

Title: Car Usage Survey Report

Agenda item number:

1. Introduction

The purpose of this paper is to present the findings from the car usage survey undertaken with Services in October 2009

2. Background

During the consultation exercise conducted in September there were a number of issues which were raised by members of staff and the members of public. One issue which was continuously raised was around car parking for the New Municipal Offices. (NMO)

The direction for the NMO is that there will not be any staff allocated parking on the site. Parking will be limited to disabled users and access for vehicles loading and unloading as the site itself next to the river has limited parking capacity. The brief for the Design Team for the new building excludes parking facilities.

Members of staff who use their car on a daily basis to carry out their duties and who return to the office on several occasions through out the day, raised their concerns on parking provision, There were several reasons behind their concerns depending on their contractual obligation. One reason common to all members of staff across the organisation was that it would consume more time in their daily work schedule resulting in more time in travelling rather than more time spent undertaking their duty.

It is recognised that this will cause difficulties for staff that currently use their car for their duties and in particular return to the office several times a day. The executive leadership team don't see this as a barrier to people relocating to the new Municipal Offices. They believe this can be overcome with a culture change in how and where people work, supported by mobile technology and alternative options.

A car parking strategy was prepared in 2007 by Peter Brett Associates and was reviewed in October 2009. The strategy identifies several options for the authority to consider and implement to overcome car parking issues in the town centre, to raise the quality of the car parks provided and also make better use of existing private spaces. The findings of the strategy are explained in more detail in the findings section of this report.

3. Summary of Findings

From the analysis undertaken the key findings have been summarised below:

- Staff are returning to the office on a number of occasions throughout the day to carry out duties which could be completed outside the NMO.
- A larger percentage of staff spend short periods of time in the office to carry out general admin duties such as checking emails, making telephone etc.
- Majority of members of staff carry paper reports, case notes etc. while travelling to carry out their duties.
- A high percentage of staff return to the office during the day to go out again later the same day.
- Limited Parking spaces near to NMO to accommodate number of staff relocating to the town centre.

There are several options for storage that need to be considered

4. Recommendations

It is recommended that;

1. The board review the findings from the car parking survey outlined in section 4 of this report.
2. The board considers the options outlined in the car parking strategy prepared by Peter Brett Associates and in section 5 of this report.
3. The board endorses Option 2; creation of a “how and where we work” project within the NMO programme to change the current working practices.
4. A client brief is prepared for the internal requirements in terms of short stay car parking for loading and unloading in designated bays for the NMO.
5. Carry out further study to understand storage requirements and location for Services

5. Findings

5.1 Numbers of people surveyed by Service

The survey was sent out to all staff that use their car on a regular basis as part of their duties.

- 273 responses were received from members of staff from across all the services. The number of responses received from each service is outlined in figure 1.

	No. of Responses	Currently in Town Centre (from responses received)	No of staff moving into NMO	Number of permits allocated
Adult Care	36	0	196	3
Business Partnerships	5	1	520	5
Child Care	4	2	200	21
Environmental Management	0	0	6	0
Finance	15	15	150	7
Impact	0	0	474	0
L & YP	64	8	44	7
Legal & Dem	0	0	45	13
People Management	2	2	124	13
Real Trust	1	0	0	1
P & D	1	1	95	3
Planning & Reg	22	22	140	27
Regen	15	13	102	20
Cust & Comms	33	16	218	18
RBH	0	24	0	0
Schools	71	4	62	19
Strategic Housing	4	0	78	9

Figure 1

5.2 Essential & Casual Users

Responses which were received were from members of staff who are essential car users and who are casual car users.

- From the responses which were received there were 269 members of staff who stated that they use their car as part of the daily duties. 36% (98) of members of staff stated that they are essential car users. 64% (173) of the responses stated that they are casual car users. Out of these 88% are Full Time Employees (FTE's) and 12% are Part Time Employees (PTE's).
- From the responses received figure 1 illustrates the number of staff that are currently working in the town centre and the number of staff who will be relocating to the new MO, by service.
- There are 165 permits which have been allocated to staff members as of the 31st of October 2009. These permits have been broken down by service as figure 1 & 2 illustrates.

