

Case Study

Development of a Technical Specification for Car Parking Enforcement Services and Procurement Support

Client: University of Birmingham



UNIVERSITY OF BIRMINGHAM

Context

The University of Birmingham is a public research university located in Edgbaston, Birmingham. It received its Royal Charter in 1900 as a successor to Queen's College, Birmingham (founded in 1828 as the Birmingham School of Medicine and Surgery) and Mason Science College (established in 1875 by Sir Josiah Mason), making it the first English civic or 'British Red Brick' university to receive its own Royal Charter.



It is a founding member of both the Russell Group of British research universities and the international network of research universities.

Birmingham was named 'University of the Year 2014' in the Times Higher Education Awards. The 2015 Global Employability University Ranking places Birmingham at 80th worldwide and 12th in the UK. Birmingham is also ranked 4th in the UK for Graduate Prospects in

The Times and The Sunday Times Good University Guide 2015.

The student population includes 20,100 undergraduate and 14,060 postgraduate students, which is the fourth largest in the UK (out of 165).

The University has recently introduced a new permit for satellite car parks at a cost of £220 per annum to bring consistency with 'on campus' charging and policy. The parking policy has also been extended to cover the new Student Village, Selly Oak campus and a new secondary school operated by the University.

The car parking facilities are a mixture of staff only and pay and display. There are a total of 17 pay and display machines on campus provided by Parkeon and a total of around 3,500 spaces including one Multi-Storey Car Park.



The University has also recently implemented cashless parking payments via RingGo and has two codes to allow differential charging for staff and visitors.

Staff can pay for parking via a salary-banded scheme or through a daily charge, calculated on usage and barrier access swipes. The daily charge is however open to abuse as users can avoid swiping their barrier access card by gaining access via the intercom. Band 1 staff do not pay for parking.



The University employs 4 Traffic Officers (currently only 3 in active duty with one to be employed) to patrol/manage the car parking facilities and to issue Parking Charge Notices (PCNs). UKPC has held the contract for back office processing of PCNs and debt recovery for a number of years.

The University wanted to re-tender for this service using a closed procurement model with 3-4 preferred suppliers invited to tender.

Client Issues

- To ensure the University is achieving 'Value for Money' with the enforcement, debt collection and back office processing contract;
- A number of capital projects are planned which will result

in losses of car parking capacity, this will require a robust enforcement regime of car parking areas to combat abuse from staff who may have had a permit withdrawn;

- The need for greater transparency over the number of PCNs issued on site, income generated and persistent offenders;
- The technology UKPC use to issue PCNs does not provide historical data of previous warnings or PCNs issued to a particular registration plate;
- The need for better management reporting of PCN activity, account management and debt recovery; and
- UKPC has held the contract for back office processing and debt recovery for a number of years, alternative providers may offer better Value for Money and provide a more University-focused service including improved management reporting and customer account support.

Solutions and Added Value

- ◆ To ensure all campuses and car parking facilities i.e. the main Edgbaston Campus, Selly Oakes and the Vale are effectively enforced;
- ◆ To review and replace all car parking enforcement signage using sector and national best practice guidance;
- ◆ To ensure the new contract for enforcement services provides real time management reporting and the use of sophisticated PCN issuing handhelds able to access historical PCN information about vehicle registrations and previous contraventions;

- ◆ Better account management and support; and
- ◆ Improved PCN back office processing, user support and queries as well as equitable debt recovery.

Services Provided

- Regular client meetings to clarify the brief and requirements;
- Engagement and direct working with the Procurement Department;
- A complete audit of all enforcement signage across the various campuses;



- Development of a technical specification for enforcement services;
- Preparation of the Invitation of Tender (ITT);
- Sourcing of preferred suppliers;
- Tender issued via the electronic In-tend portal;
- Development of a scoring matrix/methodology to evaluate received tenders;
- Organised and managed a supplier site visit;
- Evaluated submitted tenders in partnership with Procurement;
- Developed clarification questions for interviews;
- Conducted supplier interviews;
- Provided final recommendations for contract award; and

- Provided feedback to unsuccessful suppliers.

Key Benefits and Success Factors

- Worked with the University's senior management and operational staff to develop core requirements of the new contract;
- Sourced leading suppliers with a background of work in the University sector;
- Developed a working relationship with the University's procurement team;
- Provided recommendations on enforcement signage improvements and maps indicating the location, type and fixing of all existing enforcement signage;
- Ensured value for money within the new contract through a closed competitive tender;
- Developed a concise and methodical assessment methodology to evaluate submitted tenders, ensuring the requirements of the University were achieved; and
- Implemented the new enforcement contract over the summer to ensure its operation for the new academic year.

Contract Data

Duration: 4 months
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