

Seminar Programme; Tuesday 16th April 2013

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Event partner



Time	Session	Speaker
10.00	<p>The Olympics – A Parking Legacy</p> <p>The Olympics virtual parking permits contract was awarded to e-street by the London Organising Committee of the Olympic and Paralympic Games (LOCOG), to help safeguard the viability of residents' parking in streets affected by the games' venues. It included millions of homes in and around Greenwich, Hackney, Newham and Waltham Forest. e-street joined forces with Experian to showcase a system that could cost-effectively deliver a solution on-time, on-budget and within a pressured environment.</p> <p>This session will discuss the Olympics project and the legacy this has left behind. We will also raise debate about the potential to allow more and more services to be pushed to the citizen allowing them to self serve whilst bearing in mind the sensitivities of those members of the community who do not have access to basic technologies.</p>	<p><i>Sarju Radia, Estreet, Fred Svedman - Experian</i></p>
11.00	<p>Event Partner Session Marston Group Succeeding through innovation; Marston parking and traffic enforcement services.</p> <p>Marston is the only company in the UK to provide batch reporting on parking and traffic management enforcement. The company is also rolling out Body Worn Videos for all enforcement agents in April 2013 following the award winning trial in 2012. Marston Chief Executive, Gareth Hughes, has been central to the enforcement industry's recommendations for regulation and reform, which contributed to recent announcements by Justice Minister Helen Grant. Marston is leading the enforcement industry in client service capability, transparency and efficiency. Come and hear more about our methods and success.</p>	<p><i>Mike Marrs, Business Development Manager Marston Jason Carter, Business Development Director Marston</i></p>
12.00	<p>Inside the No To Mob</p> <p>Many people will know of the No To Mob from their appearance on the BBC documentary 'Parking Mad' early in 2013, but the Mob are keen to point out that the image of them portrayed by the programme as just a group of parking vigilantes doesn't paint an accurate picture. In this session several members of the Mob will discuss how and why the group was set up and their desire to see a truly fair and transparent approach to parking management.</p>	<p><i>Presented by members of the No To Mob</i></p>
13.00	<p>Minister's Address</p> <p>Norman Baker, Parliamentary Under Secretary of State for Transport delivering a video address, discussing current government policy on parking.</p> <p>Has Parking Gone Mad? A Sanity Check</p> <p>Public opinion on parking has never been so widely discussed or shared as it is today with the advent of social media as well as the more established media channels the voice of the consumer can be heard louder than ever and generally the tone is far from positive. So, has parking gone mad? What is it specifically about parking that makes people so mad? Is public opinion fair and based upon fact or fuelled by media hype? And are there positive and achievable things that the parking profession could be doing to appease some of its critics?</p> <p>We are going to take a quick sanity check to explore the views of consumers, distinguish fact from perception, examine why things are done in the way they are and weed out where there is opportunity and need for change. Led by a panel representing the government, consumers, Local Authorities and private operators we'll give everyone a chance to present their thoughts on modern day parking and invite you, the audience to ask questions and share your views.</p>	<p><i>Norman Baker, Parliamentary Under Secretary of State for Transport</i></p> <p><i>Panel Led Session</i> <i>Panel Members: Patricia Hayes – DfT Nick Lester – London Councils Caroline Sheppard – Traffic Penalty Tribunal Jo Abbott – RAC Foundation</i></p>
14.30	<p>Parkex Power Pitches</p> <p>A fast paced session of back to back pitches from a varied selection of Parkex exhibitors. Speakers will be up against the clock to deliver slick, concise pitches about their products and services providing the audience with a whistle stop tour around all that is new and innovative in parking.</p>	<p><i>Participants in today's session are: ANPR International, Jacobs, BBFI, Alpha Parking, Apex Lighting, Paybyphone, Videalert, New Park Security</i></p>
15.30	<p>The Shape of Today's Parking Sector</p> <p>Extensive research continues to be done to gain an accurate picture of today's parking sector. In this session PHD students from Loughborough University will discuss their research project and studies of the parking sector and the BPA will share the results of its own research conducted during the past 12 months.</p>	<p><i>Isobel Beetham, Loughborough University and Kelvin Reynolds, BPA</i></p>