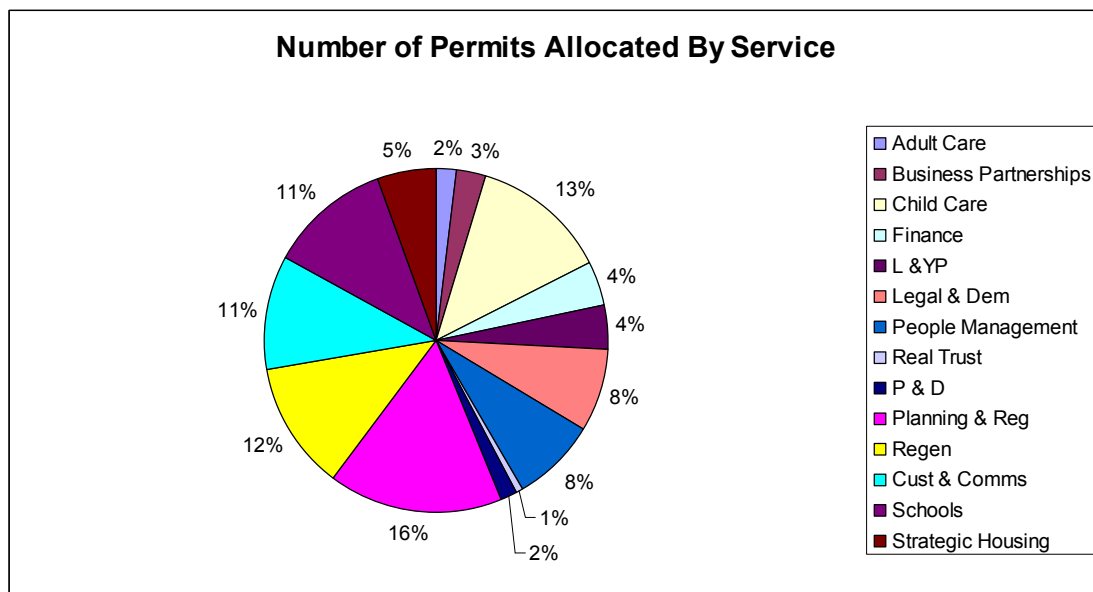


Figure 2

5.3 Borough Wide travel

To carry out their duties members of staff travel across the borough of Rochdale, which includes, Rochdale, Pennines, Middleton and Heywood.

- 72% of essential car users travel borough wide which includes Rochdale, Heywood, Middleton, Castleton, and Littleborough to carry out their daily duties. 40% of casual car users stated that they travel borough wide to carry out their daily duties. 6 % of essential car users stated that they travel in the geographical area of Greater Manchester.
- 22% of essential car users and 19% of casual car users stated that they carry out their duties in the geographical area of Rochdale.

5.4 Carrying Equipment

Figure 3 below illustrates the different types of equipment essential and casual car users carry in their car while travelling to carry out their daily duties.

