



Changing the conversation about parking

THE AIM



Change perceptions about parking management and local government's role and make the parking experience a better one for all concerned.

THE MESSAGE

The background features two overlapping speech bubbles, one white and one light gray, with three small gray circles above the white bubble. A thick horizontal orange line spans the width of the slide, positioned below the title.

Good parking management equals:

- Reduced congestion
- Improved accessibility to places
- Safer roads for motorists and pedestrians
- Better air quality

THE PLAN

- Find out what the public really think about parking management
- Identify problem areas, find solutions and effect change
- Change the parking narrative to a more positive one



Public Perceptions of Parking

- July – December 2019 BPA commissioned ICM Unlimited to conduct the largest, unbiased, piece of research ever done to explore public perceptions of parking
- Research was conducted in two stages, qualitative and quantitative
- Qualitative involved 6 focus groups around the UK
- Quantitative – representative sample survey of 3000 UK adults

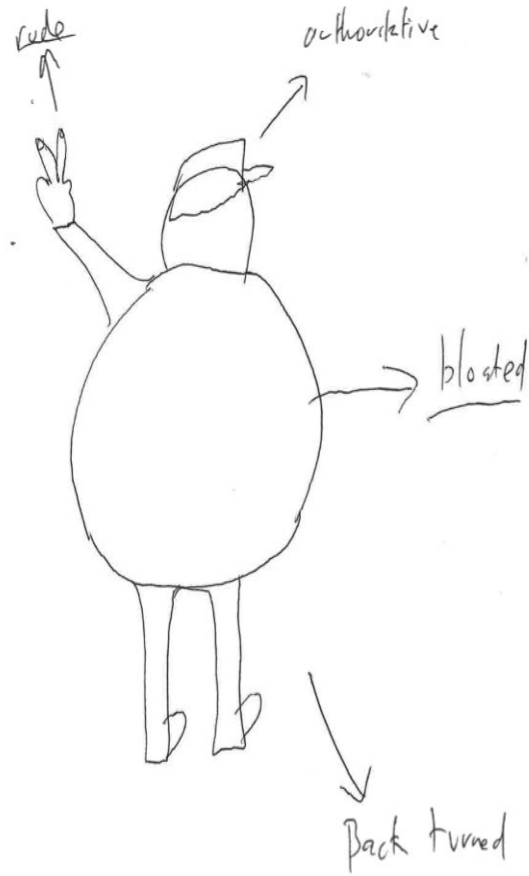
What we're dealing with...current feelings towards parking



