

## Group News

## Excel Expands Parking Access for Historic Site

Excel Parking Services are excited to announce their new car park 'Castle Hill' at Conisbrough Castle located in between Rotherham and Doncaster alongside the River Don.

Conisbrough Castle is one of South Yorkshire's most striking landmarks. The castle was the centre of a great Norman lordship, given by William the Conqueror to William de Warenne.



The keep was built in the 1170s and, escaping damage in the Civil War, it became a picturesque ruin in the 18th and 19th centuries, and inspired Sir Walter Scott's most famous novel, Ivanhoe, published in 1819.

With limited access for parking around Conisbrough Castle, Excel acquired an existing car park previously owned by The Council. The car park was abused by flying tippers and had become severely overgrown and run down. Excel transformed the land with removal of all rubbish, weeds, and created a respectful car park with 35 parking spaces. The car park has had a positive impact upon the area, with compliments from local residents and the general public, helping not only the environment but giving people more access and security in parking their vehicles in the area.

## Valet Parking Increases Revenue at DSA



As the vehicle exits the car park, another "snapshot in time" is taken, thus providing comparable images. The ability to compare entry and exit images means the company/site owners can provide evidence... if a claim is made.

Having experienced the benefit and advantages that the Vehicle Damage Recording System (VDRS) offers to Airport parking, Doncaster Sheffield Airport opted to upgrade its VDR System this month, to our latest 4th Generation cameras. The Dual Lane VDR System at Doncaster Sheffield Airport has been in operation since the opening of the Meet & Greet service in May 2016. The system utilised our 3rd Generation VDRS cameras which offered high-resolution vehicle images, but have this year been surpassed by the move to full HD imagery with our 4th Generation models.

Many hotels, airports and long stay parking facilities face issues with false claims of vehicle damage "occurring" on their sites.

Our DRS allows the companies involved to prove whether the damage occurred during the motorist's stay. It does this by taking a "snapshot in time" at the very moment the vehicle enters the car park. It takes several photos from all angles, checking for damage.

## Featuring



## Everything Excel

See Inside for all the latest in Excel.

## VCS View

All the news from Vehicle Control Services Inside.

## All Things ANPR

Also featuring highlights from ANPR International.

## Upcoming Events

A look at forthcoming events.

## Colleague Corner

Get to know what all the Excel staff are up to.

## Other News

Including Other News from the parking world.

## Sceptre Awards 2019

Excel Parking Services are proud to announce that we have once again sponsored the Operation Manager Award at the 2019 Sceptre Awards hosted at the Grosvenor Hotel in London. The Sceptre Awards recognise the best practice and the best people in the retail sector. They are the pre-eminent accolades in the retail sector, putting the spotlight on management teams, retailers and suppliers who demonstrate real excellence.

Everyone at Excel would like to congratulate again last year's winner Steve Salisbury of Crystal Peaks Shopping Centre.



**Congratulations to this year's winner Martyn Haftowki of Cwmbran Centre.**

## The latest in Excel: Fort Dunlop

Towering over the M6, Fort Dunlop has been a permanent fixture for a century. Built for Dunlop Rubber, this giant structure became the tyre manufacturer's flagship production facility, and at one time was the world's largest factory.

Now offering a unique office environment with on site amenities including a hotel, retail, cafes and a gym, office space in Birmingham has never been more attractive.

Excel are proud to announce this appointment with Fort Dunlop and have now installed ANPR cameras and access road management signage for various roadway enforcement and man patrolled services. Also electronic permits have been introduced to Fort Dunlop which is a new system that helps drivers and customers park without having to display a physical permit.





## VCS "Feels Good" about new contract

Vehicle Control Services have secured a new contract with Boots from April with the possibility of an extension.

With some of the stores transferring from another operator, Vehicle Control Services now cover 25 sites across the UK from Glasgow to Bournemouth.

Vehicle Control Services will be managing the car parks from customer parking to staff permit holder parking.

With sites spanning the length and breadth of the UK, it is imperative that we have dependable staff that look after the sites. They are there to ensure all Terms and Conditions of the car park are being followed, whether it's not displaying a permit, parking in restricted

areas or overstaying the duration of the maximum stay.

With Boots now becoming another key client for Vehicle Control Services, Adam Smales will be Boots dedicated point of contact. Adam deals with all queries from Boots and has regular contact with Store Supervisors and Senior Management.

It is Adam's role to ensure we maintain our strong relationship and to keep client satisfaction as a priority.

The contract will also have a phase 2, which will see the roll out of 10 additional car parks benefitting from ANPR camera installations.



