

Reading
Riverworks

Car Parking Management Plan



Berkeley
Designed for life

55 Vastern Road, Reading RG1 8BU
0453_INT_SW_XX_STR_A_880_001
Rev P02
July 2026

Revision Record

Revision	Date	Prepared	Checked	Authorised
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1.0 Introduction

This Car Parking Management Plan (CPMP) has been prepared by Berkeley Homes (Oxford & Chiltern) Ltd in support of the redevelopment of the former SSE site at 55 Vastern Road, Reading and details submitted under condition 49 in relation to planning permission ref. 231673 from 27/03/2024.

The detailed wording of the condition is as follows:

Prior to first occupation of the development hereby approved, a Car Parking Management Plan (CPMP) shall be submitted to and approved in writing by the Local Planning Authority. The plan shall include full details of how the allocation of the car parking spaces for residents will be distributed and details of the proposed on-site parking enforcement to restrict overspill parking and obstructive servicing operations. Thereafter the approved CPMP shall be implemented in full and for the lifetime of the development. Reason: In the interest of the safety and convenience of all highway users in accordance with Policy TR5 of the Reading Borough Local Plan 2019.

This document sets out the strategy for managing parking across the development in a clear and coordinated manner.

2.0 Parking Provision

Parking proposals align with:

1. National Planning Policy Framework (NPPF) Paragraphs 107 – 109

Proposed parking standards take into account accessibility and type of the development, local car ownership levels, need for electric vehicle charging infrastructure and provision for cycle parking ensuring the parking is appropriate but not excessive.

Development proposals provide safe and suitable access for all users (vehicles, pedestrians, cyclists) without unacceptable impacts on highway safety.

2. Reading Borough Local Plan Policy TR5 (Car and cycle parking and electric vehicle charging)

Development should provide car parking and cycle parking that is appropriate to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport. Within communal car parks for residential or non-residential developments of at least 10 spaces, 10% of spaces should provide an active charging point. The proposed parking strategy includes all parking spaces to have an active charging point.

3. Reading Borough Local Plan Policy TR3 (Access and Highway Matters)

Safe and effective access has been provided for all users. The development is well-integrated with existing infrastructure.

The development provides 50 car parking spaces, of which 38 under-croft and 12 on-street spaces, with accessible provision included.

Private customers have an option to purchase an allocated parking bay during the reservation of a plot within the development. Parking management provider will present each allocated parking bay owner with two bay permits, allowing them flexibility in the vehicles that they park in their bay.

Nine parking bays have been allocated and transferred to the social housing provider, mainly located in the under-croft of block B and a few spaces on street. The social housing provider will allocate the bays to their customers in line with their parking allocation policy.

Two spaces opposite of block A have been designated as car club parking bays.



Figure 1 - Vehicle Parking Plan

Berkeley Homes (Oxford and Chiltern) Limited
Berkeley House, Mill Lane, Taplow, Maidenhead, SL6 0AG
Tel: 01753 784 400



www.berkeleyhomes.co.uk

Proud to be a member of the Berkeley Group of Companies

Registered in England and Wales No: 2843844
Registered Office: Berkeley House, 19 Portsmouth Road, Cobham, Surrey KT11 1JG



3.0 Management Strategy

Parking enforcement will be managed by an external parking provider using a combination of permits, digital systems and enforcement patrols.

Please refer to Parking management services and solutions document for parking operator, appendix 2. In relation to the entry/exit of vehicles, the tracking has been approved within the transport statement under the original planning application.



Figure 2 - Vehicle Tracking Plans, from approved Design and Access Statement

4.0 Implementation

Throughout the setup and implementation process, an experienced and dedicated Account Manager will be appointed for any enquiries. Parking enforcement operator will deliver signage and digital systems prior to enforcement going live alongside Uk Signs Ltd facilitating line marking to ensure users are clear on where they are permitted to park.

A full site audit and resident support will be provided as part of implementation. Leaseholders and tenants will be sent a welcome letter including instructions on how to report a rogue vehicle if necessary. In addition, the car park management signage will also display the company contact details including phone number and email address. Enforcement will be implemented through physical patrols and options to report vehicles online.

The enforcement would apply to all parking areas within the development, including all parking spaces (under-croft and on-street) and all areas where parking is prohibited (which would include all areas outside of marked parking bays).

