



Parking
Control
Management (UK) Ltd

Parking Control Management (UK) Ltd.

Services Portfolio





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What we do can be broken down into four distinct sections:

► Account Management

Our AM team are here to make your life easier! From transition across to PCM through to site management, reporting and issue resolution, they are your go to contact.

► Site Management

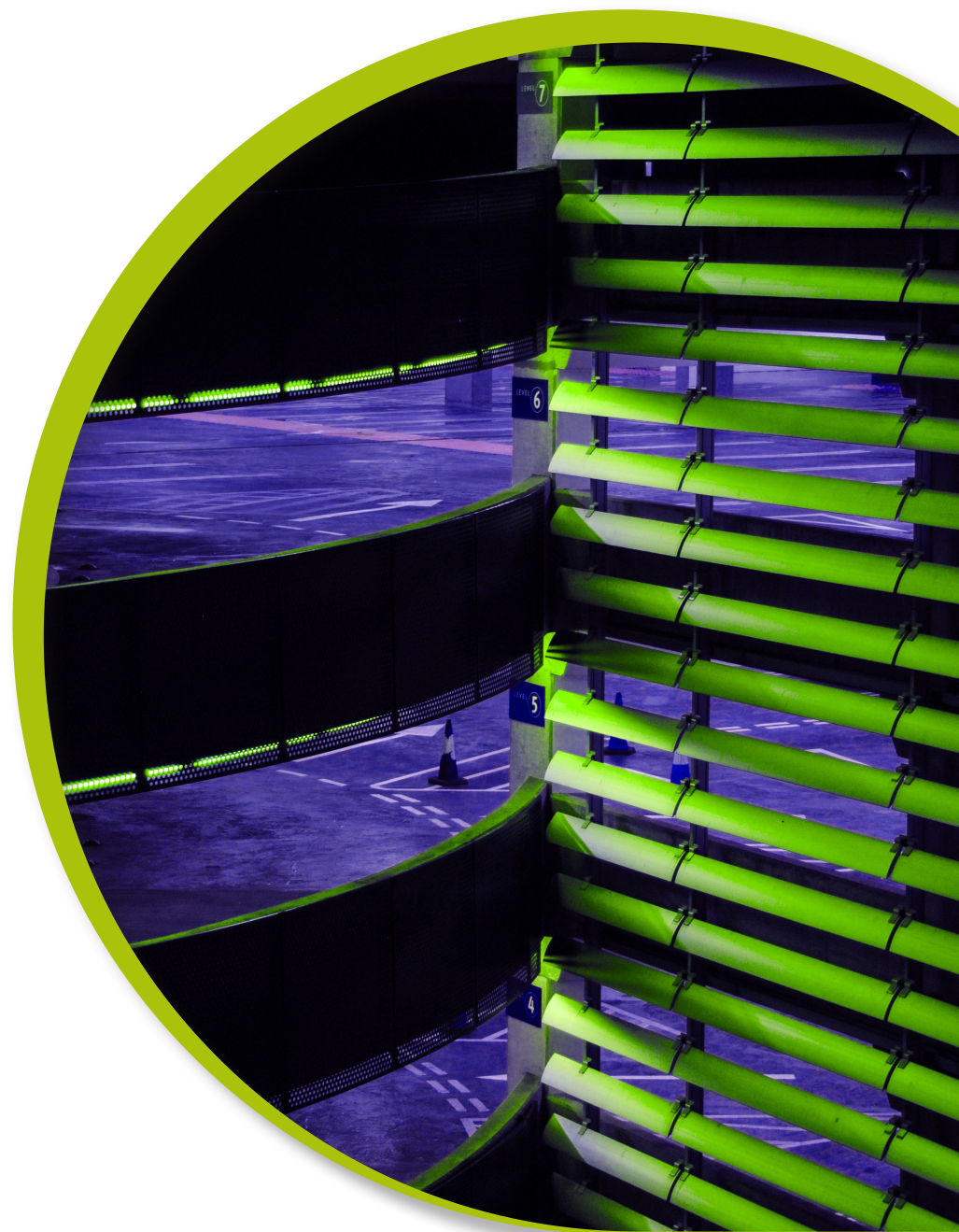
The site teams are on call to install new signage, perform site surveys, install line marking and to make sure that your site is ready and compliant from the get go.

