

Positive Parking Agenda

- Exploring ways to transform management of on-street and off-street parking facilities
- Local authority members: changing the conversation around parking and how it's perceived by government, media and public
- Led by core group of members, supported by BPA with input from other stakeholders
- Focusing on core issues of consistency, communication, standards, transparency and technology
- Providing a consistent voice for all local authorities to communicate effectively with key audiences



Positive Parking Agenda - Vision

‘To gain recognition for parking management as a valued service and significant contributor to a better, safer, more accessible and cleaner environment’



Positive Parking Agenda - Mission

- **Improve the public understanding and image of parking management** by helping local authorities to work together in setting and raising standards, improving communications, encouraging innovation and promoting transparency in the delivery of parking management.
- **Achieve a step change in public attitude towards parking**, shifting the focus of public interest and media coverage away from enforcement to the positive benefits of effective parking management.
- **Deliver fair, efficient and effective parking management** for everyone in society using a set of defined key principles.



Positive Parking Agenda - Key Priorities

Congestion – reducing congestion, helping drivers find spaces quickly and easily

Safety – improving road safety, reducing the severity and number of traffic collisions

Air Quality – improving air quality, reducing congestion and dwell time in finding spaces

Accessibility - improving access to services and the economic vitality and vibrancy of town centres and high streets

Technology – supporting a more mobile society by embracing new technology

Working together – providing a more efficient and accessible road network

Fairness – delivering an effective, efficient and consistent parking management service

Positive Parking Agenda – Next steps

- Asking local authority Parking Managers to sign up to show support for the Key Priorities
- Communicating with Council Leaders and/or Parking Portfolio holders asking them to recognise and sign up to the Key Priorities
- Lobby government and the media with ‘one voice’ to support the Positive Parking Agenda

