

All for one

Dave Smith on creating a diverse and inclusive parking sector of the future

Like many other sectors, parking needs to reflect the public it serves. As such, it requires diverse views to shape its future. Every BPA member will soon get the opportunity to have their say about diversity and inclusion within the UK parking sector in what will be the most wide-reaching survey in our Association's history.

The BPA has contracted Blue Squirrel Research – an organisation that specialises in the social sciences, social impact measurement, third sector research and business consultancy – to undertake this research on our



behalf. The project aims to understand and address issues relating to diversity in the parking workforce through a mixed-methods approach, which will seek to understand statistical trends as well as the experiences of individuals working in the profession. The overall aim is to be able to make recommendations that will help inform the BPA's future strategy and develop activities to support greater equality, diversity, and inclusion, throughout the sector.

Research stages

Through quantitative and qualitative research with BPA staff, stakeholders and suppliers – as well as analysis of the BPA's own databases and CRM system – the research will develop a balanced and rigorous account of the experiences and needs of professionals across the sector in support of these objectives. This mixed-methods approach will also ensure robust and timely data collection across the UK.

The research will take place in six phases: literature and data review; research design; quantitative data collection; qualitative data collection; analysis; and data triangulation. The final report will be disseminated to members as part of a wider communications plan.

Get involved

The survey will be launched at Parkex this year. Please support this work by completing the survey, because the more people who take part, the better our support for our members will be.

Meanu Bajwa-Patel and Richard Hazenberg, directors and co-founders of Blue Squirrel, will also be joining the seminar hub session at Parkex on 15 June at 2.30pm. Members will be able to ask questions and learn more about the research project. We look forward to seeing you there. [P](#)

■ Please visit the BPA stand at Parkex (Stand P240) to find out more. If you are not at Parkex, then look out for emails and posts on LinkedIn to take part.



Dave Smith

BPA head of communications
and marketing