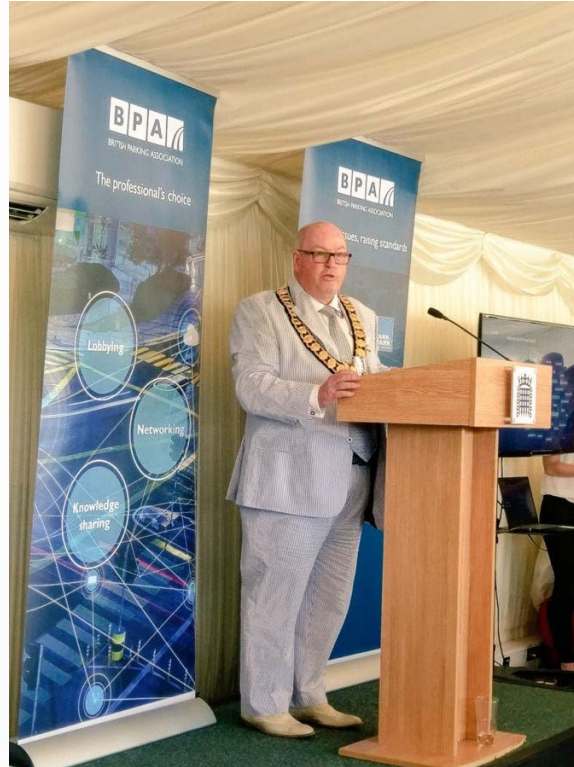


Поздрав конференцији и хвала што  
сте ме позвали



Ја сам Јохн МцАрдле БПА председник

# John McArdle BA MBA FBPA



President of the British Parking Association



# Who are we?

A Professional and Trade Association

750+ Corporate Members and 650+ Individual Members



Leading

The World's largest Parking Association



Trusted

Government, Consumer and Motoring Organisations and Disabled Motorists.



Not-for-Profit.

We are owned by our members and have no shareholders.

# Our membership is changing....



Uber

## ....and evolving



Winner



**WINNER**

Best Membership  
Engagement

[www.associationawards.org](http://www.associationawards.org)



# Vision Statement



Achieving Excellence in Parking for All

# Our Aims

- Make parking a recognised profession
- Engage and develop our membership and deliver better value
- Inform and influence government and stakeholders
- Encourage innovation in a sustainable and socially responsible manner
- Place the consumer at the heart of our thinking



# Current Priorities

- Create a level playing field – for landowners, parking operators, and motorists
  - Parking (Code of Practice) Act
- Positive Parking Agenda
- Preparing for Connected and Autonomous Vehicles
  - Traffic Regulation Order Discovery Project
  - Alliance for Parking Data Standards (with EPA & IPMI)
- Tackling congestion and air pollution
  - Using differential charging to change behaviour
  - Dynamic management of the kerbside

# Parking (Code of Practice) Act

- Fantastic achievement - result of intensive lobbying
- Government announced **British Standards Institution** will develop new Code, it may also be the Standards Setting Body
  - Regular updates to members and other key stakeholders on progress and our campaigning
  - Sent a campaign leaflet to all MPs, peers, media and stakeholders
  - We have regular meetings with government departments to discuss how we can best engage with the process
- This has cross party support so is unaffected by the election today



# Positive Parking Agenda

# THE AIM

---

Change perceptions about parking management and local government's role and make the parking experience a better one for all concerned.



# THE MESSAGE

The background features two overlapping speech bubbles, one white and one light gray, with three small gray circles above the white bubble. A thick horizontal orange line spans across the middle of the slide, partially overlapping the white bubble.

## **Good parking management equals:**

- Reduced congestion
- Improved accessibility to places
- Safer roads for motorists and pedestrians
- Better air quality

# THE PLAN

---

- Find out what the public really think about parking management
- Identify problem areas, find solutions and effect change
- Change the parking narrative to a more positive one



## WCC'S DIESEL SURCHARGE

First introduced as a trial in June 2017, the diesel surcharge scheme adds a 50% surcharge to the pay-to-park tariffs for pre-2015 diesel vehicles paying to park in F zone

Standard hourly charge is **£4.90**, diesel surcharge is **£7.35**

A vehicle's fuel type is established via a DVLA look-up incorporated into the pay-to-park transaction

The objective of the policy is to improve air quality across the zone, through discouraging disproportionately polluting older diesel vehicles from making journeys into and across the zone