## VCS Touches Down at East Midlands Airport



East Midlands International Airport is located in Leicestershire close to Castle Donington. Every year, East Midlands Airport connects 5 million passengers with the world, to serve more than 90 leisure and business destinations.

East Midlands Airport has appointed Vehicle Control Services to carry out mobile CCTV red route enforcement throughout the approach roads to enforce against motorists who are parking on the roadways and utilising them as a waiting or pick up and drop off zone. Safety is paramount at Airports which makes it a necessity to keep them clear. For this reason Vehicle Control Services have worked very closely with EMA to develop a robust system that works effectively in relieving the roadways. The install is now underway and we look forward to updating you with a case study in the next newsletter!

A full turnkey solution has been implemented by VCS.

## VCS Reaches New Heights with London Southend Airport



London Southend Airport is one of the UK's fastest-growing airports with a rich history and an exciting future. They serve almost one million business and leisure passengers every year, reaching destinations across the UK and Europe. London Southend Airport has ambitious plans for growth and will welcome five million passengers a year by 2022. Glyn Jones, chief executive of the airport, which operates Easyjet and Flybe flights, said: "We are going ahead all guns blazing. This year we expect passengers to grow 30 per cent for Easyjet and 10 per cent for Flybe thanks to the 11 new routes. Southend is now in direct competition with the bigger London airports"

London Southend Airport have joined forces with Vehicle Control Services to combat the issues they have with motorists abusing the roadways on site, and to manage the pick up and drop off zones at the terminal. Our latest ANPR technology will ensure efficiency and safety of traffic flow.

### All Things ANPR



## ANPR International's Global Expansion



When Vancouver Airport (YVR) decided to revamp and upgrade their popular jetSet Parking product they were looking for new and innovative ways to set them apart from their off site competitors whilst providing a parking experience that would exceed the service expectations of their customers. They decided to engage the services of ANPR International Ltd and ParkIT to provide a secure, efficient and customer focused parking experience.

Under the new jetSet YVR Valet Parking concept, customers enter the lot and pass through the new vehicle imaging booth, provided by ANPR International Ltd, which takes a 360 degree wraparound image of the vehicle before heading to leave their vehicle in one of the designated drop-off lanes. The customer then makes their way into the customer service building where they drop off their keys ready for their vehicle to be valet parked.

When customers return to jetSet YVR Parking, they will find their car waiting for them in the designated pick-up area and, because payment has already been made in advance, customers only need to retrieve their keys before driving out of the lot.



## Project in progress



Newcastle International Airport in the North East of England. Following a 16 week consultation, Newcastle International Airport has published its adopted Masterplan 2035 - setting out its ambitious plans for the future. In 2018, 5.4 million passengers passed through the doors of the North East's largest Airport. The Masterplan provides a framework to accommodate up to 9.4 million passengers by 2035.

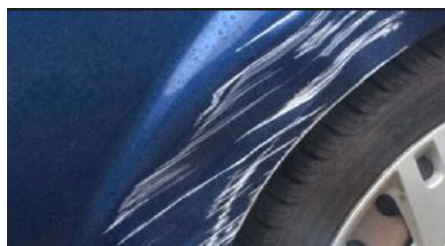
Being an established airport already with an ambition for growth, Newcastle Airport opted to install Vehicle Damage Recognition System (VDRS) with ANPR International to look after their customers with the Triple Lane VDRS System. The system utilises our 3rd Generation VDRS cameras which offer high resolution vehicle images, giving customers peace of mind in the knowledge that their vehicle is being cared for. The project began in March this year and was completed in July 2019.

## DRS Case Study

Vehicle storage and parking services are increasingly being targeted for false insurance claims, often for minor damage, scratches or scrapes. Having the ability to efficiently and swiftly identify liability when it arises is critical to maintaining customer respect and confidence.

Many motorists don't always realise until much later that damage has occurred to their vehicle, but when they do they nearly always assume that the issue occurred when the vehicle was not under their control. In contrast a small number of motorists are fully aware of the condition of their vehicle and seek to have repairs carried out opportunistically at the expense of others by falsifying a claim.

With our Vehicle Damage Recording System we keep an eye, or rather 8 to 12 eyes on every vehicle entering the site and record a HD image of



the vehicle's entire exterior. The VDR System produces an online searchable database of every vehicle entering and leaving, cataloguing each vehicle by its registration, with date and time, and provides you with a full 360° view of the vehicle's condition before it was left by the customer in your care.

