

## Case Study

# The University of Leeds Estates Masterplan and Car Parking Strategy

**Client:** University of Leeds



### Context

The University of Leeds is a Red Brick university located in Leeds, West Yorkshire, England.

There are a total of 33,000 students, 7,500 staff and only 1,622 remaining parking spaces on campus. Students are generally not allowed to apply for a permit other than for medical, disabled or extenuating circumstances.

The University has recently built a new 690 space multi-storey car park, which includes 12 motorcycle, 22 disabled and 100 car share bays. The 690 spaces provided within the MSCP are part of the total car parking capacity given above.

The University uses Vysonics ANPR cameras to control car parking capacity and enforcement within the Orange Zone. Vysonics partners with other companies to provide the University with a bespoke and holistic car parking management system. Vysonics partners with I-View (enforcement software and

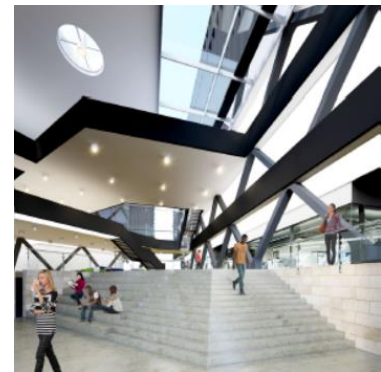
back office processor) and Local Parking Security (payment machines with bespoke features to manage visitor parking tariffs via voucher codes).

The University is an IPC accredited operator and manages the enforcement process, including back office processing and debt recovery, using support from the agencies above.

Variable Messaging Signage and space counters are used to record occupancy in the MSCP and orange zone (1,000 staff spaces).

The University uses ParkIT permit management system which is linked to I-View for enforcement purposes. ParkIT also manages daily internal departmental visitor bookings and sends a data feed once a day to I-View, 24 hrs in advance of bookings.

The University is undergoing a large-scale development as set out in the Estates Masterplan. The Masterplan outlines a total of 19 development sites within the campus, with the potential of providing approximately 80,000 square metres of additional accommodation.



The investment of £520m will enable the delivery of a capital investment programme which includes significant refurbishment of existing buildings, particularly those developed in the 1960s during a period of accelerated growth.

### Client Issues

- The Masterplan will lead to losses in car parking capacity. Significant parking will be lost in the Orange Zone (a reduction of 300 spaces) to the footprint of the new Innovation Centre. Further losses are expected on campus either temporarily or permanently, to allow the completion of the Masterplan over the next 5 years;
- Car parking permits are issued annually on a first-come, first-served basis (those that hold a permit from a previous year are automatically eligible for a permit in the following year);

- The current system of permit allocation does not provide flexibility to manage future losses in car parking capacity associated with the Masterplan;
- Increased pressure on car parking demand from planned increases in staff population and tenanted companies within the new Innovation Centre;
- Significant volumes of PCNs issued via the new ANPR system; and
- Customer complaints.

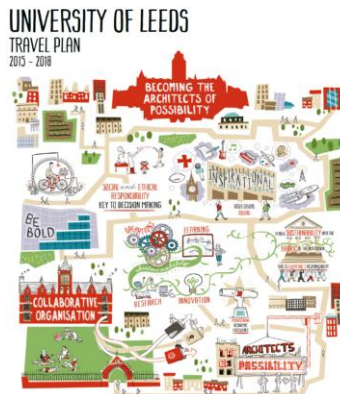
### **Solutions and Added Value**

- ◆ Provided case studies of how other similar Higher Education Institutions manage the permit allocation process;
- ◆ Provided justifications for implementing a needs-based assessment of permit allocation;
- ◆ Proposed an equitable method of permit application allocation using a needs-based assessment;
- ◆ Carried out consultation exercises with various stakeholders on proposed permit allocation criteria and the wider operation of the Parking Policy;
- ◆ Developed a report of consultation findings and key recommendations;
- ◆ Reviewed car park zoning considering the Masterplan;
- ◆ Reviewed car parking and enforcement signage, customer information and number / location of pay machines;
- ◆ Reviewed car parking capacity and planned losses associated with the Masterplan, factoring in planned population growth of staff and tenants; and
- ◆ Provided key recommendations for the

Parking Strategy over the next 5-10 years.

### **Services Provided**

- Carried out a full audit of all car parking facilities;
- Undertook an operational review of parking including signage, payment machines, access control equipment, disabled parking provision information;
- Reviewed the Masterplan to quantify future losses in car parking capacity;
- Developed a consultation presentation detailing the Masterplan, associated losses in car parking capacity and the proposed mitigation strategies;



- Undertook 6 staff car parking open forums to inform staff of associated losses;
- Undertook one -to-one consultation exercises with primary stakeholders including Senior Management, trade unions, Events & Conferencing, the Sports Centre and Disability Services;
- Developed core principles of the future Car Parking Strategy;
- Carried out option appraisals of potential further deployment of ANPR hardware;
- Reviewed current car park zoning; and



- Held regular client sessions to inform Senior Management of progress.

### **Key Benefits and Success Factors**

- Proposed an equitable needs-based assessment of permit eligibility;
- Recommended changes to the way staff and students with mobility impairments / medical conditions are assessed;
- Proposed further permit allocation using sector average ratios; and
- Provided key recommendations on a range of car parking operational improvements including permit allocation, signage, payment machines, zoning, customer information and PCN administration and appeals.



### **Contract Data**

Duration: 12 months  
Contact: Ian Goodwin and David White  
[theparkingconsultancy@outlook.com](mailto:theparkingconsultancy@outlook.com)  
Tel: 01430 650343  
Mobile: 07410 117113