

Parking enforcement.
Recruiting and training
Parking Attendants to work
under new legislation.

Parking Attendant Training

Leicester City Council

- Recruiting and training Parking Attendants
- Re-training existing Parking Attendants
- Managing a new parking regime
- Improving parking compliance
- VINCI Improvement Path: tailor-made modular training programme



“The switch to enforcing all parking regulations on the public highway was very successful. This was largely due to VINCI Park’s recruitment and training programme and its initial ‘firm but fair’ approach”.

Nigel Clarke, Head of Parking Services, Leicester City Council

A new parking challenge

When Leicester City Council took over the responsibility for enforcing all parking regulations on the public highway in 2006, they turned to VINCI Park. The company, that held the contract for on-street pay and display bays and off-street car parks within the city centre, was asked to undertake the additional enforcement on their behalf.

Training – the key

With increased responsibility and workload, the existing 15-strong parking team needed to more than double in size and be fully trained to ensure a smooth transition to the new regime.

Once recruited, new team members undertook a rigorous training programme, covering customer care, diversity awareness, interacting with the disabled community and conflict management – giving them the tools to confidently deal with such a strongly multi cultural community.

Following the attainment by every team member of the City & Guilds 1885 certificate, a Parking NVQ assessment programme was launched – a demonstration of VINCI Park’s commitment to continuous development. This is supplemented by a programme of courses developed by VINCI Park to equip employees with the necessary up-to-date industry and management techniques.

Building core skills

This was followed by every employee completing a core skills module within the first three months of employment, covering communication and radio training, hand-held computer training and on-the-job diary.

Softly, softly approach

The first two weeks of the contract were dedicated to handing out ‘warning tickets’ and a ‘firm but fair’ approach was favoured from the outset, with the emphasis on ‘quality not quantity’ of Penalty Charge Notices issued.

A successful outcome

The way that the new regime has been handled has been praised by Leicester City Council, the emergency services and local bus operators, as well as the general public. Parking compliance in the City Centre has notably improved and the money generated is being ploughed back into local transport initiatives.



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