

Car Parking and Fleet Management

Introduction

Whilst travel planning and sustainable transport modes can offer financial and time savings to businesses there will always be cases where car travel is required. Managing your fleet and car parking arrangements effectively can therefore help persuade employees to switch to sustainable modes where suitable. A combination of new technologies and smart management can even offer savings over your existing fleet and car parking arrangements, and can incentivise sustainable travel.

Sustainable travel modes can reduce reliance on cars and therefore reduce the financial and land costs to your company [Hyperlinks to other pages to be added].

Car Park Management

Providing suitable car parking for your staff can become costly, although the exact requirements differ depending on the company in question. Controlling the availability of parking spaces can be an effective way of persuading employees to switch to sustainable modes of travel and could save you money.

In many instances, especially larger sites, face a losing battle for car parking spaces where supply is insufficient to match the demand, a management system is essential to ensure that the available spaces are utilised in the most appropriate way. This is preferential to unmanaged, first come first served parking that can result in disorderly parking, a poor image to visitors, and even health and safety breaches.

Techniques to manage car parking can be broadly split into two groups, controlling the allocation of spaces and controlling the access of spaces:

Controlling the Allocation of Spaces	Controlling the Access of Spaces
Allocate staff with car-free days where they travel to work via alternate means	iCash out system whereby staff who forfeit their parking space are rewarded financially
Use permits to restrict parking to those with the highest need	Car sharing spaces that only approved sharers can use, with preferential positioning in the car park
Restrict the availability of on-site parking spaces	Prioritise offsite parking by offering shuttle buses or high quality walking routes
Use parking exclusion zones to prevent disorderly parking in certain locations	Use barriers and access cards/codes to restrict access to parking

Changing access or payment for parking can be unpopular amongst staff, but communicating any changes in full, ahead of time, can aid understanding. Making clear the benefits that transitioning to a more sustainable system of transport can offer is also a great way of helping staff understand the reasoning behind the changes. Setting aside revenues from parking and reinvesting them in improving facilities for employees is another great way of minimising the negative impact.



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Fleet Management

Much like car parking, fleet vehicles are often vital part of ensuring your employees' mobility, but need to be managed correctly to bring about benefits for all parties. Fleet vehicles are often provided as a benefit to employees when alternative, sustainable methods could make better use of your company's investment.

Fleet management is primarily based on ensuring that vehicles are only supplied for employees that truly need them, and that the vehicles provided are modern, efficient models that minimise environmental impacts. These changes can also reduce the costs related to purchasing or leasing vehicles, running, and fuelling them.

Improvements to your fleet can be made in two ways: your approach to the vehicles and your approach to your employees.

Vehicles for your fleet should be selected based on their sustainability. This means selecting alternatively-fuelled vehicles if available, and prioritising fuel efficiency. Selecting an appropriate class of vehicle is also important,

and other factors such as safety ratings, load capacity, and overall costs should be considered. If employees can select their car from a list, then restricting that list to appropriate vehicles should be considered.

There are also several techniques that can be utilised to help persuade employees of the benefits of sustainable vehicles. Selection of vehicles can be restricted as above, and preferential rates can be offered on more efficient vehicles. Reimbursement for travel should be limited to essential company travel and commuting to dissuade employees from excessive use, and eco-driving courses are invaluable in teaching employees how to maximise the fuel-efficiency and safety of their vehicle.

A complete alternative to owning and running your own vehicle fleet could be to determine whether membership of a car club is a more cost-efficient model for managing business travel. Car club operators provide a pool of vehicles which can be booked in advance by the hour or day, and payments are made only for the times the vehicles are use. There are many such clubs in the region.

Remember that staff can plan their commute from A to B using the My Journey web based journey planning tool. Simply enter the start point and destination, and select your chosen travel modes:

<https://myjourney.com/journeyplanner/>



Links

Find your nearest car club:

www.carplusbikeplus.org.uk/what-is-shared-mobility/car-clubs/

<https://tfl.gov.uk/modes/driving/car-clubs>



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