

**PARKING**Review presents

# ENFORCEMENT SUMMIT

[www.enforcementsummit.co.uk](http://www.enforcementsummit.co.uk)



The future of parking, traffic and  
civil enforcement  
Thursday 8 July 2010 | Chelsea F.C. London



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# Programme

**09.00 Registration & exhibition**

**09.45 Welcome by Mark Moran, managing editor, Parking Review**

## Session 1:

### Understanding enforcement

Chair: Karl Smith, managing director, Davis Enforcement

**09.50 Accounting for successful enforcement**

Public discussion of enforcement tends to focus on the amount of penalties issued, but how should the cost and benefits of enforcement be valued? How best can local authorities measure compliance, calculate the benefits of keeping traffic flowing, the kerbside free for loading and unloading, deterring the misuse of permits and ensuring the safety of pedestrians?

John Siraut, director: economics, Colin Buchanan

**10.10 Multi-talented enforcers**

Multi-tasking enforcement officers and teams are taking to our streets. Can enforcement officers also be a reassuring presence on-street? What is the best balance between human and camera enforcement? This paper looks at how parking enforcement, street-scene monitoring and neighbourhood patrols can be provided in a co-ordinated manner. Andrew Errington, director of community services, Nottingham City Council & Nottinghamshire Police

**10.30 Sharing knowledge, measuring compliance**

Enforcement managers need to share data and intelligence with their teams,

contractors and partners in the police, debt recovery and other agencies. They also need to measure compliance to understand how effective their enforcement activities have been. Finally, they need to communicate the benefits of enforcement to members, the public and press. Mandy Ainsworth, parking services manager, Worthing Borough Council

**10.50 Transport for London's 'Drivers' Charter'**

TfL has made reforms to its Red Route enforcement regime which achieve compliance while improving public confidence and support..

Rebecca Christgau, enforcement manager, TfL

**11.10 Q&A**

**11.30 Coffee & exhibition**

## Session 2:

### Working together

Chair: Mike Macey, MFM Associates

**12.00 Positive enforcement: fighting fraud**

Local authorities are increasingly using dedicated fraud investigation teams to tackle problems such as blue badge fraud, working in conjunction with their on-street colleagues, police, DVLA and bailiffs. Ashley Brandon and Steven Davidson, parking fraud investigation team, London Borough of Lambeth

**12.20 Getting the message across**

The majority of drivers intend to be law abiding, but many are not familiar with many signs and their meanings. There is a need to encourage drivers to make themselves aware of the Highway Code

and stop taking chances when parking. How can the Department for Transport and local authorities improve the knowledge of drivers about the signs and lines which denote parking and traffic restrictions? Kevan Butt, parking manager, Sheffield City Council

#### **12.40 Combined operations: shared experience and mutual understanding**

Joint working by local authorities and bailiffs could achieve better recovery rates and bring down complaints by the public and debt advisory bodies. Mutual training and briefings can improve understanding between clients and contractors. Alan Clark, director, Marston Group

#### **13.00 Q&A**

#### **13.20 Lunch Sponsored by Davies Enforcement**

### **Session 3:**

#### **The pros & cons of CCTV enforcement**

Chair: Viv Nicholas, European Secure Vehicle Alliance

#### **14.30 Is CCTV a fair enforcement tool?**

Cameras are being used to enforce speed limits, bus lane restrictions and red lights. The use of ANPR cameras is now spreading in the parking sector, but are cameras an unambiguous way of identifying infringements or an intrusive use of technology?

Viv Nicholas, chief executive, European Secure Vehicle Alliance

#### **14.50 Implementing camera enforcement**

Camera-based bus lane enforcement can reduce congestion, improve journey times road safety and collection rates. But

such schemes require aligning policy objectives with technological and operational realities.

Tony Worsdall, managing director, E-mpirical

#### **15.10 Education and enforcement: School gate parking**

The road safety dangers caused by irresponsible parking outside schools can be reduced by a mixture of deploying ANPR camera vehicles and engaging with teachers, parents and children.

Rubena Hafizi, parking manager, Medway Council

#### **15.25 Effective ANPR enforcement**

ANPR enforcement is an effective tool, but local authorities and parking operators need to work together to dispel myths and misunderstandings about when and where these vehicles and cameras can be used.

Tim Cowen, communications director, NSL Services Group

#### **15.45 Q&A**

#### **16.00 Conference closes**

#### **Post-conference reception until 17.00**

#### **Programme by Mark Moran and Deniz Huseyin**

The 4th annual Enforcement Summit will look at how local enforcement teams are meeting the challenge of enforcing parking, traffic and environmental regulations.

The conference is widely recognised as the premier forum for agencies responsible for enforcing civil parking enforcement and moving traffic under the Traffic Management Act 2004, as well as the Clean Neighbourhood and Environment Crime Act 2005.

### Key Themes

Civil parking enforcement (CPE)

Multi-agency task forces

Mobile and static ANPR enforcement

Bus lane and bus stop enforcement

Safer routes to schools

Combating permit fraud

New approaches to debt recovery

Sharing data and intelligence

Measuring compliance

Working with the media

### Who should attend

- Parking enforcement managers
- Parking management contractors
- Police forces
- Local authority traffic managers
- Road safety specialists
- Street-scene and community safety managers
- Public transport operators
- Town centre managers
- Public transport operators
- IT and enforcement hardware providers
- Business outsourcing suppliers
- Notice processing bureaus
- Uniform suppliers

## Exhibiting at the Enforcement Summit

This one-day conference and exhibition provides you with a perfect forum to carefully target the marketing of your products and services to professionals working in the parking, traffic management, street management and debt recovery sectors. Consider the advantages of a stand at an exhibition, a sponsorship package or having promotional literature included in the delegate pack.

If you are interested in taking up one of these cost effective marketing opportunities, then please contact **Matthew Knight** for details on **0845 270 7969** or email: [matthew.knight@landor.co.uk](mailto:matthew.knight@landor.co.uk)

### Confirmed Exhibitors



Davies Enforcement



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## PRICE INFORMATION

The fee is inclusive of papers, refreshments and lunch

**Standard rate ticket**      **£199 + VAT**

**Additional ticket**      **£149 + VAT**

## 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 at registration. If you are registering within 7 days of the event you **MUST** provide credit card details to enable us to process your booking. Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Local Transport Today Ltd.

**Payment terms are strictly 7 days.**

I enclose cheque no. \_\_\_\_\_ for £ \_\_\_\_\_  
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## ADMINISTRATIVE DETAILS

Local Transport Today Ltd, Apollo House, 359 Kennington Lane,  
London SE11 5QY Tel: 0845 270 7965 Fax: 020 7091 7966  
Email: [conferences@landor.co.uk](mailto:conferences@landor.co.uk)

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

## Date and Venue

Thursday 8 July 2010, Chelsea Football Club, Stamford Bridge,  
Fulham Road, London SW6 1TH

## Confirmation

You will receive a receipted VAT invoice and joining instructions which includes a map, directions and travel information. 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 24.06.10 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 Local Transport Today Ltd at the above address.