

# Innovations in Southampton



## Promoting our innovative city

Each month we are bringing you details of innovations developed by creative and inventive people and companies based in the Southampton region. This month we are taking a look at the latest innovation to improve the parking facilities in the city.

Business Southampton is always interested to hear about and promote the innovations being used within the city past and present. Information on how to submit details can be found on the website or by contacting Anna Boterhoek on 02380 233 741. [www.businesssouthampton.com](http://www.businesssouthampton.com)

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## Brand new state of the art parking scheme for Southampton

We are lucky in Southampton to be very well catered for in terms of parking, but there is a note of caution for users of these facilities. Across the UK, a little over 20% of all car crimes are committed in car parks. To an opportunistic thief, a dimly lit, unattended multi-storey in the middle of a busy town, especially this close to Christmas, can prove to be a veritable treasure trove of booty. Think about it this way: If you feel safe in a car park, a thief probably won't. If you don't, the thief will.

Recent Home Office research shows that this alarming statistic can be reduced by 80% by implementing sensible design changes and adopting appropriate management practices. Now an innovative scheme has been installed in Southampton by Ocean Village Resorts Limited which has just officially opened its new contemporary Ocean Car Park, completing the first phase of its prestigious £70 million development to regenerate Ocean Village. The 776-space, 6-storey scheme benefits from extremely high standards of safety, security and quality for which it has been awarded Safer Parking status with a ParkMark©.

The ParkMark© award is recognition that the car park owners, management and local police have worked together to achieve extremely safe parking, and the sight of the



ParkMark© sign at the entrance to a parking facility is designed to inspire confidence and reassurance to users that they are entering a Safer Parking area.

Although this is the first scheme of its kind in this area, the Safer Parking scheme itself is an initiative of the Association of Chief Police Officers and is aimed at deterring criminal activity and anti-social behaviour, and at reducing crime and the fear of crime, in parking facilities. It is managed by the British Parking Association (BPA).

Dean Smith, Head of Sales and Marketing at Marina Developments Limited, commented on behalf of Ocean Village Resorts Limited; "During the official opening many remarked on the car park's exceptional design and finish. Its striking looks and high standard certainly send out a very positive message for Southampton."

The Ocean Car Park is situated near Ocean Village Marina and Southampton's city centre and provides ample amounts of space for shoppers who need convenient access to Southampton's first class shopping facilities but who wish to leave their vehicles parked somewhere which allows them complete peace of mind while they are away. The facility features state of the art security, easy to navigate parking spaces, convenient payment systems, cutting-edge design and clear signage and exceptional attention to detail.

## The AA's top tips for reducing car crime:

- Park somewhere safe – your garage, a well-lit, busy street or a car park displaying the 'ParkMark©' logo.
- Reduce theft – set the alarm/ immobiliser and fit a physical deterrent such as a steering wheel clamp.
- Obvious targets – remove mobile phones and sat-navs.
- Tempt no-one – loose change, music tapes or CDs attract thieves and the cost of repairs may be more than the value of the items taken.
- Every time you leave the car – close the windows and lock the doors, even at petrol stations.
- Car keys are precious – remove them whenever you get out of the car and don't leave them on display at home. Thieves do break into houses to steal car keys.
- Take time – make these simple security checks whenever you leave the car.