► Enforcement

We are firm but fair! Our enforcement operatives are well-trained, chosen for their good nature and work-ethic and are equipped for the job, they are our 'boots on the ground'.

► Permits

Every site needs a permit management system and we have several permit systems to choose from. One of which will perfectly fit your bill.





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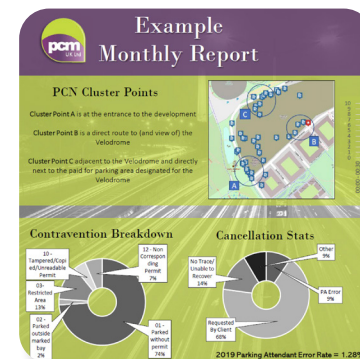
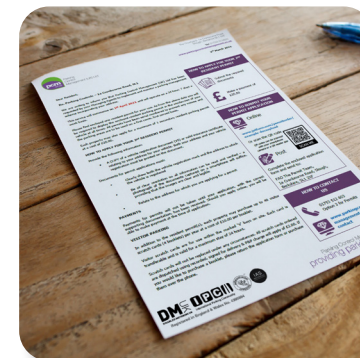
Account Management

We recognise that our greatest strength is our first class client management.

Our investment in proprietary technology, our experience in the parking sector and our dedicated account management team are there to assist you during working hours. We offer an online client portal for the times that they aren't.

They are responsible for:

- ▶ Service Specification & Implementation schedules
- ▶ Resident communication
- ▶ Live mapping
- ▶ Monthly reporting





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Service Specification & Implementation schedule

Our onboarding process is straightforward and will be managed with minimum client fuss by your dedicated Account Manager.

PCM technology team will work closely with our clients' web team providing links to dedicated pages within the PCM website for reporting etc.

PCM will provide a parking implementation service, that includes:

- ▶ Site surveys
- ▶ Permit scheme implementation, including a full site parking plan
- ▶ Visitor permit system, including landlord discretionary bays, contractors, carers etc...
- ▶ Resident self-enforcement app
- ▶ Signage design and specification
- ▶ Site documentation, including Google Earth snapshots and location specific documentation.

PCM prides its approach to parking in a professional and ethical manner. We are aware of the emotive issues around parking on residential estates in particular and that the consultation and implementation of a parking scheme is fair to all, whilst also addressing and managing the parking problems.





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Resident communication

Our full time permit team work alongside the Signage and Scheme Implementation Team to provide a smooth set-up operation.

Residents are written to with a adequate notice to advise them of forthcoming changes and restrictions, our service includes:

- ▶ Video recorded hand-delivery of permits to provide a complete audit trail and ensure that residents or tenants always receive their permits.
- ▶ Our resident letter details the permit issue and full instructions on how to use them.
- ▶ Permits if applicable will also be enclosed, corresponding to the relevant site and restrictions.
- ▶ Posters with information about the parking scheme can be utilised where required, usually on communal notice boards.

We constantly assess our resident communication to ensure that the terms and conditions are clearly set-out in writing.

We are aware that a lot of our residential customers do not speak English as a first language, so we use understandable iconography and clear, explicit instructions. Our teams are available during office hours by phone if further clarification is ever needed.





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Live mapping

Keeping track of hundreds of developments can be complex. All sites managed by PCM are tagged and allocated on our mapping system.

All key areas covered on a UK wide basis and are continually being improved. PCM have worked hard over the years to cultivate long-standing relationships with our contracted operatives.