The system typically utilises eight High Definition cameras to capture a stationary image of the vehicle and tie the record to the vehicle's registration that has been captured by the ANPR cameras. All the information and imagery is then stored in the database to be easily reviewed at a later stage.

**VEHICLE DAMAGE  
RECORDING SYSTEM**

## Adam Smales – Charity Sky Dive



This year, Excel Parking Services have teamed up with The Roundabout Homeless Charity, Sheffield's local youth housing charity, who provide shelter, support and life skills for young people. They provide emergency accommodation for homeless young people at our hostel and support young people to live independently in secure bedsits and in shared housing throughout the city. Roundabout also offers young people a comprehensive programme of training and involvement which breaks the cycle of homelessness and develops long term independent living skills.

Everyday they support over 150 young people aged 16-25 in Sheffield who are homeless or at risk of homelessness.

Adam Smales of Excel has completed a sky dive and has already raised an impressive £323 for this worthy cause so far. Please visit Adam's Just Giving Page at [www.justgiving.com/adam-smales2](http://www.justgiving.com/adam-smales2).



### Other News

## Disability Motoring UK launches Baywatch

Disabled drivers report abuse of supermarket Blue Badge bays. A common problem for many disabled motorists is not being able to park close to their desired destination, especially at their local supermarket. The major complaint is that the disabled bays are all occupied with cars not displaying a Blue Badge. Disabled Motoring UK's annual Baywatch campaign measures the level of disabled parking abuse at supermarkets by asking disabled motorists to survey their local supermarket car park. Motorists will count how many disabled bays are provided and how many cars are parked in them without displaying a Blue Badge. They then report their observations via online. The DMUK also collects information on the type of enforcement, if any, carried out by the parking operator responsible for the car park.

Heidi Turner, communications and campaigns director at DMUK, said: "Baywatch is really important to draw attention to the parking problems that disabled people face when just trying to do their everyday grocery shopping. This campaign relies on public participation and we hope her support will encourage others to



get involved. "The campaign was launched in 2002 and over the years we've seen small improvements in the levels of disabled parking abuse at supermarkets. This year the British Parking Association (BPA) is sponsoring DMUK Baywatch 2019. Kelvin Reynolds, BPA director of corporate and public affairs said: "Effective parking management plays a vital role in everyone's lives, especially people who are disabled and those needing to park their vehicles close to their destination. Parking bays reserved for Blue Badge holders must be managed properly to ensure they are not obstructed and used only by people displaying a valid disabled blue badge.

## Fire Risk in Car Parks

The Ministry of Housing, Communities and Local Government (MHCLG) has received evidence to support proposed changes to a government document that outlines technical and fire safety recommendations for car parks.

The evidence comes from research that was recently commissioned by the Fire Risk in Car Parks working group, which is made up of IPC industry experts. At the Parking Structures Group meeting in December 2017, concerns were raised around a general lack of understanding on the fire risk in car parks. A dedicated working group was formed at the start of last year.

At its most recent meeting last month, Carl Sherwood was invited from MHCLG. Sherwood is part of the team at MHCLG that is focusing on the review and updating of technical policies and fire safety guidance contained within a document known as Approved Document B. Following discussions around the level of information about fire safety contained within the document, the ministry spokesperson recommended evidence be provided to support the working group's suggested amendments.

## England & Wales Parking Bill

The new Parking (Code of Practice Act 2019 passed into law on Friday 15 March, bringing in greater regulation of the private parking industry. Drivers will be able to challenge unfair parking tickets more easily through a new independent appeals service, and all private parking operators will have to follow an industry-backed Code of Practice. A new, single Code of Practice will ensure parking management is consistent, transparent and easier to understand. If private parking firms break it, they could be barred from requesting registered keeper details from the DVLA to enforce tickets.



Local Government Minister Rishi Sunak MP said: 'Millions of us use private car parks every day, but far too many drivers get slapped with unjust fines in this largely unregulated industry feels like the Wild West. 'We're able to cut out the rogue operators by creating a single Code of Practice and giving drivers greater protection through a new appeals service.'

The government and motoring groups, including the IPC, BPA, AA and RAC, back the law changes and will now begin work to write the Code of Practice.

Stakeholders have welcomed the news that Sir Greg Knight's bill has achieved Royal Assent, which will deliver our call for a single standard-setting body, single code of practice and a single independent appeals service. This framework will enable greater consistency and consumer confidence. We will continue to work closely with government and others, including consumer groups, to help develop a Code of Practice that provides a fair outcome for motorists, landowners and parking operators alike.'

