

OUR STREETS

Help us create great streets and neighbourhoods

Parking Strategy



GENERAL PRINCIPLES

The following document sets out the London Borough of Redbridge's approach to managing parking on the public highway and in its off-street car parks. The approach is consistent with the national and local policy as well as contributing to the suite of the Council's transportation strategies that seek to reduce congestion on the boroughs network.

The effective management of parking can contribute to the following strands of the Civic Pride Our Streets Strategy

- **Our streets are CLEAN** – ensuring that parking does not negatively impact on the environment, our residents and visitors
- **Our streets are SAFE** – making sure that people feel safe when parking in the borough
- **Our streets are VIBRANT** – delivering a consistent parking offer whilst supporting alternative modes of transport
- **Ours streets are HEALTHY** – deliver a sustainable parking service whilst improving the air quality
- **Our streets are ATTRACTIVE** – maintaining parking assets including car parks to the highest standard
- **Our streets are open for BUSINESS** – supporting local businesses and attracting new employers by delivering sustainable parking options to support the local economy.

The aim of Redbridge's Parking Strategy is:

To provide an all-encompassing vision for how Redbridge will manage its parking on street kerbside space and off-street car parks from 2020 until 2025. The document will reference and acknowledge other key strategies in place, such as the Our Streets Strategy and the current 2015-2020 Parking Strategy, whilst providing the outline for the delivery of specific objectives ensuring Redbridge becomes a lead authority in parking management.

The objectives are:

- Utilise technology to enhance customer journeys when using the Council's parking services
We will deliver more efficient services to our customers when and where they need them including more efficient and faster online processing of permits, providing access to data to manage PCNs, the introduction of Chatbots and contactless payment technology whilst continually reviewing the latest technology available in this sector
- Manage traffic flow and offer appropriate parking solutions to our customers through fair, robust and consistent enforcement
We will monitor and review the levels of congestion enabling us to respond and deliver solutions quickly and efficiently. Using data and intelligence to inform our methods of enforcement and employ the latest technology. We will work with our partners to deliver a fair and transparent enforcement model
- Provide parking options to all motorists ensuring a balance of kerbside space and parking stock
We will survey the turnover in our car parks and on street bays to establish if we are utilising our spaces efficiently. We will use a range of measures to ensure that we are making best use of our network to deliver sustainable improvements
- Drive value for money through appropriate commercialisation of assets and contracts
Whilst delivering robust contract management we will explore opportunities for utilising the parking infrastructure to raise additional revenue eg digital advertising space in car parks, amazon lockers, car valeting.





The strategy for managing parking sets out the problems and opportunities Redbridge has as a key destination for employment and leisure, and explains our priorities for parking including cars, bicycles, and Blue Badge holders.

The strategy covers a wide range of parking issues and measures relating to the provision, control and management of parking including:

- Parking for cars, cycles, motorcycles, taxis and coaches
- On-Street and Off-Street parking, including public off-street parking and private non-residential parking
- Parking in Town Centres and residential areas
- Parking Enforcement
- Parking Charges
- Parking policy related to planning proposals
- New Technology





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1 INTRODUCTION

We want the London Borough of Redbridge to be a great place to live.

Being a liveable area includes careful consideration of our boroughs:

- Quality of life
- Identity
- Public and Open Spaces
- Transport and Sustainability

To achieve this, we need to deliver positive improvements bringing tangible benefits to the way people access the facilities and services they need.

Our ambition is to deliver a modal shift in how people choose to travel. This can only be achieved by balancing the availability of parking with frequent, fast and reliable public transport, facilities that encourage walking and cycling, excellent connectivity between homes, key destinations ie Town Centres, Business Parks, Leisure Facilities, schools and the wider area.

This means that our transport system must be an integrated system that offers safe, efficient and sustainable travel for all, where public transport, walking and cycling

provide a real and desirable alternative method of travel.

In delivering this we will:

- Make best use of our existing network and improve facilities and accessibility for all modes of travel in particular alternatives to travel by car
- Ensure that a range of attractive and practical travel options are available for most trips and that people can access them easily

The way in which Redbridge manages parking is essential in contributing to the Councils Our Streets Strategy.

