

Car parks may have damaging impact on owner reputations

2 years ago



A new recent study has found that businesses that overlook the importance of well-maintained parking facilities could see a damaging impact on their overall reputations.

Launched by line marking and highway safety specialist WJ Group, the [*You Can't Park There*](#) study shows that nearly two thirds (63%) of the 501 UK drivers surveyed said that poor line markings and/or surface quality or line markings negatively affect their opinion of an organisation.

The survey results showed that one in three people between the ages of 35 and 44 would be deterred from coming into the office by poor parking facilities. With more pressure than ever to ensure facilities are filled and offer a place where people want to work, the report explains the negative impact neglected car parking facilities have on encouraging people back to the office.

CEO and founder Wayne Johnston said: "With hybrid working and increased expectation of employees, facilities managers are under more pressure to ensure people make best use of the organisation's buildings. The results of our survey highlight the importance of well-maintained car parks to an employee's working environment and their overall happiness- which may come as a surprise as it is something that is perhaps not often considered."

The report also explores the impact that the trend towards using larger cars is having on parking attitudes. The research found SUV drivers were almost twice as likely to consider leaving a job due to inadequate parking facilities. The same group were also far more concerned with clear lines, while over half of respondents driving SUVs said a lack of clear spacing had affected their mental health, making them more anxious to park.

As well as providing full analysis of the survey results – which can be explored in the report – the company has offered its tips and advice on how to maintain car parks within increasingly tight budgetary constraints. These include standardising approaches across multiple sites, developing a proactive maintenance schedule and taking advantage of cost-effective solutions, such as surface repairs and refreshed line markings.

Mr Johnston said: “On the surface, it’s easy to understand why parking facilities might be neglected, yet our survey findings show that it is having a negative effect on visitors. Add in the fact that car parks are often the first touchpoint for anyone visiting an organisation, the issue can no longer be ignored.

“This year offers facilities managers and building owners with an opportunity to refocus their attention on car parks. WJ is experienced in creating and implementing maintenance plans and our report offers advice that provide tangible goals on improving parking infrastructure.”