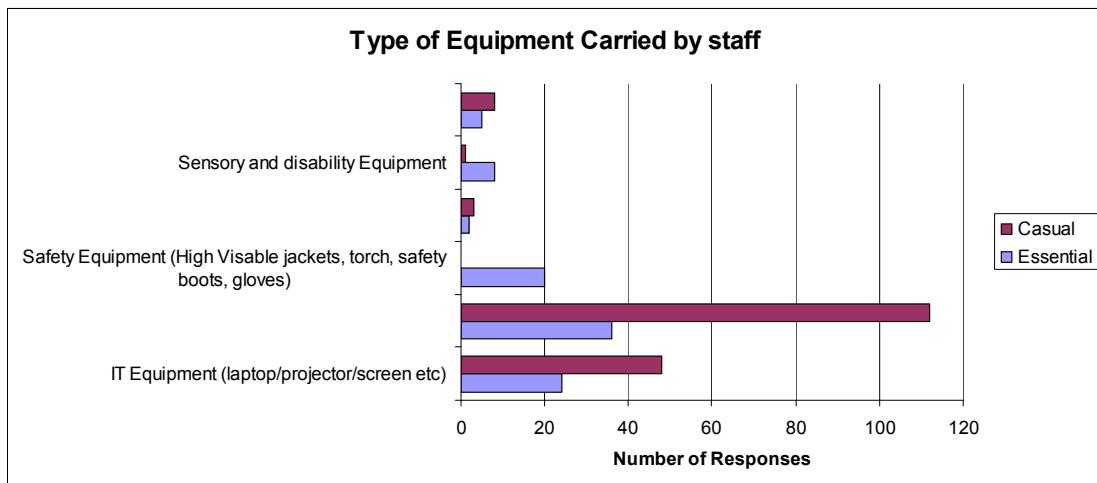


Figure 3

5.5 Narrative summary of other questions

5.5.1 Arriving at the start of the day

- 81% of members of staff that use their car on daily basis (essential & casual users) to carry out their duties arrive in the office at the start of the day for a number of reasons which are illustrated in figure 4.

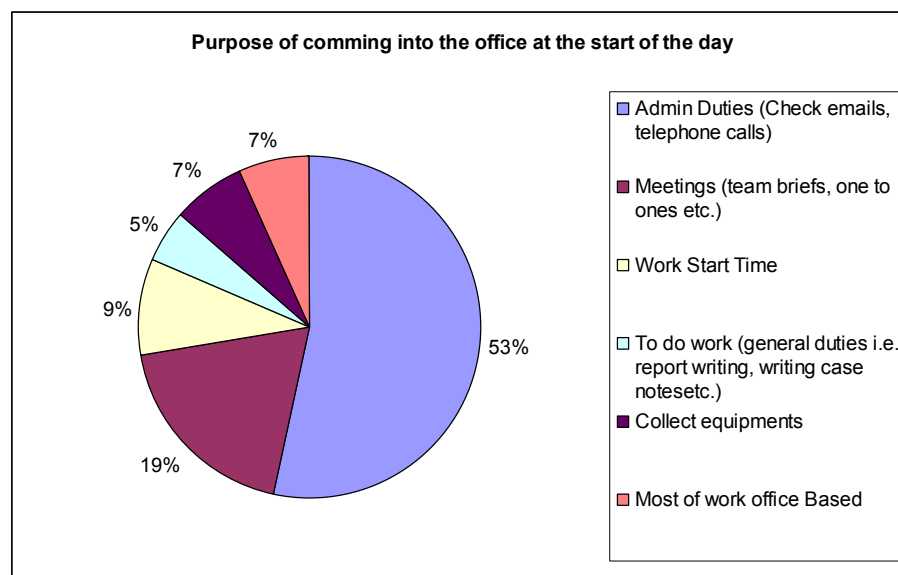


Figure 4

- The time spent in the office at the start of the day varied from the responses received by members of staff as illustrated in figure 5.

