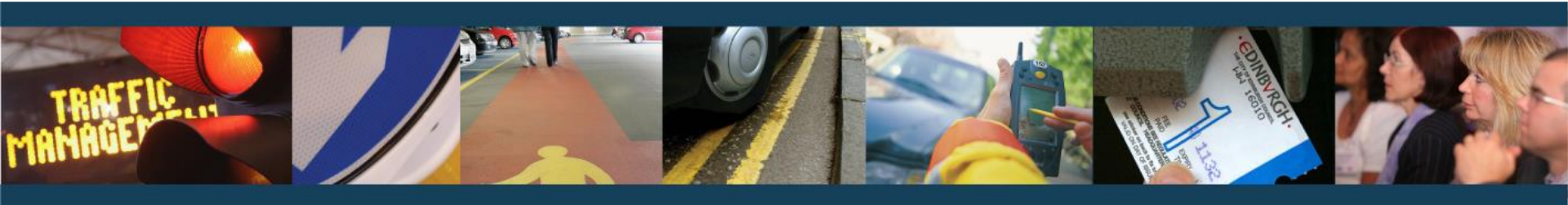


PiPA: Professionalism in Parking Accreditation – HE/FE Education

Ian Goodwin



Overview

- Introductions
- The organisation's car parking operations and challenges
- Look at the background to PiPA
- Current accredited organisations in HE and Healthcare
- The PiPA assessment process
- The areas of assessment
- An example of an area of assessment
- Key drivers to adopt PiPA
- The benefits
- Recognition package
- Costs and
- Testimonials

Building on experience...



- BPA raising standards since 1970



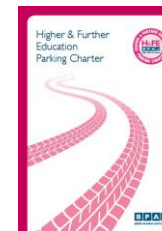
- Park Mark ®



- Approved Operator Scheme (AOS)



- HE/FE and Healthcare Charters



- PiPA



BPA is a pioneer with PiPA



BPA Professionalism in Parking Accreditation (PiPA)

- A single organisational audit, covering:
 - shared standards applicable to all sectors;
 - plus standards specific to a given sector (e.g., higher education and Healthcare.).



House of Commons launch



PiPA assessment process



- 1) Organisation applies for audit.
- 2) BPA sends organisation self-assessment pack.
- 3) Organisation submits pre-audit self-assessment to BPA.
- 4) BPA area manager reviews pre-audit self-assessment.
- 5) BPA area manager conducts site-visit audit, liaises with organisation.
- 6) BPA moderator reviews audit to ensure consistency, high standards.
- 7) BPA notifies organisation of audit outcome.
- 8) If successful, organisation is accredited for two years.
- 9) Self-assessment at half-way point (after 1 year) maintains standards.

PiPA assessment standards for Higher Education



- Customer service and stakeholder relationships
- Safer and properly maintained parking facilities
- Fair pricing and easy-to-use payment services
- Fair enforcement of parking terms and conditions
- Impartial and fair appeals service, accessible to all
- Clear and comprehensive parking information
- Employee wellbeing, development and recognition
- Social responsibility and equality of service delivery
- Continuous improvement

PiPA – Areas of Assessment Example

‘Customer service and stakeholder relationships’



- 1) ‘the organisation follows an up-to-date travel-plan for the purpose of managing car parks’
- 2) ‘the organisation liaises with neighbours and the local community’..
- 3) ‘the organisation considers the needs of all car-park users, including visitors and staff’
- 4) ‘the organisation encourages sustainable transport’
- 5) ‘the organisation engages in wider professional practice.’
- 6) ‘the organisation offers appropriate facilities for people with special access needs’.
- 7) ‘the organisation offers identified pick-up / drop-off parking areas’.
- 8) ‘the organisation collects and learns from car-park user feedback’.
- 9) ‘the organisation oversees the performance and working- practices of any in-house parking staff, contractors and third-party service providers’

Key Drivers



- Estate's master planning
- Raising standards - student and staff recruitment, retention and satisfaction
- The University's reputation and standing
- Risk Management and Health/Safety
- Improving accessibility to Higher/Further Education

Benefits



- Celebrating success through an externally accredited standard - structured audit
- Demonstrating excellence & raises standards
- Highlights areas of improvement
- Considers all user groups and their needs
- More efficient car parking operations, reduces costs and highlights potential cost savings
- Increased customer service & satisfaction
- Good PR & helps with complaints / bad press / FOI requests

PiPA Recognition Package



- National recognition & awards event
- 1st 10 PiPA accreditations-1 year free BPA Corporate Membership
- Marketing pack – making the best use out of the award
- Pin badges & recognition plaque
- Vinyl banners and stickers (signs)
- Discounts off other professional development courses and schemes

Costs



Testimonials



PiPA is the culmination of a professional journey, recognising all our efforts over the past few years to improve and maintain our car-park facilities while implementing good security measures and management practices.

The University of Kent's *Teresa Curteis, Travel & Transport Manager*

The post-audit feedback was very informative and detailed. Although the university did not meet the standard on this occasion, we were presented with the necessary information and detail as to which standards require work, with specific issues identified and resolutions suggested.

Bournemouth University's *Richard Wintrip, Travel Plan Co-ordinator*

Thank you – any questions?



Ian Goodwin

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