

Parking Professionals

Providing complete parking solutions



Parking Professionals has collectively over 42 years of experience in the parking industry. Our goal is to provide excellence in two key areas – car park management and consultancy services.

We are proud of our sector expertise learnt since we opened our first car park in 1992.

We aim to bring our hard earned experience to benefit you – after all that is the point of working with Parking Professionals!

All our experience has been derived from running our own car parks, risking our own capital so it has been earned the right way.....

We have an innovative approach to value-added services and can maximise the revenue opportunities for virtually any car park, whilst always focusing on minimizing costs. Parking Professionals is a member of the British Parking Association – we have achieved the coveted 'Safer Park Mark' status from the BPA (British Parking association) on every car park we have operated.

We are also members of the Safer Contractor Scheme.

Car Park Management



We can work with you on;

- Commercial public car parks
- Shopping Centre car parks
- Residential developments – management of parking resource and supplying front of house staff
- Office Developments
- Turn around specialists – resolving under performing car parks
- Valet parking – providing smart uniformed security checked staff to carry out the parking function for you



We will operate under turnover rental agreements, straight management agreements or profit share contracts. We are happy to work on incentivised terms with open book accounting - we see management as a partnership to optimise your asset's performance.

Car Park Consultancy

Parking Professionals can work with you on a consultancy basis in the following areas;

- Advise you on planning
- Work with you from Architect stage onwards on new car parks
- Advise on optimum layouts
- Creating plans
- Parking equipment purchase
- Payment technologies
- Installation of car stacker technology
- Commercial and strategic advice- optimizing the commerciality of your car park(s)
- Manage the process of funding
- Offer management services post construction
- Marketing - both online and via traditional channels
- SEO (Search Engine Optimization) and PPC (Pay Per Click) advertising
- We can advise on anti fraud measures to ensure that all revenues generated are collected and properly audited
- Security options to protect your car park and customers – from CCTV systems to ANPR to individually alarmed parking bays – we have the solution to cater for the most demanding of security concerns

Valet Parking

At almost every car park we have operated we have utilized valet parking – this together with the use of carstacker technology has enabled us to maximize revenue by increasing capacity by as much as 30% over traditional stand alone parking layouts.

We can provide the following :

- Uniformed Valet staff with years of experience of parking high value cars
- Insured and police checked
- Tailor made solutions for your valet parking needs

Why Choose Us?

Parking Professionals adopt a practical approach to maximizing existing revenues whilst driving down operational costs. We recognize that this is the best way to deliver optimum long-term results to our landlord clients who wish to exploit their car parking property assets to the fullest extent. Operationally, our aim is simple. It is to combine cost-efficient operation with the best possible customer service whilst minimizing costs,

Parking Professionals' core strengths are:

- Detailed and practical knowledge of the parking sector - the Directors have over 42 years collective experience to benefit you.
- Rigorous assessment of all new opportunities, particularly car parks trading for the first time, including detailed financial variance modelling.
- Close and continuing day-to-day management of each parking location with on-site management as appropriate and detailed hands-on Director involvement, paying particular attention to rigorous audit checking of takings.
- Excellent staff retention. It is our belief that in order to offer superlative service, it is vital that the staff on the ground are 100% clear about what is expected from them. Our culture cannot be learnt overnight and we see our excellent staff retention as a key part of the service we can offer you.
- Proven marketing expertise in both online (excellent understanding of SEO and PPC implementation) campaigns and traditional marketing channels to maximise customer awareness, visitor numbers and ultimately revenue.

The Parking Professionals Team

Simon Burnett, Managing Director

23 years experience in car park operation/management, during which time he has been responsible for the overall direction and management of 20 car park sites (both leasehold and management agreements) in central London and the UK. A specific feature, particularly respected across the parking industry, is Parking Professionals' ability to achieve record levels of space utilisation and hence revenue. This has been done by using car stacker technology in association with valet parking. Simon has also introduced many extra revenue-raising services into car parks such as car valeting, dry cleaning and self-storage.



Angus Burnett, Director

19 years experience in helping build a successful car park business (see above) as well as taking primary responsibility for building and managing day-to-day a self storage operation, Red Devil Storage (now sold). This business operated six facilities at major sites in Central London and the South East as well as locations within our managed car parks - allowing additional revenue generation. Angus is now focused on growing the Parking Professionals business and brand.





Philip Watts, Consultant

Beginning his career as a sub-editor on a national daily newspaper, Philip joined Christian Aid and was responsible for the launch marketing of Christian Aid Week. Philip subsequently joined TSB Group (now Lloyds TSB) where he directed the Group's marketing with an annual £25m budget. He was also responsible for promoting TSB's highly successful share offering which achieved a record 5m share applications. Philip then became Marketing Director and co-owner of two very successful private companies, Traffic Management Products Limited and T4 Media Limited. T4 pioneered innovative rail media advertising and Philip Watts was responsible both for T4's launch and ongoing marketing. Philip is a Director of a number of successful companies as well as being involved in various pro-bono activities.

Clients we have worked with



Conclusion

Parking Professionals have the experience and commercial focus to help you with your parking issues, leaving you to focus on your core business. Please call Simon Burnett on 0845 505 5881 or 07796 685 778 for an informal discussion of your needs. You will find our approach refreshingly positive and your parking problems at an end!

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To whom it may concern:

We started working with Parking Professionals in 2009 when we took advice on how to turn around the underperforming Colonnades car park business located on Porchester Terrace North, W2. The car park had been leased to another operator who had neglected the car park and it had become a serious crime spot with virtually no customers. As the owners of the Colonnades development comprising 250 flats, 40,000 sq ft of retail and a 25,000 sq ft supermarket leased to Waitrose, it was imperative that the car park was quickly returned into a secure and customer friendly place to park to service the residents and businesses within the development.

Parking Professionals gave clear and measured advice on how to turn this underperforming asset around. In 2010 we entered into a 5 year management agreement with Parking Professionals to manage the car park on our behalf. In three months Parking Professionals managed a complete refurbishment of the car park which came in on time and on budget and made the car park fit for purpose with full security features in situ.

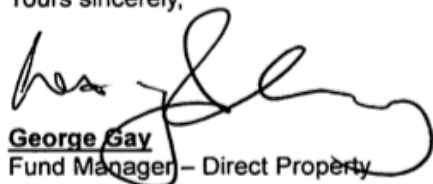
Parking Professionals put their security checked team into the car park and embarked on a focused and cost effective marketing campaign to increase sales. Parking Professionals installed a complete car valeting service (run in house) and focused on increasing hourly, daily and season ticket sales. The car park went from being a crime hotspot to having zero crime and because the car park was attended, customer utilisation began to increase.

Despite the difficult trading environment of the last few years we have been impressed in Parking Professionals ability to deliver strong sales growth and the car park has gone from virtually no customers in 2010 to being oversubscribed in 2014.

We have found the Parking Professionals team from the Directors to the parking attendants to be motivated, committed and a pleasure to work with. We have been fully briefed at all times but have not had to get involved in the day to day operation. We have also received very positive feedback from our tenants at the Colonnades who have been impressed at the quality of the car park operation since Parking Professionals were brought in.

We have no hesitation in recommending Parking Professionals for their expertise in all aspects of car park management. They have delivered exactly what they were tasked with and have transformed a problem asset into a profitable performing asset. They have achieved this in a difficult trading period and we have been impressed with their expertise and professionalism.

Yours sincerely,



George Gay
Fund Manager – Direct Property

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Parking is our Business