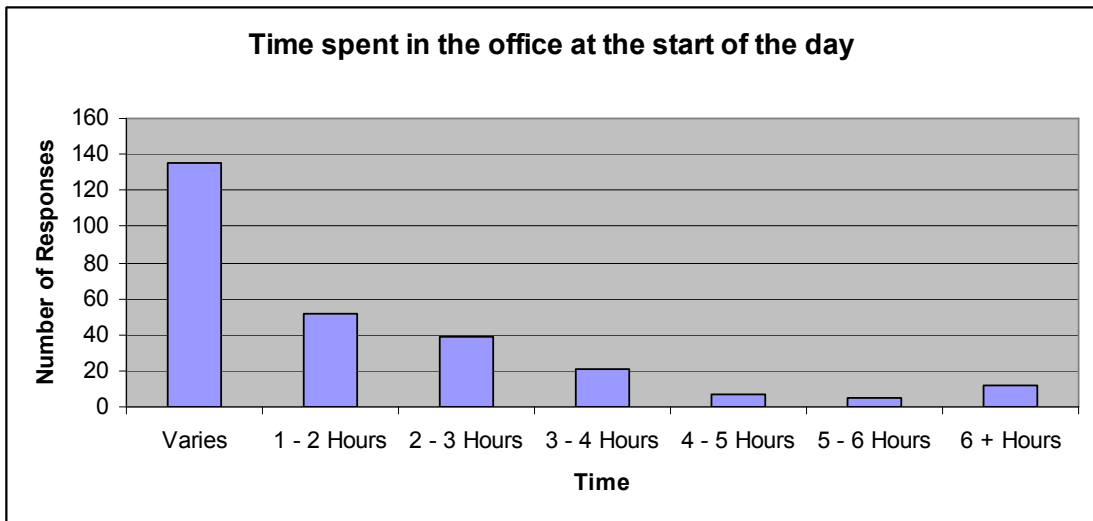


Figure 5

- On average 45% of members of staff stated that returning to the office varied during the day, 20% members of staff stated that they return to the office on average 2 -3 times a day during the week where as 19% staff members stated that they return to the office on average between 1 -2 times a day.

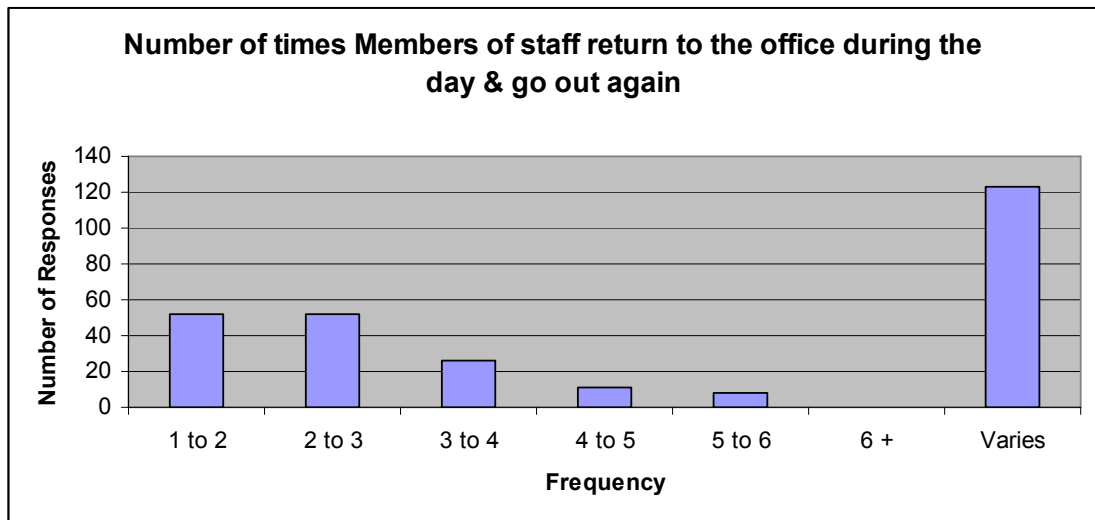


Figure 6

5.5.2 Purpose of coming in during the day

- Members of staff stated that they arrive in the office during the day for a number of reasons which are illustrated in figure 7.