- ▶ The system allows all sites to be individually mapped
- ▶ The different colours represent individual wardens with specific local area knowledge
- ▶ Wardens are designated specific areas to provide a consistent approach to parking control.

We challenge the industry norm of a high and constant turnover of parking attendants, investing in their training and development to ensure they become experts in their field.





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Monthly reporting

PCM are dedicated to constantly improving our patrols and assessing our practices.

We have become recognised as one of the UK's leading car park management operators, providing full service solutions for all types and sizes of parking areas.

Our personal, innovative and professional approach ensures that we get the results our clients deserve. By investing in our technology we are able to provide bespoke reports on a site by site basis or an overview of an entire client portfolio.

Using this data allows us to constantly monitor our service and achieve unparalleled results for our clients.

Our reporting includes:

- ▶ Monthly and yearly issued/paid data
- ▶ Cumulative number of and hours of site visits
- ▶ Daily patrol heatmaps
- ▶ PCN cluster points
- ▶ Contravention breakdowns
- ▶ Cancellation statistics and error rates.

This information allows our clients an overview of each site, where the problem areas are and what times they occur.

This allows for better management and communication to prevent problems from escalating.

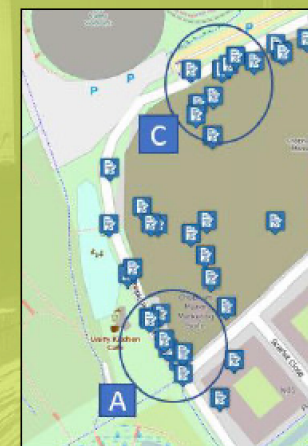
Example Monthly Report

PCN Cluster Points

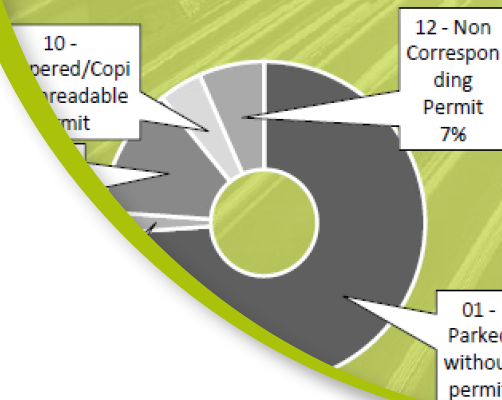
Cluster Point A is at the entrance to the development

Cluster Point B is a direct route to (and view of) the Velodrome

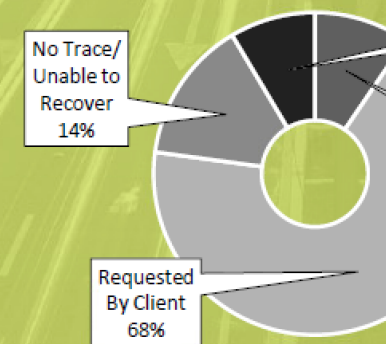
Cluster Point C adjacent to the Velodrome and directly next to the paid for parking area designated for the Velodrome



Contravention Breakdown



Cancellation



2019 Parking Attendance



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Site Management

On instruction from the Account Management team, one of our site teams will travel to the site to set-up the new scheme.

Contractor & staff vehicle exemptions/passes are arranged via the Account Management team.

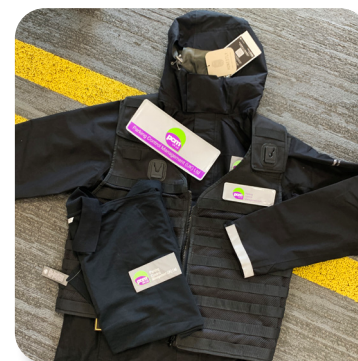
Subject to our agreement, there are a number of management measures that we are able to deploy to ensure the smooth running of your site:

- ▶ Site transition, including line marking if necessary
- ▶ Bespoke signage
- ▶ 24/7 enforcement
- ▶ ANPR
- ▶ Pay by phone
- ▶ Vehicle removal

There is a common misconception that all parking problems tend to be caused by unauthorised drivers, often this is not the case.