The parking management strategy is based on allocated bays, with permits issued to authorised users. Vehicles parked in bays without authorisation or in non-designated areas would be subject to enforcement. Vehicles parked in locations that obstruct servicing operations, access routes or designated parking arrangements would be considered in breach of the parking rules and subject to Parking Charge Notice enforcement in accordance with the site parking terms and conditions.

The enforcement will be undertaken through physical patrols by the parking enforcement operator and resident reporting mechanisms.

Physical patrols would be conducted by enforcement operatives of the parking management company. Resident reported incidents would be sent directly to operatives and may trigger a patrol, which means reported vehicles would be served with a Parking Charge Notice on the same day.

Patrol schedules would be set out regularly, but would be monitored and adjusted as needed, to focus on identified parking abuse hotspots.

Therefore, enforcement is intended to be an active and responsive regime, combining routine patrols with intelligence-led visits generated by resident reports.

This approach will ensure that overspill parking is effectively managed throughout the lifetime of the development.

5.0 Conclusion

The strategy provides a robust and policy-compliant framework for managing parking at the development. Using a leading car park operator who is a specialist in the private sector will provide a proven and trusted parking management plan and a long-term strategy.

APPENDIX 1

Planning approved EV charging plan

Berkeley Homes (Oxford and Chiltern) Limited
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LYNMOUTH ROAD

VASTER

- key plan
- Proposed EV (Twin)
 - Proposed EV (Single)
 - Proposed EV Room
 - Proposed Mounting (proposed)

Proposed specification:
AUTEL single and twin Maxi
Chargers (or similar)



P2 0325 EE Charger specification added

revision
date
revised
approved

Berkeley
Designed for life

MR Lane
T: 01753 784436
F: 01753 664437
www.berkeleygroup.co.uk

project
Vasen Road

drawing
EV Charging Site Plan

date
December 2024

scale (B of A3)
1:250 (1:500)

drawn
EH

checked
O453-INT-SW-XX-DR-A-880-810

revision
P2



APPENDIX 2

Parking management services and solutions

Berkeley Homes (Oxford and Chiltern) Limited
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Tel: 01753 784 400



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Parking
Control
Management (UK) Ltd

Parking Control Management (UK) Ltd.

Parking management services and
solutions

Reading Riverside, Vastern Road
Berkeley Group



Introduction



PCM Parking Solutions

We are thrilled to present our parking management services.

This document covers all **available solutions** including:



Permit parking



Visitor parking



Contractor and staff parking



Scheme Implementation



Moving forward



A little bit about PCM



What they say



Summary and links

*We take pride in approaching parking in a **professional** and **ethical** manner. We are aware of the sensitive issues around parking on both **residential** and **commercial** developments and will work with you to ensure the planning and implementation of a parking scheme is **fair to all**, as frictionless as possible, all while addressing and managing parking problems.*

Allocated bay parking

Permit parking

Allocated parking

PCM will provide each property with an allocated bay, with 2 x bay permits, free of charge.

The permits will be printed with a bay number, for use in the corresponding numbered bay only.

Giving properties multiple permits for their bay allows them flexibility in the vehicles that they park in their bay i.e. a resident could provide a permit to their dog walker so that they can park in the residents allocated bay whilst the resident is away from the property, to carry out their work.

Replacement/additional bay permits are chargeable at £20.00 each.

Residents can choose to make use of our self-enforcement app (EnforcePCM) to enforce unauthorised vehicles in their allocated parking bay only.

See page 11 for further details on EnforcePCM.

Resident literature is hand delivered and recorded using body worn cameras, with the footage kept safe in case of any queries or disputes. We also communicate with residents without a right to park, ensuring transparency and consistency throughout the whole estate.



Contractor / staff parking

Staff and client's contractor parking

We will provide you with flexible options to manage staff and contractors parking at your sites.

01

Back-office
vehicle
exemption

02

Scheme
specific and/or
client specific
parking permits

03

Liveried vehicle
exemptions

04

Temporary
parking code
system

05

Virtual Business
Panel app



Residents' contractor parking

Deliveries and maintenance contractors can be authorised to park by calling our Head Office, at which point they will be issued with a temporary code. The phone number is always prominently advertised on our enforcement signage.

