

*A one-day seminar for developers, owners  
and operators of off-street parking facilities*



# **PARKING & PROPERTY 2012**

**Tuesday 22 May**

**Broadway House,  
Tothill Street, London W1**

*Sponsored by*



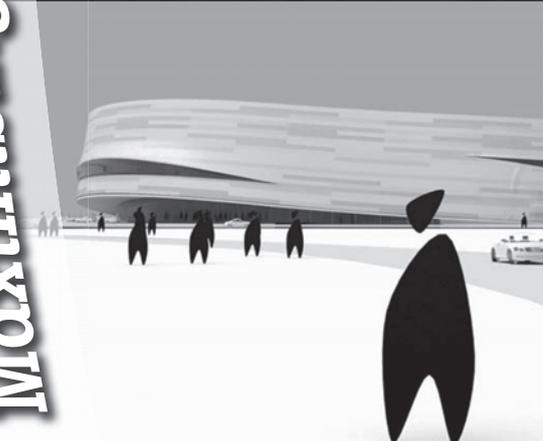
*Presented by*

**PARKING**Review



**parking  
matters**

**Maximising the economic value of your parking assets**



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Car parks are vital gateways to destinations such as town centres, shopping centres, airports, rail stations and hospitals. They are also important assets which can either be offered as a free service or generate significant incomes in their own right. However, they also need to be maintained, refurbished and, eventually, replaced.

Parking & Property is an annual event dedicated to off-street parking. It is a forum for public and private sector car park owners and operators, developers, planners and companies supplying design and equipment services.

The day will feature presentations by specialists in car park operations, property management, car park design and refurbishment and contract law. It provides both a chance to share in the latest thinking and best practice, and also network with potential partners and clients during the social sessions.

This year's seminar will help delegates to get the most value on their parking facilities, and how the car parks in turn add value to their business or service. It will look at issues such as:

## Key themes

- Running car parks in-house or contracting out
- Making the case for selling a car park site
- Setting tariffs vs offering 'free' parking
- Marketing car parking and offering additional services
- Refurbishing and maintaining parking structures
- Designing parking for residential developments
- Enforcing parking on private land
- The cost of operating a car park
- Selecting payment systems
- Season tickets and partnership deals
- Using undeveloped sites as commercial parking areas
- The viability of the Workplace Parking Levy

## Who should attend

- Parking management companies
- Property developers
- Property managers
- Retailers
- Rail companies
- Local authorities
- Hotel chains
- Car park refurbishment specialists
- Parking equipment suppliers
- Property and parking consultants

# Programme

## 09.00 Registration

## 1 Managing parking as an asset

**Chair:** Nigel Williams, Parking Matters

### 09.40 Keynote speech: Parking & Property

*This paper will ask delegates to consider how they can optimize the value of their car parks, and how those parking facilities can in turn add value to their business or service.*

Nigel Williams, principal, Parking Matters

### 10.00 Parking as an investment: Asset, valuation, development and yield management

*As a stable source of revenue, car parks are becoming an increasingly attractive alternative investment vehicle for both institutional and private investors. This paper will be delivered by Bouwfonds, which has invested in parking companies such as Q-Park, Empark and VINCI Park.*

Michiel Gerritsen, Bouwfonds Real Estate Investment Management (REIM)

### 10.20 Why on earth are councils still running car parks? The business case for selling and leasing to the private sector

*Many town centre car parks are owned by local authorities. These sites are often valuable sources of income, but can also be expensive to maintain for non-commercial organisations. While some councils contract out their management, does it make more sense to either sell long leases or even the freeholds on these sites? Can this result in better pricing innovation and greater revenue for all?*

Adrian Wilson, partner, West End Development, Knight Frank & Alastair Gilchrist, ex-resources director, Westminster City Council

### 10.40 Parking and business rates

*A look at how the local business rating system applies to car parks and the impact of ideas such as workplace parking levies (WPL).*

Pat Mason, car park rating specialist, Montagu Evans & Mark Higgin, head of rating, Montagu Evans (past-president of Rating Surveyors Association)

## 11.00 Questions & discussion

## 11.15 Coffee in the exhibition

## 2 Parking as a gateway

**Chair:** Paul Plumbley, parking portfolio manager, Land Securities

### 11.45 Parking for the modern shopper

*This paper will look at the way in which developers can use technology to develop synergies between parking and retail offers. It will focus on the cutting-edge work being done at the Westfield Group's shopping centres in the UK, including the use of empty bay location signage and FindMyCar services.*

Ben Taylor, technology manager, Westfield

### 12.05 Designing and maintaining parking areas

*Exposed to the elements, car parks soon look tired. This paper by a leading architect not only looks at how retail car parks can be revived and reinvented to make them an attractive gateway, but also how refurbishments should be costed, planned and implemented.*