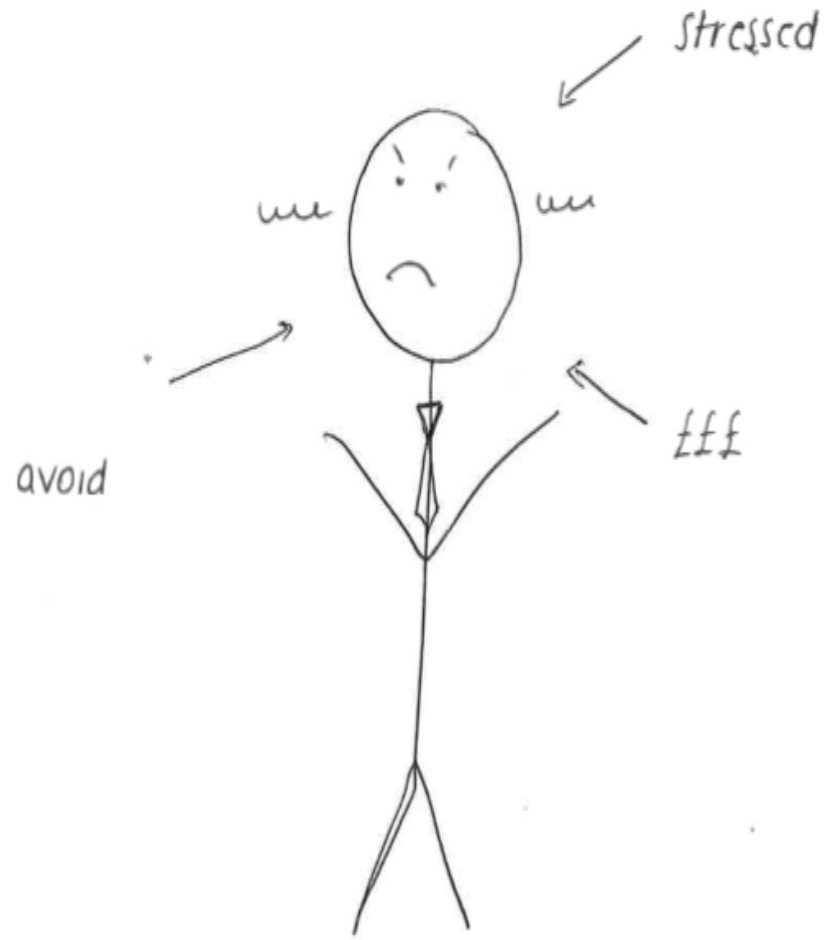
Focus Group Findings

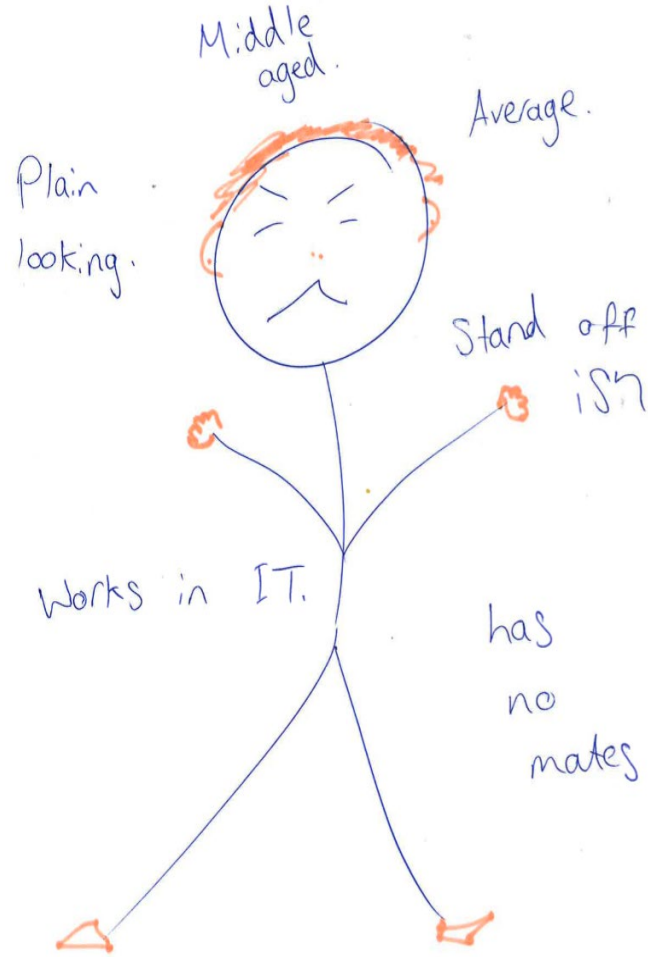
Before they attended the focus groups, participants were set some pre-tasks.

One was to imagine parking as a person and to draw that person.....



Peter Parker







Focus Group Findings

They were also asked to pick a small number of images which depict their feelings towards parking.....

Pre-task – Birmingham Group 1



I feel that there are too many rules, regulations and parking fees for what is a daily part of the majority of people's lives. It should be so much easier than what it is to park your car.

Pre-task – Manchester Group 3



This reminded me of trying to park our VW Transporter van in the tight spaces in our local area. I struggle to parallel park the van or get in and out of the tight car parks in the local area.

Pre-task – Manchester Group 4



Tight narrow entrance into a grimy spot. Pretty miserable.

Pre-task – London Group 6



Parking management conjures up images of obstacles to parking your car, being put in the way.

Pre-task – London Group 6



Parking management is a money making exercise for local councils

Pre-task – London Group 6



Charges can affect high street businesses by putting people off driving and parking there. Parking charges for hospitals is particularly galling. Both represent the scrooge mentality.

Pre-task – Birmingham Group 1



It is quite intimidating to arrive back to your car to find one of these on your windscreen.

Pre-task – Manchester Group 4



Traffic wardens.....They get a bad rap, but my issue with them is that they are NEVER around when people park like idiots in my area

Pre-task – Manchester Group 4



Not just for ordinary pedestrians, but what about people who need to use wheelchairs or 'walkers'?!?!?!?

Pre-task – Manchester Group 4



Why oh why do some people feel it's okay to take up more than one space??? Have they paid for two.....or even 3.....?!?!?

Pre-task – London Group 6



I've seen this quite a few times. This makes it very difficult to park and you don't know whether you'll get a ticket if you park either side of it and are forced to cross the lines. This type of parking should be penalized.

In future, people would like parking management to be described as...



How do we want the role of parking management to be perceived?



Or



Anti-social parking behaviour is a universal frustration.



Parking in a parent-child bay without having a child



Taking up more than one parking space



Blocking people in



Anti-social parking on the school run



Struggling to move your car after someone has parked too close



Parking on curbs which dangerously forces those with wheelchairs, prams and the elderly onto the road

“Drivers park anywhere there is a space. They don’t care about other people. This affects me walking on the street if I am with my grandma as she is in a wheelchair. My road is cluttered with cars as there are no residential houses.”

(London, Male, Non-driver)

“I do school drop offs. There are three schools where I live and we have quite narrow roads which are often blocked by people who don't park too close to the pavement because of their alloys, so then that blocks the traffic ...that's a daily thing, but there's never any parking enforcement officer doing anything about that.”

(Manchester, Female, Driver)



Opportunity: CEOs could do more to ensure that anti-social parking behaviour is also monitored.

The current mood of the nation



mark fladge @fladgy · 27 Jun

apparently drivers were happy to take the £35 **parking** fine in **Bournemouth**, irresponsibly abandoning their cars regardless of what they blocked. we need big increases in authorities' ability to deter illegal **parking** @ukhomeoffice . £100 minimum fine. @aapresident @TheAA_UK



Angel Loxley (Demacrex) @TheDoctorsAngel · 25 Jun

The amount of **illegal parking** in **#Bournemouth** right now is appalling and dangerous. I live local and I dread to think if emergency services need to get anywhere today they won't be able to get through.
Sorry let's stop holiday makers coming down to Dorset.



Graham Crane @grahamcrane · 25 Jun

I've never seen so much **illegal parking** in the roads around my home 😞
It's madness!

Bournemouth beach: Major incident declared as thousands flock to coast

Focus for the future

- Re-thinking the use of kerbside space
- Simpler rules and better signposting to where we want people to park
- Enhancing the parking 'product'
- Calling for improved powers to deal with dangerous and anti social parking & motoring
- Harnessing the potential of camera technology
 - Frictionless parking
 - Pay for what you use/by the minute
 - Pay after departure
 - Environmental tariffs
 - Smarter enforcement
 - Data capture and utilisation
- Multi modal travel and mobility hubs