



Annual Exhibition and Seminars 2017 – Thursday 7th September
Golden Lion Hotel, Stirling



Evening social event (optional/at own expense) on the evening of 6th September
19:00 Dinner at Brea

Changing the Public Conversation

Conference summary:

The Parking Scotland Exhibition and Seminars will provide you with information and insight to help with your day to day challenges to provide an exceptional parking experience. We'll explore shared and common objectives in encouraging better regulation of the private parking sector, and discuss the financial and political pressures felt by councils trying to counter misunderstandings, as they work to change the public's perception about the importance of good parking management.

A cohesive approach is vital, with everyone working together for a common purpose, to deliver a better customer experience that meets the evolving needs of the end user. Consistent universal standards need to be adopted, data needs to be collected and understood, and roads and assets need to be fit for a smarter and more connected future.

Programme for the day

09:00 Exhibition opens, tea & coffee available

09:45 Opening Plenary Session

- **Opening addresses and welcome** – *Peter Lowe, BPA President*
- **Changing the perception of Parking Terminal Suppliers** – *Richard Boulton, Executive Director, IPS*
Scotland has so far really only been supplied with parking terminals by two manufacturers, one from the UK and the other from France. IPS Group have now arrived on the UK shores and are here to provide something fresh and a shake up to what has been available for decades. Richard Boulton, Executive Director for IPS UK is here to

provide an introduction to the company

- **Keynote address: Promoting better regulation of the parking industry** – *Murdo Fraser MSP, Shadow Cabinet Secretary for Finance*

Invites pending: Humza Yousaf MSP, Minister for Transport and Islands and Jamie Greene MSP, Shadow Transport Minister

10:40 Tea/Coffee and exhibition viewing time

Stream 1: Regency Suite – Positive Partnerships

Stream 2: Oak Room – The changing landscape of parking

11:15 Title TBC - *Keith Stark, Scotland Manager, Enterprise Car Club*

11:15 People, Places and Parking - *Chris Wade, Chief Executive, People and Places*

Keith will be exploring how car sharing could improve the perception of parking and how collaborating together could reduce commuter parking

Parking is an essential service in maintaining the economic vibrancy and social vitality of town centres. Yet our experiences from extensive research show that parking provision can often be unpopular and blamed by business for their declining fortunes. Equally there are often financial and political pressures within councils to introduce or increase parking charges as well as misunderstandings from consumers around the merits of free parking.

Keith will touch upon the work Enterprise Car Club has done with NCP in Glasgow to offer car sharing options to the public. City of Edinburgh Council has also partnered with Enterprise and now has a network of more than 130 vehicles across the city which range from small city cars and estate cars to 7 seat cars, vans and electric vehicles

These are also changing times with greater technology available to make parking run more effectively as well as wider progress towards smarter travel and driverless cars.

Now is a great time to unpick these seemingly contradictory perspectives and develop joined-up policy and practice in town centre parking provision.

11:45 Cycling and Parking - *Chris Johnson, Head of Education and Training, Cycling Scotland*

11:45 The Digital Transformation of Parking and the opportunities it presents - *Harrison Woods, Managing Director, Your Parking Space*

This interactive presentation will consider the impact of vehicle parking policies, legislation, enforcement and behaviour on cycling. It will also look at key challenges and opportunities in cycle parking policies. From dockless bikes to parking standards to double and dropped kerb parking enforcement, the presentation will look at how people cycling depend on and benefit from parking management.

Online marketplaces have transformed the way we book holidays, purchase car insurance, order takeaways, and even how we get a date. Entire industries have been overhauled and business models changed. But what can the parking sector learn from this? Looking at the successes and mistakes, this presentation will look at the digital environment encourage car park industry to think proactively about digital opportunities

12:15 Footway Parking under the spotlight -
*Michael Brady, Assistant Group Manager
(Traffic and Road Safety) Parking Projects and
Events at Glasgow City Council*

Footway parking is an issue which continues to cause much disruption to many communities. Putting pedestrian, resident and motorist at the heart of this issue, we can all agree that the development of common standards in the management and enforcement of parking on footways and areas used by pedestrians is required. Police Scotland will discuss these concerns and present their thoughts on combatting footway parking once and for all

12:15 Ensuring a positive parking experience in Scotland -
*Scott Gow, Senior Solutions
Manager, Clearview Intelligence*

This presentation will examine how operators can optimise their parking asset and use the intelligence gathered to improve the parking experience for everyone.

12:45 – Lunch

13:45 Changing Perceptions of Parking

In this session panellists from public and private sectors will discuss with the audience what needs to be done to improve existing standards and create new ones as part of a positive parking agenda.

The conversation around parking is changing and there is a real desire to deliver a more positive and consistent parking experience. Standards matter to everyone. They protect us and give us the information that we need to make informed choices, and help make products and services safer, easy to understand and use, and accessible to all. It is time to look at the bigger picture and see how the whole parking profession needs to work together to help improve the perception of parking by government, media and the public.

Panellists:

Michael Hall, Programme Manager - Retail & Car park estate, ScotRail
Michael Brady, Assistant Group Manager - Traffic and Road Safety – Glasgow City Council
Stuart Hay, Director, Living Streets

15:00 The Parking Scotland Blooming Great Drinks Party sponsored by IPS
in aid of Marie Curie



16:00 Event close/exhibition break down

The Parking Scotland Autumn Exhibition and Seminar 2017 is sponsored by:

