

11. CONCLUSIONS

- 11.1 There are a wide variety of parking payment systems available on the market, private car park operators are leading the way in terms of utilising innovation and technology when enforcing and regulating their car parks.
- 11.2 Local authorities at this time are unable to utilise and rely on such systems as ANPR cameras to enforce their car parks. The DfT and MP Robert Goodwill have clearly stated local authorities cannot revoke orders made under the Road Traffic Regulation Act 1984 to make the land occupied by the car park unregulated.
- 11.3 Based on the current stance of the DfT and government in relation to the options for enforcing local authority car parks it is recommended that any procurement of new parking payment equipment is compliant with current legislation and will not leave EHDC open to legal challenges.
- 11.4 Although there are numerous advantages with ANPR camera systems such as offering various payment options and user flexibility, and reduced enforcement costs which is appealing to all car park operators, we would recommend EHDC seek to procure new pay and display terminals for all of their car parks. This option requires the least investment and ongoing costs are far less than with more advanced camera operated systems.
- 11.5 The use of barrier operated systems would not be suitable for the majority of the car parks within this study as most only have a single entry and exit lane. Malfunction of equipment could lead to problems within the entry and exit areas, congestion in the roads leading to car parks and this would be the most expensive system to procure.
- 11.6 Current pay and display terminals now offer much more than the simple ticket. Terminals can be used as information points, providing maps of the local area, pointing customers to places of interest. The machines can also be used to provide incentive offers to customers, retailers can sign up to offer discounts in their stores, the user can select the offer required from a menu once they have purchased their pay and display ticket.
- 11.7 The analysis in the previous chapters shows that the above conclusions are supported by the summary of costs over a 10 year period shown below :
- 11.8 **Gold Option** (ANPR with no barriers) = **£1,847,250**
- 11.9 **Silver Option** (ANPR with barriers) = **£1,991,982**
- 11.10 **Bronze Option** (P+D replacement) = **£728,488**

12. RECOMMENDATIONS

- 12.1 Without a change in legislation, local authorities are restricted to the type of technology and equipment that they are permitted to use to enforce their car parks. There are a number of systems available on the market which would reduce the requirement for civil enforcement and provide numerous cost savings over an assumed ten year period. With this in mind, along with guidance issued by Robert Goodwill MP and the DfT, the following are our recommendations for the upgrade of car park payment equipment in East Herts.
- 12.2 Alongside the use of pay and display equipment, greater emphasis should be given to the benefits of a pay by phone service, currently operated by RingGO in East Herts. This service can offer the user various benefits such as a text message reminder 10 minutes prior to the expiry of paid for time. The service could also allow the user to purchase further time if they needed to with having to return to their vehicle, all of this could be carried out via a smart phone app or be calling the pay by phone operator. Virtual permits and season tickets can also be offered via the RingGo service.
- 12.3 Due to the legislative constraints all local authorities are under in terms of procuring and operating parking payment systems that best fit the local community and the requirements of the users, upgrading the current machinery to an enhanced pay and display system to run alongside the RingGo operation. With the benefits of offering increased functionality such as Chip and Pin card readers, the council may wish to consult with the local community where such enhancements may contribute to the economic wellbeing of the town centre but would also incur a possible increase in the parking charge to cover the cost of these enhancements.
- 12.4 Where it is found there may be scope to introduce more sophisticated systems the council may also wish to consult with the local community to determine if such a system would be preferred or suitable.
- 12.5 A table of recommendations for each town centre car park and the associated estimated costs for installing and operating the system is provided on the following pages.