

## LONDON BOROUGH OF HAMMERSMITH & FULHAM

**Report to:** Bram Kainth, Executive Director for Place in consultation with the Cabinet Member for Public Realm

**Date:** 25/06/2025

**Subject:** Award of a Cashless Parking Contract

**Report author:** Mark Fanneran, Assistant Director of Parking Services

**Responsible Director:** John Galsworthy, Director of Climate Change and Transport

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### SUMMARY

This report sets out the suggested award of the cashless parking contract. London Borough of Hammersmith and Fulham Council's (the "Council") current cashless parking contract with RingGo expires in July 2025 and there is a need to explore options, with the preferred strategic option of using a compliant framework agreement.

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### RECOMMENDATIONS

1. To direct award the cashless parking contract using the compliant Crown Commercial Service (CCS) G-Cloud 14 framework. The new contract will be for 2 years with two optional 1-year extensions. The annual contract cost has been estimated at £0.8M per annum. Some of these costs will be variable depending on the number of parking sessions purchased. This results in an estimated total contract value of £1.6M, potentially as high as £3.2M if both 1-year extensions are exercised. The contract will run, not including extensions, from July 2025 to July 2027.

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**Wards Affected:** All

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| Our Values                                     | Summary of how this report aligns to the <a href="#">H&amp;F Corporate Plan</a> and the H&F Values   |
|--|--|
| Building shared prosperity                     | Emissions based visitor tariff models support cleaner air for the benefit of all residents.  |
| Creating a compassionate and inclusive council | Providing different platforms for residents and visitors to pay and park in the borough ensures those without cash can park without issue. |

| Our Values  | Summary of how this report aligns to the <a href="#">H&amp;F Corporate Plan</a> and the H&F Values   |
|---|--|
| Doing things with local residents, not to them                  | Providing an alternative way to pay to park gives residents an alternative option to using pay and display machines.   |
| Being ruthlessly financially efficient                          | This contract enables the Council to provide cashless parking as an option. It also allows the Council to efficiently process income from parking sessions on street. This has also led to savings in the cost of providing and maintaining pay and display machines as fewer machines are required. |
| Taking pride in H&F   | Removing hundreds of pay and display machines from the borough kerbside has allowed more trees to be planted, creating a nice place to live and visit.   |
| Rising to the challenge of the climate and ecological emergency | Emissions based visitor tariff models support cleaner air for the benefit of all residents.  |

## Financial Impact

The value of this contract incurred by the Council will £0.8M. The structure of the costings will differ to the previous cashless parking contract. This will result in an additional cost of £75k to £85k per annum. The total cost of the contract will be funded by existing parking budgets.

*Gary Hannaway, Head of Parking Finance, 30<sup>th</sup> May 2025*

*Verified by: James Newman, Assistant Director Finance, 30<sup>th</sup> May 2025*

## Legal Implications

The Council has the power to make provision for cashless payments for parking pursuant to its powers to regulate parking and provide parking spaces under the Road Traffic Regulation Act 1984 and the Traffic Management Act 2004.

The value of the proposed contract means that the provisions of the Procurement Act 2023 apply. The use of a framework which the Council has the right to access will comply with these provisions.

The G-Cloud 14 framework was procured in accordance with the previous legislation, the Public Contracts Regulations 2015. The Council is entitled to call-off under it. The framework allows for direct awards only. The framework sets out the procedure which must be followed to identify the most suitable provider. As set out in

this report, this process was followed. The provisions of the procurement legislation have therefore been complied with.

This will be a high value contract under the Council's Contract Standing Orders. The use of a suitable third-party framework in accordance with its terms is a compliant method of procurement under CSO 18.

The award of this contract will be a key decision under the Council's constitution and will need to be included on the key decision list on the Council's website.

*John Sharland, Special Projects Lawyer, 23<sup>rd</sup> May 2025*

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## **DETAILED ANALYSIS**

### **Background**

1. The current cashless parking system allows drivers to park in the borough and pay for parking via an app, by web, or telephone.
2. Whilst the Council still provides pay and display machines in parts of the borough where there is high footfall, the cashless parking system attributes to approximately 92% of all visitor parking income received.
3. In addition, it is important that a telephone/customer service line is provided. The Council must ensure that those who do not have the ability/access to smart phones or the web are not left isolated. Feedback from residents and Local Councillors indicate that the telephone option for cashless parking is something that needs to be maintained for many years to come.
4. The current system has over 2.8 million users per year, providing the Council with approximately £18 million in annual income. It is essential, therefore, that this service is protected.
5. Any supplier assessed as being the most economically advantageous must be able to create an emissions-based tariff model, something has been in place in Hammersmith and Fulham since 2021.
6. The emissions-based tariff model charges visitors based on their vehicle emissions. This is common practice across London and is a mechanism to encourage behavioural change and adopt greener, more environmentally friendly modes of transport. Such tariff models play a pivotal role in our commitment to improve air quality in the borough and our aim to be Carbon Net Zero by 2030.

