



Annual Conference 2017 Programme Thursday 5 October 2017, Central Hall, Westminster

Creating a Positive Parking Experience

Conference summary:

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.

Our annual conference will provide you with information and insight to help you with your day to day challenges. We'll be discussing the key issues, challenging current thinking and sharing some of the very best examples of parking management in practice.

08:30 Registration and exhibition opens

09:30 Opening Plenary Session

- Conference opening and welcome – Peter Lowe, BPA President
- Keynote address – Steve Gooding, Director, RAC
- Sponsor slot – Videalert
- Set the scene for the day – Michael Caulfield, Event Facilitator and Keynote Speaker

Invites pending: Rachael Maskell MP, Shadow Transport Minister

10:10 Changing Times

Six panellists from across the public and private sectors will explore how the whole parking profession needs to work together to improve existing standards and create new ones as part of a positive parking agenda.

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 perception of parking by government, media and the public. 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.

Standards 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 safer, 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 that will provide a standard set of principles and tools for parking managers to adopt.

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

12:00 Stream 1 – The Power of the Partnership

The potential for collaboration

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 also highlight any issues that have been encountered.

Panel and audience discussion

The session will close with a discussion on the potential for developing similar initiatives on a nationwide scale.

12:00 Stream 1 – Electrifying the Parking Landscape

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.

How data is driving change

Data is being collected everywhere and by everyone but what is it being used for and is the right parking data available for those that 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.

13:15 Lunch and exhibition viewing

14:00 **Guest speaker from the Police Federation**
Believe in blue – celebrating British policing

Believe in Blue is a campaign to highlight and celebrate why British policing is the best in the world and reinvigorate public support for police officers. In its first six months 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 since its April launch. In this presentation the speaker will discuss the main concepts of this campaign and how it has started to change perceptions of the work of the police. This campaign draws many parallels with the parking sector and we'll end by discussing what lessons we can learn and adopt.

14:30

Keynote – Michael Caulfield

Michael is one of the UK's leading Sport Psychologists and has worked in professional sport for over 25 years. Michael is a regular speaker at sport and business conferences and he currently supports a number of teams, organisations, coaches and athletes in elite sport.

Michael joined Sporting Edge in 2009 and he has helped collect the unique library of sporting insights by interviewing some of the leading coaches and athletes in world.

Michael is an experienced public speaker and is a regular contributor to BBC Radio 5 Live, BBC News and Sky Sports. He was formerly the Chief Executive of the Professional Jockeys Association for 15 years and this balance of experiences gives Michael a feel for the performance requirements of both business and sporting clients.

15:30

Summing up/closing remarks – what next?

15:45

Sponsored drinks at the Westminster Arms



videalert

Gold Sponsors of the Annual Conference 2017



Silver sponsors of the Annual Conference 2017