

## Car Park Management

The Government's new transport policies are aimed at reducing congestion on our roads. However, some of the proposals, such as congestion charging and the workplace parking levy may persuade motorists to seek out unmanaged, free car parking facilities, either back street parking, which can increase congestion, or illegal parking in car parks desired for other legitimate purposes.

This causes aggravation with legitimate parkers, and a potential reduction in business revenue for retail and service related businesses which can impact on a business operation without its management being aware of the problem.

Supermarkets, business parks, local authority offices, hospitals and education establishments are all vulnerable to this sort of parking abuse.

A supermarket parking space could be worth up to £800 per day in sales revenue. That's £800 lost for every space taken up by unauthorised commuter and staff parking. How many of these offenders are using your car park today?

## Benefits of Creative Car Park Management

- Reduce car park abuse.
- Increase revenue.
- Recoverable management costs.
- Secured Parking Scheme advice.
- Asset management.

## How Do You Approach This Problem?

At Mayer Brown we have experts who advise major supermarket operators and businesses on how to manage their car parks and deal with persistent parking offenders, within the legal framework.

We arrange for parking surveys to be undertaken and assessments to be carried out prior to recommending the most appropriate course of action for your specific location. In each case a set of recommendations is prepared for the Client's approval before implementation.



## Income from Your Car Park

Many businesses and organisations have not appreciated the potential of their parking facilities. It is often possible to manage parking so that spare capacity creates an income which more than covers the parking management costs.

At Mayer Brown we will advise on the best possible parking management solutions and obtain all necessary consents, where required, to capitalise upon the real income potential of your estate.

## Secured Car Parking Scheme Awards

Mayer Brown has the expertise to advise their Clients how best to apply for and achieve the Secured Car Parking Scheme Awards.

## Asset Management

A good car park management strategy often reveals opportunities to free available space with redevelopment potential.

## Car Parks are for People

Mayer Brown was involved with the production of 'Car Parks are for People, a practical guide to Car Parks which work'. Responding to a real need to improve the design and operation of urban car parks, sponsors Sainsbury's, Marks & Spencer, DETR and others worked together to produce this groundbreaking document.

Copies of Car Parks are for People are available from Mayer Brown.

## The Next Step

Mayer Brown recognises that different organisations will have different parking management requirements. But, whatever the situation, Mayer Brown has the resources and expertise to provide tailored solutions to better meet your parking management needs.

For more information please contact us by e-mail: [mbenquiries@mayerbrown.co.uk](mailto:mbenquiries@mayerbrown.co.uk)

**the journey is the reward**

[www.mayerbrown.co.uk](http://www.mayerbrown.co.uk)