### **Reasons for Decision**

7. Three suppliers would be able to provide the Council with an emissions-based cashless parking model. However, the preferred supplier has been assessed as the one which provides the Most Economically Advantageous Tender (MEAT)

and aligns with the Council's requirements, based on the G-Cloud 14 buyers guide.

8. Appointing the preferred supplier will ensure continuity of service, whilst appropriately managing any cost-of change.

### **Contract Specifications Summary**

9. The contract will be for the provision of a cashless parking system. The contract term will be 2 years with two optional 1-year extensions.
10. A specification document has been prepared detailing the Council's key requirements.

### **Procurement Route Analysis of Options**

11. As this is a relatively niche function, award through the G-Cloud 14 framework has been determined as the most efficient and cost-effective strategy for procurement. This will ensure a new contract can be in place before July 2025.
12. The process followed the requirements of the G-Cloud14 framework, to identify the MEAT.

### **Market Analysis, Local Economy and Social Value**

13. This is a well-developed market with few providers that have a good track record with similar authorities and the capabilities to support a borough such as Hammersmith and Fulham.
14. This procurement will follow any Social Value elements as set out within the G-Cloud 14 framework.
15. Due to the nature of the framework the council is unable to engage suppliers prior to appointment, but the Parking department will work with the successful supplier after initiation to achieve any possible Social Value.

### **Risk Assessment and Proposed Mitigations**

16. Keeping the previous provider means that risk is reduced significantly as no operational or technical changes are necessary.

### **Timetable**

| Action                                  | Date       |
|---|------------|
| 1. Key Decision Entry (Strategy)        |            |
| 2. Contracts Assurance Board (Strategy) | 23/04/2025 |
| 3. Cabinet Member Sign off (Strategy)   | 08/05/2025 |

| Action   | Date                    |
|--|-------------------------|
| 4. Desktop Evaluation of Procurement Responses | 19/05/2025 – 30/05/2025 |
| 5. CAB (Award)                                 | 25/06/2025              |
| 6. Key Decision Entry (Award)                  | 25/06/2025              |
| 7. SLT/Cabinet Member (Award)                  | 27/06/2025              |
| 8. Contract Details Notice                     | 30/06/2025              |
| 9. Contract Engagement                         | 30/06/2025              |
| 10. Contract Mobilisation and Implementation   | 01/07/2025 – 11/07/2025 |
| 11. Contract Commencement Date                 | 16/07/2025              |
| 12. Contract Monitoring Meeting                | 29/07/2025              |

### **Selection and Award Criteria**

17. G-Cloud 14 is an off the shelf procurement framework which means the procurement was developed in accordance with the framework terms and conditions of use.

### **Contract Management**

18. The contract will be managed by the Parking Customer Service team. The contract manager will be Michele Ayamah, Parking Customer Services Manager, who will have contract management meetings with the preferred supplier every month.
19. Whilst existing Key Performance Indicators (KPIs) can be utilised, there is an opportunity to review and assess if those KPIs can be modified to ensure best performance.

### **Equality Implications**

20. There are some equality risks that have been identified, namely any drivers who do not have access to a smartphone or are less technically abled. It is important, therefore, that Hammersmith and Fulham provide a telephone parking solution at all locations across the borough as an alternative and provide pay and display machine solutions in areas of high footfall. The use of an existing provider means these measures are already in place.

*Yvonne Okiyo, Strategic Lead for EDI, date*

### **Risk Management Implications**

21. There is a technology and cyber risk that any increased connection to third part suppliers increases the risk of cyber-attack.
22. This risk is already managed as part of the cyber policy however it is recommended if there is an increase in cyber-attacks following the extension of the cashless parking payment.
23. There is a reputational and people risk that the implementation cashless parking has the potential for alienating residents or visitors to the borough. In addition, it is noted that poor customer service may increase the resentment and alienation of users; it is recommended that the service quality is therefore monitored and that customers may provide feedback to the Council directly. This risk has been noted in local governments who have implemented cashless payment systems. As with other local government bodies, this risk must be reduced. In all cases it is advised that clear instructions are made available for all users, including for those who have little experience of cashless payments. However, it is not expected that this will make a significant reduction in this risk. This in turn may lead to the risk below.
24. There is an organisational risk that by passing control of parking to a single organisation cedes awareness of problems, or payment issues. This risk must be reduced. It is advised that regular reporting coupled with the Council's management oversight of the engagement, enforcement, and payments is established.
25. There is an environmental risk that the establishment of the cashless payment system will encourage the establishment of unofficial unregulated cash only parking. . This risk should be accepted but should be monitored to determine the level of impact and responded to accordingly.

