

**County Council Meeting – 8<sup>th</sup> February 2024****Question to Councillor David Williams  
Cabinet Member for Highways and Transport****By Councillor Yates**

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**Question**

Last week I came across a vehicle parked on Zig-zag lines adjacent to a pelican crossing on Biddulph High Street. This is an all too frequent occurrence. I took a photograph and logged the time and date in order to report it. Unfortunately, I could not find an appropriate reporting form on either the Staffordshire County Council or Staffordshire Police Website. On conducting an online search to ascertain how to proceed I was directed to "Fix My Street" which does have the reporting capability for such an offence. Unfortunately, Staffordshire County Council do not accept reports from this organisation – can the Cabinet Member please confirm the policy for accepting reports of Highways (and parking issues) from third party organisations and whether they will consider accepting reports from these "user friendly" options?

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**Reply**

As part of the county council's digital strategy the ability to accept reports from third-party applications has previously been investigated and at that time was considered unsuitable. Whilst they do offer some advantages, such as nationwide application, there are also many added complications to these systems, including:

- Allowing users to report issues on private and unadopted roads.
- Limited customisation with no ability to provide users with further information about the issue, including self-help advice.
- Low user rating on both Apple and Google platforms; and
- Having significant set-up cost and ongoing operating costs, which at that time were up to £62,000 per year.

However, as part of the ongoing highways transformation programme a new Customer Relations Management (CRM) solution is currently being developed and as part of this work it is right that should review the case for accepting reports from third-party applications. This work will be conducted over the summer months with the findings available later in the year.

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In the meantime, we will also review the front-end of the Report-It system to see if we can make it easier for users to navigate to the relevant parking report pages. The ability to report parking offences on pedestrian crossing zig-zag lines does exist on the county council's webpages for enforcement by our Civil Parking Enforcement officers, however enforcement of this offence by local Policing units allows endorsement with 3 penalty points.

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