme and there will be an application process to access the discount in each individual car park they wish to use. There will be up to two months for them to complete their online application/s ahead of the discount being introduced. Once the application has been approved, residents can use the discounted sessions in the selected car parks either through use of the RingGo App or via landline or mobile telephone using the automated voice service.
- 2.6 As the scheme is based on a permit system, it is necessary for residents to register for each individual car park they wish for the discount to be applied in. The discount in 6 car parks shown in Option 4 (below) means that some car parks will be grouped together into 4 locality-based car park zones. Each group must have the same charges and waiting times. Therefore, for this to be implemented, the current maximum waiting time (2 hours) at Grove Road, Maidenhead car park needs to be aligned with the maximum waiting time at West Street, Maidenhead car park (3 hours). Fortunately, the online application process is simple and quick to use, however, this report includes two different options based on the use of 6 or 8 car parks and will mean that residents must either apply for 4 or 8 permit applications respectively.

Map of selected car parks



3. Table 1: Resident Discount Parking Scheme Options

Option	Proposal	Reduced Income (pa)	Risks	Recommendation
Option 1	Do nothing	£0.00	There are no new risks associated with this option	This is not recommended

Option 2	1 hour free parking for residents in all car parks	£375,000 to £425,000	Large number of applications potentially for residents to complete Loss of income	This is not recommended
Option 3	1 hour free parking for residents in 8 selected car parks	£150,000	Up to 8 applications for residents to complete Loss of income	This is not recommended
Option 4	1 hour free parking for residents in 6 selected car parks Increase the maximum stay at Grove Road car park from 2 hours to 3 hours	£135,000	Up to 4 applications for residents to complete Loss of income	This is the recommended option

3.1 If Option 3 is adopted the 1 hour free parking will be available at the following 8 car parks:

Location	Car Park
Windsor	1. Alma Road 2. King Edward VII Avenue 3. Victoria Street
Maidenhead	4. Boulders Lock 5. Grove Road 6. West Street
Datchet	7. Horton Road
Eton	8. Meadow Lane

This option will require residents (if they choose) to apply for 8 permits to allow them to obtain the discount in each of the listed car parks.

If Option 4 is adopted, the 1-hour free parking will be available at the following 6 car parks but within just 4 car park zones:

Location	Car Park
Windsor	1. Alma Road (grouped together to form one car park zone)

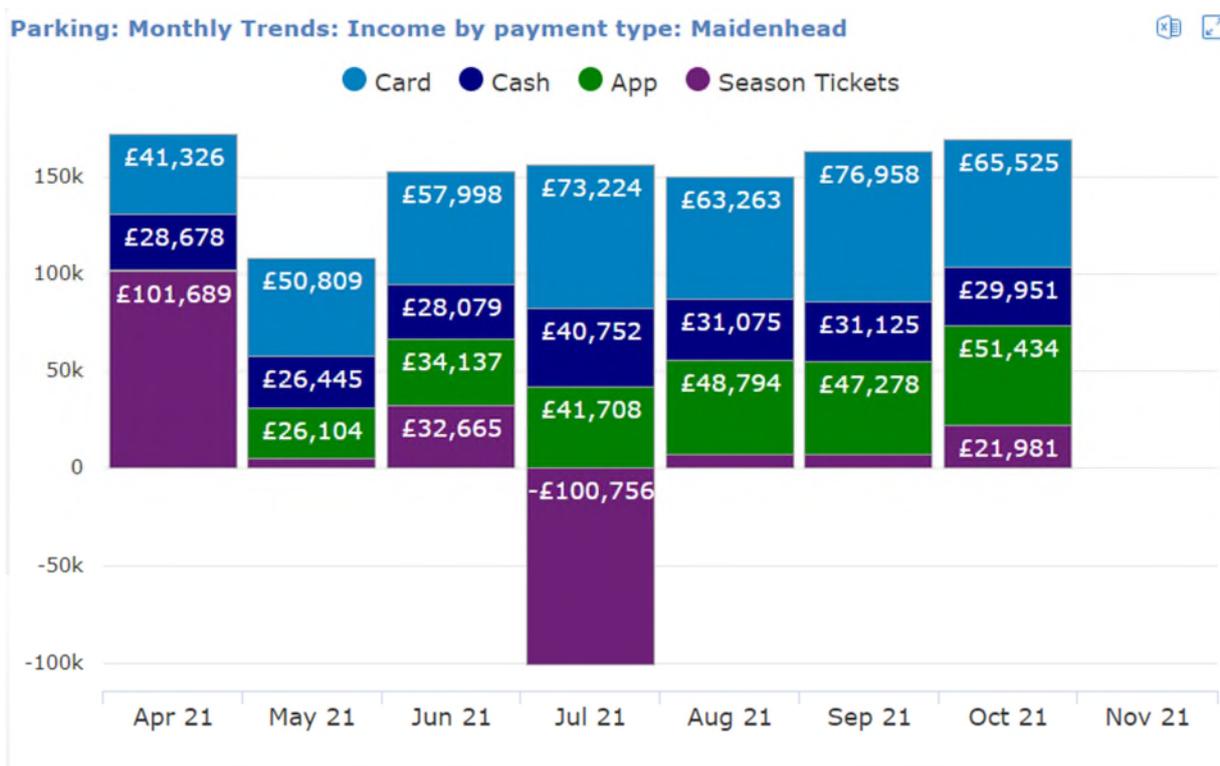
	2. Alexandra Gardens
Maidenhead	3. Grove Road 4. West Street (grouped together to form one car park zone)
Datchet	5. Horton Road
Eton	6. Meadow Lane