Contractor / staff parking

PCM Virtual Business Panel (VBP)



PCM Parking Solutions

Our virtual electronic permit car parking system has fast become a success with our clients.

We have developed our own business parking system, available as both an app and website, allows your Team to authorise any visitors to the estate, as well as ad-hoc contractors or any other vehicles to park without delays. VBP is a **fast, reliable and a stress-free** alternative to paper permits.

This system allows your authorised users to register their details for a parking session, which can be done via an iPad that can be positioned in your reception, concierge or entrance area, on a phone or on a website. We can provide an iPad and a stand if required.*

Once patrols are live, our operatives scan the vehicle registration to verify whether a vehicle has the relevant permission to park.

The benefits

- Flexible setup options – something for everyone
- Provided free of charge
- Eco-friendly without the need for paper permits
- Complete control over authorised vehicles
- Immediate exemptions, without the need to walk back to the car to display a permit
- Dedicated support team
- Quick and easy to use




VIRTUAL
business permit

 Email

 *****

☐ Remember me

[Forgot Password?](#)

Login

Scheme implementation



PCM Parking Solutions

We are very experienced at large development mobilisation. While each site is different, below are waypoints explaining what to expect once we've been appointed to manage your estate:

An experienced Account Manager will guide you through the setup and implementation process, including:

- Remote or in person site survey
- Resident literature, to be hand delivered by the team
- [Signage design and specification](#)

The Account Manager will liaise with Operations and Signage departments to arrange for:

- Site implementation, which includes signage installation and resident literature delivery
- [ANPR installation \(if required\)](#)
- Site documentation, including Google Earth snapshots, and location specific documentation, including site photos from installation
- Full site audit with our trade association, International Parking Community (IPC)

PCM enforcement commences

The Account Manager will connect you with our sister company UK Signs Ltd should [line marking](#) be required.

During scheme implementation, PCM will assist with any resident enquires about the scheme

Your dedicated Account Manager will continue providing you with support on a day-to-day basis

Scheme implementation

Line marking

Our sister company UK Signs Ltd can facilitate line marking with both thermoplastic and solvent based materials, depending on the surface being marked.

Effective car park line marking makes a fantastic first impression and is a vital aspect of both car park safety and enforcement. Ultimately, it is a simple yet highly effective solution to ensure the users of the parking area are clear on the areas where parking is and is not permitted.

Get in touch for a quote:



<https://uksignsltd.co.uk/contact/>



01753 695 021



salesdept@uksignsltd.co.uk

Services include but are not limited to:

- Numbering / lettering of resident bays.
- Marking of individual parking bays and zones.
- Marking of designated disabled, visitor or EV charging bays.
- Yellow lining / hatching and all other safety markings.

The benefits

- Maximising effective space usage, aiding traffic flow and management.
- Reflective technology (thermoplastic only).
- Providing safe zones for pedestrians.



Scheme implementation

Bespoke signage

Our in-house signage company gives us an edge over other parking operators. Internal team with wealth of experience creates tailored signage advertising parking restrictions of your site.

The signage, along with a detailed plan prior to installation, ensures a greater level of parking compliance with every scheme being individually audited by our trade association prior to the commencement of any enforcement.

We provide a full-time service of installing new signs or replacing damaged ones.

- Tailored enforcement signs printed on high quality aluminium (ACM*) or Foamex (PVC foam boards) at no charge.
- State of the art UV Jetrix LXi6 printer providing fast and accurate results.
- Option to tailor enforcement signage to brand guidelines on request.
- In addition to parking signage, our sister company UK Signs Ltd can produce signage for all your estate needs including safety, directional & informational signs at an exceptional price, with an additional 20% discount for signage for new or existing sites under PCM management.

*ACM, the material we use for parking signage, is 100% recyclable.



PCM Parking Solutions



Scheme implementation

Automated number plate recognition

ANPR is fast becoming the most popular form of car park enforcement in the UK.

Our systems are chosen to provide the most effective and quality driven solution. This technology can be adapted into existing car parks or added into building plans before development. PCM can install, maintain and subsequently manage our ANPR system from our head office.

Once we have fully installed our new hi-tech system, we will be able to enforce maximum stay periods and exempt permitted vehicles for any hospital, university, retail and commercial car parks.

