

# The Benefits of AOS Membership

Presentation for the AOS Conference  
28 February 2018



## Meet the Team

- Gemma – Customer Service Manager – leads on POPLA
- Emma – Operations Manager – leads on compliance
- Yasmin – your dedicated Account Manager
- Derek – BPA Lawline – a lot more from him later
- Caron – Head of Membership
- Kelvin - Director of Corporate and Public Affairs
- Andrew – Chief Executive
- Last and least .....

## AOS – Some background

- AOS launched 10 years ago
- Create a fairer environment for both operator and motorist
- To bring self-regulation to a sector where there was none
- Huge improvements where there has been massive change
- Membership currently stands at 110
- Both front line operators and back office service providers
- Roughly in line with last year
- Number of new enquiries every day

## What do AOS Members require?

- Responsiveness
- Support
- Focussed effort
- Fairness and transparency
- An open Governance structure
- Credibility with stakeholders
- Effective lobbying of Government
- Positive relationship with the DVLA

## BPA Lawline

- Service launched 1 February 2016
- Up to 30 minutes free initial legal advice via telephone or email, no matter what area of law
- Receive advice from a market leading law firm who are familiar with the challenges faced by the parking industry
- Full service legal advice to members, and their staff
- Peace of mind that you are being advised by a law firm endorsed by your professional association, the BPA
- Email: [bpa@jmw.co.uk](mailto:bpa@jmw.co.uk)

## **BVRLA – Memorandum of Understanding**

- British Vehicle Rental and Leasing Association – over 900 members
- They have over 900 members
- One in eight cars on the road is owned by a BVRLA member
- One in five commercial vehicles is similarly owned
- One in eight PCN's issued could be to a BVRLA Member? 12.5%
- POFA is impractical and a work around has been established
- Many AOS members are benefitting from a positive relationship with their counterparts in the BVRLA
- To find out more and to sign up to the MOU – speak to Emma

## **AOS - Monitoring Compliance – External Auditing**

- Aim to audit every member once a year
- Audits conducted by fully qualified BPA Area Managers
- Incorporates completion of a comprehensive checklist
- Also one site visit – not necessarily a local one !
- Rated as RED, AMBER or GREEN
- AM's feedback to office who conduct required follow-up
- Operations Manager signs off the Audit.

## **AOS - Monitoring Compliance – Mystery Shopping Visits**

- Works in tandem with our own in-house compliance
- Target to audit 1000 car parks a year
- Visits conducted by qualified BPA Area Managers
- Focus on site signage – amount and compliance
- If the site passes, the AM writes to the operator
- If not, AM's feedback to office who conduct follow-up
- Last year only 11% of site visits required more work
- Operations Manager signs off the Mystery Shopper Visit



## Motorist Correspondence

- The most effective means of gathering intelligence
- 5982 written correspondences last year
- All complaints have to be received in writing
- No reason to expect a decline in 2018
- Complaints are investigated and results communicated
- Objective of 14-day turnaround from receipt
- Target of never more than 20 investigations at 4 weeks
- Complexity of complaints received is intensifying

## Your Questions and Comments