Wednesday 17th April 2013

Time	Session	Speaker
10.00	Minister's Address Another opportunity to listen to Norman Baker, Parliamentary Under Secretary of State For Transport delivering a video address, discussing current government policy on parking.	<i>Norman Baker, Parliamentary Under Secretary of State for Transport</i>
10.30	Town Centres of Tomorrow Town centres will thrive and everyone will benefit if we can find ways to enable co-operative efforts between businesses and local parking operators that the customer responds positively to. This session will take a look ahead at the potential for the town centres of tomorrow.	<i>Guy Douglas, ATCM</i>
11.30	Parkex Power Pitches A fast paced session of back to back pitches from a varied selection of Parkex exhibitors. Speakers will be up against the clock to deliver slick, concise pitches about their products and services providing the audience with a whistle stop tour around all that is new and innovative in parking.	<i>Participants in today's session are: Athena ANPR, Barbour Logic, Signature Ltd, RTA Associates, Use the, Sun, Verde LED, Ring Go/ Parkmobile, Parking Shop, Designa</i>
12.30	Ask the Consultant This unscripted session will provide attendees a chance to ask a panel of expert consultants questions on a wide variety of parking topics.	<i>The panel members and their respective areas of expertise are: Luke Harding, Alpha Parking Ltd - Frontline on and off-street parking enforcement Jon Little, NSL Project Centre - Community Engagement, Parking Engineering and delivering mechanisms to effectively manage kerbside space through parking and community influence Simon Morgan, Buchanan Computing - Traffic sign design and legislation Peter Lowe, RTA Associates Ltd - Procurement, contracts, SLAs Finance/Legal/IT/HR and PR. TRO reviews, surveying and mapping Dan Skipworth-Michell, Green P Ltd - Project management, enforcement and technology Lynn Witham, Parking Associates Limited, - Contract letting and management, service reviews, compliance surveys</i>
14.00	Traffic Order Management Mapping out the next decade – the evolution of map based orders Authorities responsible for management of the road network have to rely heavily on what can be a stuffy, tedious and difficult to understand legal documents called Traffic Orders. These documents live out their lives on the classified advertisement pages and in dark filing cabinets, yet are a fundamental and important tool in the delivery of traffic management, parking, parking enforcement and road safety. How these measures are delivered effects all of our lives so can we look to the Traffic Order to understand the schemes they introduce. With increasing congestion in our towns and cities, increasing demands on kerb space and increasing targets for road safety, is the Traffic Order fit for purpose, or does it need to be aired and exercised into shape.	<i>Trevor Clark - Director, Buchanan Order Management. The speaker proposes to open the file on Traffic Orders and look carefully at how effective they are at doing their job and communicating their intentions. Will they be going back into their file, or is there a new future for the Traffic Order?</i>
	Road Safety At Schools – Can You Afford to Ignore It? For parking and highways managers nationally, the subject of road safety is always a high priority. Indeed lots of the traffic regulation orders produced for parking have got to have a road safety element in mind when being formulated. This session will focus on the rather sensitive issue of school clearways or the good old yellow zigzags. There are some practical things that can be done to improve road safety at school sites which will be discussed in this session - you have to ask yourself can you afford not to!	<i>Stephen Brown, Equita</i>
15.00	CCTV/ANPR Enforcement The age of 'Big Brother' is truly upon us with camera enforcement being widely used by numerous sectors for monitoring, security and enforcement purposes. Questions are starting to be asked about whether this type of enforcement is appropriate or necessary in some instances and evidence is emerging of 'over use' of cameras to save on human resources. In a profession which receives its fair share of criticism for lack of customer service, is the perceived faceless, impersonal nature of camera enforcement only making matters worse? In this session we will look at the potential for camera enforcement from new and emerging technologies and then go on to review the legal requirements, ask whether cameras are being over used and explore some good practice tools for employing this type of enforcement whilst recognising its potential to help parking providers manage the highway or their land.	<i>Les Finnermore, SEA Philip Hepburn, Hartlepool Borough Council</i>

Thursday 18th April 2013

Time	Session	Speaker
11.00	Car Park Design and Refurbishment Business Design Centre - Our 4 Year Car Park Upgrade Plan How USCPL modernised their multi-story car park with everything from the latest technology to branding to reverse a fall in revenues.	<i>Philip Morris, Director, Business Design Centre.</i>
	The BPA Structures and Asset Management Special Interest Group Presents Car Park Care for Dummies With the title of this session taken from the popular series of no nonsense guides for practically everything, this will be an opportunity to discuss the often complex world of car park maintenance in an equally to the point no nonsense fashion. From Life Care Plans to Deck Treatments, Design Considerations to Seasonal Maintenance.	<i>This series of short presentations will be delivered by a panel of experts in their respective fields who will highlight what everyone responsible for car parks of all types and sizes need to know</i>
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13.30	Parkex Power Pitches A fast paced session of back to back pitches from a varied selection of Parkex exhibitors. Speakers will be up against the clock to deliver slick, concise pitches about their products and services providing the audience with a whistle stop tour around all that is new and innovative in parking.	<i>Participants in today's session are: E-Street, Equita, SEA, Liberty Services, Unity Recruitment.</i>
14.30	Is that space free? A case study of on-street real time parking availability. The Seminar will include a demonstration of The City of Westminster (London, UK) mobile parking app concept (iPhone/Android) and a discussion on the use of additional sources like real-time traffic and weather to improve space forecast predictions.	<i>Eugene Tsyркlevich, Parkopedia</i>

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