

The 2022 ambition for the Parking Partnerships

1. Strategic Review

1.1. A sustainable business model	
Features	Success Measures
1.1.1. The parking operation is wholly self sufficient	Income exceeds the full costs of all activity. ECC payments to the Partnerships have ceased. A surplus of £x is generated for investment
1.1.2. New revenue streams, not exclusively parking schemes, have been developed to maximise income by ECC, NEPP and SEPP	Income has increased from £x to £y
1.1.3. ECC, NEPP and SEPP Investment and cost strategies have been implemented, including digital; risks assessments; and smart patrolling to reduce costs	Staffing costs have fallen from £x (x % of running costs) to £y
1.1.4. Effective management over Traffic Order Schemes (with no backlog)	Supports increase in income; enables greater stability

1.2. An innovative partnership and operation	
Features	Success Measures
1.2.1. Localised governance is a central feature of the partnerships	The Partnerships consistently deliver a mix of strategic policies and local decision making
1.2.2. NEPP, SEPP and ECC work together in a strategic partnership that drives future innovation and supports wider economic growth ambitions	The Partnership Chairs and ECC regularly consult and co-develop on strategic issues . Joint policies have been developed for mutual benefit e.g. using of assets such as public sector land to develop new parking schemes
1.2.3. Seeking and pursuing opportunities for new relationships with the private sector – generating commercial value from better use of the highway	Data is routinely shared with the private sector Strong relationships exist with the Transport; Hauliers; Logistics sectors
1.2.4. Digital is at the core of the operation, delivering smart parking management systems as part of a wider integrated transport network	A digital link between parking information and parking control has been created; there is a single customer parking account across Essex; Park Map is up to date and accurate – enabling income; reputation; cornerstone of digital service

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1.4. Business growth – potential areas	
1.4.1. Expansion of Parking delivery services for other areas, such as:	Potential areas could include: <ul style="list-style-type: none"> • Neighbouring Councils - Suffolk , Hertfordshire, etc • Essex Unitaries - Southend and Thurrock • Lea Valley Park / Corporation of London (Epping Forest) • Essex Country Parks
1.4.2. Wider LA regulatory enforcement activities, such as:	Potential areas could include: <ul style="list-style-type: none"> • Single Parking Enforcement Service • Highways Inspections – pot holes; fly tipping; advertising • Moving traffic offences – bus lanes; yellow boxes; banned right turns • NRSWA – permits; enforcement • Environment protection – Littering; dog fouling

1.4. Business growth – potential areas		
1.4.3.	Back office hub	administrative Potential areas could include: <ul style="list-style-type: none"> - Using the existing platform to provide generic back office functions, such as; <ul style="list-style-type: none"> • Payment processing; Case management, MiPermit; Policy mngt • Provide Notice Processing Service for other enforcement authorities / organisations • Car Park Season Ticket / staff car parking/ visitor parking administration for other authorities/organisations
1.4.4.	Joint investment and gainshare opportunities	Potential areas could include: <ul style="list-style-type: none"> • Development of public assets: Highways land converted into parking operations and further business opportunities (see next slides for illustration...)