## OUTCOME

The amount of older diesel vehicles paying to park in F zone reduced by **16%** in 12 months, with no obvious displacement to nearby parking zones

The volume of diesel vehicles paying to park in the LEN is lower than elsewhere in Westminster (**55%** of all pay-to-park transactions in F zone, **64%** elsewhere)

Significant decline in the % of pre-2015 diesels as a percentage of overall transactions; **28%** (down from **42%**) of transactions are now from older diesel vehicles

Feedback and media coverage on the scheme has generally been positive, although it tends to polarize opinion



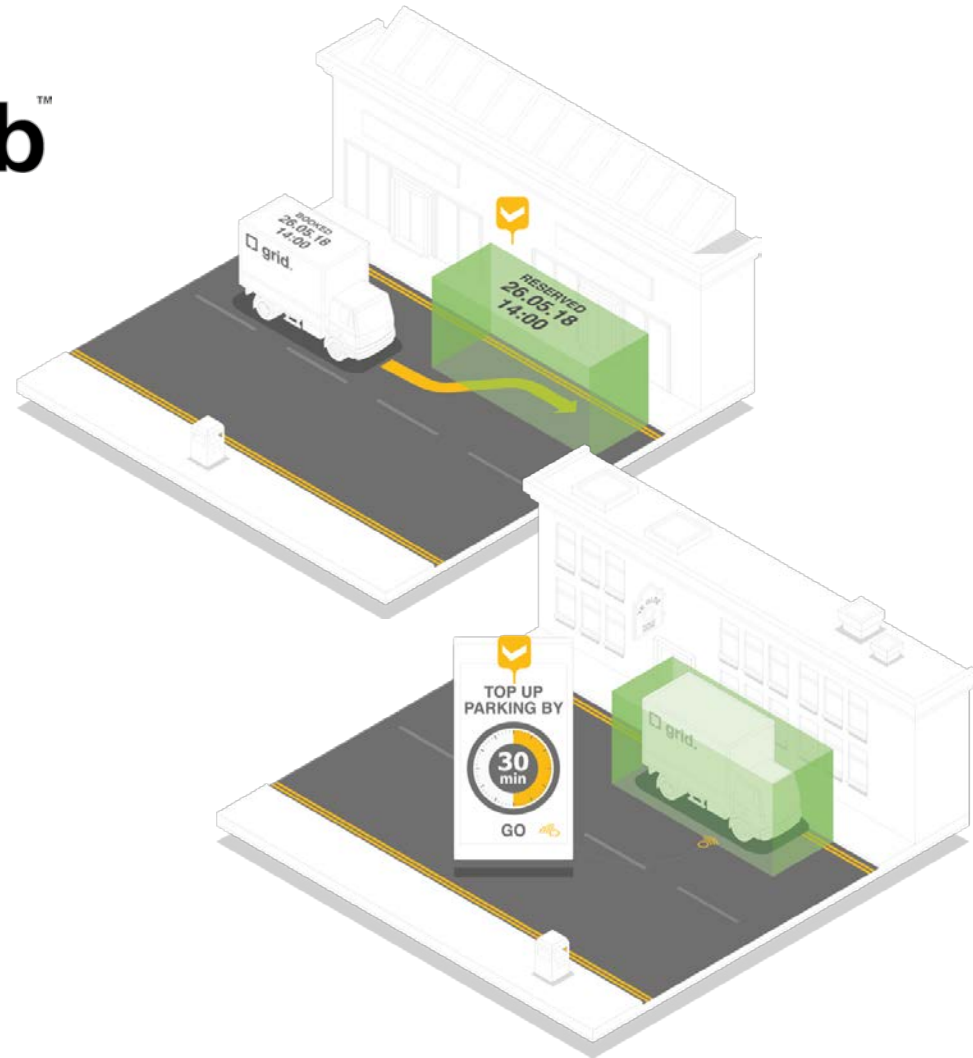


## What is Kerb?

Kerb is a real-time dynamic, intelligent kerbside management solution for cities. It is ready for market, with global potential.

Kerb is an app that gives commercial vehicles the ability to book a **Virtual Loading Bay (VLB)** on previously restricted kerb space in the city.