Parking is at a premium in most cities and commercial estates, with long term parking issues not only caused by external fly-parking but often caused by tenants and their visitors.

Problems tend to be caused by over parking (too many vehicles) or inconsiderate and poor parking.





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Site Transition

A dedicated site manager will oversee the set-up of every individual car park and work alongside you to build the most suitable parking scheme.

Once a bespoke plan has been agreed, a full site information pack is compiled and a map drafted for our trade association approval.

As standard the following must be completed for the audit process:

- ▶ Site information plan, including all restrictions
- ▶ Signage position map
- ▶ Signed authority for PCM provide services
- ▶ IPC compliance data form
- ▶ Copies of all signage.





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Line Marking

We have our own in-house line marking team using either a thermoplastic or a solvent based line marking solution, depending on the surface being marked.

Effective car park line marking makes a fantastic first impression and is a vital aspect of both car park safety and enforcement. Ultimately, it is a simple, yet highly effective service that ensures the users of the parking area are clear on the areas where parking is and is not permitted.

Our service provides:

- ▶ Numbering / lettering of resident bays
- ▶ Marking of individual parking zones
- ▶ Yellow lining / hatching and all other safety markings
- ▶ Maximising effective space, aiding traffic flow and management
- ▶ Using reflective technology
- ▶ Provide safe zones for pedestrians
- ▶ Marking of designated disabled bays.

On PCM-enforced schemes generally this service is provided without charge depending on requirements, extensive line marking work may be chargeable.

The service can still be provided on schemes that PCM do not operate, with quotation on application.





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Bespoke signage

In house signage company; 3 full-time installation teams, 3 team members on artwork, print & finishing.

This gives us a unique edge over other parking contractors – we can create unique tailored signage to respond to your parking restrictions; cost effectively and quickly.

Our on the road team are able to provide a full time service to install new signs or respond to any signage problems.

- ▶ Jetrix LXi6 printer with a 3m x 2.5m flatbed for large signs and multiple signs at once resulting in fast, accurate and optimal results
- ▶ Signs, typically printed on either ACM or Foamex
- ▶ Maximum 10 working day day lead-time, sign-off to installation
- ▶ Free artwork and design consultation
- ▶ In addition to parking signage we can provide:
 - > Hoarding/Haras fence scrim
 - > Architectural signs & door plaques
 - > Health & Safety/Covid19 signs
 - > Floor graphics and wayfinder signs
 - > Large format print: banners, posters, vehicle graphics
 - > Installation/delivery service across the UK.





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24/7 enforcement

PCM have worked hard over the years to cultivate long-standing relationships with our contracted operatives.

We challenge the industry norm of a high and constant turnover of parking attendants, investing in their training and development to ensure they become experts in their field.

We also take great steps to ensure that they have the right tools for the job:

- ▶ Consistent, branded uniform
- ▶ GoPro body cameras for all interactions
- ▶ ID Badges
- ▶ PCM enforcement app.

Our diverse operatives are dedicated to covering specific areas so they can learn the intricacies and semantics of their schemes.

On an initial induction all new wardens go through a rigorous period of training with our dedicated training department. Ongoing training opportunities also allow us to ensure their approach continues to be of the highest quality.

We can proudly say that many of our operatives have worked for PCM for in excess of 10 years with a large percentage of operatives being female.





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Automated Number Plate Recognition

ANPR is fast becoming the most popular form of car park enforcement in the UK.

Our systems can be delivered to provide the most effective and quality driven solution. This technology can be adapted into functioning car parks or added into building plans before development. PCM can install, maintain and manage your ANPR system from our head office.

Once we have fully installed your new hi-tech system you will be able to enforce restricted time periods, permitted vehicle areas such as residential car parks, hospitals, retail parks & commercial car parks such as shopping centres.

