

Level

Tier

Scope

Service

District, Unitary

Parking



Parking Services

Characteristic(s) / CSF(s):
Managing Expenditure

Problem and Approach

- Hart District Council wanted to ensure they were able to enhance their reputation for parking services with the public.
- All aspects of the service were reviewed; people; processes; and public perception. An analysis of unit income was carried out.
- This determined which bays were the most cost effective and generated the most income.
- Some surprising results were found. The most contentious parking area, with the most confusing signage, was not generating the highest income benefit at all.

Outcomes

- Reduction in staffing and annual cost reductions of £75K by reduction in the Civil Enforcement Officers required and reduced back office hours
- On-street signage changed to improve public perception
- Focused effort on most used parking area
- Improved coverage on school patrols
- Recognition of confused and confusing car park signage

<https://www.hart.gov.uk>



The public sector transformation partner