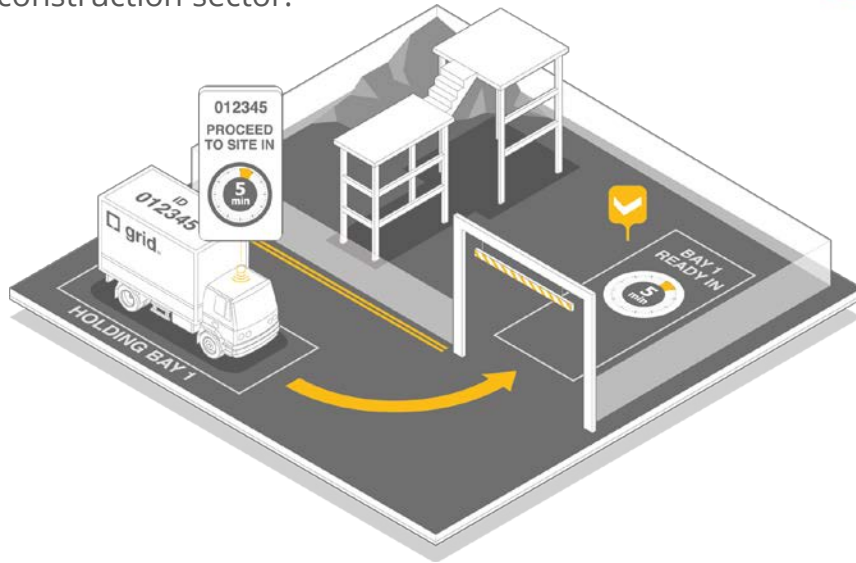
Kerb also extends loading times in areas where loading is allowed but time limited using a Virtual Loading Extension (VLE).



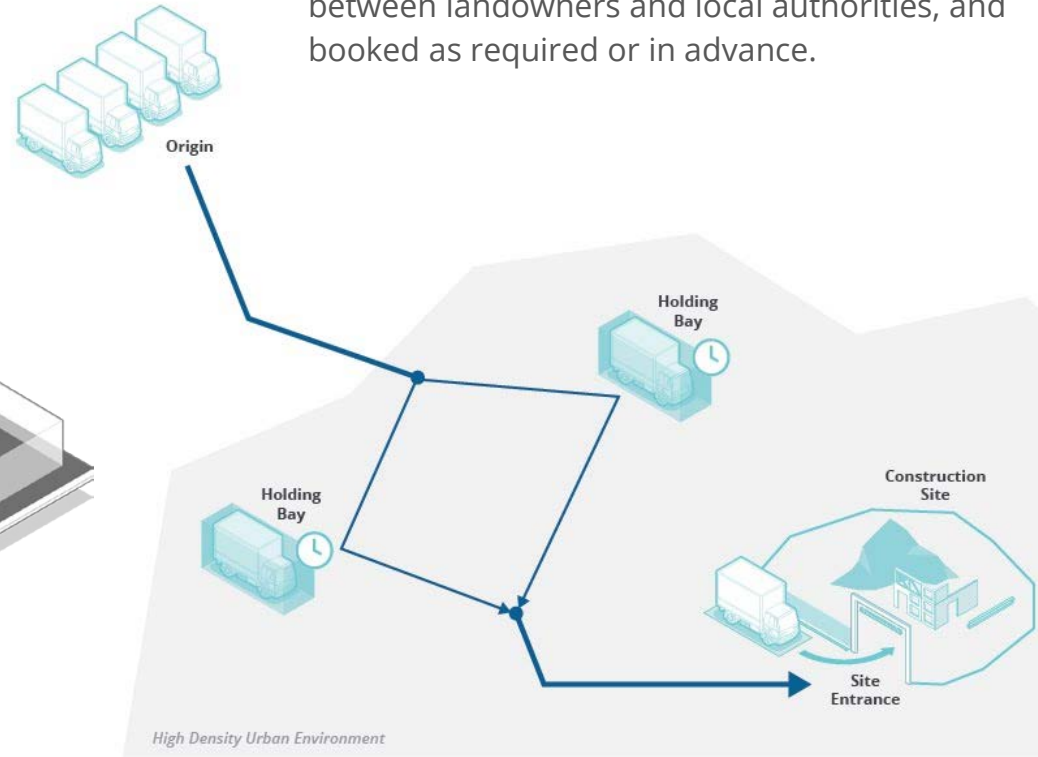


## Construction Freight Traffic Control

The Construction Freight Traffic Control project aims to specialise the Kerb platform for the construction sector.



Virtual Holding Bays offer the ability for vehicle flow to be optimised, with the bays pre-agreed between landowners and local authorities, and booked as required or in advance.





BEYOND PARKING