Why choose ANPR?

- ▶ 24/7 Operation
- ▶ No Warden necessary
- ▶ Consistent monitoring from our head office
- ▶ No expensive gates or barrier systems needed
- ▶ Secure & Tamper proof with low maintenance
- ▶ Dedicated site manager located at head office
- ▶ Parking Charge Notice issued to any vehicles that do not conform to the terms & conditions

Installation

The camera is compact and light in weight and has minimal wind deflection due to its small cross-sectional side and frontal area. It therefore offers a wide range of installation options.





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Pay to park

Our proprietary online system (Park PCM) uses a QR/location code to access an online booking site allows members of the public to access the designated parking facilities for temporary periods.

PCM can provide a Pay to Park service to any residential or commercial development to add a valuable revenue stream to our client at no cost.

The system is a viable alternative to scratch cards to monitor visitor parking on residential schemes or a chargeable system for tenants of commercial property as an alternative to a permit system which doesn't yield any financial return.

Benefits

- ▶ Simple and easy process for users to register for parking online by phone by scanning site specific QR code
- ▶ No cash or coins required to book a parking session
- ▶ No capital expenditure or on-going maintenance or operational costs
- ▶ No cash collection or handling
- ▶ Fully managed and operated by PCM with regular finance reporting and audits and reimbursement of Client funds via BACs transfer
- ▶ Tailored enforcement signage installed throughout all parking areas with parking tariff and how to register for a valid parking session.

Reporting

- ▶ Daily customer reports detailing vehicle registration, location, date, start time, expiry time, method of payment and amount paid
- ▶ Finance and audit reporting can be produced on a quarterly basis
- ▶ Reports provide number of users, parking charge total, VAT and associated costs for the service.





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Vehicle removal

In 2012, a change in legislation meant that removal of abandoned vehicles has become extremely challenging with many local authorities reluctant to help.

Subsequently, PCM have developed a working relationship with a specialist vehicle removal company – Bud Rescue & Recovery. They offer a fast and reliable service with a fixed fee.

Bud Rescue & Recovery are an approved ISO 9001 PAS-43 contractor and provide a solution to abandoned vehicles, but there is a strict process:

The Process

- ▶ A TORT notice will need to be affixed to the vehicle advising the owner that you consider the vehicle to be abandoned and that the matter has been reported to the relevant authorities.
- ▶ Time/date stamped photographs showing the notices attached must be taken and retained.
- ▶ We then apply to the DVLA for registered keeper details, providing there is a registered keeper, using these details we will write to the keeper to advise them of impending removal.
- ▶ Providing there has been no contact from the keeper, and after a minimum of 7 days that the TORT notices have been in situ the removal can be booked.
- ▶ The vehicle will then be stored for 14 days prior to destruction.

Should you require a vehicle to be removed, PCM (UK) Ltd can offer a fixed price that includes removal, storage charges and destruction of the vehicle.





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Enforcement

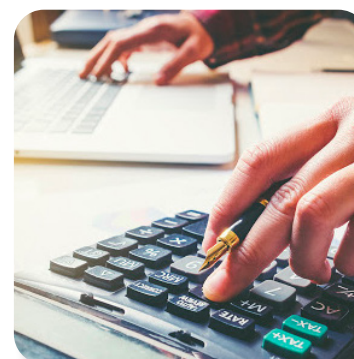
PCM pride its approach to parking in a professional and ethical manner.

We are aware of the emotive issues around parking and that the consultation and implementation of a parking scheme is fair to all, whilst also addressing and managing the parking problems.

- ▶ PCNs
- ▶ Appeals
- ▶ Debt recovery & litigation
- ▶ Self enforcement app
- ▶ Report a Vehicle facility

There is more to our field service than simply enforcement.

The fact that our operatives are regular visitors to their sites, they also deter unwanted activity, provide feedback on the facility and make the lives of authorised users easier.





