



# Toronto

## Greener Ealing - An Innovative Approach to Parking Enforcement



GREENER  
EALING



**Ealing**

[www.ealing.gov.uk](http://www.ealing.gov.uk)

# A tri-party partnership that delivers excellent parking services

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Taranto has partnered with Ealing Council since 2018 in a strategic parking enforcement relationship that has evolved over time. In 2024, this partnership took on a new dimension with the addition of Greener Ealing Ltd (GEL), which became responsible for operational parking enforcement services across the London Borough of Ealing. GEL is a Local Authority Trading Company (LATCo) providing a range of environmental services including waste collection and recycling, street cleansing and grounds maintenance to Ealing Council. This new model of a LATCo delivering parking enforcement services is an example of how the combination of a local authority, a commercial company, and a hybrid LATCo can innovate to deliver improved services to the community.

*"The mobilisation of the GEL contract went very smoothly and GEL colleagues worked tremendously hard to ensure a successful transition from the 1st April 2024. There is now a much closer working relationship in order to address non-compliant issues and make the borough a much safer and cleaner place."*

Pritesh Kalyan, Acting Head of Ealing Council Parking Services

The overriding objective of this partnership is to create the most effective parking enforcement team to enhance safety and convenience for residents, businesses, and visitors in Ealing. This involves enabling active travel, reducing congestion, and ensuring fair and effective use of parking spaces. The partnership aims to improve compliance, minimise violations, and tackle misuse of parking spaces, including pavement parking that disrupts traffic flow and blocks emergency services.

## A new working partnership

Ealing's operational parking enforcement services had previously been outsourced to a third-party contractor. As part of GEL's new contract, the LATCo took on the previous outsourcer's Civil Enforcement Officers (CEOs) in a TUPE arrangement.

Ealing Council and GEL worked together in the lead-up to the new contract go-live to establish new working practices to ensure that the parking pressures in the borough were addressed. Taranto technology was at the heart of supporting frontline teams in delivering the new service, as well as in the Ealing Council Parking back-office. As GEL had not previously been involved with parking services, Taranto provided consultancy and advice on best practice in parking enforcement to help the LATCo get up to speed in time for the transition. This successful and supportive working relationship between all three partners ensured a successful process and the immediate effectiveness of the team from the first day of the transition on 1 April 2024.

## Taranto Mobile

The Taranto Mobile solution used on CEOs' handhelds was already in use in Ealing and as part of the transition from the previous outsourcer, GEL took over the handheld contract with Taranto. Working with Taranto as the incumbent technology partner, facilitated a smooth transition from the outgoing enforcement provider to GEL, enabling BAU from day one.

The Taranto Mobile software installed on the CEOs' Android smartphones offers easy-to-use connectivity and flexibility on the one device. The Taranto Mobile seamlessly integrates with third party systems, enabling GEL to upload the other applications used by all frontline workers. The Taranto solution is also used to track CEOs' locations and activities to maximise productivity and to help to keep the CEOs safe in case of security incidents.

CEOs efficiency was also improved with the addition of Taranto's Mobile ANPR spotter to enable CEOs to instantly scan a vehicle registration plate using the handheld device to check for a valid permit or parking session.

*Feedback from a local resident: "Recently there has been a wonderful enforcement officer on the Ruislip Road near the shops, school and neighbouring roads. It has made a huge difference to the safe passage of people and reduced the congestion and idling, so thank you from many residents"*

## Reporting and analytics

In this tri-party partnership, Ealing Council's Parking Department uses the Taranto back-office solution for PCN processing, appeals and challenges, as well as permits. The solution uses the data collected by the CEOs' hand-held devices and the mobile ANPR vehicles to provide a comprehensive range of reports to monitor Ealing's KPIs, such as identifying high-contravention areas and analysing PCN numbers. Reporting and analytics are an important aspect of the parking solution to continually update and improve parking facilities within the borough. The data is utilised for continuous improvement of parking services, such as to refine enforcement strategies, manage permits, and combat blue badge theft.

## Significant reduction in Blue Badge fraud

The Taranto system not only integrates easily with stationary cameras, but its flexibility also interfaces with Harrow's existing back-office applications, as well as the customer-facing portal. This portal has been developed by Harrow's digital team inhouse to enable motorists to pay or appeal PCNs online. Although Taranto has its own customer portal, Harrow wanted to keep its existing system that is in line with the council's digital-first strategy which is accessed via the council website. One of the benefits of the Taranto system is its flexibility to interface with existing APIs so that councils can retain their other systems such as debt management, printing functions, cameras or number plate recognition.

## Enhanced effectiveness and productivity

Since GEL took over the parking contract, resident complaints have significantly reduced, which can be directly linked to the improved hardware quality, data insights, and effective management by GEL. CEO productivity has vastly improved: The average monthly PCNs issued has almost doubled, with each CEO issuing an average of 243 PCNs per month, up from 129 in the previous year.

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