



Name of the Officer completing the evaluation
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Please give a brief description of the aims of the proposal

Procurement of PaybyPhone as an additional payment option for car park users

Unfortunately, ongoing issues with poor signal connection from some of our Pay and Display machines within our car parks are resulting in queues, cancelled transactions and customer complaints. On several recent occasions, the machines or signal has failed for entire car parks, meaning both income and enforcement fines are lost, because we cannot effectively enforce for non-payment when the machines are defective. These issues have been raised with the responsible company but resolution is slow (an issue being tackled in its own right).

Some customers also express concern about the clarity of the machine functionality, which albeit clearly set out via on-screen instructions and consistent with machines throughout South East Wales, does require various inputs including car registration.

PaybyPhone is one of a number of providers who offer an add-on service whereby customers can use their mobile phone to buy car parking tickets. It is a simple process to register and the system records your car details and bankcard details if the customer chooses, leaving the only required inputs as location (using a car park reference number that is clearly displayed on site, if GPS on the phone has not located you), and duration of stay. The service also provides an option to receive a text reminder when your ticket is due to expire, and provision

	<p>to buy an extended ticket to stay in town for longer. The fee for the text messages is paid by the customer.</p> <p>A Car Parking Review commenced but was then suspended due to Covid 19 additional work and other workload/resource challenges. It is currently on hold but there are a few aspects, such as PaybyPhone that can be concluded outside of the full review. The use of alternative technology such as this was a recommendation agreed by Economy and Development Select Committee at its meeting on 2nd November 2020.</p>
<p>Name of Service area</p> <p>Placemaking, Regeneration, Highways and Flooding</p>	<p>Date 16th July 2021</p>

1. **Are your proposals going to affect any people or groups of people with protected characteristics?** Please explain the impact, the evidence you have used and any action you are taking below.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	PaybyPhone offers an additional way of paying for car parking. It could assist people who find the parking machines confusing, hard to use or who have difficulty remembering their registration number. Payment can be made from the car avoiding the need to go to a machine and queue.	<p>There is a perception that older generations adapt less well to the use of mobile phone technology however experience in other Authority areas challenges this perception.</p> <p>Not all members of the public may have mobile phones or are able to download the app software to take advantage of this provision.</p>	Cash and card payment options will remain available.
Disability	PaybyPhone offers an additional way of paying for car parking. It could assist people who find the parking machines confusing, hard to use or who have difficulty remembering their registration number. It also allows for extended stays, avoiding the need to rush back to the car park prior to ticket expiry.	No Impact	Cash and card payment options will remain available.
Gender reassignment	None	None	n/a
Marriage or civil partnership	None	None	n/a

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Pregnancy or maternity	Payment can be made from the car avoiding the need to go to a machine and queue. It also allows for extended stays, avoiding the need to rush back to the car park prior to ticket expiry.	None	n/a
Race	None	None	n/a
Religion or Belief	None	None	n/a
Sex	None	None	n/a
Sexual Orientation	None	None	n/a

The Socio-economic Duty and Social Justice

The Socio-economic Duty requires public bodies to have due regard to the need to reduce inequalities of outcome which result from socio-economic disadvantage when taking key decisions This duty aligns with our commitment as an authority to Social Justice.

	Describe any positive impacts your proposal has in respect of people suffering socio economic disadvantage	Describe any negative impacts your proposal has in respect of people suffering socio economic disadvantage.	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Socio-economic Duty and Social Justice	<p>It allows extended stays, avoiding the need to rush back to the car park prior to ticket expiry. Retailers advise (via the Business Resilience Forum) that this will help increase dwell time and therefore support local businesses.</p> <p>Visitors to the County often park and then leave the area to explore. An example of this would be the regular walkers that we have following the Offa Dyke path. They do not have to purchase, for example, a week long pay and display ticket and then have to be back by its expiry date, they can simply extend their stay from the walk as necessary.</p>	<p>Not all members of the public may have mobile phones or are able to download the app software to take advantage of this provision.</p>	<p>An element of cash and card payment would remain so as to allow those people with limited or no access to mobile phone technology to purchase a pay and display ticket my alternative methods.</p>

Policy making and the Welsh language.




How does your proposal impact on the following aspects of the Council's Welsh Language Standards:	Describe the positive impacts of this proposal	Describe the negative impacts of this proposal	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts
<p>Policy Making</p> <p>Effects on the use of the Welsh language,</p> <p>Promoting Welsh language</p> <p>Treating the Welsh language no less favourably</p>	No impact	No impact	All PayByPhone software, advertisements, instructions and support are in both Welsh and English.
<p>Operational</p> <p>Recruitment & Training of workforce</p>	The software that PayByPhone uses is considerably faster than current methods of checking vehicles for compliance, using ANPR technology.	Additional training is required for staff on the new software.	The training is a 'one off' per staff member and only takes an hour to complete.
<p>Service delivery</p> <p>Use of Welsh language in service delivery</p> <p>Promoting use of the language</p>	No impact	No impact	All PayByPhone software, advertisements, instructions and support are in both Welsh and English.



4. Does your proposal deliver any of the well-being goals below? Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal. There's no need to put something in every box if it is not relevant!