*Jules Binney, Risk and Assurance Manager, 30<sup>th</sup> May 2025*

## **Climate and Ecological Emergency Implications**

26. Emission-based parking charging is a well proven method of encouraging a shift in vehicle ownership to greener and cleaner vehicles. The Driver and Vehicle Licencing Agency (DVLA) has noted a significant shift in vehicle ownership and fuels type since the introduction of emission-based schemes.
27. It is now commonplace for London boroughs (and UK local authorities) to follow the lead by the DVLA and apply higher parking charges for more polluting vehicles (Carbon Dioxide (CO<sub>2</sub>)) and those that emit high levels of Particulate Matter (PM), and Nitrogen Oxides (NO<sub>x</sub>), supporting both borough and London-wide policies and strategies to address poor air quality.
28. A cashless parking platform will ensure the Council can continue to charge drivers based on their emissions. The pricing model will change behaviours, leading to greener alternative modes of transport being considered.

*Ben Kennedy, Senior Service Manager – Transport & Climate, 27<sup>th</sup> May 2025*

## **Procurement Implications**

29. Based on the details provided in this report, CSO 19.4. at Section D – High Value Contracts – Over the Services Threshold of the Council's Contract Standing Orders (CSOs) has been complied with.
30. The Procurement and Commercial team have reviewed the desktop evaluation to ensure it has been conducted in line with the framework terms and conditions of use.
31. The framework proposed for use has been subject to full diligence checks by the Procurement and Commercial team, which have not identified any issues of concern. The framework is therefore compliant for use by the Council in procuring this requirement.
32. Compliant use of the framework requires actions to be taken using a dedicated portal, established by the framework provider. However, a project must be created on the Council's own eProcurement portal, and all associated details and documents must be attached to the project to satisfy the mandatory transparency requirements.
33. A Contract Award Notice must be published to satisfy the requirements of the Public Contracts Regulations 2015 for contracts equal to and over £30,000 (including VAT). This must be completed using the Council's capitalEsourcing eProcurement portal.
34. The contract must be added to the capitalEsourcing eProcurement portal, to ensure it is published on the Council's Contract Register in line with the legislated transparency obligations, and all applicable legal notices must be published within their legislated deadlines.
35. A named contract manager must be allocated to the contract on the Council's capitalEsourcing eProcurement portal.

*Chris Everett, Category Lead – Procurement and Commercial, 16<sup>th</sup> June 2025*

## **Local Economy and Social Value Implications**

36. The Social Value element of this contract will be subject to the conditions laid out in the G-Cloud Framework in the first instance.
37. As this award report details, the commissioner and Social Value Officer will work with the chosen supplier, upon contract commencement, to finalise their commitments and ensure they are aligned to the priorities of the borough.

38. It is recommended that the commissioner works closely with Legal Services to ensure any social value commitments are reflected in the contract, so that the council can enforce its right to remedies if social value commitments are not delivered.

*Harry Buck, Social Value Officer, 27<sup>th</sup> May 2025*

## **Digital Services and Information Management Implications**

39. Digital Services have been informed of service's consideration of suppliers for a new Parking System and are supportive of the decision to proceed with an award to the preferred supplier under the G-Cloud 14 framework agreement. It is important that Digital Services continue to be involved with this contract to ensure that any IT requirements are met, and that all necessary safeguards, permissions, and budgets are in place.
40. IM Implications: A Data Privacy Impact Assessment (DPIA) should be completed to ensure that all the potential data protection risks around this new contract are properly assessed with mitigating actions agreed and implemented.
41. The preferred supplier will be expected to have a Data Protection policy in place and staff will be expected to have received Data Protection training. The preferred supplier will have completed a (Cloud) Supplier Security Questionnaire, and the contract will need to include the Council's data protection and processing schedule.
42. H&Fs approved cyber security clauses must be incorporated into all new and renewed contracts regardless of value, or framework. Legal advice should be sought on how to incorporate the cyber security clauses into agreements which do not use our H&F contract templates.

*Vincen Arivannoor, Strategic Relationship Manager – Digital Services, 28<sup>th</sup> May 2025*  
*[Implications updated by Cinar Altun, Strategy Lead – Digital Services – 25 June 2025]*