

## TRANSPORT FOR LONDON

### Workplace Parking Levy (WPL) Advice Note 3 – Business Survey Toolkit

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A workplace parking levy (WPL) is a licensing scheme for active workplace parking places. It charges employers and education providers for the number of places they provide that are occupied by employees, students or other relevant persons. London boroughs can implement WPLs locally subject to approval by the Mayor of London.

#### 1) Business survey structure

- 1.1. Undertaking a business survey allows the collection of data to improve understanding of who and what could be liable to a charge if a WPL is implemented, and the attitudes of employers and employees towards this. The survey should collect a mixture of data on employers of all types, travel patterns, parking and attitudes.
- 1.2. A business survey can provide a better understanding of employers and employee parking, which can help to adapt a WPL scheme order to the borough and employer context. Additionally, the outputs of the survey can be used to inform an income model, determine potential outcomes of the scheme and can also be used to feed into the business case.
- 1.3. It is important to note, when developing and undertaking a business survey, that all employers could be liable to a WPL; this includes public sector employers like schools, local authorities, hospitals, universities. A business survey aims to better understand employers in the borough, and survey responses can be used to shape the scheme and adapt it to circumstances based on the information collected.
- 1.4. It is suggested that a business survey is developed to inform the following topics, and could cover the following questions:

##### Employer context

- What types of employers are based in the borough?
- How many employees do they have?
- Employee characteristics, for example shift work or whether employees work at multiple offices
- Employer travel plans

##### Employee travel patterns

- How do employees get to work?



- How many employees drive?
- What is the mode share of employees?
- Home location of employees?

#### Employee parking

- How many parking spaces are provided by employers?
- How many employees park on site?
- How do employers manage their parking?
- Do employers currently charge for parking?
- Do employers contract parking spaces from another provider?
- Are there parking arrangements for deliveries and servicing?

#### Employer attitudes: parking and sustainable modes

- How important is free workplace parking / why?
- If employers provide parking, how is this valued e.g. influence on recruitment, retention?
- How important are public transport, walking and cycling priorities?
- How important is access to your office...by car...by sustainable modes?
- Are there challenges for employees in accessing the office – delays/congestion, public transport options?

#### Employer attitudes: WPL

- What would be their reactions to a WPL (e.g. pass it on to employees, relocation) and does this vary by charge level?
- If a WPL was implemented, what support would be needed from the borough & TfL? E.g. exemptions, travel planning advice, improve sustainable travel options
- How difficult would WPL be to implement at your workplace, what impact would admin of levy have?
- Would a WPL change the way you manage/administer parking at your workplace?
- How would the scheme to be delivered through a WPL benefit them now and in the future?

1.5. The business survey should cover attitudes of employers towards parking and Workplace Parking Levies; it could also cover wider topics which relate to the WPL such as their attitudes towards congestion and air quality issues. If there are areas that boroughs wish to interrogate further to inform the WPL, in-depth interviews using a subset of respondents from the initial survey could be undertaken.

## 2) Conducting the business survey

2.1. The business survey could be undertaken face to face, by telephone and/or online. It should focus on employers of all sizes and industries of all types, but with a focus on larger employers with a higher number of spaces susceptible to a charge. When



commissioning a survey, boroughs should consider the following as part of their methodology:

## 2.2. Research Questions

The survey should have clearly defined research questions that it seeks to answer. By defining what you seek to find out, and where the outputs will be used it will help to tailor and refine the survey questions. The structure of the survey can also enable the questions to delve deeper into research questions, through the use of open ended answers.

## 2.3. Respondents

It is important when conducting the survey that boroughs are aware of the relevant people to answer the questions, as this can vary by business size and type. Targeting the right people within businesses can be challenging, for example in smaller businesses it could be the business owner who has the greatest knowledge on parking provision and challenges, where as in larger offices this could be employees working in HR or Property.

## 2.4. Sample

A key aspect of conducting research is determining how to recruit respondents; this is known as the sample. For outputs to be useful the sample should be recruited carefully and should be representative employers or employees in the WPL area. Boroughs should consider how they will identify respondents; will they use existing contacts or recruit randomly. The sample should be representative of a range of sizes, industries and locations within the borough or proposed WPL area. Additionally, boroughs should think about bias, and how this might impact any results, as well as how many people they would need to speak to in order to have robust results.

2.5. An example of a business survey undertaken to improve understanding of employers and employer attitudes towards a transport intervention, is the Silvertown Tunnel Business Survey (2015) (<http://content.tfl.gov.uk/silvertown-tunnel-business-survey-2013-2015.pdf>). This was undertaken by WSP on behalf of Transport for London.

## 3) Undertaking secondary analysis

3.1. Depending on how the questions are posed in the survey, the results will provide a mixture of quantitative and qualitative data. Quantitative data can be analysed using a software package, such as SPSS, which enables efficient statistical analysis of data. It may also be useful to map the responses to the survey to see if there is a spatial dimension the results.

3.2. Open-ended questions can provide useful insights into underlying factors driving attitudes, which boroughs may want to delve further into using a follow up survey. To analyse open ended questions the answers can be coded into categories to enable comparison between employers and draw out key themes.

3.3. Undertaking secondary analysis can enable the results from the business survey to be used to inform and shape the WPL scheme to the borough context. The outputs from the



business survey could be used to inform the following elements of defining a WPL scheme:

- Understanding whether the potential impact of a scheme varies between business size and industry can inform how the charge is levied. For example, assessing whether there is a need for exemptions (e.g. for public sector workers) or whether a charge should be implemented as a percentage of turnover.
- Understanding business attitudes towards parking and environmental issues such as air quality can help to shape business engagement and communications.
- Understanding what businesses and their employees require to support a WPL can help to inform development of complementary measures.