## The Evidence Pack Team

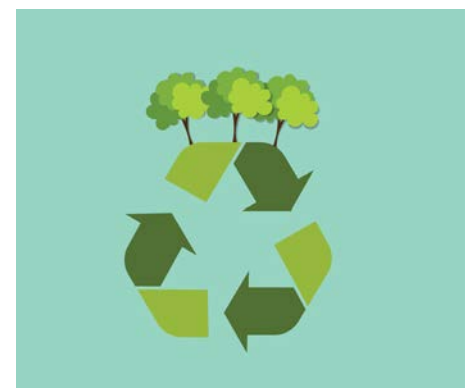


We have developed business needs through the introduction of our Compliance team. The Compliance team created under our Compliance Manager and experienced staff who work in real time to ensure that our 200 Patrol Officers (PO) have correctly and sufficiently recorded the contravention with due care and diligence.

In instances where further images are required the POs are contacted immediately to return to the vehicle and advised on how to improve their contravention images. The appeals team focus on quality control checks and continued training to ensure the accuracy of their decisions and subsequent responses. This combined effort has helped our Evidence Pack team achieve a 97% success rate at the Independent Appeals Service (IAS) this year.

## ECO-Friendly

With growing concerns over global warming and the long term effect it may have on our planet, it has become our focus over recent years to be more environmentally aware and reduce our waste as much as possible. Through the use of Zatpark, a paperless system, we have greatly reduced our paper usage. Sensitive documents are shredded and safely recycled while the remainder are added directly to recycling bins distributed throughout the office. We have also introduced recycling bins in the kitchen areas to encourage all staff members to be more environmentally conscious. Additionally, staff members are reminded of the local carpooling facilities and Sustainable Travel Events within the Sheffield Business Park. We look to introduce a reward system to employees travelling to work sustainable as a greater incentive. We are currently working towards gaining our ISO 14001 accreditation.



# Steve Shows Racism The Red Card

Steven Crammond is an Excel Static Car Park Attendant who works as a key team member at Manor Walks Shopping Centre in Northumberland.

He joined numerous colleagues from Workman Group and ABM Security to complete the Diversity and Inclusion Open Day. Steven took part in a number of focus groups to discuss the impact of discrimination and bullying in various settings and walks of life. He also took part in the open forum which allowed members of staff to put forward ideas on how to make the Centre more inclusive for staff and customers alike.



Steven stated that he thoroughly enjoys his role within the team at Manor Walks. He said he loves working outside with members of the public. He has recently taken part in a review of the operational procedures of the multiple Car Parks which serve the shopping centre. His contributions allowed Management to make important changes which has permitted some significant changes to customer experience.

Steven has worked for Excel since November 2018 and in his time with the company has proved to be an invaluable member of the team. Clients, Customers and other staff comment regularly on his efficiency and knowledge of the site. He continues to be a fantastic ambassador for Excel Parking Services.

