

# PEOPLE, PLACES AND PARKING

A one day event which will examine how parking services can influence and enhance our towns and cities



**Annual Conference - Thursday 27th September 2012**

Kensington and Chelsea Conference Centre, London Time: 09:30-17:00

Town Centres have come under the spotlight from the Coalition government in recent times, during which parking – or, rather, the lack, high cost or poor management of - has often been cited as a major contributory factor for failing towns and cities.

There is no doubt that parking is a key issue for all communities. Getting it right is not just about minimising conflict it is also about improving quality of life and better public realm provision.

Focus should be less on proving or disproving whether parking is a significant contributory factor to economic decline and more about whether it is fulfilling its potential as a major influencer in attracting people to a town or city. The more accessible, vibrant and well thought out towns will most certainly win the race for footfall every time. Ensuring due consideration is given to how people are going to get to their destination, and the experience they will have when they arrive, is something the parking profession has the power to ensure is done well.

This BPA conference, in partnership with the ATCM, presents an upbeat day looking at examples of joined up thinking, innovation, excellence and case studies from places that are improving parking management to help turn their fortunes around.

Thanks to our Event Partner

**ATCM**  
association of town centre management

**BPA**  
BRITISH PARKING ASSOCIATION

# THE PROGRAMME

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## 08:45 Registration and Exhibition Opens

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## 09:30 Conference Opens

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Welcome and opening address from BPA President Anjna Patel, BPA President

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## 09:35 Keynote Speech

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Speaker TBC

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## 09:50 Setting the scene for the day

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### Town Centres Overview

Hilary Paxman, Local Growth and Regeneration Strategy, Department for Communities and Local Government

### Why properly managed parking is vital for our town centres

Katy Spain – Ceredigion CBC

### Today's conference

Patrick Troy, CEO, BPA

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## 10:30 Master Classes Session I

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### Class 1a - The parking charges debate

#### Charging strategies

John Siraut – Sinclair Knight Merz

#### Using variable tariffs, discounts and incentives

Harry Clark – Cobalt Telephone Technologies

#### Case Study – Making Parking Free

Clare Turner – Blackburn Borough Council

### Class 1b - The Footfall Factor

#### Factors affecting footfall - Dianne Wherle, Springboard

Including results of recent research into relationship between footfall and parking provision.

#### Footfall Success Stories - Speakers TBC

### Class 1c - Sustainable Towns

#### The right number of the right spaces in the right places – Residential Parking in a more enlightened age - Bob White, Development Planning Manager, Kent County Council

The issues surrounding parking provision, and the inadequacies of it, can inflame an entire community. The joint CIHT/IHE Residential guidance note sets out advice and recommendations to help ease parking problems in residential areas.

Government policy has now placed an emphasis on local decisions, and has seen a shift in the attitude towards parking provision. With this changing landscape, it has become apparent that a fresh approach is needed for advising and informing planners, highway engineers and developers.

Bob White's presentation considers the background to what has become a real problem to many people, and looks at how we can use the Government's call to tackle 'design mediocrity' to support the objective of getting the right number of the right spaces in the right places.

#### Case study on Borough of Poole's residential parking/town centre residential development plans - Lee Smith, Senior Development Management Officer (Transportation), Borough of Poole

## **Class 1d - Sustainable Towns**

**The Future of the High Street – Where Does Parking Fit In?** - John Dales, Urban Initiatives

The Portas Review recommendation that high streets need more and cheaper parking was a sad reflection of the fact that local retailers rarely campaign for improvements to travel by any other mode than car. While the evidence for the high street till-ringing powers of parking is little more than human instinct, and the importance of travel by other modes routinely ignored by retailers and politicians alike, challenging the pro-parking lobby is to imply that traders don't know their customers very well and that elected decision-makers don't know what they're talking about.

This presentation will explain some of the logical disconnects in the more-parking-must-be-better position, place in the hands of practitioners actual evidence about the role of different forms transport in underpinning high street retail vitality, and also help to broaden the debate concerning the most important ways in which local high streets will need to change if they are to continue to perform a valuable role for the communities at which they are, and will remain, the heart.

**Small Towns of the Future not the Past** - Dr Gordon Morris, Director & Alison Eardley, Policy Manager  
- Action for Market Towns/Small Towns of Tomorrow

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### **11.45 Tea/Coffee and opportunity to visit the exhibition stands and network**

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### **12:15 Master Classes Session 2**

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## **Class 2a - Town Teamwork**

**Oxford Case Study** - Gordon Reid, Oxford City Council

**Margate Case Study** - Robin Vaughan-Lyons, Margate Town Team Chairman

## **Class 2b - Innovation/Technology Focus I**

**The Reading Molo Case Study** - Guy Douglas, Chris Davies, Molo

**Parking and Transport Apps** - Speaker TBC

## **Class 2c - Parking and Communities**

What standards have customers come to expect from parking services? How can parking services help enhance the communities they serve?

