



Subject:	Pavement Parking Communications and Marketing update
Date:	8 October 2024
Reporting Officer:	Eunan McConville, Director of Communications, Marketing and External Affairs
Contact Officer:	Eunan McConville, Director of Communications, Marketing and External Affairs

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Please indicate the description, as listed in Schedule 6, of the exempt information by virtue of which the council has deemed this report restricted.	
Insert number <input type="checkbox"/>	
<ol style="list-style-type: none">1. Information relating to any individual2. Information likely to reveal the identity of an individual3. Information relating to the financial or business affairs of any particular person (including the council holding that information)4. Information in connection with any labour relations matter5. Information in relation to which a claim to legal professional privilege could be maintained6. Information showing that the council proposes to (a) to give a notice imposing restrictions on a person; or (b) to make an order or direction7. Information on any action in relation to the prevention, investigation or prosecution of crime	
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>
Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of Main Issues
1.1	<p>To update members on communications/marketing activity around the issue of pavement parking.</p> <p>Members requested a report be brought identifying costs and resource for a public information campaign in relation to the issue of pavement parking:</p> <p><i>“The Committee agreed that officers consider the request set out in the motion in conjunction with Corporate Communications, the PSNI and the Department of Infrastructure, both of which had responsibilities regarding enforcement, and identify any costs and resources required and that a report be brought back to the Committee.”</i></p>
2.0	Recommendations
2.1	<p>That members note the contents of the report.</p> <p>That members agree that opportunities for further collaboration between the PSNI, DFI & Council will be sought through digital channels to highlight the issue of pavement parking, as well as in future editions of City Matters.</p>
3.0	Main Report
	Background
3.1	Members will be aware that a notice of motion, brought by Cllr Tara Brooks, was passed in June 2023 in relation to pavement parking and subsequently adopted by Council.
3.2	<p>That motion read as follows:</p> <p><i>“That this Council notes that inconsiderate pavement parking affects everyone in Belfast, but disproportionately children, people with visual impairments, mobility aid users, neurodiverse people and people with prams or pushchairs; and therefore it is essential that the Council plays its full role in reinforcing the message that pavements are for people and it is never acceptable to park in a manner which forces people off a footway and into the road. This Council acknowledges the challenges in solving this issue but resolves to work towards stopping vehicles from blocking pavements through inconsiderate or dangerous parking, including by undertaking a public information campaign about the negative impacts of pavement parking in its forthcoming communications.”</i></p>
3.3	Members will be aware that Council does not have responsibility for the issue of pavement parking or enforcement powers.

3.4	That responsibility lies with the Department for Infrastructure, which also has powers of enforcement through penalty charge notices (also known as PCNs or parking tickets).
3.5	The PSNI also has enforcement powers when a vehicle parked on a footway is found to be causing a general obstruction, or an obstruction to the entrance of a building.
3.6	The Department has the power to introduce footway parking bans and has done in some areas in Northern Ireland. However, members should note that there is no general ban on pavement parking.
3.7	In light of the motion above, an article urging citizens not to park on pavements was published in the summer/autumn edition of City Matters (see appendix 1).
3.8	It should also be noted that since May, Council has also been involved in a joint pilot programme – along with the PSNI and Department for Infrastructure – called <i>Park with Us in Mind</i> . This is aimed at tackling problematic parking, including pavement parking which makes emptying bins in certain areas challenging.
3.9	Communications around this have been published, including on the Council's website and social media channels (see appendix 2).
3.10	A bespoke multi-media marketing and communications campaign on the issue of pavement parking would not be possible due to financial and resource implications.
3.11	Officers have reached out to PSNI and DFI with regards to what plans those organisations have in highlighting the issue, and will continue to do so to identify opportunities.
3.12	City Matters also provides a valuable communication route to citizens and the options for further, future articles highlighting the issue of pavement parking will be explored.
3.13	<p><u>Finance and Resource Implications</u></p> <p>As noted above, an integrated multimedia campaign would have substantial budgetary impact.</p>
3.14	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>N/A</p>

4.0	Appendices
	Appendix 1 – City Matters article Appendix 2 – Pilot parking press release