



CITY AND COUNTY OF SWANSEA
DINAS A SIR ABERTAWE

Councillor Anthony Colburn
Convenor of the Car Parks Scrutiny
Working Group

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Date / Dyddiad:

16 January 2015

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e.g. Braille, audio tape or a different language, please contact me**

Dear Councillor Colburn

Car Parks Scrutiny Working Group Feedback – 6 November 2014

I refer to your letter dated 20 November 2014 and note the recommendations put forward by the group. I would like to comment on the points as follows:-

1. A signage strategy for car parks is developed (this should include more use of flexible and variable signage like electronic message boards).

The Council has recently completed a full signing review of all Council Car Parks and as a result produced a signing strategy. The estimated cost of implementing the new signing work is approximately £80k, however there is no funding currently available at this time. This cost does not include the use of VMS signing. Parking Services have been working closely with colleagues in Telematics to develop UTMC (Urban Traffic Management Control) compliance for existing car park occupancy VMS signs. This will enable the signs to be driven from the Telematics UTMC system removing the need for a separate system operated and maintained by Parking Services. These signs display the number of available spaces in the car park and are displayed in real time. We expect the VMS signing to be installed during the Spring.

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In addition to this signing review, Telematics have recently ordered four free text VMS signs be located at gateway locations approaching the City Centre. These signs can display any message set by either an operator or automatically from the UTMC system. Whilst these signs are primarily being purchased to provide Traffic and Travel Information to motorists, they could be used to direct people to Car Parks or advise using the Park and Ride. This would be useful if the journey time to the City Centre was faster using the Park and Ride rather than driving.

2. A different use for four lower floors of High Street multi storey car park is considered.

The Council has been working with BID and local businesses to sell empty spaces in High Street MSCP. The Grand Hotel is keen to work with the Council as they expand the hotel to provide business and conference facilities. We are already in discussion to provide reduced parking for delegates attending training courses and hotel guests staying overnight. They have also asked if discounted rates for staff could be offered. Other interest for parking spaces has been received from Virgin Atlantic and Swansea College. Parking Services are currently reviewing data gathered by the car park equipment to identify periods where usage is low and to try and encourage customers into the multi storey car parks by offering flexible tariffs and offers at these times.

3. A more flexible pricing policy for car park charging is used now that we have the new more flexible ticketing machines.

The Council has already introduced £3 for 3 hours parking matching NCP's prices in High Street and St David's MSCP. Analysis of the data provided by the parking equipment is being used to assess length of stays and the busiest usage periods throughout the day. This will enable Parking Services to develop flexible charging rates to increase usage and revenue. Any reduction in tariffs will have to be calculated to ensure that they do not affect our budgeted income targets which must be achieved.

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4. There is more publicity around the reasoning for certain charges and processes.

The new Council Website is now live with a revised area dedicated to Parking, which provides information relating to Council Car Parks and on street Civil Parking Enforcement. Parking Services have added an explanation as to why we ask customers to enter their registration numbers when buying a pay and display ticket. This will be added to the FAQ area of the website. Additional useful information will be added as each element of the service is reviewed.

5. Consideration is given to more targeted work with local councillors around problem areas including for example around the Liberty Stadium on match days.

Parking Services already conduct targeted enforcement initiatives when required within the local community. The Council has a good working relationship with the Liberty Stadium who are eager to reduce inconsiderate parking around the Landore and Plasmarl areas. With the introduction of the camera vehicle enforcement of the more outlying areas will be possible such as Bonymaen, southern elements or Morriston, Mynybach and Manselton area.

6. Improving safety with more use of body cameras and working with Police to enable a direct to the station panic button.

Council Civil Enforcement Officers (CEO's) already wear CCTV body cameras which have been successful in providing evidence to the Police for assaults and abuse. The cameras have also been useful in resolving complaints made against the CEO's disproving allegations of improper conduct.

Parking Services are currently in the process of reviewing their communications system and trying to incorporate a monitored panic button linked either to the Police or a company that can notify the Police in the event of an emergency. The CEO's handheld computers will soon be fitted with sim cards which will enable the handhelds to update with our back office system in real time. The sim cards will also ensure that an officer's location can be identified in the event of an emergency.

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7. You consult with and communicate / publicise the outcomes with communities around changes to resident parking (particularly around changes to the zones)

Changes to Residents Parking are carried out following consultation with residents and local councillors. Any proposed changes to on street restrictions are formally advertised in the local press and on the Council website. Further measures to publicise changes could be considered on a scheme by scheme basis depending on the nature and complexity of the proposals.

I would also like to comment on parking in relation to the City centre regeneration proposals. The overall parking needs and provision of a regenerated City centre are extremely important and the Highways and Transportation Service will be very closely involved with the development proposals. It is clear that parking provision will need to be rationalised to a limited number of key strategic sites which can be accessed easily from the main arterial routes. In addition to the parking sites themselves it is crucial that high quality, live information on the location and availability of spaces is further developed. This will greatly enhance the visitor experience and reduce congestion.

Yours sincerely



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