**Parking Services and Community Safety** - Ephraim Olumewo

Newham Council has recently taken the step of reclassifying its Highways, Transport & Parking's directorate under "Safety & Enforcement Directorate". This move sums up the immense contribution Parking and its Operators at various levels have made and continue to make to reduce crime and increase safety awareness; not only in town centres which are the hub of commercial activities but in residential areas as well.

The Civil Enforcement Officers (CEOs) are one of the most common sights on streets in our cities and big towns all over the country. The sight of the smartly dressed CEO's on our streets do obstruct the intended burglars, looters and their allies in crime to either backtrack or completely abandon their evil "agenda"

Also, safety feeds on orderliness. Enforcing parking regulations brings orderliness to the way vehicles are parked, which in turn reduces accidents on our streets. It is becoming a regular occurrence for the police to request video clips of street scenes from the CCTV department of parking, to assist them in their investigation of criminal activities or anti-social behaviour. Its very clear that Parking is projecting itself as a profession that permeates and influences every aspect of life. Its importance in this modern society can not be over-emphasized.

**Parking and Communities Service Case Studies** - Speakers TBC

# THE PROGRAMME

## **Class 2d - Parking Strategy**

**A look at some of the town team bids for funding and their proposals for parking**

**Bedford Case Study** - Christina Rowe, Love Bedford

**Bassetlaw Case Study** - Robert Wilkinson, Bassetlaw District Council

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**13:15 Lunch and an opportunity to visit the exhibition and network**

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**14:30 Plenary Session – Kalamazoo, Michigan, USA Case Study** - David Feehan, President, Civitas Consultants LLC

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**15:00 Master Classes Session 3**

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## **Class 3a - Understanding Parking Behaviour**

**What makes people park in the way that they do? How can we learn from this to influence behavioural change and tailor services**

**Aberystwyth Case Study** - Katy Spain, Ceredigion County Borough Council

**Parking Behaviour Studies** - Norman Olaniran, Park-Up, Speaker 2 TBC

## **Class 3b - Innovation/Technology Focus 2**

**The Capabilities of Mobile Phone Technology** - Richard Stevenson, Core 3

**Westminster Intelligent Kerbside Management Case Study** - Kieran Fitsall, Westminster City Council, Eugene Tsyrlkevich, Parkopedia, Speaker from Town & City parking

## **Class 3c - Maximising the Evening and Night Time Economy**

**Purple Flag Status** - Dan McGrath, ATCM

Purple Flag is a new accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that offer a better night out to visitors. Purple Flag aims to raise standards and improve the quality of our towns and cities at night. Focus on parking provision of places with Purple Flag status.

**Evening Economy Case Study** - Speaker TBC

## **Class 3d - Accessible Towns**

**Making town centres accessible for all**

**Travel Planning** - ACT Travelwise, *invited*

**Special considerations for Historic places** - Historic Towns Forum, *invited*

**Disability access** - Speakers TBC

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**16:15 Closing Plenary**

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**Every Space Counts** - Martin Blackwell, CEO ATCM

Every car parking space is part of a car park, which in turn is part of the town centre that is part of the community. We need to look at every single space as part of a wider ecosystem recognising that all things are linked economically, socially and environmentally. Team work is the answer.

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**16:35 Summing up**

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**16:45 Conference Close**

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# TO BOOK YOUR PLACE

## To Book Your Place:

All bookings for this year's conference are being dealt with online via the following web link:

[http://www.britishparking.co.uk/  
Events/8182/book](http://www.britishparking.co.uk/Events/8182/book)

Via the booking system, you can pay by credit/debit card or you may request an invoice, your place will not be confirmed until full payment has been received.

## Fees 2012

### Early Bird Rate up to 31st August:

BPA/ATCM Members £140 + VAT  
Non Members £170 + VAT

### Full Rate for bookings received on or after 1st September:

BPA/ATCM Members £170 + VAT  
Non Members £210 + VAT

Discounts available for bookings of 3 or more delegates, please see online booking page for details.

Fees include all refreshments and a hot buffet lunch

Prior application to attend is essential and, therefore, no registrations will be accepted on the day of the conference. However we are able to take telephone bookings up until 3.00pm on 26th September 2012, please call Tanya Grover on **01444 447311**.

### Cancellation Policy:

- For cancellations made between 0-14 days prior to the event the full fees for the booking are payable.
- For cancellations made between 15-21 days prior to the event 75% of the fees for the booking are payable.
- For cancellations made 22 days or more prior to the event 50% of the fees for the booking are payable.