

*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**

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Maximising the economic value of your parking assets



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

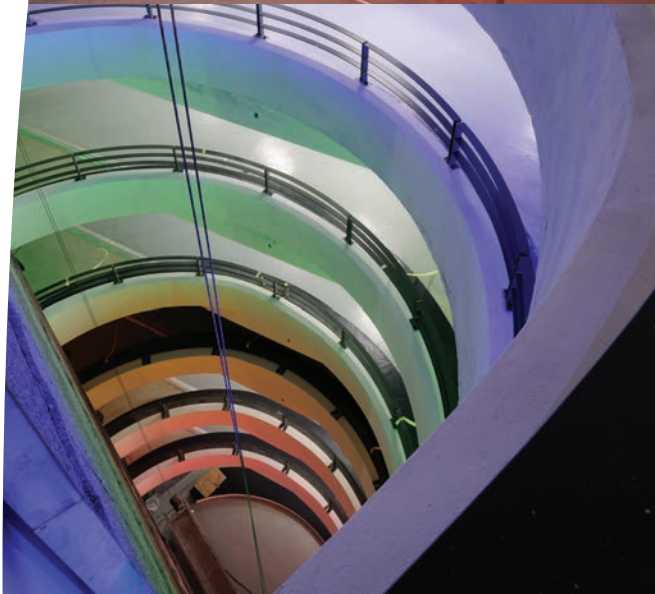
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- Pop-up stand display (limited number)
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PARKING & PROPERTY 2012

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DATE & VENUE:

Tuesday 22 May 2012

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☐ **Additional delegates** **£149 plus VAT**
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If you are registering up to 14 days before the event date ONLY credit card bookings will be accepted.

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