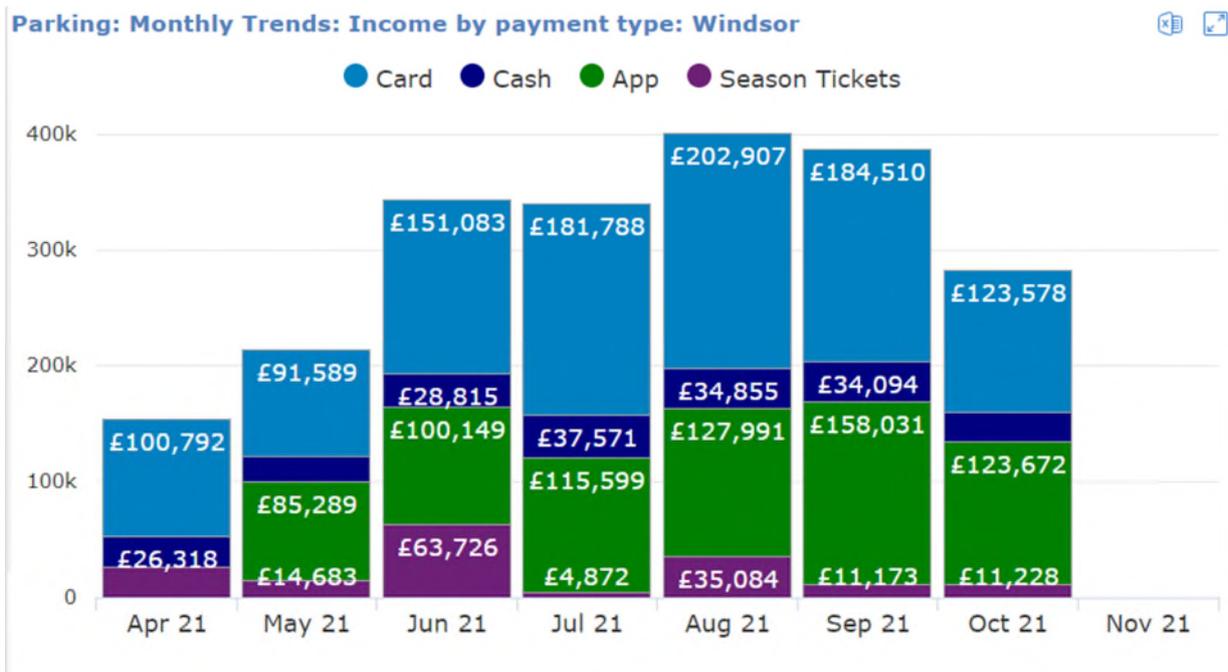
- 3.2 The rationale for selecting these car parks is that data demonstrates they are predominately used by short stay users and have been popular destinations when resident discounts were previously implemented. The grouped car parks have been also been selected as they have the same tariffs and waiting times.
- 3.3 The cost to introduce the scheme will have a projected loss of income ranging between £135,000 to £425,000 depending on the approved option. The calculations have considered usage data from the 2019/20 Advantage Card system to avoid any Covid impact.

