

AUTOMOTIVE

Rolls-Royce gives back to local community with new school parking lot

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The brand will build a new parking lot for a local school. Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is announcing a major new development near its main office in the form of a car park.

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The plan also includes a car park for a local school. Rolls-Royce's new developments show that the brand is committed to investing in infrastructure both for itself and the nearby communities.

"We are delighted that development of our new car park is now formally underway," said Torsten Müller-tvs, CEO of Rolls-Royce Motor Cars, in a statement. "The success of the company, and the resulting increase in numbers of skilled men and women working at the home of Rolls-Royce at Goodwood, has resulted in the need for additional parking as an integral part of our extended travel plan."

Parking lots

Rolls-Royce employs a large number of people around the United Kingdom. As one of the country's lead auto producers, the brand has created many jobs.

At the same time, Rolls-Royce is showing its commitment both to its employees and to the communities around its headquarters with an infrastructure initiative.

First, the brand is creating a new parking lot specifically for employees around its main manufacturing plant and office. Additionally, Rolls-Royce is creating another parking lot for The March CE Primary School, a local school located near the entrance to the brand's plant.



The site of the new lot. Image credit: Rolls-Royce

Rolls-Royce is also funding the development of an intersection on the road leading to the school to accommodate for increased traffic from the new lot.

Many of the brand's recent campaigns have helped benefit charitable causes. For instance, Rolls-Royce recently announced its charity of choice this year, following its tradition of allowing employees to pick one cause per year that the company supports through a number of initiatives.

This year, the chosen charity is The Ickles Pickles Partnership, a group dedicated to providing neonatal care units to premature and sick babies. By placing the decision of which charities to support directly in employees' hands, Rolls-Royce is helping them forge a connection and creating a more personal investment in support for that charity ([see story](#)).

"We have taken the opportunity to incorporate a dedicated car park for our local school, but this was not a planning condition it was our own initiative and demonstrates our desire to promote child safety and also to be a good neighbor and member of the local community," Mr. Miller said.