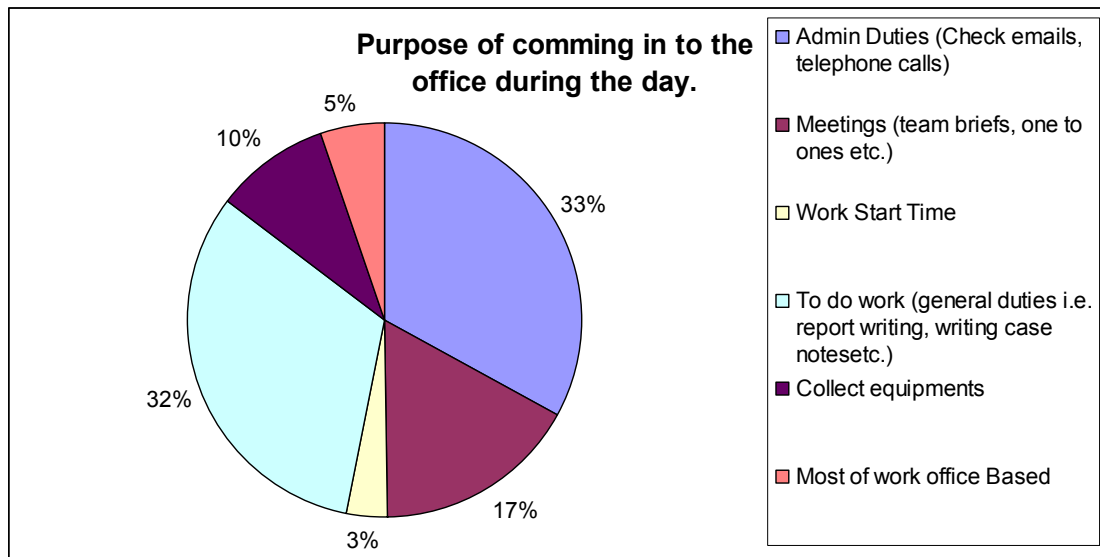


Figure 7

- 60% of staff stated that the amount of time they spent in the office during the day varied between 1 – 6 hours depending on their work schedule. 19% of members of staff stated that they spend on average between 1 -2 hours in the office during the day.

5.5.3 Returning to the office at the end of the day

- The number of members of staff arriving in the office at the end of the day varied through out the week depending on their work schedule. This is shown in figure 8.

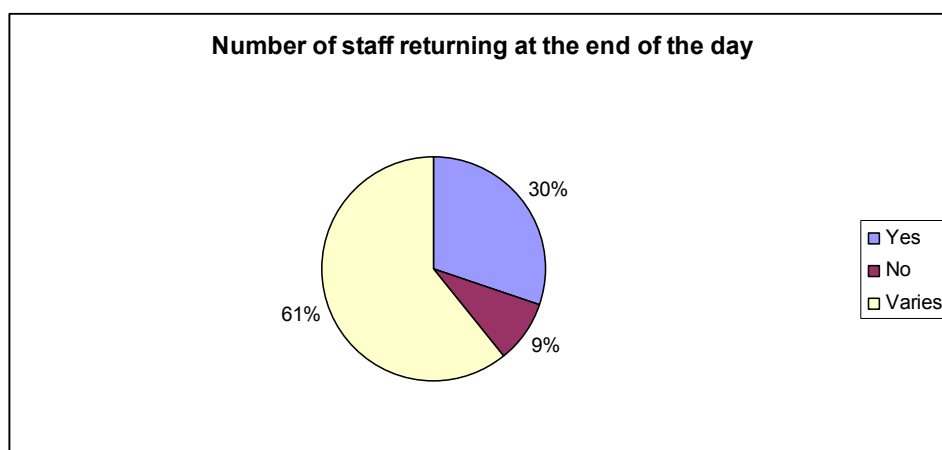


Figure 8.

- 35% of stated they arrive in the office at the end of the day to do work from general duties, report writing, writing up case notes etc. 32% stated that they arrive at the end of the day to carry out admin duties such as checking e-mails, making and answering telephone calls and 18 % stated that they arrive at the end of the day to attend meetings.

- 49% of members of staff stated that the time they spend in the office at the end of the day varies from day to day depending on their work schedule, 21% stated that they spend on average between 1-2 hours in the office at the end of the day and 13% stated they spend on average 2-3 hours at the end of the day.