Mark Potter, partner, Potter + Holmes

### 12.25 Parking in town: Challenging assumptions

*The Portas Review's call for more free parking as a way of reviving the fortunes of high streets grabbed the headlines, but was an example of easy and lazy thinking. This paper by a top urbanist examines the ways in which parking can be better thought out so that it complements other transport modes in efforts to revitalise town centres.*

John Dales, director of urban movement, Urban Initiatives

12.45 Questions & discussion

13.00 Lunch in the exhibition

### 3 Making the most of your spaces

**Chair:** Peter Guest, principal, Peter Guest Parking

14.00 **Afternoon Keynote: Delivering profitable, safe and attractive car parks**

*Car parks are specialist structures with very particular staffing and maintenance requirements. Many property owners turn to specialist management companies to run and maintain their car parks in a safe, secure and a commercial manner.*

Adam Bidder, managing director, Q-Park UK

14.20 **Planning for car clubs**

*Car clubs give people access to cars without the hassle of owning them. This paper looks at how local authorities and developers are planning these clubs into new residential projects, and how shared cars can complement, or even replace, company cars.*

Chas Ball, chief executive, Carplus

14.40 **Does the green agenda add up?**

*Developers and car park operators are embracing green thinking, especially where it reduces costs, as in the case of light management systems, or even generates an income, as in the case of using car park roofs as solar farms. This paper by a property developer's parking arm looks at the business case for adopting environmentally-friendly ideas.*

Ben Ziff, managing director, Town Centre Car Parks

15.00 **The clamping ban: A motorist's dream, a landowner's nightmare, or what?**

*A vehicle can be parked on private land by invitation, under the terms of a licence or agreement, or because the driver is trespassing. Concerns over 'unfair enforcement' has seen the government proposing to change the law in England and Wales. This paper addresses questions such as: What does 'clamping without lawful authority' really mean? What is a Parking Enforcement Notice? What about ANPR? How will parking on private land work when the Protection of Freedoms Bill becomes law? What does this mean for landowners and motorists?*

Kelvin Reynolds, director of operations & technical services, British Parking Association

15.20 Questions & discussion

15.40 Networking reception

17.00 Close of conference

*Published programme subject to change*

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Parking & Property gives companies and organisations opportunities to present their brands to an expert and influential audience. The event will provide networking opportunities and time to meet new and existing clients. You can enhance awareness of your organisation via:

- **Headline and session sponsorship**
- **Pop-up stand display (limited number)**
- **Leaflets in the delegate pack**
- **Breakfast and lunch sponsorship**

To find out more...

To discuss the sponsorship opportunities available please contact Rodney Fletcher on 0191 280 1410 or email [rodney.fletcher@landor.co.uk](mailto:rodney.fletcher@landor.co.uk)



## PARKING & PROPERTY 2012

**THERE ARE 3 WAYS TO BOOK** (Please complete one registration form for each delegate)

1. Book online at: [www.TransportXtra.com/shop/events](http://www.TransportXtra.com/shop/events)
2. Fax the completed booking form to: **020 7091 7966**
3. Post the booking form with payment to: **Landor LINKS Ltd. Apollo House, 359 Kennington Lane, London SE11 5QY**

**PLEASE COMPLETE FORM CLEARLY IN BLOCK CAPITALS**

### PERSONAL DETAILS

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Name \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Organisation \_\_\_\_\_

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\_\_\_\_\_

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**For accounts queries please call 0845 270 7866**

### DATE & VENUE:

**Tuesday 22 May 2012**

**Broadway House, Tothill Street, London W1**

### Confirmation

You will receive a receipted VAT invoice. If your booking has not been acknowledged 7 days prior to the event please contact us to confirm your booking has been received on 0845 270 7965.

### Cancellation

If for any reason you are unable to attend, cancellations received in writing by 08.05.2012 will receive a refund less an administrative charge of £100 + VAT. There will be no refunds for cancellations made after this date. Substitutions can be made at any time at no further cost.

### Data Protection Act

The data you provide will be held on a database in accordance with the Data Protection Act (1998). Your details may be passed to other companies who wish to contact you for marketing and communication purposes. If you do not wish your information to be passed on please write to the Database Manager at Landor LINKS Ltd at the above address.

### PRICE INFORMATION

The fee is inclusive of papers, refreshments and lunch

**Standard Rate** **£199 plus VAT**

**Additional delegates** **£149 plus VAT**  
(only applicable if booked with standard rate)

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### PAYMENT DETAILS

**All fees are payable in advance of the event.** Delegates may be refused admission if payment is not received prior to the event. Delegates who have not paid will be required to provide credit card details or supply a company cheque on the day of the event.

**If you are registering up to 14 days before the event date ONLY credit card bookings will be accepted.**

Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Landor LINKS Ltd. **Payment terms are strictly 7 days.**

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