

# TRANSPORT FOR LONDON

## WPL

**Subject:** Guidance for initial parking survey

**Date:** February 2020 (V2)

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### 1) Before the survey

- 1.1. Discuss proposals with TfL who may be able to part-fund the survey work. Refer to TfL's model invitation to tender and also the [professional service frameworks](#).
- 1.2. If possible, discuss the survey and its purpose at relevant employer organisations eg Chamber of Commerce, Business Improvement Districts (BIDs), local employer groups. The purpose is best described at this stage as a measure to help with the investigation of demand management options (including WPL) to achieve transport aims and objectives. An accurate measure of liable workplace parking enables the different options to be properly considered. It does not mean that WPL will be the only option considered.
- 1.3. Be prepared with a good communications and PR strategy as it is possible that there will be some objections that might get into the press or social media.
- 1.4. Obtain legal advice on data protection issues. The survey information may eventually be required to become the operational database for a WPL. Therefore, those surveyed are likely to have to be informed that this may be the case.
- 1.5. Identify preliminary employers list from available databases eg Business Rates, Local Land and Property Gazetteer (LLPG). But surveyors should identify and survey additional employers and sites as they go around. Decide on what proportion of different types of sites should be surveyed, or what sort of sampling methodology should be used.
- 1.6. The commissioning Council should provide a letter explaining the aims of the survey to be presented by the surveyor to employers (or to be sent out in advance). This should describe the purpose of the survey (as described above) and describe who to contact if there are any queries.
- 1.7. Try to get the required information from employers or employers' representatives – it is quite possible that the employer will have the data and they should always be interviewed. If they do not have the information, or prefer not to provide it, then a visual survey will be necessary.
- 1.8. Ensure that surveyors are adequately trained – students, temporary employees, permanent employees or contractors are all possible as long as they are competent in interview as well as surveying techniques.

- 1.9. Ensure that the survey is carried out at a 'typical' time of year ie not during school holidays or any special events
- 1.10. Consider how the survey information should be presented using GIS and able to be stored in a form that can potentially be used as an operating database
- 1.11. Set up a system to maintain close oversight of the survey as it progresses as the parameters of the commission may need to be changed if the surveyors find the task harder or more time consuming than expected.
- 1.12. Set a timetable and deadline for the survey but be ready to reconsider realistic extensions. But also beware 'excessive accuracy' in that it may be better to stop the survey, although strictly speaking incomplete, as the value of additional information being obtained is increasingly marginal over time.

## **2) The survey – employment sites**

- 2.1. Make best use of backup information such as Business Rates, LLPG, Google Earth, other aerial photography, travel plans and planning applications. But all sites (or an agreed proportion of sites) should be visited by the surveyor and an attempt made to enter on to the site by gaining permission from a responsible person. If access cannot be obtained or is denied, the surveyor should try to find required information from other means but record the lack of access and the reason for it. Surveyors do not have right of access.
- 2.2. Include all employment sites with car parking in the survey, whatever size (though ignore single person businesses or those self-employed) whether they are officially businesses or not. Include schools, further and higher education, health facilities, emergency services, public sector offices and depots of all types. They will all go on the database even though they may not all be charged.
- 2.3. Give more attention to larger employers and larger sites, as they are likely to contain disproportionately more liable parking spaces
- 2.4. Record all sites and if possible, all employing organisations. So, for example, include all known sites of a single employer with multiple sites, whether inside or outside the study area. Also record information, if known or obtained, on whether each site is independent or a branch of another organisation. If possible obtain details of final ownership.
- 2.5. Where possible record contact details of a contact person for each site.
- 2.6. Take photographs of each site.

## **3) The survey - parking**

- 3.1. All parking spaces should be recorded, whether or not they are marked out as official spaces. For example, if there are cars parked on roadways or verges within the site, record them. If possible, note commuter parking on roads outside the site.
- 3.2. Only spaces occupied for workplace parking are liable for WPL. Therefore, a justified proportion of larger sites should be visited at least twice, to assess whether cars are parked for a period implying that the driver is working at the site. For example, record licence numbers and visit twice in one day and/or twice in one week on typical working days eg Tuesday and Thursday.
- 3.3. Surveyors should ask whether the employer contracts parking spaces for employees in other car parks and if so, get details. These could be in a public car park or on other privately-owned land.
- 3.4. Use a suitable GIS system to record information (exact form to be agreed). Data recorded should include:
  - Address
  - Location plan and site plan
  - Name of responsible person
  - Name of company/employer
  - Type of business/organisation
  - Independent/branch (and details)
  - Access allowed/denied
  - Overall number and locations of all parking spaces in each site (include spaces used by customers)
  - Number and locations of workplace parking spaces (exclude spaces used by customers)
  - Number and locations of workplace parking spaces that are occupied
  - Number and locations of parking spaces used or allocated for each category of fleet, customers, maintenance or operational purposes, spaces allocated for ULEVs, charging points, spaces allocated for disabled people/Blue Badge holders, other, impossible to know.
  - Additional information eg shift working, part time working, unsocial hours, shared spaces with another organisation, contract parking, verge parking, possible parking by people not related to site, on street parking associated with the employer.

#### 4) After the survey

- 4.1. Produce an employer and parking database (in a form to be agreed) with the information listed above.
- 4.2. Use this database for initial WPL operations and refine the data over time as licence applications are made

- 4.3. Analyse the survey results and use them to inform the WPL scheme details (eg if you are considering a small business exemption or other discount).
- 4.4. Use the TfL financial modelling tool to consider potential revenue streams.
- 4.5. Consult the Mayor's Guidance and the Step-by-Step guide to developing a WPL for more information on next steps.