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Dear Office Manager,

London Borough of Camden – Workplace Parking Levy Feasibility Study

What is this letter about?

This letter sets out the Council's rationale and early work into the feasibility of a Workplace Parking Levy (WPL) for Camden. As part of the feasibility work, we are writing to seek your permission to access your premises to carry out a count of parking spaces and vehicles parked on a typical workday. We are working with our appointed consultant, Project Centre, who will carry out these surveys on our behalf to estimate the total number of employee cars parked in the Borough.

What is a Workplace Parking Levy (WPL)?

A WPL is a charge made to employers who provide workplace parking for their employees. The income received is then ring-fenced to fund local transport improvements and tackle congestion in the local area.

A similar scheme has been successfully implemented in Nottingham, with revenue generated partially funding the extension of their tram network, developing the local bus network and redeveloping the railway station. In Nottingham, there are a number of exemptions to the Levy (including for small businesses and Blue Badge holders) which the Local Authority applied to their scheme following initial feasibility stages. Similar exemptions are being considered by the London Borough of Hounslow, who recently consulted on a WPL. Following our own initial survey work we would also assess what exemptions to consider, if a WPL scheme were to be taken forward in Camden beyond this initial feasibility stage.

Why are we looking into this now?

In developing Our Camden Plan, stakeholders in the Borough told us they strongly believe in clean, vibrant and sustainable places, and this was highlighted in the community's call to improve air quality in Camden by 2025. In addition, the latest Camden Business Survey (2017) highlighted that two of the top three most important issues for businesses were good transport links and the quality of the local environment.

The Council is striving to deliver on these aspirations and priorities, and the Camden Transport Strategy (CTS) and Clean Air Action Plan include a commitment to exploring the feasibility of a WPL for the Borough.

If implemented, a WPL could help reduce car use and increase levels of walking, cycling and use of public transport. In turn this would work towards reducing congestion, improving air quality and public health, enhancing accessibility and reducing road traffic casualties.

At a time when other funding is reducing, revenue from a WPL also has the potential to help deliver transformational public realm schemes in town centres and key business areas across the Borough. It could also help deliver other schemes identified in the transport strategy and supporting action plans, to improve conditions for pedestrians, deliver a Borough-wide network of cycling routes, and significantly improve our streets to reduce road traffic collisions

The purpose of this parking survey is to understand current levels of parking in private car parks throughout Camden, which will inform the ongoing development of the WPL Feasibility Study.

We recognise that you will be receiving this letter shortly after the introduction of the Ultra Low Emission Zone (ULEZ) in central London, and the potential additional costs to some businesses of this new scheme. As noted above, in due course we will carefully consider what exemptions we might apply to a WPL in Camden if taken forward beyond the feasibility stage. In the meantime, we would encourage you to review information about the ULEZ (<https://tfl.gov.uk/modes/driving/ultra-low-emission-zone>), including the scrappage scheme currently open to micro-businesses in London, which can found here: <https://tfl.gov.uk/modes/driving/ultra-low-emission-zone/scrappage-scheme>.

Next steps

In assessing the viability of a WPL in Camden, we need to understand the current use of private car parks. We are therefore requesting access to assess parking levels at your site and others across the Borough, to estimate the total number of employee parking spaces in Camden.

To complete this, we are seeking your permission for our consultant's (Project Centre) staff to visit your premises and carry out a count of parking spaces and vehicles parked on a typical work day. No data regarding the type of vehicles or their registration numbers will be collected. The data is being gathered only for the purpose of Camden's research into a WPL and will not be shared with third parties.

If we are unable to gain access to undertake the parking survey, then our consultant will make assumptions of your parking provision based on a number of factors including relative location and similar sized offices/organisations. This data may be used for any future WPL database and associated charge. Therefore, we would encourage you to provide access so that the most accurate data can be collected.

The survey period across the Borough will be carried out for six weeks, starting in mid-April 2019 and in early June 2019.

We would be grateful if you could provide a contact name and/or phone number for our survey team to use when they arrive by emailing us at camden.consultations@projectcentre.co.uk. You are not obliged to grant access, but it will enable us to carry out a more accurate assessment. We have also set up an online survey, which asks for information around parking provision at your site, which we would be very grateful if you could complete. You can find this survey at www.pclconsult.co.uk/camden.

If we do not receive a reply, our intention is to visit the site during the survey period above and ask for the office/facilities manager to see if we can undertake a survey at that time.

Finally we would like to assure you that we are at the very early stages of considering the feasibility of a WPL and no final decisions have been made. In the event that a WPL is considered suitable to progress, there would be a comprehensive public consultation process, impact assessments and other stages to undertake prior to any implementation.

Contact details

We would like to thank you in advance for your help and if you have further questions about this feasibility study please contact LB Camden on transport-strategy@camden.gov.uk or Philip.dawson@camden.gov.uk or call 020 7974 5595.

Yours faithfully,



Louise McBride

Head of Transport Strategy
London Borough of Camden



Nick Ruxton - Boyle

Technical Director
Project Centre Ltd.