5.5.4 Specific days spent in the office

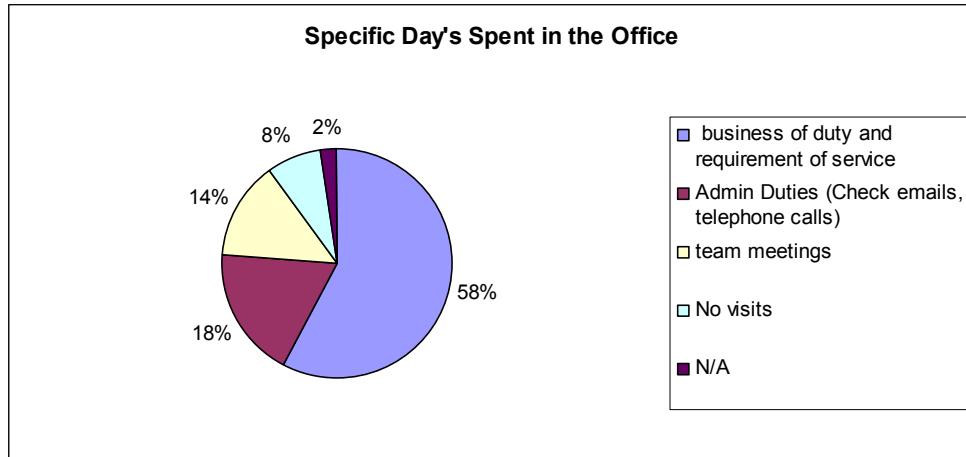


Figure 9

- 58% members of staff stated that they spend specific days in the office to carry out their duties and the requirements of the service. 18% stated that they spend specific days in the office to carry out admin duties such as checking e-mails, making phone calls etc. 14% of members of staff stated that they spend specific days in the office to attend meetings such as team meetings, one to ones etc.

5.6 Short stay parking loading and unloading in designated bays.

Short stay parking for loading and unloading in designated bays needs to be considered as a building of the size proposed this will require the provision of a service bay where equipment deliveries to the NMO and leisure units can be made.

- Highways will require this to be provided within our site to avoid delivery vehicles parking on the road. This has yet to be considered by the design team but the solution might be as simple as a pull in area accessed from Milton Street.
- The building could be designed with a designated back of house loading and unloading area suitable to accommodate staff and supplier's deliveries as well as collections.
- As new working methods and practices will be implemented in to the organisation it needs to be considered who, what and how frequent deliveries and collections will be undertaken.
- It is envisaged that the delivery and collection services will be managed by the in house facilities management team once the building is operational. This therefore will incorporate matters relating to maintenance and the delivery of materials relating to services such as catering provision and consumables delivery.

- It is envisaged that staff utilise this on an adhoc basis but to request assistance from porters and storage managers if they were having items delivered or wishing to remove or return bulky items.

This is one option for the authority to consider, a client brief needs to be developed to understand the requirements of the organisation.

5.7 Storage

- Storage options need to be considered in terms of off site storage and on site storage.
- Most storage is expected to be off site where this will depend on several things not least of which being which facility is most cost effective and practical.
- Essential equipment such as that required on a regular basis by such services as highways, child care etc. will need to be accommodated on site.

5.8 Cultural Change Challenges

- There are several cultural challenges that the authority needs to understand and overcome. Some of these are listed below:
- Office based culture which requires staff to come in to the office.
- Managers expect staff to call into the office
- Reliance on paper
- Technology is not embraced to enable best outcome for customers
- Resistance to new ways of working
- To support the authority to overcome these cultural change challenges a project called How and Where We Work has been proposed.

6. Wider Car Parking Strategy

A car parking strategy was prepared in 2007 by Peter Brett Associates and was reviewed in October 2009. The strategy identifies several options for the authority to consider and implement to overcome car parking issues in Rochdale town centre, to raise the quality of the car parks provided and also make better use of existing private spaces. The review of the car parking strategy identified the following:

- The critical proposals reviewed are the Town Centre East retail and office proposal and the New MO proposal in the Yelloway site. The strategy assumed a larger town centre east development than is currently envisaged.
- The scale of the MO proposals for the Yelloway site remains consistent with the assumptions in the parking strategy, but approximately 100 less on-site long stay parking spaces are now envisaged.
- In the overall scale of long stay parking supply and demand this does not have a material impact on the conclusions contained in the strategy report. It does however reinforce the conclusion that additional long stay spaces will be needed proximate to the eastern side of the town centre.
- The parking options included in the strategy report indicated that a minimum of 200 additional long stay spaces are required on the edge of the town centre. The Entwistle Road site remains an option for this provision.
- The leisure proposal on the Entwistle Road site currently envisages an operational requirement for 150 parking spaces. It is considered that some of these spaces can be shared long stay spaces Monday to Friday, leaving the full provision available during peak leisure times in the evening and weekends.

