



## Case Study – Car Park Occupancy Review

### The Project

One of the largest private employers in Worcestershire appointed Alpha Parking to carry out a survey of their car park usage and requirements.

With around 1,100 employees working shift patterns and only a 433 space car park adjacent to the building, the car park facilities were unable to cope with demand from staff and visitors. Congestion had become a big problem, forcing parking displacement onto adjacent streets, other units on the estate, the local supermarket and neighbouring housing estate.

### The Method

Alpha conducted a review of the car park using a twofold approach:

1. Data gathering on user trends by distributing questionnaires to staff and visitors to gather information regarding:
  - Type of user and requirements
  - How the journey was made e.g. by car, bicycle, walking
  - Where the journey originated and time of journey
  - Information on car sharing: actual and potential
2. Reviewing the car park area and assessing:
  - Current car park signs and lines
  - Current car park design & layout

### The Result

From the results of the consultation, recommendations were made for:

- changes to the car park layout with the introduction of new spaces
- a car sharing policy
- the creation of a Park and Ride initiative using the car park of the local Rugby club

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Contact Alpha Parking Ltd on 020 7242 2567  
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