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p>A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p>Staff can complete car park compliancy checks quicker and more efficiently than the current method. This leaves staff with more time to focus on on-street parking issues that are having an effect on local businesses, the public and visitors.</p> <p>It allows extended stays, avoiding the need to rush back to the car park prior to ticket expiry. Retailers advise (via the Business Resilience Forum) that this will help increase dwell time and therefore support local businesses.</p>	<p>PaybyPhone offers optional promotional opportunities for local businesses, that they may opt to engage in, for example rewarding customers who extend their stay.</p>
<p>A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>The more we move away from the standard Pay and Display parking machines, we save on energy supply to those meters and use less paper that is used in the machines to produce the physical ticket that is currently displayed in the vehicle windscreen.</p> <p>Fewer vehicles will be idling at pay and display machines whilst the drivers purchases a ticket rather than return to the machine after parking.</p> <p>Not everyone will wish to use PayByPhone and will continue to use card and cash payments methods.</p>	<p>Raise public awareness through advertising the Pay By Phone provision. This is carried out by PayByPhone themselves.</p>
<p>A healthier Wales People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>The PayByPhone solution would lessen if not dispense with the queues and subsequent stress that the current machines are causing due to slow connectivity.</p>	

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	Dispenses with the queues that may overflow into the roadway of the car park causing a danger to the public.	
A Wales of cohesive communities Communities are attractive, viable, safe and well connected	Gives an additional method of payment above what we currently offer. Faster transactions and no connectivity issues.	
A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental wellbeing	PayByPhone would allow people to park, purchase a ticket in a fast and secure way allowing more time to be spent in local businesses inspiring economic growth. Customers who would otherwise leave towns because their pay and display is about to expire may decide to stay longer as they can simply add extra time via the app without returning to the vehicle.	
A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	All signs, advertisements and software are available in both Welsh and English. PaybyPhone is increasingly used in Wales and the consistency would help with destination management / tourism and convenience for visitors and residents/workers.	
A more equal Wales People can fulfil their potential no matter what their background or circumstances	People can purchase a ticket for our car parks through all available methods cash, card and app software.	

3. How has your proposal embedded and prioritised the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Balancing short term need with long term and planning for the future</p> <p>Long Term</p>	<p>The immediate effect of the proposal would reduce queues, speed transactions and eliminate possible risk from queuing.</p> <p>Customers would expect to purchase a stay both quickly and easily which this proposal offers.</p> <p>We are keeping up to date with modern technological advances and are not falling behind other Authorities who have adopted this approach.</p> <p>Increased protection of the public during our current Covid 19 situation. Lessening contact with machines.</p> <p>Steering customers towards the new payment method.</p>	<p>Raise awareness through advertisement and personal interation from the Civil Enforcement Team.</p>
 <p>Working together with other partners to deliver objectives</p> <p>Collaboration</p>	<p>This payment method has been requested by some members of the public and local businesses since shortly after the Covid 19 began.</p> <p>Some staff of local businesses have requested an additional payment method for situations such as when they have to work on additional hours, so as they do not have to leave work and return to their vehicles when their pay and display time is about to expire.</p>	
 <p>Involving those with an interest and seeking their views</p> <p>Involvement</p>	<p>The proposal is in response to requests from customers and businesses regarding the poor signal issues, long queues and dangers of queuing into the roadway, that the current machines cause.</p>	

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Prevention</p> <p>Putting resources into preventing problems occurring or getting worse</p>	<p>PayByPhone will advertise the provision in the time leading up to the start date.</p> <p>We will advertise the additional payment method on our website and social media.</p>	
 <p>Integration</p> <p>Considering impact on all wellbeing goals together and on other bodies</p>	<p>The new provision is intended to speed payment up for customers and prevent them having to wait in long queues to purchase a physical ticket.</p> <p>PayByPhone is already considered amongst other authorities to be a method of preventing the spread of Covid 19.</p>	

4. Council has agreed the need to consider the impact its decisions has on the following important responsibilities: Corporate Parenting and Safeguarding. Are your proposals going to affect any of these responsibilities?

	Describe any positive impacts your proposal has	Describe any negative impacts your proposal has	What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?
Safeguarding	Not applicable	Not applicable	n/a
Corporate Parenting	Not applicable	Not applicable	n/a

5. What evidence and data has informed the development of your proposal?

Complaints from the public via phone, email and MyMon reports that the machines are not taking cash payments and queues are growing.

Income loss at car parks where machines have failed and enforcement cannot be resumed.

Void tickets from failed transactions being displayed in customers vehicles to show that they have attempted to pay though the transaction failed.

Reports from Civil Enforcement Officers on the queues and machine failures.

6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?

With the current payment method of the pay and display machines having had so many issues with signal problems that they are slow to address, customers are becoming increasingly frustrated and impatient at having to wait for transactions to be accepted and having to wait in long queues.

Also having received many complaints about customers having to touch the machines and/or cash whilst we are going through a pandemic.

Machine failures have also resulted in Civil Enforcements officers not being able to issue PCN's within any effected car parks for that entire day as people have legitimately attempted to purchase a ticket though were unable to through no fault of their own. This also leads to Officers having to attend constant

machine problems instead of being on patrol and issuing PCN's to vehicles that are parked in contravention, thus having a double impact on income. The main negative for the proposal is that new technology is not always welcomed by some customers. We would aim to reduce this apprehensive response through advertising in the car parks, website and social media. Also Enforcement Officers will be educating customers where possible.

7. ACTIONS: As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.

What are you going to do	When are you going to do it?	Who is responsible
Advertise the PayByPhone solution.		Neil Rosser & Trudy Humber
Organise training for the Civil Enforcement Team on the new software for their handhelds.		Neil Rosser

8. VERSION CONTROL: The Equality and Future Generations Evaluation should be used at the earliest stage, such as informally within your service, and then further developed throughout the decision making process. It is important to keep a record of this process to demonstrate how you have considered and built in equality and future generations considerations wherever possible.

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration
1	Initial draft	16/07/2021	
2	Final version		
3			