

Car Park
Management



Take the
pain out of
parking

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Car park management can be an effective measure in persuading your staff and visitors to use sustainable modes such as walking, cycling, public transport use and car sharing.

How can car parking management benefit our business?

- Providing car parking can be very costly, both in terms of land requirements and maintenance costs. Management of your parking supply and demand can result in a need for less parking spaces and lower costs;
- Organisations that provide car parking could be viewed as favouring car-based commuting and this makes it difficult to encourage alternative forms of transport; and
- At many sites, the demand for car parking is greater than supply. A management system will ensure that the available spaces are utilised in the fairest and most appropriate way. This provides a sensible alternative to the “free for all” mentality on parking spaces, which often results in frustrated staff, breaches of health and safety and a poor image for visitors.

What car parking management techniques could we use?

The table below is a list of some of the car parking management options, some of which may be used in combination. Charging for parking is considered separately.

Restricted on-site car parking space availability	Permit system
Car free days	Needs based allocation system
Barrier control access	Reserved spaces for car sharers
“Cash out” system	Exclusion zone
Reserved spaces for car sharers	Off site car parking with shuttle bus or walking connections

Parking charges

Many organisations now charge for staff and/or visitor parking. It can be made more acceptable to staff if the reasons for charging are clearly communicated, if charges are kept realistic, if revenue is reinvested into improved facilities and if it frees up spaces for staff with the greatest need. Charging can be daily pay and display, deductions through pay linked to a swipe card system or an annual permit charge. Charging can be made more acceptable by:

- Ring fencing parking revenue to improve facilities, such as CCTV, lighting or resurfacing or sustainable transport measures such as cycle parking and car share schemes.
- Combining incentives and disincentives. Car park charging should be supported by the provision of an alternative, such as a car share scheme.
- Charging patterns that encourage alternative choices. Charging on an annual basis ‘locks’ your staff into driving on a regular basis. Daily charging gives drivers more flexibility in choosing non-car alternatives on individual days.
- Charging in accordance with salary.

How could we make car parking management acceptable to our employees?

- Prior to any system being introduced, there needs to be staff consultation. All options should be carefully evaluated and everyone who will be affected should be involved.
- The reasons behind any changes should be clearly communicated, along with the benefits they will bring.
- Leadership from senior managers is essential for the successful implementation of tightened parking policies, such as a senior management commitment to sacrificing or restricting their use of car parking spaces.
- Car parking strategies must not discriminate against any particular group of staff.
- The key to an effective parking management strategy is often to couple it with a well-organised car sharing scheme and investment in sustainable travel modes.
- A needs-based permit system is often well received, particularly where staff groups /unions are involved in defining 'need'.
- Employees need to see that the pricing system is fair, such as benchmarking your pricing structure against similar organisation or nearby car park.