We will:

- Encourage greater use of sustainable travel methods
- Reduce congestion on the boroughs network
- Improve the quality of life for residents
- Support economic prosperity for Redbridge

The location, quantity and cost of parking is a major factor influencing travel behaviour and the choice of mode that people make has an impact in the neighbourhoods that people travel through.



Cheap parking at or near travel destinations can stimulate demand for car travel and generate more traffic on the network. Greater volumes of traffic lead to increased congestion which may result in delays to journeys, reduced journey time reliability, contribute to poor air quality levels and less efficient road based public transport trips. Therefore, effective management of parking can make an important contribution to the Councils ambition of making the borough a great place to live.

This document is designed to:

- Summarise the problems and issues for managing parking and set out a clear approach for resolving these
- Ensure that Redbridge's approach to parking management is clear and consistent
- Contribute to the Councils Our Streets Strategy, Local Implementation Plan and Mayors Transport Strategy

- Future proof the service to take account of how Redbridge is developing as a borough and consider how technology can contribute to making sure that the borough is people friendly and an attractive place to live.

This covers a wide range of parking activities and opportunities relating to the provision, control and management of parking as set out under the general principles.



2 REDBRIDGE'S ISSUES & CHALLENGES

Growing population

The population of Redbridge is increasing with around 304,200 (2017 GLA figures) residents in the borough owning 106,339 (2011 census) vehicles.

The development of new housing and employment influence how far people travel, the routes they choose and the method of travel they use. The Local implementation Plan sets out the provision that Redbridge needs to make in respect of housing and will be delivering a substantial number of new homes over the coming years with an emphasis on attracting employment into the borough. To achieve a modal shift of journeys taken by car and by those walking, cycling and by public transport the Council is working to deliver infrastructure improvements and other measures that make it possible for more people to switch from the use of cars to more sustainable methods of transport for their daily journeys.

Transport

Key challenges include:

- Reviewing and collating the number of commuters who travel to work in Redbridge daily with those commuters from outside of the borough. Considering the number of Redbridge residents travelling within the borough to their place of work
- Collecting data on the number of Redbridge residents who travel less than 5km to work, the percentage of residents who are car owners and who own 2 or more cars
- Consider the impact of the increase of traffic on the boroughs roads
- Displacement from neighbouring boroughs where charges are higher, see the following maps of neighbouring boroughs where charges are higher leading to displacement of vehicles into Redbridge.



