

CASE STUDY

Brighton & Hove City Council Case Study

Modernising Parking
Enforcement with Taranto.

Modernising Parking Enforcement with Taranto.

Brighton & Hove City Council's (BHCC) Parking Services Department is responsible for traffic and parking management in one of the UK's most popular seaside cities. High visitor numbers, dense residential areas and limited road space not only place constant pressure on parking and enforcement resources, but also create challenges to keep traffic moving freely across the city.



After nearly 20 years of using a legacy platform, the council made the strategic decision in early 2023 to move management of PCN backend software in-house, in order to increase control of performance and innovation. BHCC therefore adopted Taranto Parking Enforcement System as an integral part of its digital transformation.

The key objectives

- Improve operational efficiency and performance management
- Automate manual processes
- Enable staff to focus on more complex initiatives
- Enhance transparency
- Improve debt recovery

Operational Improvements

Since implementing Taranto, BHCC has transformed the way its parking enforcement functions operate — both on-street and in the back-office. The team appreciates the benefits of using a data-rich, cloud-based system with a more intuitive interface. BHCC's Parking Contracts Manager describes the benefits from Taranto as a "game-changer" across many areas of the service.

"We have seen some real benefits since we moved to Taranto. The improvements to our parking enforcement system that Taranto has instigated, such as automation and reporting, as well as the overall reduction in appeals, have been real game-changers for Brighton and Hove."

Parking Contracts Manager, Brighton & Hove City Council

KEY STATISTICS

28%

Fewer appeals in 2025

37%

Year-on-year appeals reduction

75%

Of on-street issues actioned & complete

Better On-Street Reporting

BHCC has benefited from using Taranto's Ad-Hoc Reporting module which they use for a variety of activities. For example, CEOs can now not only issue on-street PCNs, but they can also report faulty road signage and markings using their handheld devices. This has significantly improved CEO productivity and reduced the workload for the design and implementation team. With images submitted in real-time, decisions whether to replace signage or lines can be made remotely, without having to carry out an onsite inspection.

The Ad-Hoc Reporting feature has also significantly reduced unauthorised parking bay use, when parking bays are used for purposes other than valid parking. For example, a skip or building materials, cones, or other items are placed in a bay without a valid suspension being raised. CEOs on patrol can take a photo of the bay and capture vehicle registrations (where relevant), addresses, street names, and details such as company names visible on skips or signage. These reports feed into Taranto's workflow function. Once the perpetrator has been identified, the council can pursue retroactive bay suspension charges. Letters are sent to the relevant property or company to recover revenue. Approximately 55% of these cases result in payment, representing significant additional income that would not otherwise have been recovered.

This reporting process was previously carried out manually. CEOs would call the admin team to report the fault, who logged the details on a spreadsheet which would be forwarded weekly to the design and implementation team, who then needed to physically check the state of the reported fault. Taranto provides real-time reporting, supported by photographic evidence, saving time and effort.

Approximately 8,200 reports have been logged over the past 18 months, with around 75% of reported issues actioned and completed. The BHCC team are also able to use the data from Taranto to create reports and graphs to highlight hotspot areas for specific issues, enabling data-driven decisions around officer deployment and enforcement and remediation priorities. Clear marking and signage reduces ambiguity for motorists, lowering the likelihood of challenges and appeals.

The results gained by using the Ad-Hoc Reports

- Improved clarity for residents and visitors
- Stronger compliance with local restrictions
- A more responsive and productive on-street enforcement presence

Improved Reporting and Analytics

One of the most significant advantages of moving to Taranto has been the introduction of advanced reporting and analytics. Previously limited to static reporting, BHCC's Data and Performance team now use Taranto's Query Builder and dashboard functionality to visualise and analyse live operational data. Using Taranto, they can now instantly see a true picture of the status of PCNs and appeals. This improved reporting enables BHCC to report on trend analysis of PCN issuance and appeals, productivity monitoring across teams, staffing requirements forecasting, and evidence-based resource allocation. With actionable data at their fingertips, managers can make faster, more informed decisions to improve efficiency, while maintaining service quality.

"Taranto's dashboard features have made a real difference to our understanding of our parking enforcement operations and enabled us to make changes quickly and easily to improve our service delivery."

Data and Performance Manager, Brighton & Hove City Council

Automation Frees Up Capacity

By using the Taranto platform to automate routine administrative processes, BHCC PCN and Debt Recovery team has freed up capacity to focus on strategic initiatives. One example is a pilot scheme targeting persistent evaders with early-stage warning letters to encourage payment. By intervening sooner, the council has encouraged earlier payment, improved cashflow, reduced debt registration costs and lowered administrative overhead. Early results have been positive, and consequently, the council is considering a wider rollout — demonstrating how automation can create capacity for innovation and deliver positive advantages.

Fewer Appeals Through Transparency

Since implementing Taranto, the number appeals and challenges has been trending downwards. Whilst there were some monthly fluctuations, overall for the calendar year 2025, appeals reduced by 29% and the year-on-year reduction from December 2024 to December 2025 was 37%.



While multiple factors contribute to this reduction, Taranto's customer-facing online case management portal, OCM, has played a major role. Motorists can view evidence instantly, understand the appeals process clearly, and access FAQs to clarify any questions they may have, before submitting representations. This transparency delivers a reduction in unnecessary challenges, faster resolution times, lower case management workload, and an improved user experience for motorists.

A Modern Enforcement Platform

Moving from a long-standing legacy system required careful change management. Working closely with Taranto to implement a programme of structured planning and close collaboration ensured a smooth transition. The BHCC team appreciates Taranto's modern, intuitive interface, which they say is much easier to use. To achieve maximum benefits from Taranto, BHCC Parking Services established a group of 'super-users'. These expert users share their knowledge of the system and support junior team members with advice on best practice, including sending out 'tips of the day' to help colleagues in their day-to-day roles. The result is not just a more productive system, but a stronger, more confident team.

Future-Ready Through Innovation

A key advantage of moving to Taranto is a future-proofed enforcement platform. BHCC values Taranto's clear product roadmap, and the team say they are excited to see the planned AI-driven enhancements designed to further reduce manual tasks and further improve productivity.

A Partnership Approach

BHCC highlights the structured, outcome-focused engagement with Taranto's Service Delivery team as central to success. According to the team, regular meetings are structured to achieve targeted outcomes and ensure that any issues are quickly resolved.

"This is more than a supplier relationship — it is an operational partnership aligned to shared outcomes."

BHCC Contract Manager, Brighton & Hove City Council

Obvious Results

For Brighton & Hove City Council, transitioning to Taranto has delivered:

- Improved on-street compliance
- An overall reduction in appeals
- Better resource planning
- Capacity for strategic initiatives
- Stronger enforceability
- Enhanced reporting and analytics
- Increased automation
- A future-ready, cloud-based platform

The move was not just a technology upgrade — it was a service transformation. BHCC's experience demonstrates that with clear objectives, structured planning with a defined implementation path and cultural alignment, moving to Taranto has delivered measurable operational, financial and customer service benefits.

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