

Parkex

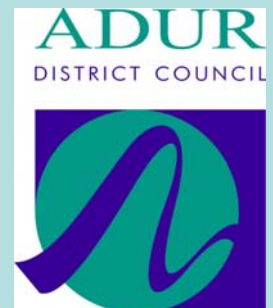
Wednesday 30th March 2011



Mandy Ainsworth

Parking Services Manager

Worthing Borough and Adur District Councils

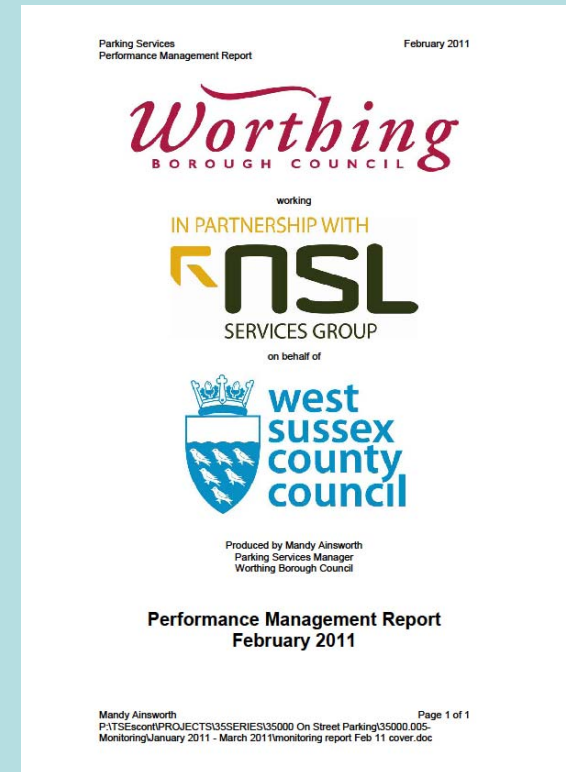


Under discussion:

- Statistical monitoring of Penalty Charge Notice data and Civil Parking Enforcement performance.
- Performance monitoring of bailiff providers

How to make life easier

- Made easy by the monthly performance monitoring records
- The qualitative and quantitative side of monitoring reports looks at:
 - Finance
 - Complaints and compliments
 - Compliance
 - PCN Statistics and Persistent Evaders
 - Appeal Statistics
 - Pay and Display Statistics
 - Permit Statistics and Controlled Parking Zone capacities
 - Errors with road signs / road markings and unlicensed vehicles
 - Staffing and Security Incidents



In addition, pure quantitative records should be made monthly on a spreadsheet as detailed on the following slides. This will mean you already have your data ready when you need to produce your annual report.

Suggested statistical format

2010/2011							
2009/2010							
2008/2009							
Mar							
Feb							
Jan							
Dec							
Nov							
Oct							
Sep							
Aug							
Jul							
Jun							
May							
Apr							
Category							

Suggested statistics – just for the Members – split for on / off street

- Total income from enforcement
- Total income from pay and display
- Total income from permits
- Total expenditure
- Total surplus / deficit
- Information on spending from surplus



Suggested statistics – for all – PCNs issued and PCNs paid

- Number of PCNs issued
- % of PCNs issued at lower level
- % of PCNs paid at discount rate
- % of PCNs paid at full rate
- % of PCNs paid at high rate
- % of PCNs paid past point of debt registration
- % of PCNs written off because of CEO error, DVLA untraceable, VDAs
- % of PCNs belonging to persistent evaders

Suggested statistics – for all – PCN appeals (informal challenge and formal representation)

- % of PCNs against which an informal challenge was made
- % of those accepted / rejected
- % of PCNs that went onto Notice to Owner
- % of PCNs against which a formal representation was made
- % of those accepted / rejected
- % of all appeals where the appellant proved they were not liable
- % of all appeals where the Council showed discretion

Suggested statistics – for all – PCNs appeals (formal appeal)

- % of PCNs that went to the Traffic Penalty Tribunal
- % of those that were won by the appellant
- % of those that were won by the Council
(This would be an ideal one to add a footnote to, in order to explain that the remainder may be no contests or decisions are outstanding)
- % of TPT appeals decided by post
- % of TPT appeals decided at a personal hearing
- % of TPT appeals decided by telephone conference

Suggested statistics – for all – other useful information

- % of PCNs which went onto Charge Certificate
- % of PCNs that were debt registered with TEC
- % of PCNs which went onto warrant
- % of CEO voids re-issued as CEO aware of error
- Average % compliance
- Average number of days taken to respond to each stage of appeal

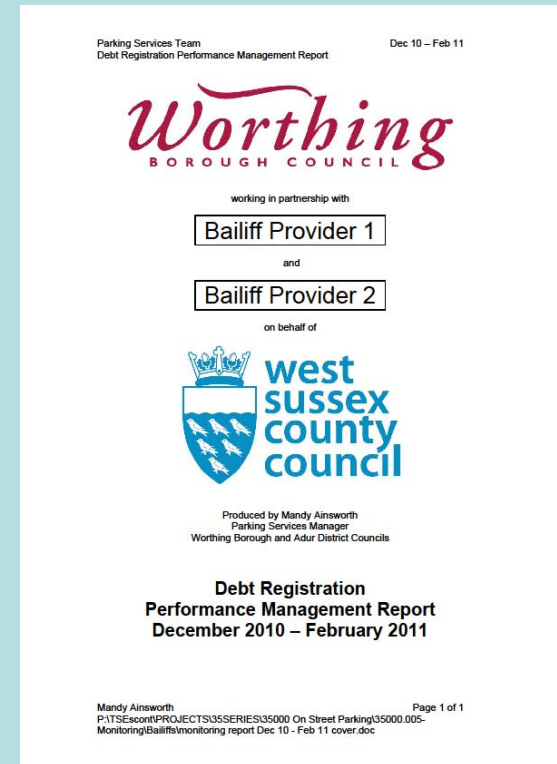
But how many of you carry out monthly statistical and performance monitoring on your bailiff providers?