106,339
VEHICLES



Existing on-street penalty charge bands



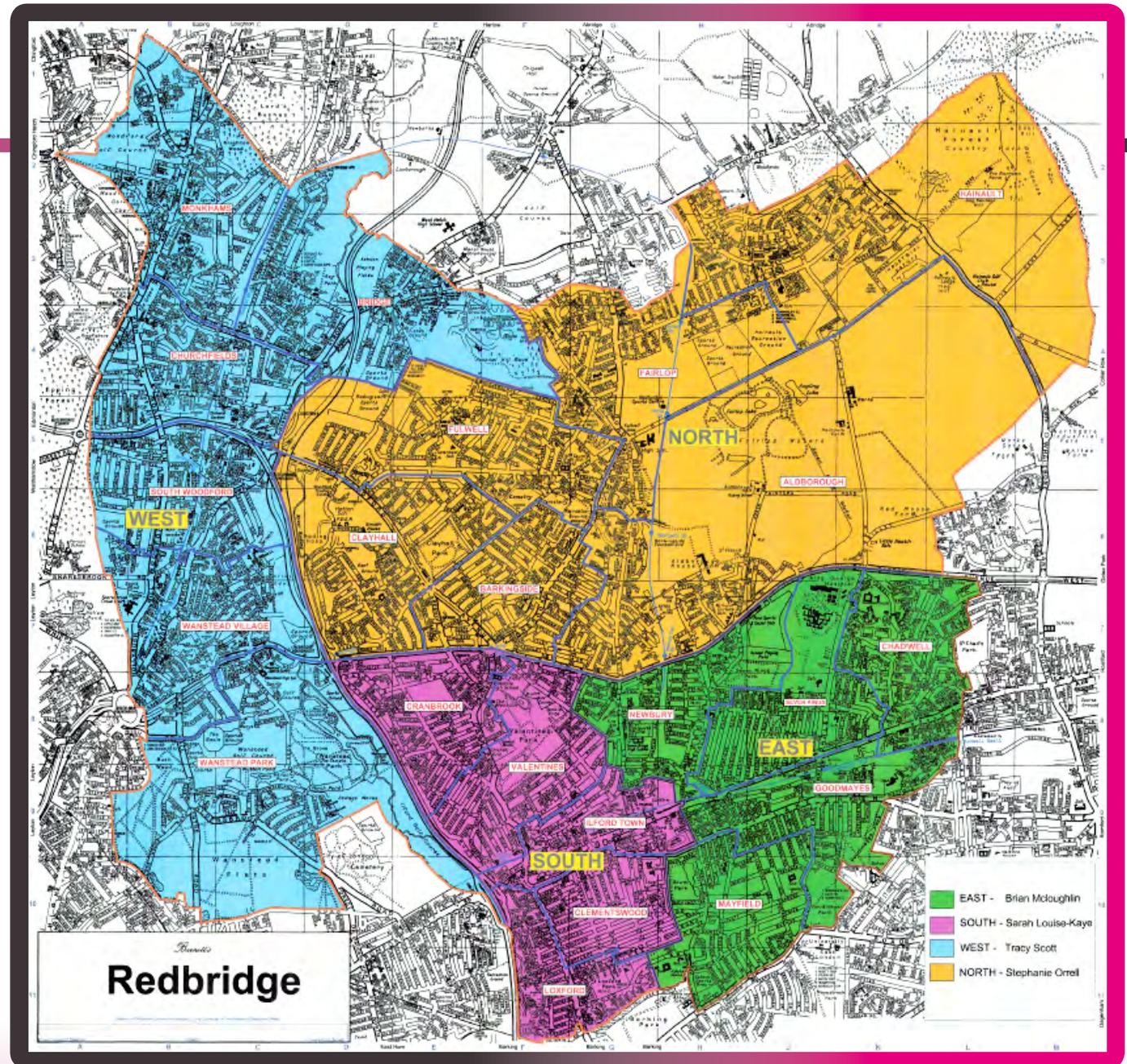
Existing off-street penalty charge bands



The availability and cost of parking to a particular destination can influence the mode of transport. For example, providing free parking would result in an increase in car based commuting to the town centre. This would likely add to the peak hour traffic and increase congestion on main routes resulting in delays to public transport, increased pollution and would make the town centre and surrounding neighbourhoods less pleasant for residents, pedestrians and cyclists.

However, it is recognised that the car may remain the most practical travel option for many journeys and that in many circumstances people will have no other options available. In the same way, the Council also recognises that many businesses are heavily reliant on car-based customers.

Management of parking is therefore necessary to provide for these needs whilst also supporting the Councils broader sustainable travel objective.



3 REDBRIDGE'S PARKING SUPPLY

There is both on and off- street parking places available in Redbridge. On street spaces are controlled by the Council and off-street parking is provided by a combination of Council operated car parks, company car parks and those operated privately eg NCP

The table below shows the parking provision in Redbridge

Permit bays	Duel with P&D	P&D	Bus	Ambulance	Disabled	Doctor	Loading	Taxi	Other	Total
5434	291	1447	361	4	85	18	50	40	12	7742

How parking is distributed across the borough

- It is estimated that there are approx 7750 car parking spaces across the borough of which 1788 are accessible by the general public
- The Council operates 19 public car parks located throughout the borough providing approx. 2500 spaces see appendix 1 for details
- The leisure operator Vision operate 8 car parks that are linked to parks and open spaces
- There are 1738 on-street spaces available for the general public a number of which attract 30 minutes free parking
- Other on-street parking is controlled by waiting restrictions and permits as appropriate.



