

Communicating change in Cambridge

The screenshot shows the Cambridge City Council website with a banner for the Grand Arcade car park. It displays a map of the area, a photo of the car park entrance, and text indicating 299 spaces (66% full and emptying). A note states parts of the car park will be closed between 15 May and 24 September for improvements. A link to the multi-storey car park improvements page is provided.

The screenshot shows a Facebook post from Cambridge City Council (@camcito) dated 13 May at 08:30. The post informs users that parts of three car parks (Grafton East, Grand Arcade, and Queen Anne Terrace) will be closed for essential improvements between 15 May and 24 September. It includes a photo of a multi-storey car park under construction.

Cambridge City Council is using various channels to communicate news about the refurbishments

Three city centre car parks are being upgraded this summer

Three Cambridge City Council car parks are undergoing improvements throughout the summer as part of a £1.2m investment programme.

The car parks being upgraded are The Grand Arcade, Queen Anne Terrace and Grafton East.

The Grand Arcade car park, which has not had any major refurbishment works since it opened in 2007, will have a number of improvements. These include the laying of completely new protective deck coatings throughout the upper car park to keep rainwater out and to protect the building structure.

Drainage systems will be improved or repaired to stop pooling water, reducing the risk of flooding and the potential need to close areas of the car park. Re-marking and re-lining of all traffic

routes and parking bays will also be completed.

At Grafton East some repair work will be carried out on the roof that forms part of the protection system to the building structure. At Queen Anne Terrace there will be minor structural repairs to the stairwells.

The car park upgrade programme was given the go-ahead by councillors in January and work started in May. Since the improvements were given the green light, the council has appointed Makers Construction as contractor. Structural engineer Stripe Consulting is advising the council.

"It was decided to schedule the work to take place during the summer period for three reasons," said commercial operations manager Sean Cleary. "First, the new deck coating at Grand Arcade needs to be applied in warmer weather so that it sets quickly and those areas of the car park can be used by customers again in good time.

"Secondly, the council wants to avoid works during the run-up to Christmas, a time when demand for car parking from customers and businesses is at its greatest. Thirdly, the council wants all three car parks to be fully upgraded and at full capacity before the redevelopment of Park Street car park begins in 2018."

The works started on 15 May and are expected to be completed by 24 September.

Deep cleaning of the multi-storey car parks to remove car exhaust dust and debris, which is conducted twice yearly, will be carried out in conjunction with the other works in an effort to minimise disruption to customers.

"There will be 80% availability across the parking portfolio during all the works," said Sean Cleary. "These works are essential to make sure our multi-storey car parks continue to provide the facilities and the service expected by the hundreds of thousands of people who use them each year.

"We regret that there will be

some inconvenience to our customers but, such is the huge demand for car parking in the city centre, there is no ideal time to carry out the work."

The council will be using a number of platforms to keep customers informed of parking space availability during the works. Up-to-date information on parking space availability will be reported live via the city's variable message system, which displays the availability of parking spaces in each car park via electronic signs situated on the major roads into the city. Occupancy levels will also be shown on site signage at the car parks and updated live on the council's website, and through updates via social media using Facebook and Twitter.

Progress reports on the works will also be published weekly on the council website. Cleary said: "We will do all we can to keep our customers up to date through our social media tools, which will carry all the latest information about the work."

The screenshot shows a tweet from Cambridge City Council (@camcito) on 19 May 2017. It says: "Grand Arcade refurb works progressing quickly. Top deck prep and painting of walls & ceiling on lower decks started [cambridge.gov.uk/updates/2017/0...](#)". It includes two photos of the interior of the car park under renovation.

The screenshot shows a tweet from Cambridge City Council (@camcito) on 19 May 2017. It says: "Just waiting for this lot to buzz off! #bees #carpark @thegraftoncams". It includes a photo of a large metal beam with bees attached to it.