4. KEY IMPLICATIONS

- 4.1 Residents will be required to have a RingGo account to be able to obtain the discount. Many residents already have an account but new accounts will have to be created by the individuals, which will require online access. Free parking will continue to be offered for those using electric vehicles.
- 4.2 It is recognised that some users may need additional support in accessing the online system. Support will be provided to those who do not have online access to set up accounts. This support will be provided through our libraries, drop-in sessions and via telephone.
- 4.3 A communications plan will be in place throughout the project to ensure that residents are aware of the scheme being introduced and how to access the discount. Information will be included in the resident's newsletters, parish information and via social media.
- 4.4 Once a RingGo account is in place residents will have to apply for the discount in each individual car park they would like to use through the App. Under the recommended option this will require 4 permit applications if they would like to use all 6 car parks. The application only needs to be submitted once and will last for up to two years.
- 4.5 Approval for each application will be handled through RBWM using the address gazetteer and Council Tax records to prove residency. Once approved, residents will be able to receive the parking discount when they visit a car park they have an approved application/permit for.
- 4.6 Restrictions will be in place for the number of vehicles, the number of times the discount can be applied per day per vehicle and the duration of each approved application i.e. one or two years. It is currently recommended that each individual resident over the age of 17 can register up to two vehicles and that approved application should be for two years. They will then be able to receive the discount once per day for each vehicle registered.
- 4.7 The RingGo App and telephone number has a 24/7/365 self-service availability with clear instructions provided; the App also has a live chat function to assist with queries.

- 4.8 Residents with approved applications will be able to access the RingGo system to start a parking session via the App on a mobile phone.
- 4.9 By using the RingGo solution, officers will have access to data on usage and trends to see how popular the scheme has been. This is particularly important during the initial phases of implementation to monitor demand and therefore refine the offer, if required, in the future. The permit system can be further developed to include virtual resident permits to replace the paper permits, this will remove the need for a physical permit to be processed, printed and posted to residents. Further development of this permit option will be explored next year.
- 4.10 The two graphs below show the monthly trend of income by payment type for Windsor and Maidenhead. This shows that the vast majority (over 75%) of transactions are completed using a card or via the RingGo App and many users are already using the RingGo system.





5. FINANCIAL DETAILS / VALUE FOR MONEY

- 5.1 Budgeted income from all parking in 2021/22 is £10.261m and current projections show a deficit of approximately £3.1million driven by the effects of lockdown. This includes income from season tickets but not on-street parking or Penalty Charge Notices.
- 5.2 There is a highlighted budget pressure in 2022/23 of £500,000 due to the reduction of season ticket sales, this is included within the draft budget that was presented to Cabinet in November.
- 5.3 Implementing the recommended option will add an additional financial pressure of approximately £135,000 annually. Proposed fees & charges across all other parking activities areas are proposed to cover this cost through annual inflationary uplifts. The financial impact of the recommended option has already been included in the draft budget.
- 5.4 The cost of the RingGo development and implementation is approximately £10k which will be delivered from 2021/22 budget.

6. LEGAL IMPLICATIONS

- 6.1 The Council has the power to approve the recommendations. There is a requirement to advertise and amend changes to the relevant Traffic Regulation Orders 28 days prior implementation.

7. RISK MANAGEMENT

- 7.1 The identified risks associated with the recommendations are set out in Table 3 below.

Table 3: Associated Risks

Risk	Level of uncontrolled risk	Controls	Level of controlled risk
Budget not Achieved	Medium	Monthly budget monitoring to identify shortfalls early and to instigate mitigation	Low
Residents unable to make applications	Low	Assistance provided through Library & Resident Services Drop in sessions for support Support of RingGo App	Low
RBWM back office unable to authorise/activate applications quickly enough	Low	Additional resource to be used in the short-term dependant on the level of initial take up. Could revert to auto approve and do a sample check on applications	Low

8. POTENTIAL IMPACTS

- 8.1 Equalities. A full Equality Impact Assessment has been completed for the Resident Parking Discount and mitigations are in place for any adverse impacts.
- 8.2 Climate change/sustainability. The introduction of a 1hour residents discount scheme has the potential to increase the number of short local journeys to town centres by car due to the low cost of parking. However, it is also important for the economic recovery following the pandemic to encourage people back our town centres.
- 8.3 Data Protection/GDPR. A DPIA has been completed for these recommendations however all information to be supplied to the council or the App provider are already covered under existing DPIA.
- 8.4 Additional resource may be required from other teams within Neighbourhood Services to authorise/activate large volumes of applications.