While ANPR is a fantastic solution for enforcing maximum stay periods, it is somewhat limited in scope as it cannot consider other forms of parking abuse like parking in non-designated areas or parking in disabled bays without a Blue Badge. PCM offer a combined approach and can provide a warden patrol service alongside any ANPR scheme at no additional cost.

Why ANPR?

- 24/7 operation – efficient and reliable
- Consistent monitoring from our Head Office
- No expensive gates or barrier systems needed
- Secure and tamper proof
- Low maintenance
- Highly compatible with ParkPCM, our contactless pay-to-park system

High quality systems only

Hikvision's ANPR Cameras read number plates in varying weather conditions on vehicles traveling at varying speeds. Professional low-light imaging ensures ultra-sharp vehicle details in vibrant colors around the clock. You can read more about the products we use on the [producer's website](#).



Moving forward



PCM Parking Solutions

We will continue to look for opportunities to provide an all-round service across the development.

This includes the following solutions:

- Abandoned vehicle removal***
Up to 20% off on any estate signage provided by our sister company, UK Signs Ltd (applicable on sites enforced by PCM only).
- We also have our **PCM self-enforcement app** which we can provide to you to issue postal PCN to vehicles which are parked against the terms and conditions of the parking areas. This can also be used by trusted persons and residents for the use within their allocated bay (if applicable).
- We have also developed a **Report a Vehicle** system whereby residents can anonymously report vehicles parked in their bay. This is not a call & response service, however if an operative is available, they will schedule a site patrol.
- Should our client wish to investigate installing electric vehicle (EV) charge points, PCM act in partnership with the UK's biggest residential charge point supplier: **Pod Point**, so we can give you advice and put you in touch with the right people.



Moving forward



PCM Parking Solutions

We will continue to look for opportunities to provide an all-round service across the development.

Self-Enforcement

In 2016 we launched our Self Enforcement app, which allows verified users to upload photos of a parking contravention for a PCN to be issued.

Due to an increased demand for reporting incorrectly parked vehicles, in 2016, we launched our own Self Enforcement App. This user-friendly tool allows authorised users to report parking abuse quickly and anonymously from their smartphones.

Once registered and verified, app users can capture images of the contravening vehicle and any additional notes they wish to add. Providing these images are sufficient and other requirements are met, PCM can then issue a Parking Charge Notice directly to the vehicle's registered keeper.

If a charge cannot be issued, the report submitted is not wasted – it can be used to identify trends in parking abuse, inform our wardens of inappropriate parking and adjust our patrol schedule to particular 'hot spots'

The app is downloadable on both Apple and Android devices.

The process

- Enter the vehicle Registration
- Take a Minimum of four photos of the vehicle
- Select a reason why you are reporting the vehicle
- Enter the scheme address
- Enter any additional notes e.g. driver observed leaving area (not a resident).



Moving forward



PCM Parking Solutions

We will continue to look for opportunities to provide an all-round service across the development.

Report a Vehicle

The people who understand specific car park problems are the residents and site staff who use it on a daily basis.

To tailor the most effective response on parking abuse, we developed an online facility for anyone to anonymously report a vehicle which is parked incorrectly.

www.parkingcontrolmanagement.co.uk/report/

By completing an online form our system cross-references the estate postcode with our operative database and sends them an immediate notification, along with photographs and a description of the offence and a location on the site. This is not a response service, however it allows the complainant to indicate times and days of the week, when the transgressions tend to occur, allowing our operatives to plan their day/route based on real-time intelligence. A significant proportion of reported vehicles are served a PCN on the same day. Whilst this does not remove an offending vehicle it speeds up the process of reducing abusive parking on your development.

We believe that it is very important, for residents especially, to have this facility. There is nothing quite as frustrating as arriving home to find a vehicle obstructing or using your allocated bay and this allows residents and staff to bring a repeat offender to our attention.



A little bit about PCM...

PCM are a preferred, often sole, parking operator for many leading residential and commercial estate managers.

