



FOCUS ON...

Parking Individuals and Employers

February 2014

This *Focus on...* paper explores the issues facing the parking industry and how qualifications can benefit individuals and employers. The paper discusses what qualifications are available, who they are for and how they are assessed.

The European Parking Industry

Parking is vitally important to the European economy generating 29.3 billion Euros turnover per annum. There are currently 237 million parking spaces in Europe, of which, 30 million are in car parks, 17 million on street and 190 million unregulated. Without access to parking many of Europe's towns and cities would grind to a halt.

The UK Parking Industry

Effective traffic and parking management is essential to support the sustainable growth of the UK economy as there are currently 34.5 million licensed vehicles on the roads (Juggins, 2013). Most of these vehicles spend more than 90% of the time in a car park, on the side of the road, at a station or in a garage (Juggins, 2013).

Whilst high levels of demand have made parking an essential service, the industry has been affected by the cost focused culture created by the recent recession and implementation of austerity measures.

Asset Skills (2013) suggests that parking operators will look to adopt new working practices, take advantage of recent technological advances and look to diversify service provision to include the delivery of security and cash management services.

These measures will allow parking operators to maintain the level of service they offer at a lower cost.



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The UK parking industry is also facing significant change as a result of recent announcements from Local Government. For example, a number of MPs have called for a 5 minute grace period before drivers are given parking fines.

This initiative is designed to rein in overzealous parking enforcement which is fuelling negative perceptions of the industry. It will also start the process of challenging negative public perceptions that Local Authorities are only interested in generating revenue from parking.

However, many parking professionals believe that the public need reminding that “there is no such thing as a free parking place – somebody is paying for it” (Reynolds, 2013).



Furthermore, Reynolds (2013) argues that the average motorist is getting quite a good deal by only paying an average of £42 annually for parking charges, compared to an average £1600 a year for fuel.

With parking enforcement becoming increasingly complex in the wake of changing legislation and customer expectations, there is a significant need for a highly skilled and qualified workforce to operate in this critical environment.

A Qualified Workforce

The UK parking profession employs approximately 82,000 people (with 87% of these people employed in the private sector) in a wide range of occupations, compared to 569,000 people across Europe.

The British Parking Association in partnership with WAMITAB, have developed a series of qualifications designed to provide those working in the parking profession with the opportunity to gain professional qualifications which emphasise their knowledge and skills so that they can develop a career in parking.

The **Level 2 Award for Parking Enforcement Officers** is designed to meet the needs of learners who work or want to work as parking enforcement officers in the private or public parking industry throughout the

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UK. The qualification covers:

- Managing conflict
- Roles and responsibilities under traffic management legislation (England, Wales and NI).
- Roles and responsibilities under road traffic regulation act 1984 legislation (England and Wales).
- Roles and responsibilities on private land (England and Wales).
- Roles and responsibilities of CCTV parking and traffic enforcement.
- Roles and responsibilities of parking attendants operating under road traffic act 1991 legislation (Scotland only).
- Roles and responsibilities on private land (Scotland and Northern Ireland).

The **Level 3 Award in Notice Processing** is designed for those who work or want to work as notice processors in the private or public parking industry throughout the UK.

The qualification covers:

- Introduction to Notice Processing and Information Management.
- Processing Penalty Charge Notices.
- Respond appropriately to Challenges, Representations and Appeals (Scotland only).
- Notice Processing Requirements for parking enforcement on Private Land (England and Wales only).
- Notice Processing Requirements for parking enforcement on Private Land (Scotland and Northern Ireland).

These qualifications can be assessed using a range of methods selected by the training provider, including:

- Case studies
- Presentations
- Assignments
- Time constrained tests
- Observation in the workplace



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Benefits

In the case of individuals, there are a number of benefits associated with undertaking parking qualifications. The most frequently cited of these benefits include:

- Developing an individual's **knowledge of their role and responsibilities** when in employment.
- Increasing an individual's **understanding of the employers industry** and their customer base.
- Gaining a greater **understanding of legislative changes** having an impact on the industry.
- **Empowering an individual** to develop in their future role, therefore increasing the chances of having a successful career.

In the case of employers, there are a wide range of benefits to employing staff with parking qualifications, including:

- Knowing that employees have the **knowledge, understanding and job-specific skills** for their role.
- **Improving productivity and profitability** as individuals have the necessary skills and motivation to develop in their role.
- **Fewer skills gaps** as qualifications ensure that employees can deliver a

high standard of service on behalf of their employer.

About Us

WAMITAB is an awarding organisation and charity that develops qualifications for those working in cleaning, street cleansing, facilities management, resource management, recycling and parking from operative to management level.

By qualifying the workforce, we aim to embed a culture of safety and progression, making the industry more attractive as a career.

If you would like further information on our parking qualification follow us on our social media channels and visit

www.wamitab.org.uk

Bibliography

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Gilson, C (2013) *Going Global*, Parking News, London

Juggins, S (2013) *The Cloak of Invisibility*, Parking News, London

Reynolds, K (2013) *Give us a break*, Parking News, London

This paper has been written and produced by the Project Team at WAMITAB.