**2500
SPACES**

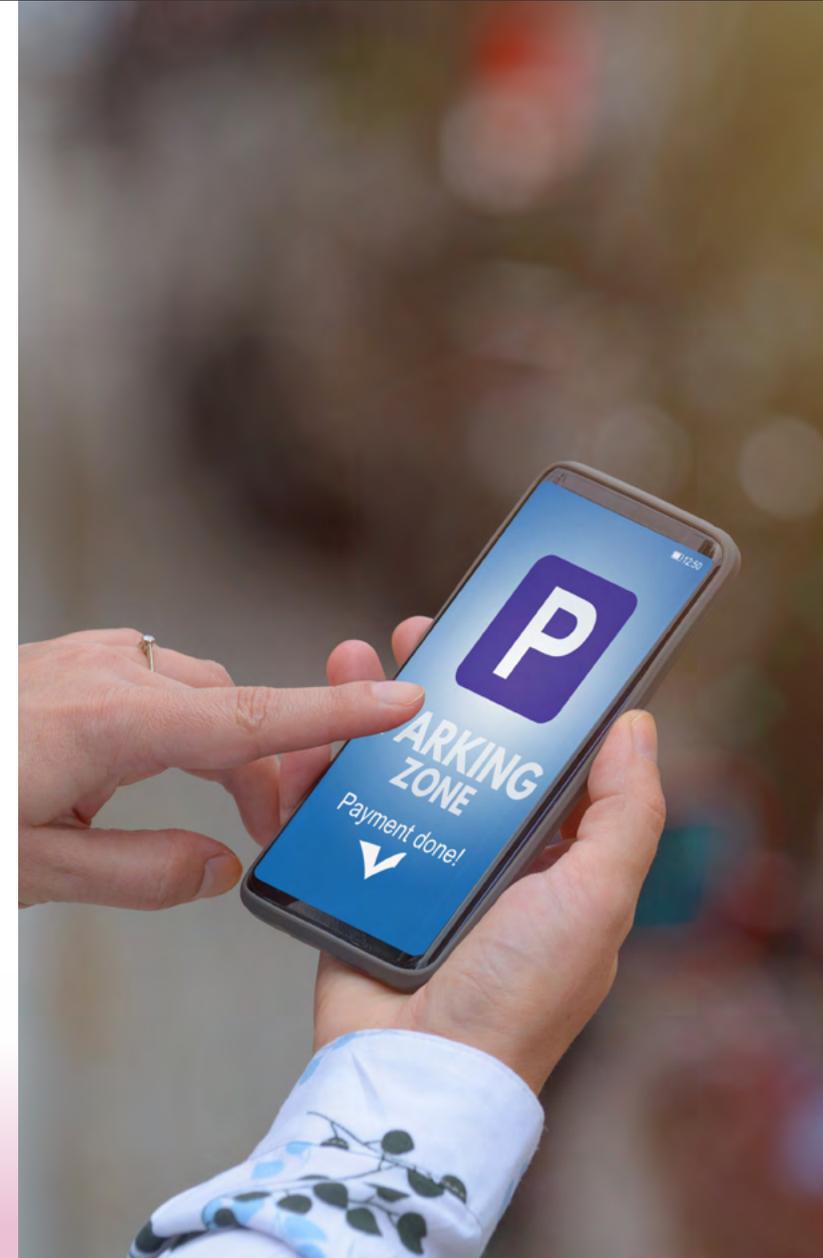


4 HOW PARKING IS MANAGED IN REDBRIDGE

The Council manages its parking in the following ways

- Hierarchy of parking – what type of parking is prioritised at each location
- Pricing of parking – how much people pay at a given location for a specific period
- Length of stay – how long people are permitted to park at a given location
- Enforcement – ensuring that people park legally and safely
- Moving Traffic Offences – ensuring the network is kept moving and favours public transport, walking and cycling.

The application of these controls individually or in combination can influence where people park and for how long. This provides an overview of how these controls are used and advises on how the income from parking charges and PCNs is managed.



4.1 Hierarchy of Parking

The Councils user hierarchy for parking is presented below

On-Street	Off-Street
Emergency Services/Funerals/Health Emergency	Blue Badge Holders
Blue Badge Holders	Short stay shoppers & visitors
Residents	Long stay shoppers & visitors
Essential business users	Employee Parking & Commuters
Short stay shoppers & visitors	
Long stay shoppers & visitors	
Employee Parking & Commuters	

The hierarchy is the starting point for considering how parking is managed across the borough. It is not prescriptive in the way it is applied and will generally be influenced by the characteristics of a particular area and the nature of parking demand along with the pressures and issues.

