



GAME CHANGER

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#BPAConference

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There are certain times in history where the planets all align; the resulting energy produces a seismic shift in thinking and occasionally, a mass change in behaviour. For the parking sector, that time is now.

We've been listening and we know there are huge pressures on the horizon and a high level of uncertainty in what we need to do to overcome these challenges. Demands from the public will keep on growing, as will the expectations that these demands will be met.

Game Changer is an ambitious undertaking, an event unlike any other we have organised before. You'll hear from a range of experts thinking about what's on the horizon for our sector and the very real challenges we are facing today, tomorrow and beyond.

The purpose of this event? To create a community of knowledge, understanding, and a collective vision of where we need to get to, and the confidence to know how we'll achieve it.

Unprecedented times require unprecedented action. So, join us and help shape what we do and where we go next.

08:30	Registration and exhibition opens	Refreshments on arrival – tea, coffee and breakfast rolls
09:30	Opening Plenary Session	Conference opening and welcome – John McArdle, BPA President & Andrew Pester, BPA Chief Executive Keynote address – Connor Champ, Law Commission Sponsor slot Q&A – David Richmond, CEO, Videalert Set the scene for the day – Susan Bookbinder, Conference Facilitator
10:10	A new era of clean energy: parking's part in transitioning to renewable power and electric vehicles – Dr Nina Skorupska CBE, Chief Executive, Renewable Energy Association	As we work to meet our decarbonisation goals, there is a growing opportunity for the parking sector to play an active role in this future electricity system. A host of new income streams are opening up for those in parking and property, creating more opportunities for them to do their bit against climate change. Dr Skorupska will outline a vision of a localised, flexible electricity system, the technologies being deployed today in car parks, and the policy that is driving an overhaul in how we power our vehicles and heat our homes.
10:40	Tea/coffee and networking in the exhibition area	
11:15	Think big debate	Two debates. One outcome: To address some of the greatest challenges found in the parking and transport space today
	Session one – The parking space race	Anthony Ferguson, Deputy Director Traffic & Technology, Department for Transport While the Government works on its Future of Mobility Urban Strategy, encouraging healthier modes of transport and innovation in the way we use and access data to streamline mobility, the DfT has been supporting a revolution in how Traffic Regulations are managed. Anthony will outline how the multiagency group plans to take the TRO Discovery Project through to the 'Alpha' stage. Andy Dollin, COO, Tonic Analytics Tim Ashman, Director, TJA Associates Dr Helen Wells – Senior Lecturer in Criminology at the University of Keele and Director of the Roads Policing Academic Network With a particular focus on the use of technology, Andy and Tim will look at how we can blend data from a range of sources to generate new and useable insights around road user behaviour. Helen will then explore how her 20 years of research work can inform the parking context, and consider how the public can be engaged and convinced that the policing of the roads (in all its forms) is legitimate. Q&A – 10 minutes. Submit your questions on Slido using event code: BPAConference
	Session two – Ground control	Claire Jones, Head of Infrastructure Policy, Office of Low Emission Vehicles (OLEV) Once the Head of Future Networks at the department for Business, Energy and Industrial Strategy, Claire is now focusing her energy on the building regulation proposals, for all new homes with a dedicated parking space to have an electric chargepoint. But will this make charging easier, cheaper and more convenient for all? Lauren Dickerson, Head of Partnerships, Centrica Mobility Ventures Car Parks of the Future – refurbishing and repurposing the urban car park to cater for changing consumer trends and the electrification of transport. Lauren will ask how can we help maximise the value of space in car parks by influencing dwell time and layering in new value-added services that attract consumers and fleets? Q&A – 10 minutes. Submit your questions on Slido using event code: BPAConference

12:45 Lunch and exhibition viewing

13:45 Behaviour changers

Payment, enforcement, management and environment – Our speed presentations will inspire you to influence a behaviour change in your organisation, your customer base or your community.

Speakers:

Gareth Buchanan-Robinson – Commercial Director, RingGo

Cashless parking provision – driving consumer attitudes and behaviour by normalising EV usage and encouraging the take up of more environmentally friendly vehicles.

Kate Thorpe, Deputy Head of Business Engagement Research and Enterprise, Innovation and Business Partnerships, University of Sussex
Great minds think alike – How working with the University can help support innovation and behaviour change in the parking and transport sector.

Peter van Oorschot, Director, Parkius

A Dutch case study of how parking data can be used to improve liveability for residents and tackle city hotspots to reduce congestion and pollution in urban areas.

Martin Dix, Programme Manager, Satellite Applications Catapult

An outline of how The Satellite Application Catapult can help organisations in the parking sector make use of and benefit from satellite technologies.

Alex Wells, Service Analyst, Maidstone and Swale Borough Councils

The deployment of wearable air quality monitors on CEOs as a joint scheme between Maidstone & Swale Borough Councils and APCOA Parking UK Ltd.

Julian O’Kelly, Head of Technology, Innovation & Research, BPA

How ‘smart’ are our cities? An outline of the ground-breaking work of the Transport Technology Forum and how a range of innovations are changing the world of parking to make it more environmentally conscious, customer-centred, sustainable and efficient.

Q&A – 10 minutes. Submit your questions on Slido using event code: BPAConference

14:30 Keynote – Hamish Taylor – award winning CEO

Hamish’s career has taken him from the international consumer goods giant Procter & Gamble, consultancy firm Price Waterhouse and British Airways to become CEO of the channel tunnel railway Eurostar, and then CEO of Sainsbury’s Bank... all before he was 40!

In all cases, he left behind a record of significant business growth triggered by a willingness to challenge the normal way of doing things.

Hamish will demonstrate the major breakthroughs that can be achieved by changing your approach. So, expect to be inspired with tailored advice and practical tools in what will be an energetic, thought provoking and humorous keynote.

15:45 Summing up – what is next for the parking sector?

Closing remarks – Nigel Williams, Chair of the BPA Board

16:00 Drinks at the venue sponsored by Videalert