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Parking Charge Notices (PCNs)

Once a parking charge notice (PCN) has been issued to a vehicle remote access will be available to all drivers enabling them to access immediate information on all vehicles that have received enforcement action.

The ability to view the contravention also allows the driver to appeal against the PCN or pay via three methods:

- ▶ Web payment online
- ▶ Automated FREE phone line
- ▶ Postal payment

All Parking Charge Notices (PCNs) paid within 14 days of issue will be offered a reduced rate in accordance to the Industry Code of Practice.

The Enquiry Line

PCM provide a free of charge enquiry line for the public to call for advice regarding parking charges and other matters. Whilst PCM don't take appeals over the phone we are able to offer advice on the steps of appeal for drivers and vehicle keepers.

Accreditation

As responsible operators in the parking management sector, we adhere to the IPC code of practice when dealing with both our clients and members of the public.

In conjunction with IPC membership the accredited operator scheme ensures that clients can be confident of a professional and ethical provision of any services we provide. In accordance with data protection and security are also approved to access the DVLA electronic data link, ensuring the integrity and handling of all data sent or received.





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Appeals

Unfortunately, the myth that parking charges are “unenforceable” and do not need to be paid is both pervasive and problematic especially on residential parking areas.

Parking Control Management (UK) Ltd have spent years developing our appeals system.

If you believe a resident has received an unfair or unlawful Parking Charge Notice (PCN), everyone has the right to make representation against it. Our internal appeals department carefully review cases individually and consider all information/evidence available to them. This includes all submissions.

As a member of an Accredited Trade Association (The International Parking Community), the approved ADR service recipients have the right to engage with the Independent Appeals Service (IAS) should the appeal be rejected by our internal team.

The IAS consists of an independent panel of trained solicitors and barristers who review the legalities of the charge. A decision made on a Standard Appeal is binding on the operator.





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Debt recovery & Litigation

PCM work closely with a specialist debt recovery agency and invest heavily in legal action on unpaid tickets.

Debt Recovery

Trace Debt Recovery UK Limited are one of the parking industry's leading debt collection specialists. They have over 30 years of experience in the UK parking industry and provide a transparent yet robust process in debt recovery.

Active Litigation

PCM work closely with Gladstones Solicitors to recover unpaid debt through the legal framework.

A high percentage of tickets that remain unsettled are routinely referred to Gladstones to instigate the County Court process. PCM have successfully obtained thousands of County Court Judgments (CCJs) and work with high court enforcement agencies to ensure we provide an end to end solution. Currently, PCM engage the services of Direct Collection Bailiffs Ltd and Newlyn PLC.

Why the focus?

Considering the process of taking an individual to court is effectively cost-neutral, there may seem like little point in bothering with the lengthy and admin-heavy procedure. Extensive court action is not necessarily about recovering money for a specific ticket, it's about the wider impact.

Engaging with the legal processes on such a high amount of cases encourages motorists to settle their charge at an earlier stage, challenges the myths around the industry, prevents re-offending and deters motorists from abusing private land.





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Self Enforcement

In 2016 we launched our a PCM Self Enforcement App. The app allows the user, once verified to upload their own parking charges.

Due to an increase in demand for reporting vehicles parked incorrectly PCM developed the app to allow authorised users to target rogue vehicles parked in their own bays and restricted areas (where applicable). The app is constantly monitored by a dedicated PCM team & entirely anonymous.

The user simply visits the app store and searches 'PCM'. The app is free to download on both Apple and Android devices. Once a user has been verified by our full time team they are able to report the vehicle details through to head office instantly.

The user is supplied with full instructions on how to use the app once registered.

The process

- ▶ Enter the vehicle Registration.
- ▶ Take a Minimum of four photos of the vehicle.
- ▶ Select a reason why you are issuing the charge.
- ▶ Enter the address.
- ▶ Enter any additional notes. e.g. driver observed leaving area (not a patron).

