

<b>Report To:</b>	<b>CABINET</b>	<b>DATE:</b>	<b>27<sup>TH</sup> JANUARY 2020</b>
<b>Heading:</b>	<b>ELECTRONIC PAYMENT OPTIONS FOR CAR PARKING</b>		
<b>Portfolio Holder:</b>	<b>CLLR HELEN-ANN SMITH, STREETS, PARKS AND TOWN CENTRES</b>		
<b>Ward/s:</b>	<b>ALL WARDS</b>		
<b>Key Decision:</b>	<b>NO</b>		
<b>Subject to Call-In:</b>	<b>YES</b>		

### **Purpose of Report**

To provide information regarding the potential introduction of a parking app. for use in the Council's car parks.

### **Recommendation(s)**

1. Include the option of introducing electronic payment for car parking in the new parking order.
2. Delegate authority to the portfolio holder for Streets, Parks and Town Centres to determine the most appropriate parking app. for Ashfield and oversee its introduction.

### **Reasons for Recommendation(s)**

Paying car parking fees through an app. is increasingly popular as people carry less cash and more transactions are carried out by card payments. Inclusion of this facility within the new parking order would allow for a parking app. to be introduced.

### **Alternative Options Considered**

Not to include the option of introducing electronic payment for car parking in the new parking order – increasing methods of payment for users will be beneficial and there is no cost to the Council. **Not recommended.**

### **Detailed Information**

The Council is considering introducing a parking app. for the Council's public car parks. One provider being considered is PaybyPhone (PBP) which is owned by Volkswagen and is one of the largest operators in the UK. PBP had more than 28.3 million transactions in 2018 and 8.7 million registered users. The app. is being introduced by at least two district/ borough councils in Nottinghamshire. Both councils are currently using the RingGo app. but are intending to change due to the lower fees and rebate offered by PaybyPhone.

There would be no charge to the Council for providing the app. The user would be charged a 10p fee when paying for parking, of this 7p would go to PBP and 3p to the Council. Users can choose an Optional SMS Reminder/Confirmation which would cost an additional 10p (A confirmation email is automatically sent at no charge). No charge would be incurred for one and two hour free parking tickets issued. This compares favourably to other parking apps. RingGo charge 20p per transaction; AppyParking 30p and Phone and Pay 20p-30p. Some providers also make operational charges such as monthly management fees and fees for tariff changes etc.

**Parking app. use**

To use the app. it should only take 10 seconds to pay and 25 seconds to register using a smartphone app. and users can pay through Visa, Google Pay and Apple Pay. The apps rating is 4.7/5 (across more than 100k reviews). Phone line support for users is available at all times. PBP also offer a unique cash payment service, delivered in partnership with PayPoint which is available in a number of small shops in the District.

Management reports can be generated which include total income received (overall/by location), average parking durations (overall/by location), and the volume of first-time users (overall/by location).

**Advertising/ promotion**

The background of the app. can be used to run Council promotional campaigns, this service is free and the image can be changed as often as required.

Given that more and more transactions are being paid via apps and other electronic methods, it would seem prudent to provide a parking app. facility for the Council's car parks.

**Implications**

**Corporate Plan:**

Economic Growth and Place priority, through providing enhanced services for visitors/ businesses.

**Legal:**

Provision for a parking app. would need to be included in the proposed new parking order.

**Finance:**

Budget Area	Implication
General Fund – Revenue Budget	There would be a small increase in revenue from car parking through use of the app. at 3p per transaction. Over time there may be a reduction in cash taken which may allow for less frequent cash collections, potentially leading to cashable savings.
General Fund – Capital Programme	None
Housing Revenue Account – Revenue Budget	None
Housing Revenue Account – Capital Programme	None

**Risk:**

Risk	Mitigation
No risks identified – there is no cost to the Council of providing a parking app.	

**Human Resources:**

No HR issues identified.

**Equalities:**

Payment machines will continue to be available at existing sites. At new sites, machines may not be provided which could affect older people/ people on lower incomes who are less likely to use apps. and use mobile phones. This app. allows for payments to be made through making a telephone call or text. It is considered that the majority of people using car parks have access to a mobile phone. An Equalities Impact Assessment (EIA) has been undertaken and it has been concluded that at Kings Mill Reservoir, a ticket machine should be provided at the existing car park but not at the new car park which will be provided in 2020. This will mean that people who don't have access to a mobile phone when they visit will be able to obtain a ticket. EIA included as an appendix.

**Other Implications:**

None identified.

**Reason(s) for Urgency**

Not applicable.

**Reason(s) for Exemption**

Not applicable.

**Background Papers**

Cabinet 25<sup>th</sup> November 2019: Revision of Parking Order.

**Report Author and Contact Officer**

**Sarah Daniel**

**Place Team Leader**

**[s.daniel@ashfield.gov.uk](mailto:s.daniel@ashfield.gov.uk)**

**01623 457249**

**Service Director**

**Theresa Hodgkinson**

**DIRECTOR OF PLACE AND COMMUNITIES**

**[t.hodgkinson@ashfield.gov.uk](mailto:t.hodgkinson@ashfield.gov.uk)**

**01623 457374**