Parking 20:20 Preparing for a digital world

So far this century the internet, mobile communications, e-payment, social media and big data have revolutionised a number of traditional activities, including travel, banking, and printed media, and rendered others obsolete. In the next decade these same factors are likely to radically change motor cars, the way we use them and, consequently, the parking sector.

Data driven devices that put information in the hands of the user or operator and products and services that increase fuel efficiency or radically reduce emissions all are moving at pace. The parking sector needs to understand these demands, react to them and ensure that parking plays a part in meeting the expectations of Government, regulators and customers themselves.

The 2016 BPA Conference will focus on intelligent mobility, societal and technological change and the future of parking. This event aims to inform and educate parking professionals and to influence the thinking of the wider parking community. Enabling a truly mobile society that will deliver benefits for all is the call to action. The future is here and it's time to make that a reality.

09:00
Registration and exhibition opens

10:00
Opening Plenary Session

Conference opening and welcome – Stephen Brown, BPA President

Keynote Address - Parliamentary Under Secretary of State, Andrew Percy MP (invited)

A view from the top - Adam Pasler, Chief Executive Officer, NSL
Adam will speak about the importance of integrating technology and frontline resources to do more and how a multifunctional frontline approach to support local neighbourhoods and engage local people can help change perceptions of parking enforcement.

Towards the digital high street - Guy Douglas, Clockwork City Partnership
Why Digital? Understanding the reason this is no longer optional for anyone in the place and services management sector. Modern day High Street communities across all types of location are evolving to meet the expectations of the Connected Consumer. With such effort being focused on developing great experiences in our town and city centres, this keynote session explains the basics of engaging with digitally demanding consumers and town or city centre businesses, looks at the fundamentals of the omnichannel customer journey and what they mean for those who manage destinations and the access services such as parking.

Achieving a connected approach through effective data sharing - David Richmond, Videalert
Local authorities, councils and community safety partnerships are responsible for managing CCTV networks used for a variety of traffic enforcement, traffic management, Police ANPR and community safety applications. Historically, the data collected by these separate systems has resided in silos and could only be used by the individual organisation responsible for installing and maintaining such systems. This silo approach has restricted the ability to share data and resulted in costly duplication of effort and resources by individual organisations. This presentation will be jointly given by Videalert and Bristol City Council and show how this situation is changing with partnership initiatives to maximise the effectiveness of CCTV infrastructure, reduce costs and make our cities safer places to live and work.

Changes to the way we travel - speaker TBC

11:40
Tea/coffee and networking in the exhibition area

Stream 1 - Parking payments, integration and data

New sensors, new data and new services; making parking smarter - Andy Graham, White Willow Consulting, Kieran Fitsall Westminster City Council. This case study will show how DfT and Westminster City Council conducted a project to try and make optimum use of their existing and enhanced sensor data for app developers, sat nav and other parking service providers to explore how to maximise the use of their data by customers.

Making parking a forgettable experience - Dan Hubert, Appy Parking. September 2015 saw AppyParking conduct the world's first 'near frictionless' on-street parking trial called One Click Parking™. Guiding vehicles straight to an available bay using on-street street sensors, AppyParking allowed drivers to confirm their location and start a parking session with a single click. To end the session the vehicle simply drives out of the bay and AppyParking automatically sends an email receipt confirming the length of stay. The results saw parking times dramatically reduce from 20 minutes to 30 seconds. The positive effect on congestion, pollution and productivity has opened up funding from The Department for Transport to support a larger commercial trial later this year. One Click Parking™ won the Future Parking Award at The British Parking Awards 2016.

A model for digitalizing on-street parking in the UK - Cedric Besson, EGIS. Based on a case study of a model used successfully in Amsterdam, this presentation will show how on-street enforcement can be digitalized, highlighting metrics in the different stages of the process to prove the efficiency of digital payment and enforcement, with analysis of the benefits for councils and how the Amsterdam model can be adapted to UK legislation.

Stream 2 – Enabling smarter journeys

Ticket free, friction free, hassle free parking & payment – Julian Fisher, JISP. It's not often when making a person's life easier you make yours simpler. With today's ubiquitous connectivity combined with traditional parking solutions and habit formed practicalities it's possible to deliver a pain free experience. With parking efficiencies for the driver, substantial cost savings and increases in revenues for the operator, is this the 20:20 vision?

Smart journeys and parking - Steve Coulson, Just Park. Park and ride is a well adopted concept in some major cities however any city or town with public transport links can offer a park and ride service by using technology and data. This multi-modal transport solution will demonstrate the time and cost savings this concept can bring to drivers, and explore how this can reduce congestion in city centres.

Fraser King, Head of Propositional Development, Vodafone Analytics (invited). Fraser will show how Vodafone are using Mobile Network Data to provide a better understanding on demand of transport infrastructure as a new community model. He will also provide insight on how this maps into the world of parking along with insight into Mobile Operators' current thinking.

Car Clubs and Shared Mobility - Kate Gifford, Assistant Director, Car Plus. The concept of vehicle ownership is changing and new business models such as car sharing and car clubs are impacting on the parking sector. Learn how the shared travel market is shifting with examples of successful schemes and information to enable effective planning for the future of travel.

| 13:15 | Lunch |

| 14:00 | Keynote |

The Digital Native Advance – Ken Hughes. Ken Hughes, one of the world's leading consumer and shopper behaviouralists, will help us to look at our approach to digital in a whole new way. Ken's presentation, 'The Digital Native Advance', explores the way that the up and coming 'Digital Native' generation interact with technology. He is quick to point out that technology should be viewed as an enabler for us to build better connections with our customers. The Digital Native will not react to the same stimulus that has worked for previous generations and it is time to future proof and understand what this will mean for your organisation's digital strategies. Ken's speaking style is highly captivating, inspiring and delivered with a generous helping of Irish wit.

| 15:00 | Summing up/closing remarks |

| 15:15 | The BPA Conference Blooming Great Drinks Party |

IN AID OF
Marie Curie
Care and support through terminal illness

| 16:30 | Close |

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