Once the the user has supplied a minimum of four images, the keeper of the vehicle could be served a parking charge notice via the post.

By making this app available to our clients, we have significantly reduced the number of 'repeat offender' situations.





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Report a Vehicle

The people who understand specific car park problems are the residents and site staff who use it on a daily basis.

PCM offers an online facility for anyone to anonymously report a vehicle which is incorrectly parked.

The form, which can be found [on our website](#), cross-references the estate postcode with our operative database and sends him or her an immediate notification, along with photographs and a description of the offence and a location on the site.

This is not a response service. However should the operative be in the area, they can choose to enforce that site and issue a PCN accordingly.

But that is not all the form does, the notes section allows the complainant to indicate times and days of the week, when the transgressions tend to occur, allowing our operatives to plan their day/route based on real-time intelligence.

We receive between 15-25 reports per day, a significant proportion of which are served a PCN on the same day.

We believe that it is very important, for residents especially, to have this facility. There is nothing quite as frustrating as arriving home to find a vehicle obstructing or using your allocated bay and this allows them to bring a repeat offender to our attention.





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Permits

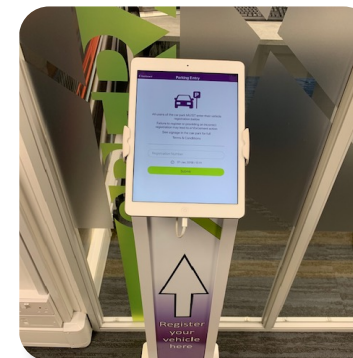
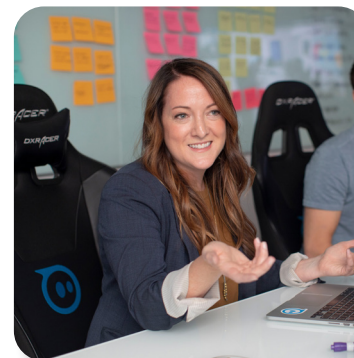
PCM have a dedicated Permit Management Team

The team are highly professional, friendly and experienced in dealing with all permit enquiries, requests and on-going permit management issues.

- ▶ Permit Management
- ▶ Virtual permits
- ▶ Virtual visitor permits
- ▶ Contractor and staff permits

Whether you require a replacement permit or have a question about your permit, our dedicated team will help.

All permit requests are logged and information stored to provide complete audit trail. We aim to process all permit requests and dispatch within 24 hours.





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Permit Management

Scheme Implementation

Our full time permit team work alongside the Signage and Scheme Implementation Team to provide a smooth set-up operation.

This includes the video recorded hand-delivery of permits for all new sites and re-issue sites. Permit delivery is actively recorded and retained in order to provide a complete audit trail and ensure that residents or tenants always receive their permits.

Resident Permits

Our high-quality parking permit printing can be used for both residential and commercial developments on a transferable or permanent basis.

The versatility of this product ensures we can cater for first-come-first-served parking, allocated parking and visitor parking. The permits are specifically designed so they cannot be replicated and all can be traced to a specific user or property.

Visitor Parking

In addition to parking permit printing, we offer visitor scratch cards on many of our sites to balance the need for visitor parking and fair accessibility to this parking.

These typically allow for 24-hour maximum stay parking and are restricted to an allocation determined by a formula – this means that it is tailored to each site.

To avoid the paperwork you could introduce a pay by phone system open to both residents and the public to maximise revenue on your parking area.





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Virtual Business Permit (VBP)

Our virtual electronic permit car parking system has fast become a success with our commercial clients.

PCM have developed our own smartphone app compatible with apple and android devices. The App system is fast, reliable and a stress free alternative to paper permits.

The system allows your authorised vehicle users to simply register their details via an ipad (or similar device) that can be positioned in your reception of entrance area.

Once registered, repeat users simply have to enter their vehicle details after parking to permit them to park for the specified time.