An example is the differing parking needs when comparing the requirements in the Town Centre compared to residential areas. It is therefore not practical to define a single parking hierarchy across the borough and needs to be applied with regard to evidence of demand and pressures in a specific area.

4.2 Pricing

Pricing of parking can significantly influence demand and as a result changes in tariffs may act as a powerful tool in managing parking provision.

Within the next 18 months the Council will carry out a review of the pricing of its parking stock throughout the borough to understand the relationship between pricing and the availability and turnover of spaces. The evidence can then be used to inform future decisions.

4.3 Length of stay

The length of time that people are able to park in a particular location can be a powerful tool in influencing how parking is used and for what purpose. For example restricting the time that people are allowed to park before they have to leave or pay a charge in areas where there are small parades of local shops or setting a higher tariff can keep spaces turning over whilst helping to sustain local businesses.

Restricting the length of stay in commuter parking areas may encourage travellers to consider alternative sustainable methods of transport.

Controlling the length of time people can park should be used in conjunction with pricing to encourage higher turnover of short stay parking where there may be competing demands.





4.4 Enforcement

Illegal parking can create problems and can contribute to congestion on the highway network which impacts on the smooth running of public transport. This can also impact on people confidently choosing to use active modes of travel such as walking and cycling. It affects the safety of other road users and causes a nuisance to residents and businesses. This can provide a negative impression on an area and detract from them as great places to live.

Enforcement is required to ensure compliance with regulations in order to ensure the safe flow of traffic and efficient public transport system in addition to maintaining access to local premises. Enforcement manages illegal parking and ensures that parking bays are used for the correct purpose.



4.5 Moving Traffic Offences

Moving Traffic enforcement is carried out in the borough at locations where there are issues with compliance or safety.

Moving traffic offences include:

- Entering and stopping in a Yellow box junction when prohibited
- Performing a prohibited turn
- Failing to comply with a No Entry restriction
- Failing to comply with a prohibition of certain types of vehicle
- Failing to drive in the direction shown by the arrow

These powers particularly assist:

- Aiding the flow of traffic and preventing congestion
- Detering drivers from carrying out dangerous manoeuvres





4.6 Use of Income

Section 55 of the Road Traffic Regulation Act 1984 advises authorities how any surplus from the annual parking account may be used. The Council has discretion on how to spend any surplus that may arise, within the scope set by law. Under current legislation the application of any surplus is limited to meeting the cost of providing and maintaining parking facilities, highways improvement schemes, highways maintenance, public passenger transport services and certain other transport related projects.

Parking income is received from the following sources:

- Income from parking charges
- Income from parking enforcement
- Income from Moving Traffic Contraventions
- Income from permits and season tickets



5 REVIEW OF PARKING

In 2015 the boroughs residents and services users were surveyed for their views on parking services within the borough. The feedback prioritised a service that supported local businesses, fair consistent pricing structures and road safety.

We carried out a consultation exercise and received 3074 responses, 117 people attended 3 public meetings to provide their views. We consulted with residents, disability groups, Councillors and business partners.

- You told us that you wanted short term parking in shopping areas to provide a fairer parking offer – **we have delivered 30 minutes free parking across the borough and we plan to increase this to 60 minutes**
- You told us that we should improve enforcement across the borough to make the roads safer– **we have introduced an Enforcement plan and carry out school enforcement regularly to keep our children safe**
- You told us that you had problems parking outside of your house due to commuter parking – **we are balancing the needs by introducing controlled parking zones to enable residents to park near their house**
- Alpha Parking were appointed in 2017 to undertake a review of the councils Parking Service and management approach. This has led to the development of an action plan which informs the parking strategy
- Significant research has been carried out to establish the baseline and help to formulate the scope of the strategy
- Anticipated outcomes have been identified and will be used to inform some of the approaches adopted.



6 OTHER MODES

The Parking Strategy will support the Council's wider objectives to increase more sustainable modes of transport. Achieving a modal shift will help to manage the demand for parking particularly with increased numbers of vehicles on the highway and less kerb space available.

