

Case Study

Operational Review of Parking to Maximise the Customer Experience

Client: Nottingham University Hospitals NHS Trust & Carillion plc.

Nottingham University Hospitals 
NHS Trust

Context

Nottingham City Hospital is a large hospital located in Nottingham, England. In 2006, it merged with the Queen's Medical Centre to form the Nottingham University Hospitals NHS Trust.



The City Hospital, the older and smaller of Nottingham's two hospitals, opened in 1903, but traces its foundation to 1782.

Carillion plc provides car parking management and operational services to the Trust. 1.2



For a number of years both staff and public have been, to a large

extent, allowed to park almost anywhere. This has led to traffic problems around the sites and has increased frustration amongst hospital users, including emergency services.

The Trust required a full review of the parking at both sites in order to maximise car parking spaces for all users and to provide improved customer service through the upgrade of technology, signage, wayfinding and the potential use of new technologies.

At the City Hospital the existing car parking arrangements are very mixed, comprising of:

- Large tarmac-surfaced areas with parking bays marked out with white lining (Purple);
- A large un-made area with parking bays roughly marked out (Yellow);
- Numerous small tarmac-surfaced areas with both bays marked out and areas with no markings; and
- Street parking.

At the Queen's Hospital the existing car parking arrangements are much more standard compared to City Hospital and comprise in the main of large tarmac-surfaced areas with parking bays marked out.

Client Issues

- Poor Signage and wayfinding;

- Out-dated hardware which is past its operational lifecycle;
- A lack of effective enforcement of the Trust's parking facilities;
- Abuse of disabled parking bays;
- Redundant access control equipment;



- Lack of car parking capacity;

Solutions and Added Value

- Reviewed all the existing car parking areas and provided a detailed report of each location;
- Provided expert advice to Carillion and their stakeholders to:
 - Best resolve the issues identified in the car parking audits;
 - Improve the customer experience;
 - Identify the number of additional spaces that could be achieved through better parking bay layout, circulation and identification of new parking areas;
 - Researched alternative options to increase parking

spaces, such as adding additional car park levels;

- Identified the benefits / drawbacks of each proposed solution for additional parking;
- Provided a Budget Costs / Cost Effectiveness Analysis for each solution, giving details of capital cost, revenue generated per annum and payback period;
- Identified the ultimate location for each pay machine;
- Recorded all civil works required for each car parking area including any additional fencing / barriers required to prevent illegal parking;



- Examined what signage would be required and optimal locations;
- Detailed all works which will require either Planning or Building Control Approval.

Services Provided

- Carried out a full audit of all car parking facilities at City and QMC Hospitals providing:
 - Photographs showing the location;
 - Marked-up site map – each car park with identification markings;
 - The make-up of the existing area;
 - The condition of the existing area;
 - The number of car parking spaces available;
 - The number of disabled parking spaces;

- Any non-conformities to regulations;
- Entrances and exits – user friendly / best fit;
- Location of existing equipment – barriers, pay machines etc.;
- Parking tariffs shown on each machine;
- Wayfinding and enforcement signage;
- Road and parking bay marking – type / condition; and
- Identified all redundant equipment to be removed.
- Attended Working Group and Patient Liaison Groups;
- Carried out option appraisals of hardware replacement options;
- Identified and provided costed options and a summary of works to increase staff and patient car parking capacity;
- Delivered briefing sessions and technical reports to inform Senior Management, the Local Authority and the Trust Board;

Key Benefits and Success Factors

- New Pay on Foot / ANPR barrier controlled patient and visitor car parks;



- Car parking operator contracted to provide professional and equitable car parking enforcement services;

- Implementation of robust enforcement and car parking way-finder signage;
- Cost effective options to increase capacity at both QMC and City Hospitals with pay back periods between 1-5 years identified;
- Identified additional improvements to car parking facilities including surface hazards, bay and road markings, locations of payment machines and wayfinding improvements;



- Identified all disabled bays that did not conform to current standards;



- Provided advice on the upgrade of all payment machines, along with cashless payment technologies; and
- Delivered two full car parking audits and reports for both hospital sites within tight budget and time constraints.

Contract Data

Duration: 3 months

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