Our parking wardens simply have to scan the vehicle registration to verify whether a vehicle has the relevant permission.

The Benefits

- ▶ The car parking system is entirely free to the client with no set up costs.
- ▶ Review all your users and ban users who are not allowed to park.
- ▶ A complete electronic audit trail.
- ▶ Reporting system available.
- ▶ Avoid enforcing customers that are permitted.





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Virtual Visitor Parking (VVP)

Make your residents' lives easier with our new Virtual Visitor Parking app.

Scratch cards are still a very effective visitor parking management system. However we developed an easier, app-based solution, beta tested it thoroughly and we are now making it available to selected clients.

The Benefits

- ▶ Flexible and innovative use of proprietary technology
- ▶ Hugely convenient for your tenants
- ▶ Review all your users and ban users who are not allowed to park
- ▶ A complete electronic audit trail
- ▶ Reporting system available
- ▶ Avoid enforcing vehicles that are permitted.

How it works

Residents download our app from Google Play or the App Store. Having registered the app (by submitting contact information and proof of residency) the process of welcoming visitors couldn't be easier.

On arrival, the visitor's reg number is keyed into the app by the resident, and our enforcement operatives are immediately notified that this is an authorised visitor.

We have designed the app to be completely intuitive and we have a [support page with FAQ](#) on our website with lots of user support information.

All terms and conditions relating to the VVP system are communicated to the residents within the initial correspondence that is hand delivered to every property by the PCM implementation team.





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Virtual Visitor Parking Options

Bundles

- Each property is given a monthly allowance of hours, free of charge. Residents can then choose to purchase further 'bundles' of hours if they wish, please see below.
- Once a parking session is registered and begins, the parking session can be stopped at any point. For example, if a resident has an allowance of 20 hours on their 'clock' the resident could register their visitors vehicle to park, an hour later when the visitor is leaving the resident simply stops the session and is now down to 19 hours on their 'clock'.

Bundle charges:

10 hours - £4.99

20 hours - £6.99

30 hours - £7.99

40 hours - £8.99

50 hours - £9.99

Max stay – No returns period

- Residents register their visitors vehicle upon their arrival, the vehicle is then valid to park for the maximum stay period.
- Once the parking session ends, that vehicle cannot return for a certain period of time (no return period).
- A nominal charge will be paid directly by the resident OR added to each properties service charge on an annual basis
- Example: max stay 24hrs, no return within 48hrs.





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Contractor and staff permits

PCM's dedicated Permit Management Team are available Monday to Friday to help contractors and staff to park on site for a short period, to avoid the issue of a Parking Charge Notice (PCN).

We want to do everything we can to prevent authorised persons from receiving a PCN.

Contractors

If a resident calls the PCM office with a legitimate need for a contractor to park on site for a short period, we can offer our temporary code system.

It is an immediate parking solution, takes less than a couple of minutes to organise and can be valid for a short period or day parking only.

We have to be fair and considerate when it comes to deliveries and contractor parking and can put these provisions into place. Our contact number is on every enforcement sign that will be located across the development. Supermarket deliveries, Royal Mail etc. will be exempt from parking charges whilst on site delivering or actively loading/unloading.

Staff vehicles

We can put any staff vehicle registrations onto our back office white list which will exempt the vehicle from enforcement when parking on site. We can also provide liveried vehicle exemptions following a list of your contractor company names as per the branding on their vehicles.

Other options include staff/contractor permits for regular visits to site such as gardeners, cleaners etc or the temporary code system as appropriate.





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Summary

Why PCM?

- ▶ FREE of charge parking management solutions
- ▶ Leading UK car park operator
- ▶ Specialist in sector
- ▶ Nationwide coverage
- ▶ Proven and trusted
- ▶ Experienced in large portfolio management
- ▶ Technology & innovation
- ▶ All services delivered through a single operator
- ▶ Respected professionals to do business with

Thank you for your time today and we look forward to hearing from you.