How many of you have a detailed SLA outlining the standards you expect?

How do you split your warrants - Address? Name?

Why monitor them?

- Enables production of quarterly performance monitoring reports
- Enables split of warrants to be managed in accordance with performance of each provider – thus ensuring best VFM and customer service at all times



What to monitor – going to warrant and revenue received

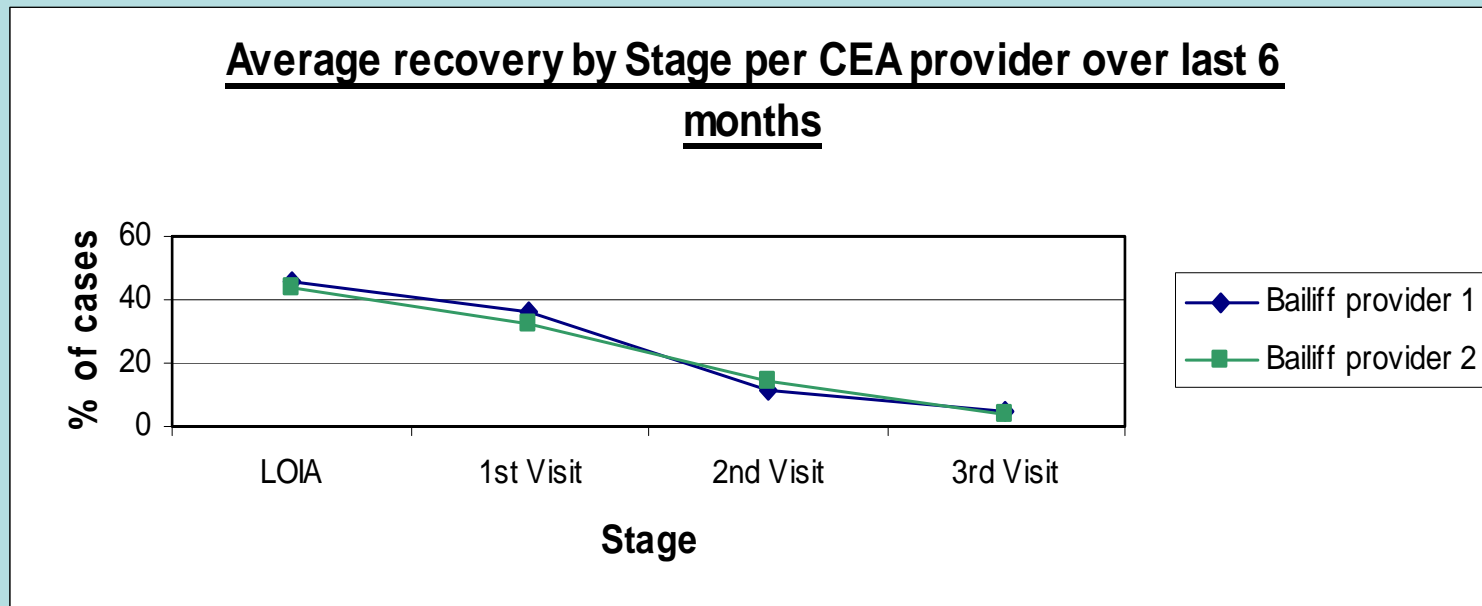
- Number of successful witness statements, late witness statements and out-of-time witness statements
- % of PCNs issued going to warrant
- % of debt registered PCNs going to warrant
- Average time taken for cases to go from PCN issue to warrant
- Number of warrants issued to each bailiff provider
- Revenue received from each bailiff provider; total and average fees and charges collected

What to monitor – general performance matters

- Complaints
- IT provision
- ANPR usage
- Staffing
- **% Recovery Rate**

What to monitor - recovery

- Average recovery by Stage per bailiff provider



What to monitor – recovery (continued)

- % of warrants paid at LOIA stage by each provider
- % of warrants paid at 1st visit by each provider
- % of warrants paid at 2nd visit by each provider
- % of warrants paid at 3rd visit by each provider
- % of warrants only paid once vehicle clamped
- % of warrants only paid upon removal of goods or vehicle

What to monitor – returns and payment plans

- Warrants returned by reason per bailiff provider
- % warrants returned prior to warrant expiry per bailiff provider
- Number of warrants in payment plans per bailiff provider
- % of payment plans successful per bailiff provider

Result

By monitoring in this much detail, the following can be achieved:

- Optimum customer service for the debtor
- Good reputation for the Council
- Keep the providers 'on their toes'
- Assist the bailiffs in achieving high recovery rates by ensuring you are providing good quality warrants
- Ensure the providers are managed appropriately by awarding good performance and penalising poor performance

A word of warning!

Convert your reports to PDF
before distribution so that
the reader cannot amend to
their advantage!

Thank you for
listening!