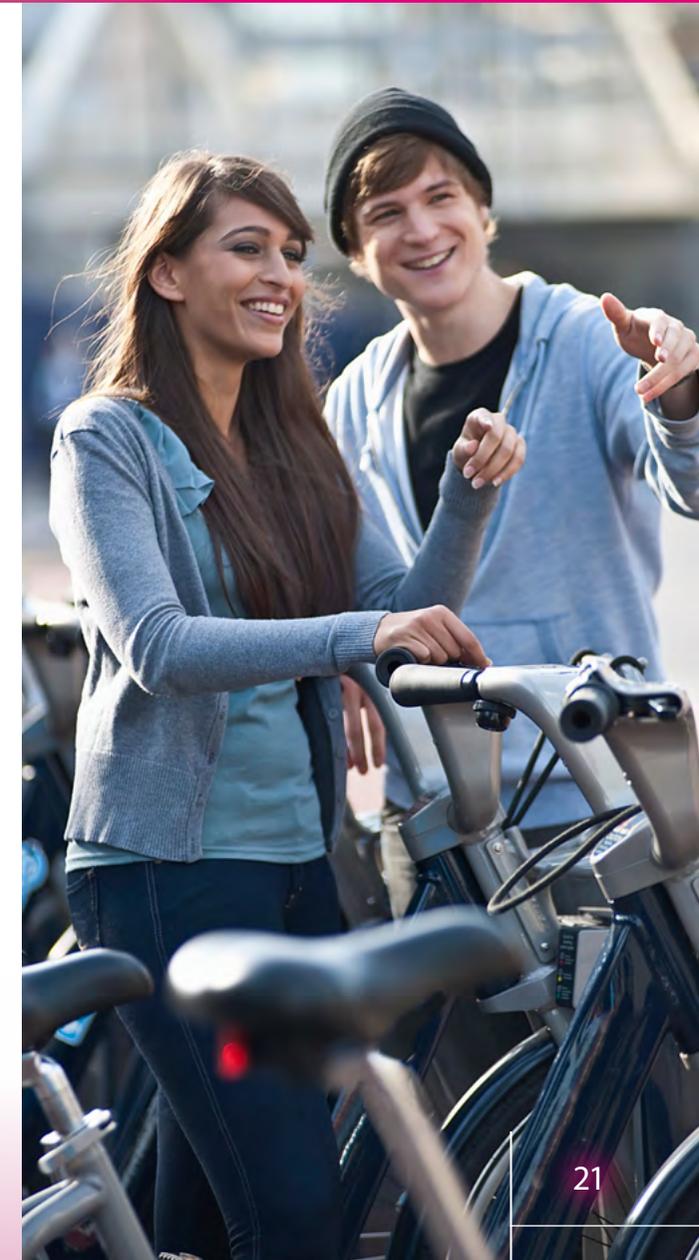
In some instances people have no alternative but to use cars and whilst this strategy is focused on reducing car usage and promoting more sustainable modes of transport it should not be seen as being an anti car strategy.

In implementing its Parking Strategy Redbridge will have regard to all road users and consider best practice and guidance to ensure that all road users are appropriately considered with no group being disadvantaged.

6.1 Cycling and Walking

Cycling is a key mode of transport, particularly for local journeys and also multimodal journeys, especially with trains. To encourage this mode of travel it is essential to deliver a high standard of cycle parking at specific locations such as near stations.

Redbridge is committed to improving the environment for cyclists and pedestrians in the borough and to achieve this we will consider the infrastructure improvements when delivering developments.



7 POTENTIAL INNOVATIONS

- Our communities and streets- enforcement approach, code of practice for CEOs, parking policy and Blue Badge enforcement.