- Indicative layouts for the leisure proposal suggests that there is sufficient space on the RMBC site for the additional long stay parking required, and could be made available following the demolition of the buildings on site.
- Parking management have confirmed that parking on the current Yellowway Site can be accommodated on existing sites within the town centre. The need for additional parking on Entwistle Road would not therefore be required until the existing bus station car park is closed.

7. Options

Options for the board to consider are:

Option 1 - Do Nothing - This can be discounted as it is not considered acceptable to “do nothing” in respect of realising the benefits outlined in the business case for the NMO and can be discounted as it is not considered acceptable for future car parking provision

Option 2 - The board endorses the creation of a how and where we work project within the NMO programme to change the current working practices and change the culture of the organisation to overcome the cultural change challenges outlined in section 5.8 of this report. This will reduce the number of car parking spaces required in the town centre to accommodate staff members and realise the outcomes/benefits described in the business case for NMO.

Link to dependency projects e.g. ICT strategy, document management, HR policies,

Option 3 - To provide sufficient parking for all members of staff relocating to the NMO.

Recommendation – The recommended option is option 2. For the organisation to achieve and realise the outcomes/benefits which are out lined in the NMO business case the authority will need to change the current working practices and change the existing culture.

It should also be noted that the car parking strategy prepared by Peter Brett associates identifies several options to overcome car parking issues and provide Rochdale MBC with options for supply and demand of parking spaces within the town Centre. These options are briefly summarised in Appendix 1.

8. Conclusion

There are a number of cultural change challenges that the authority needs to understand and overcome. Changing the culture of the organisation and changing the current working methods with new improved flexible working methods will have an impact on the number of members of staff arriving in to the office on a daily basis meaning a reduction in the number of car parking spaces required in the town centre to accommodate staff members.

New working practices and new technology will enable staff members to work from different locations ranging from home working, mobile working to all office locations.

To support the authority to overcome these cultural change challenges a project called How and Where We Work has been proposed. This project will enable the authority to embrace flexible working practices to enable staff to be highly

efficient and for managers to have the skills and willingness to allow staff to adopt appropriate working styles that deliver the best outcomes.

It should be noted that overcoming the cultural change challenges will not resolve all challenges the authority will face consideration and further investigation needs to be undertaken in terms of making provisions for members of staff who are still going to visit and leave the NMO during the day even after we introduce flexible working.

Appendix 1 – Options identified in the car parking strategy by Peter Brett Associates.

Base Case - Do Nothing – This can be discounted as it is not considered acceptable to “do nothing” in respect of future car parking provision.

Option 1 – Temporary short stay parking introduced at Penn Street (145 spaces) and the bus station (190) and permanent long stay parking introduced at Entwistle road (200)

Option 2 – As option 1 but also includes the introduction of the new Broadfield 190 spaces MSCP

Options 1 & 2 could both be discounted on the grounds of the difficulties of delivering a MSCP at Broadfield and the limited associated benefits this would provide at relatively high cost.

Option 3 – As option 2 but parking spaces at Entwistle Road maximised to provide 350 long stay spaces.

Option 4 – As option 1 but maximise long stay parking by providing 350 long stay spaces at Entwistle road and increasing long stay parking at town centre east to 575 spaces. Broadfield MSCP removed.

Option 5 – Maximise parking supply by using sites in “private ownership” at B&Q (150 long and 150 short stay), Water Street / Molesworth Road long stay (200) and also Entwistle Road long stay (200). (No Temporary parking provision).

Option 6 – Maximise short stay parking by using Base case with conversion of high street (84), Social Services (49) and 100 spaces from Dunelm from long to short stay (no temporary parking provision)

Option 7 – As option 6 but also introduce maximised parking spaces at Entwistle Road (350 long stay).

The options summarised above can be found in more detail in the Rochdale MBC Car Parking Strategy prepared by Peter Brett Associates.

Peter Brett Associates recommend option 4 which assumes the maximum use of Entwistle Road (350 spaces) and increase in spaces as part of town centre east. This option ensures short stay parking within the town centre is maintained whilst also retaining some degree of long stay parking provision.