# Earn & Learn – Apprenticeships at Excel

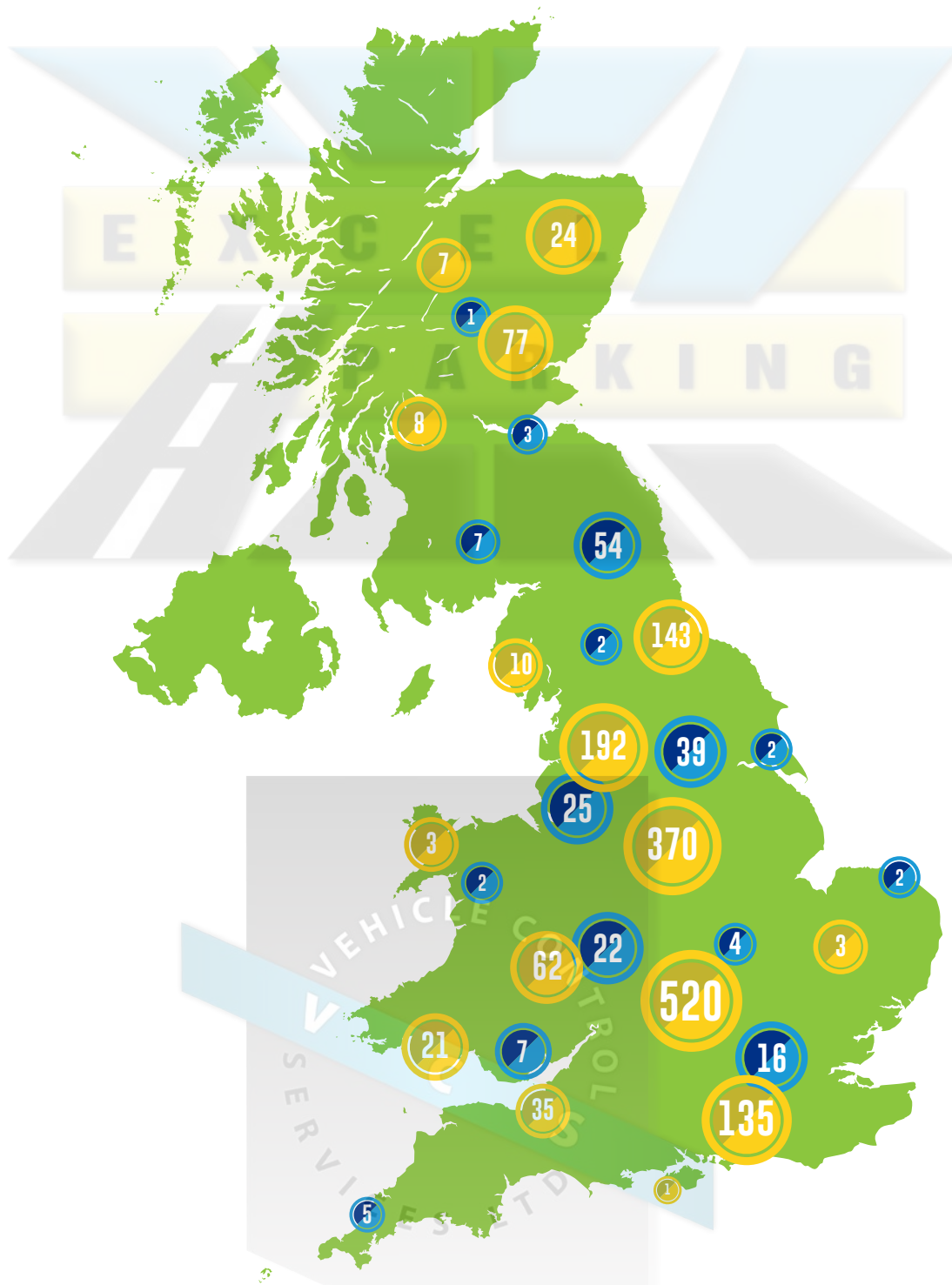
Excel Parking Services have been working with Sheffield College now for several years bringing young apprentices eager to learn new skills and earn at the same time. Many of our apprentices have become full-time employees upon completing their apprenticeships. It's a great way to bring fresh, young talent to the business with new enthusiasm and ideas, an opportunity to mould someone to your way of working.

As one of the largest providers of Apprenticeships in South Yorkshire Region, Sheffield College are experts who help to choose the right Apprenticeships for your organisations, whether it's operating locally, regionally or nationally.

"During my apprenticeship I have experienced different departments throughout the business working and engaging with all the staff learning a vast amount of skills from customer service, operational tasks and technical exercises. I would definitely recommend to other young people to get apprenticeship through Excel Parking Services." Jack Stevens

"Undertaking this apprenticeship with Excel Parking Services has enabled me to consolidate skills in using office software, communication, storing and retrieving information, as well as other skills. I believe that this is a good qualification to have going forward as it will show I have a grounding in business administration." Tayyib Ashraf





## NATIONAL SITE MAP



**EXCEL  
SITES**



**VCS  
SITES**

## Meet The Customer Service Team



"Our service is built on experience and innovation. Since 1990 we have continually strived to provide management solutions that exceed clients expectations while balancing the needs of the motoring public. Fairness and best practice is at the heart of everything we do."

**Simon Renshaw-Smith**  
Managing Director



**Karen Gillott**  
Operations Manager  
kareng@vehiclecontrol.co.uk



**Sophina Begum**  
New Business Team Leader  
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**Anna Chambers**  
Client PCN Administrator  
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**Sahra Jaffer**  
Contracts Administrator  
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**Jodie-Leigh Hector**  
Contractors Administrator  
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Our experienced team will provide you with the very best service, rapid responses and solutions to any issues you may have regarding our provision to you.

Communication is key...by providing us with your feedback we are able to maintain our high standards and fulfill our clients needs.

**Please email us your feedback: [feedback@vehiclecontrol.co.uk](mailto:feedback@vehiclecontrol.co.uk)**

**Client Call Out HOTLINE: 0114 261 7373**

**"Leading UK Enforcement Specialists with over 25 years experience"**

# 100% Commitment... ...360° Vision

**"The key to our success  
is being customer focused,  
not profit focused."**