We will consider more efficient methods of enforcing such as directly deploying Civic Enforcement Officers, using data and intelligence to inform patrols. We will commission technology to deliver consistent enforcement. Our policy will tell you how we will be delivering the parking service and what you can expect. We will enforce against the misuse of Blue Badges taking offenders to court as appropriate

- Drivers of change – on a national, regional and local level

We will keep informed of all evolving policy and initiatives to ensure that Redbridge has a 21st century parking programme. We will consider the impact of any policies and strategies and how they may impact on the delivery of transport and parking schemes

- Our service – stats and information and contracting out arrangements

We will publish a Parking Annual Report and an annual review of the Parking Strategy by December each year. We will carry out a rolling review of the information on the website to ensure that it is relevant and informative. We will work with our partners to provide a gold standard parking service

- Technology and the customer journey

We will deliver more efficient services to our customers when and where they need them by more efficient and faster online processing of permits, provide access to data to manage PCNs and faster payments methods for paid for parking. We will review our processes and streamline line them where we are able to and deliver technology to enhance our offer.

We will upgrade our Pay & Display machines to accept contactless payments. Cash is expensive to collect, susceptible to theft and the machines prone to vandalism. We will continue to offer the cashless parking solution via Ringgo.





- Future options – charging models and Fees and Charges,
We will explore smart charging options to help us achieve the right level of availability, match demand and make our streets safer. We will carry out an annual review of all the associated charges and publish them
- Consultation and engagement – CPZ design and implementation
We will review the consultation process to make it more meaningful so it is fit for purpose and enable us to respond to local needs
- Housing land and council properties
We will review the parking offers on council land to provide a fairer parking offer for our residents so they can park near their properties
- Engine idling, Electric vehicle charging point expansion, Air quality and diesel surcharges.
We will consider introducing fixed penalties for engine idling and will increase the number of electric charging points across the borough. We will introduce air quality measures in school zones and consider a surcharge for the most polluting vehicles
- Workplace levy, car clubs & car sharing scheme
We will increase the number of car club bays in the borough to promote the use of shared transport. We will support car sharing schemes and assist to develop their use. We will work with employers to reduce congestion in our borough by considering workplace parking levies.

8 MONITORING & REVIEW OF STRATEGY

The Council recognises the importance of monitoring and will undertake a robust programme of review throughout the delivery of the strategy.

This will include:

- Review in parallel with other local plans and policies
- The impact of policies and projects that have been delivered
- Issues affecting safety
- Benchmarking of schemes
- Consultation as appropriate

The Parking Strategy will be continuously updated and reviewed to reflect the trends and changes in the borough.



Appendix 1

Car park	Address	Capacity
Charteris Road, Woodford	Charteris Road, Woodford, Essex IG8 0AL	135
Cranbrook Road, Gants Hill	Cranbrook Road, Gants Hill, Essex IG2 6LA	192
Craven Gardens, Barkingside	Craven Gardens, Barkingside, Essex IG6 1ZZ	172
Derby Road, South Woodford	Derby Road, South Woodford, London E18 2PZ	72
Eastwood Close, South Woodford	Eastwood Close, South Woodford, London E18 1BY	52
Eastwood Close, South Woodford	Eastwood Close, South Woodford, London E18 1BY	38
Primrose Road (Viaduct), South Woodford	Primrose Road, South Woodford, London E18 1DE	12
Mulberry Way, South Woodford	Mulberry Way, South Woodford, London E18 1EB	22
Goodmayes Road, Goodmayes	Goodmayes Road, Goodmayes, Essex IG3 9UF	75
Grove Park, Wanstead	Grove Park, Wanstead, London E11 2RL	76
High Road, Seven Kings	High Road, Seven Kings, Essex IG3 8RU	170
High Road, South Woodford	High Road, South Woodford, London E18 2QS	55
High Road, Ilford (Lynton House)	High Road, Ilford, Essex IG11NF	51
Mildmay Road, Ilford	Mildmay Road, Ilford, Essex IG1 1DT	66
Court Way, Barkingside	Court Way, Barkingside, Essex IG6 1HW	104
Sir James Hawkey Hall, Woodford	Broadmead Road, Woodford, ESSEX IG8 0BG	180
Station Road, Chadwell Heath	Station Road, Chadwell Heath, Essex RM6 4BU	125
Wangey Road, Chadwell Heath	Wangey Road, Chadwell Heath, Essex RM8 4BW	56
Ley Street Multi-Storey, Ilford	Sylvan Road, Ilford, Essex IG1 4EQ	730

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London Borough of
Redbridge 