9. CONSULTATION

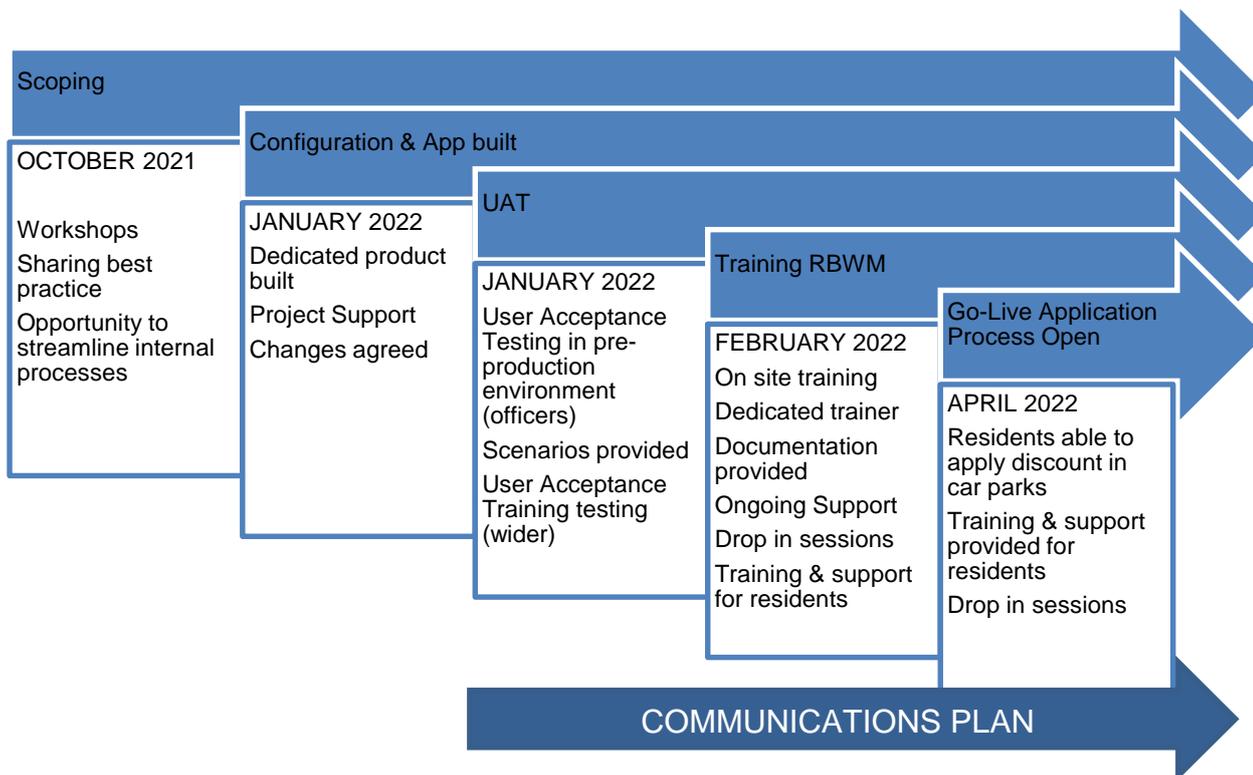
- 9.1 At the Cabinet meeting held on the 26th November 2020 the current Parking Strategy was adopted and an undertaking to review a Resident Parking Discount Scheme was made to be led by Cllr Cannon, Cabinet Member for Parking.

10. TIMETABLE FOR IMPLEMENTATION

If approved, the Resident Discount Parking Scheme will take effect from 4 April 2022. The full implementation stages are set out below and are based on implementing the preferred option only. Initial scoping of the solution has already been completed with RingGo.

Table 4: Implementation Timetable

Date	Details
26 th November 2021	Cabinet decision
30 th January 2022	App built and tested
30 th January 2022	Training provided to RBWM users
1 st February 2022	Residents able to apply
25 th February 2022	TRO changes advertised
4 th April 2022	All recommendations implemented



11. APPENDICES

11.1 None

12. BACKGROUND DOCUMENTS

12.1 There are no background documents for this report.

13. CONSULTATION

Name of consultee	Post held	Date sent	Date returned
<i>Mandatory:</i>			
<i>Statutory Officers (or deputy)</i>			
Adele Taylor	Executive Director of Resources/S151 Officer	25/11/21	1/12/21
Emma Duncan	Deputy Director of Law and Strategy / Monitoring Officer	25/11/21	7/12/21
<i>Deputies:</i>			

Andrew Vallance	Head of Finance (Deputy S151 Officer)	25/11/21	29/11/21
Elaine Browne	Head of Law (Deputy Monitoring Officer)	25/11/21	
Karen Shepherd	Head of Governance (Deputy Monitoring Officer)	25/11/21	26/11/21
<i>Other consultees:</i>			
<i>Directors (where relevant)</i>			
Duncan Sharkey	Chief Executive	25/11/21	29/11/21
Andrew Durrant	Executive Director of Place	24/11/21	25/11/21
Kevin McDaniel	Executive Director of Children's Services	25/11/21	29/11/21
Hilary Hall	Executive Director of Adults, Health and Housing	25/11/21	26/11/21
<i>Heads of Service (where relevant)</i>			
<i>External (where relevant)</i>			
N/A			

Confirmation relevant Cabinet Member(s) consulted	Cabinet Member for Public Protection and Parking	Yes/No
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REPORT HISTORY

Decision type:	Urgency item?	To follow item?
Key decision First entered into the Cabinet Forward Plan: 12 th November 2021	No	

Report Author: Alysse Strachan Head of Neighbourhood Services
