

# CREATING A POSITIVE PARKING EXPERIENCE

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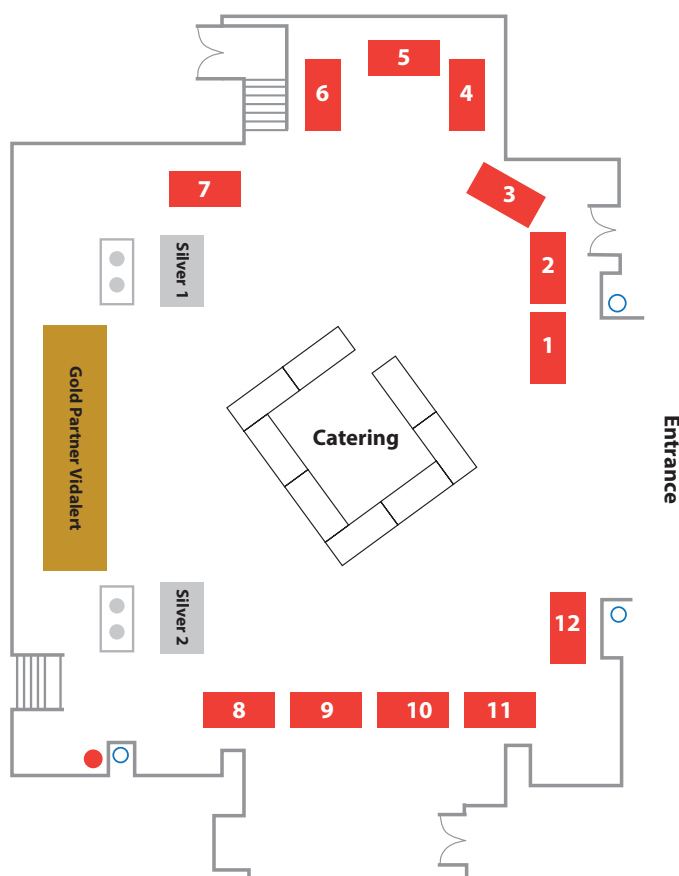
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Please show your support for the BPA's corporate charity, Marie Curie, by getting involved in our Daffodil Challenge. Guess how many daffodils are on the dress worn by Rebecca Harper, from the BPA for your chance to win! Find a member of the BPA Team to submit your guess.

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# Creating a Positive Parking Experience

There has never been a more exciting time to be involved in parking. In the fast-paced world of managing people on the move, parking sits at the very heart.

Now, more than ever, a cohesive approach is required with everyone working together for a common purpose, to deliver a better customer experience that meets the evolving needs of the end user. Consistent universal standards need to be adopted, data needs to be collected and understood, and roads and assets need to be fit for a smarter and more connected future.

This event will provide you with information and insight to help you with your day to day challenges. We will be discussing the key issues of the day and challenging current thinking.

Our annual conference will be a springboard for organisations, both public and private, to use in developing closer working relationships, enhance good parking management practices and encourage consistency across all sectors.

**08:30 Registration and exhibition opens**

**09:30 Opening plenary session**

**Welcome – Peter Lowe, BPA President**

**Keynote address – Steve Gooding, Director, RAC Foundation**

**How a single data platform can drive multiple traffic management applications including clean air zones – David Richmond, CEO, Videalert**

**Set the scene for the day – Michael Caulfield, Director and Sport Psychologist, Sporting Edge**

**10:20 Panel Session – Changing times**

The conversation around parking is changing and there is a real desire to deliver a more positive and consistent parking experience. It is time to look at the bigger picture and what is needed to improve the government, media and public perception of parking. The sector must come together with a commitment to achieve nationally consistent service delivery standards and develop universal messaging about what we do and why we do it.

Consistency in standards and service delivery matter to everyone. They protect us and give us the information that we need to make informed choices, and help to make and improve products and services so they are safe, easy to understand and use, and accessible to all.

A group of BPA members are spearheading a positive way forward, which aims to achieve better consistency across the public sector and this will provide a standard set of principles and tools for parking managers to adopt everywhere.

This panel-led discussion will explore how the whole parking sector needs to work together to improve existing standards and create new ones as part of a positive parking agenda.

## **Panellists:**

**Jim Daniels** – Parking Manager, Gloucestershire County Council

**Richard Walker** – North Essex Parking Partnership Group Manager, Colchester Borough Council

**Spencer Palmer** – Director, London Councils

**Roy Tunstall** – Head of Parking Services, Liverpool City Council

**Stuart Harrison** – Senior Director, UKPC

**Chris Wortley** – Consultant

**Derek Millard-Smith** – Partner, JMW Solicitors

**11:30 Tea/coffee and networking in the exhibition area**

**12:00 Learning Streams**

### **Stream 1: Lecture Hall**

**The Power of the Partnership** – *Facilitated by Michael Caulfield, Director and Sport Psychologist, Sporting Edge*

**The potential for collaboration** – Ben Stephens, Head of Parking Services, Bromley and Bexley Shared Parking Service

The introduction to this session discusses the opportunities for aligning and standardising policies, sharing operational models and the potential for rethinking relationships between public and private sectors.

