

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	3 NOVEMBER 2015	AGENDA ITEM:	15
TITLE:	ON STREET PAY AND DISPLAY - PAY BY PHONE		
LEAD COUNCILLOR:	TONY PAGE	PORTFOLIO:	STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT
SERVICE:	PARKING SERVICES	WARDS:	BOROUGHWIDE
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report advises Members of the proposal to introduce Pay by Telephone for On Street Pay and Display bays. The current method of paying by cash will be retained.

2. RECOMMENDED ACTION

- 2.1 That the Sub-committee agree to introduce a Pay by Telephone system as a method of payment for the Boroughs On Street Pay & Display parking provision.
- 2.2 That the Sub-committee approve an amendment to The Borough of Reading (Pay and Display) (Civil Enforcement Area) Order 2013 and The Borough Of Reading (Pay and Display) (Civil Enforcement Areas) Order 2014 to include Pay by Telephone as a payment method option and the Head of Legal and Democratic Services is authorised to advertise the amendment.

3. POLICY CONTEXT

- 3.1 The provision of waiting restrictions and associated criteria is specified within existing Traffic Management Policies and Standards.

4. THE PROPOSAL

- 4.1 A report to Cabinet on the 12th July 2010 set out the intention of the Council to introduce on-street pay and display in a number of areas throughout Reading. An initial area was introduced within the town centre and the new restrictions came into force in October 2010.
- 4.2 Amendments to the pay and display restrictions were made in January 2011 and again in September 2013 when a new 3 hour tariff was introduced in pay and display bays located outside of the IDR boundary. The pay and display scheme was extended in January 2014 and pay and display bays were introduced in Hosier Street, Kenavon Drive and Fobney Street.

- 4.3 It is proposed to introduce a Pay by Telephone for all On Street Pay and Display bays. The existing pay by cash provision will be retained. The Council's off street car parks already provide the option for customer to pay at machine or by telephone and it is proposed to use the same provider that is in use in the off street car parks, RingGo. There is a provision within the Parking Enforcement Contract with NSL Ltd for them to set this up and manage this on behalf of the Council.
- 4.4 The RingGo website: <https://www.myringgo.co.uk/> would provide information about the Parking Location within Reading and provide prices and other information per site.
- 4.5 Customers can pay by telephone or use their "app" on their mobile telephone to make payment by credit/debit card. Each location will be issued with a location number/code. The customer will be required to specify the location and pay the amount due. There are additional options for them to receive a reminder text message before their time runs out; this will also give them the option to extend their parking session.
- 4.6 There is a convenience charge associated with using the service and the price for the use of the service is passed onto the customer is 20p including VAT. The reminder text messages cost 10p including VAT. However, please note that customers do not have to use this service and can still pay by cash at the machines.
- 4.7 New customers will be required to set up an account, which is free of charge, but once registered they can manage this themselves. This will provide greater flexibility and be quick and convenient to existing RingGo customers.

5. CONTRIBUTION TO STRATEGIC AIMS

5.1 Service Priorities contained in the Corporate Plan 2015 - 2019.

- Keeping the town clean, green and active.
- Providing infrastructure to support the economy.
- Remaining financially sustainable to deliver these service priorities.

6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 The amendment to the Traffic Regulation Order will be carried out in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996.

7. LEGAL IMPLICATIONS

7.1 Any changes to traffic regulation orders are made under the Traffic Management Act 2004 and/or Road Traffic Regulations Act 1984 as required.

8. FINANCIAL IMPLICATIONS

8.1 There is a cost to advertising the amended Traffic Regulation Order.

9. BACKGROUND PAPERS

- 9.1 Cabinet report - 12th July 2010
TMAP Reports September 2010, January 2011, September 2011 and March 2013
Traffic Management Sub Committee report January 2014

10. APPENDICES

- 10.1 None