They appreciate our professional, considered and transparent approach:

- Operating since 2002.
- 50+ office staff, 45+ field based.
- Robust insurance coverage; Professional Indemnity, Public Liability and Employee Liability – details available on request.
- Proprietary technology.
- Year on year growth since 2012.
- Responsible contractor – approved operator status with the International Parking Community (IPC), approved Alcumus Safe Contractor, member of Disabled Motoring UK, registered with the ICO.
- All schemes are fully audited by the [International Parking Community](#) (IPC) prior to commencement.
- High payment rates - high parking compliance.
- Average 5000+ PCNs issued per week.
- 3,900+ managed schemes – coverage across England and Wales.
- Specialise in complex scheme delivery with experience in wide-scale mobilisation.
- Industry leading appeals and litigation departments – PCM currently respond to all appeals promptly and litigate on over 2000 cases per month.
- [National Housing Federation](#) (NHF) Sector Supplier.
- [Association of Residential Managing Agents](#) (ARMA) Partner.



Client testimonials



PCM Parking Solutions



Barking Riverside London (BRL) appointed Parking Control Management (UK) Ltd (PCM) to manage all aspects of parking control management and services across the Barking Riverside development in July 2020. PCM were appointed following a thorough consultation period and we have so far been very pleased and impressed with how the contract has been managed throughout.

PCM tailor all aspects of their parking management to suit the parking requirements of the development meaning we have a bespoke parking operation. We have found them to be approachable and flexible in their approach as well as being pro-active when it comes to the parking operation and enforcement.

We are confident that by working with PCM we will have a long-term partnership to manage the parking across Barking Riverside and have success in keeping parking problems to an absolute minimum."

Ken Webster,
Senior Operations Manager.
Barking Riverside London.



Parking Control Management UK Ltd. (PCM) have been providing parking enforcement for Peabody for a number of years, however since January 2021 they took over 100 sites from an existing company. PCM have successfully mobilised these sites within the agreed timescale, despite some unavoidable delays on our part.

Taking on a large-scale project where the parking was previously poorly managed is no easy feat and I'm pleased with how quickly PCM have set up and begun parking enforcement.

I recently received feedback from a resident in Chelsea saying that:

'PCM have brought order to a once chaotic car park'.

PCM have demonstrated how they are able to quickly and efficiently set up parking enforcement across Peabody, and I am looking forward to long lasting partnership with them going forward."

Sarah Gayle
SCM and Contracts Manager
Peabody Estates



I have been working with PCM for several years now but more specifically with Lauren Friend for the past 2 years and the service myself and my clients have received from her has been outstanding. The response times are remarkable, the communication is always smooth and easy and the overall experience is always fantastic. As a property manager I would now only want to deal with PCM as a parking enforcement company and will always recommend them and Lauren to my clients."

Jodie Lynch
AIRPM – Associate Director
at GCS Estate Management



I would like to take this opportunity to highlight the great work Ritisha does on a daily basis. Very friendly and reliable and is always willing to go the extra mile to ensure the task at hand gets done efficiently and professionally.

Ritisha is very respectful and I know that no matter the job, she will assist in the best possible way. Thank you very much for your hard work and great service Ritisha.

Keegan Esterhuizen,
Assistant Property Manager.
HAUS Block Management



The enforcement parking was introduced around a year ago at Eldon Court. Before the parking enforcement was introduced, I had weekly ASB incidents in that car park. Since the enforcement has been in place this has reduced significantly.

I have worked with Ewa from the beginning of our contact with your company and I have always found Ewa very helpful and very professional when I have contacted her about issues regarding the enforcement parking.

Ewa is a credit to your company as she always responds to any issue I bring to her attention very quickly. I am sure this will continue throughout our contract with your company."

Yasmin Qamar
Customer Liaison Officer,
Guinness Housing Association



We had a nightmare with people abusing our personal parking. Got this company in and now we don't have anyone blocking us or stealing our parking spaces. Excellent service.

Google Review



Parking
Control
Management (UK) Ltd



PCM Parking Solutions

Summary

Why PCM?

- Comprehensive parking management solutions
- Leading car park operator
- Specialist in private parking sector
- Nationwide coverage
- Proven and trusted
- Experienced in large portfolio management
- Technology & innovation
- All services delivered through a single operator
- Respected professionals

Thank you

for your time today
and we look forward
to hearing from you.

Lauren Friend
Senior Sales & Account Manager

lauren.f@pcm-uk.co.uk