#### **Collaboration in practice**

Case studies will put forward examples of established collaboration and explain how these initiatives have worked in practice, the benefits derived from a consistent approach and highlight any issues that have been encountered.

**Case Study 1. A common policy** – Richard Walker, North Essex Parking Partnership Group Manager, Colchester Borough Council

The Parking Enforcement Policy (PEP) is a policy tool, which provides a clear framework for effective parking management activities across the parking partnership.

**Case Study 2. Consistency on the front line, the CEO handbook** – Andy Luck, Transport Manager, London Councils

The Civil Enforcement Officers handbook was devised in consultation with London boroughs to provide a standard approach to issuing Penalty Charge Notices across London.

**Case Study 3. Delivering the perfect project** – Sean Cleary, Commercial Operations Manager, Cambridge City Council

Parking development plans have evolved and Cambridge may have perfected the way to do things; without fuss, minimal complaints and impressive results. This case study will explain how they went about delivering the perfect parking project.

**Panel and audience discussion** – The session will close with a discussion on the potential for developing similar initiatives on a nationwide scale.

### **Stream 2: Maurice Barnett Room**

**Electrifying the Parking Landscape** – *Facilitated by Andy Graham, Managing Director, White Willow Consulting*

#### **Planning for a connected and electric future**

The way we find, book and pay for parking is evolving. Cars are becoming ever more intelligent and connected to a myriad of data sources. In addition, air quality is a more urgent political matter; driving a rise in the number of electric and alternative fuel vehicles. This changing landscape presents exciting opportunities and this session will explain how the parking sector is preparing and responding to change.

#### **Panellists:**

**Paul Gallagher** – Consultant, JLL

**Anthony Eskinazi** – CEO, JustPark

**Jarred Rayns** – Head Of Destination Charging, Pod Point

**Spencer Palmer** – Senior Director, London Councils

**Mark Thompson** – Senior Innovation Lead – Energy Systems, Innovate UK

**How data is driving change** – *Facilitated by Keith Williams, Associate Director, Parking Matters*

Data is being collected everywhere and by everyone but what is it being used for and is the right parking data available for those who need it? This session will explain how future legislation and standards will determine how data is collected and managed, and what opportunities this will bring to improve and exceed the overall customer experience.

#### **Panellists:**

**Richard Boulton** – Executive Director, IPS Group

**Steve Thompson** – Consultant

**Paul Marjoram** – Product Director, Mobile Worker Plus

**Harrison Woods** – CEO, YourParkingSpace

**David Richmond** – CEO, Videalert

**Derek Millard-Smith** – Partner, JMW Solicitors

### **13:15 Lunch and exhibition viewing**

### **14:00 Believe in Blue: Celebrating British Policing Catherine Feast and Anna Cotton, Police Federation**

Believe in Blue is a campaign to highlight and celebrate why British policing is the best in the world while reinvigorating public support for police officers. Since its April launch, the Believe in Blue campaign has delivered a swell of recognition for the work of police officers around the country, underlining the reality of everyday police work. In this presentation, the speakers will discuss the main concepts of this campaign and how it has started to change perceptions of the police. This campaign draws many parallels with the parking sector and we will end by discussing what lessons we can learn and adopt.

### **14:30 Key note – Michael Caulfield**

Michael Caulfield is a Director of Sporting Edge and one of the leading sport psychologists in the UK. Having made his name as Chief Executive of the Professional Jockeys Association (PJA) from 1998 – 2003, Michael joined Sporting Edge in 2009 and now works with many elite teams in sport and business. He has been fortunate to have traversed the sporting world, working at some of the major global events in addition to conducting research and interviews for Sporting Edge.

### **15:30 Closing remarks – what next?**

### **15:45 Sponsored drinks at the Westminster Arms**



### **Continue the conversation!**

If you feel inspired by today's discussions and would like to be involved in developing a positive future for our sector, here are a few suggestions:

- If you are not a member of the BPA join now, remember you get £150 off your first year of BPA corporate membership when you sign up in 2017!
- Attend BPA member meetings and join in the conversation, have a look at the events calendar page in this brochure to see what is coming up
- Look out for up and coming vacancies on the BPA Council of Representatives and put yourself forward
- Volunteer for one of the BPA's many working groups
- Keep in touch with your nominated Account Manager and share your thoughts and ideas.

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## **BPA Events**

### **OCTOBER**

South East Regional Group	12/10/2017
Enforcement Agencies SIG	18/10/2017
Higher Education SIG	26/10/2017
Local Authority SIG	26/10/2017
Retail & Leisure SIG	31/10/2017

### **NOVEMBER**

Parking and Transport	
Wales Group	07/11/2017
Eastern Regional Group	07/11/2017
Yorkshire and Humber	
Regional Group	08/11/2017
Healthcare SIG	09/11/2017
South West Regional Group	16/11/2017
BPA Members' Dinner	22/11/2017
Midlands Regional Group	29/11/2017

### **DECEMBER**

London Regional Group	05/12/2017
Southern Regional Group	12/12/2017

For a full listing of our events please visit  
[BritishParking.co.uk](http://BritishParking.co.uk)

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