

# A winning team

LOCOG Transport ran a parking partnership on an Olympic scale

The London Organising Committee of the Olympic and Paralympic Games (LOCOG) worked in partnership with 23 parking enforcement authorities to develop a parking solution for the London 2012 venues. The Olympic Games are the biggest sporting event in the World and the Paralympic Games are the second biggest. A key objective of the London 2012 bid was to make the Games the first public transport Games.

In order to achieve this objective the London Organising Committee of the Olympic and Paralympic Games (LOCOG) worked in partnership with 23 parking enforcement authorities across the country to develop a temporary parking solution around 18 London 2012 venues. Ultimately, over 2 million parking permits for residents, their visitors and businesses were delivered via a variety of means – telephone enquiries, internet, and post etc.

LOCOG Transport devised a Local Area Traffic Management and Parking Plan (LATM&P) approach based on the use of virtual parking permits. Gary Smith, LOCOG parking integration manager, says: "This solution was developed in order to manage traffic and parking for the convenience and safety of the local communities during the Games and included the introduction of a temporary resident and business parking protection area in the vicinity of each venue."

The parking control was established by amending the existing controls and introducing further temporary controls, these parking controls required innovation. "No parking enforcement solution had been introduced in such a small time period and on such a large scale," says Smith.

"To manage traffic and parking for the benefit of the local communities during the Games, a temporary resident and business parking protection area was introduced in the vicinity of each venue," says Smith. "This area included both existing controlled parking zones and streets where there was no current parking controls, the existing controls had to be amended and new controls introduced. The aim was to protect the residents and businesses from spectator parking near the venues."

These areas included a mixture of streets with no parking controls and existing controlled parking zones, which needed to be reviewed, and the days and times of operation amended. The aim was to protect the residents and businesses from spectator parking near the venues. This protection was achieved by three key activities: travel demand management and communication; Travelcard provision for ticketed spectators;



The LOCOG Transport team receive their trophy from awards judge Keith Banbury

and parking control with parking enforcement.

If every competition venue adopted the traditional method of parking enforcement combined with paper parking permits a budget in excess of £18m would have been required, together with a workforce of at least 600 qualified enforcement officers.

An innovative 'virtual parking permit' scheme was introduced for the London boroughs (with the exception of Greenwich which required their own paper-based system).

The original concept was developed by the LOCOG Traffic Management & Parking Team, managed by Mark Bland, and developed by the LOCOG parking integration manager Gary Smith. Late procurement of the contractors and late delivery of all the integration arrangements made this a



The control room

challenge – but ultimately all was delivered.

The key components of technology employed were: an interactive voice recognition (IVR) call centre and virtual permits. The IVR call centre was managed by IBM in Greenock, Scotland, while the Virtual Permit Database was based on the Globetech Platform with Adaptis Solutions providing the web-based frontend of the software solution. The Mobile CCTV Vehicles were provided by TES, with the trained operators and technical support supplied by HTPM Consulting.

The 24-hour a day operation was controlled off site at the parking control office in Harlow by the parking control manager, a permit manager and an enforcement manager.

Peter Matthews was the permit manager responsible for the issue of all physical permits outside of London, and the issue of Local Area Access Permits (permits issued only to residents and businesses that either lived or worked between the vehicle permit checkpoints and vehicle screening areas of the competition venues). Jon Shaw, the enforcement manager, was responsible for the deployment and monitoring of the fleet of mobile CCTV vehicles, using TES's Compliance Display Map.

The Parking Control Office was jointly staffed by LOCOG, Gary Kay Smith and HTPM Consulting. All back office staff and drivers were briefed and trained in the Parking

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**The aim was to protect the residents and businesses from spectator parking near the venues**

**Gary Smith**

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Control Office to the City & Guilds 1950 level 2 for parking enforcement officers.

The roll-out of the solution started in Hackney on 21 June 2012 in advance of the BBC Music Weekend. Prior to the introduction of any controls, where every resident received a guide on parking during the Games – each guide was jointly prepared by LOCOG and the respective parking enforcement authority.

The guide explained how residents and businesses could activate their Virtual Parking Permit(s), and set out where and when their Virtual Parking Permit(s) would be required. Smith recalls: "It quickly became apparent that, prior to commencement of the parking enforcement solution, an operational review would be required for each parking enforcement authority, due to the unique



nature of each local authority's road network and how it interacted with the technology."

The aim of the operational review was to tailor the mobile CCTV vehicles to each local authority's specific road network. The operational review set the beats, the timings and the accuracy of the vehicles.

"One important point was that the residential streets were more congested prior to the Games than during the Games, as the vehicles could complete their beats 20% more quickly, on average, during the Games than during the operational review carried out prior to the Games," says Smith.

### **HTPM Group 'strength through partnerships'**



LOCOG Transport would like to thank all of the Local Authorities, who in partnership helped create a successful award winning parking partnership across all of the London 2012 competition venues.

LOCOG Transport would also like to thank all of the suppliers, who helped create a successful state of the art parking solution. Suppliers included: Adaptis, Gary Kay Smith Ltd, Globetech, HTPM Consulting Ltd, IBM, & TES Ltd.

HTPM Group is formed from members of Senior Management from LOCOG Transport who during the Games were responsible for the delivery of effective and robust Transport Plans across all London 2012 venues (on and off site) including the Olympic Park.

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