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PARKING SERVICES PROPOSAL



Prepared For:
Albury Estate - Albury Hall Car Park

Date Issued:
June 2025

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Strategy

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About Ocean Parking

Based on the outskirts of Chester, Ocean Parking came to fruition in 2010 at the request of a number of large Shopping Centre and Retail Park clients who required a management solution for their car parking services that was both cost neutral and, most importantly, customer friendly. Working alongside these customers we developed Ocean Parking, a car park management company which is centred on ethical enforcement and robust compliance procedures.

Ocean Parking now operate at over 300 car park locations across a range of industry sectors nationally and are the fastest growing Division of Anchor Group Services. The experience gained in the delivery of the services at numerous sensitive locations since inception has enabled us to tailor our solution for the environment and given us a thorough understanding of the sensitivity around enforcement and the need to tailor a solution to allow for ad-hoc exemptions and periods of suspension.

As part of a larger group, we have a thorough understanding of our customer's expectations and the importance of enhancing the overall efficiency of your car park. We manage thousands of car parking spaces across the UK and have over ten years' worth of knowledge and experience delivering our creative solutions to a wide range of sectors.

Using this experience and by understanding your pressure points and your objectives, we will create an effective and reliable package, allowing every user to benefit from a better parking facility.

Not only that, but our packages are also data rich, comprised of inter-related data points such as payment transactions, occupancy, sensor metrics, enforcement information, and length of stay data. With the appropriate technical blend, this data can be analysed and organised to offer valuable insights, which you can then use to understand and predict customer/visitor behaviour patterns.

As members of the British Parking Association (BPA) Approved Operator Scheme (AOS) we are fully compliant with all aspects of their AOS Code of Practice and are audited annually by both the BPA and DVLA to ensure continued compliance. **We are also members of the SIA Approved Contractor Scheme and hold NSI Gold certification for our ISO 9001 Quality Management System.**

Recognising the need for a managed parking service that was not necessarily focused on enforcement revenue, we used our experience in the wider FM sector to develop Ocean Parking.

Utilising the resources provided by our larger company, Anchor Group Services, we are uniquely positioned to offer a blended Parking+ service. Meaning our Ocean Parking team are backed with the training, technology and a 24hr operational support desk to assist them in delivering a versatile nationwide service.

Continually embracing technology, Ocean Parking has invested heavily in developing our back-office systems. We provide transparency of the full lifecycle of parking enforcement data, from issue to recovery action and every step in between.

Our Accreditations

In order to evidence our commitment to delivering a quality service we maintain a number of accreditations with some of the industry's leading accreditation bodies, these include.



We have developed a unique approach to the delivery of car park management services that combines consistent and ethical enforcement processes with customer services focused back-office support and mobile response operatives. Our parking management team are backed with the training, technology and fleet to enable them to effectively manage parking with a focus on these objectives.

Working with an industry leading team of developers and engineers we have designed bespoke systems which allow the flexibility to operate an intelligent monitoring solution in conjunction with whitelist operation and mobile enforcement. This enables us to provide a joined up fully inclusive parking management solution.

Our car park management solutions are focused on addressing our client's pinch points and enhancing the overall customer experience at the locations we manage. Our primary aims when developing a parking enforcement solution are always to:

- Develop robust parking solutions to address all elements of the clients parking problem.
- Provide solutions that will enhance customer satisfaction.
- Increase the safety and security of the parking areas of our client's locations.
- Maintain a free flow of traffic around the location, with unobstructed ingress and egress.
- Maximise the availability of parking spaces for genuine customers.
- Effectively manage disabled parking bays and ensure compliance with disabled parking regulations.

A by-product of Ocean Parking's tailored enforcement solutions is often the revenue that can be generated on behalf of the client, which can then be re-invested into the continuous improvement of the car park areas or assets in general.

Ocean Parking's enforcement solutions are generally cost neutral and will self-fund through the issuance and collection of parking charge notices. This enables us to provide these services alongside a range of added value services at no additional cost to our clients.

As a national provider of integrated soft services solutions, we benefit from having a 24-hour help desk and control centre which enables us to address parking charge notices queries anytime day or night. Our customer services and payments lines are operational 24 hours a day, 7 days a week, 365 days a year so we are always on hand to support our customers.

In addition to 24-hour HQ support we also benefit from a substantial mobile response team that consists of a nationwide fleet of vehicles which are operational 24 hours a day. Every member of our response team holds an SIA Security Licence and is fully trained in conflict management, customer services and first aid in addition to a range of industry specific training courses.

Our existing footprint includes an integrated security and parking services mobile response team providing 24/7 coverage across the country which is fully funded by a portfolio of more than 400 key holding and alarm response, mobile patrol and lock and unlock services contracts.

Ocean Parking pride ourselves on our ability to implement a consumer friendly, customer focused car park management service. With 30 years of soft services experience, we have a thorough understanding of the expectations of a local authority customer and the importance of enhancing the overall customer experience for visitors to our client's assets.

Location Assessment

The Surrey Hills are tremendously popular and attract hundreds of thousands of visitors every year. One of these attractions is the village of Albury. Albury Hall car park, owned by the Albury Estate, has a limited amount parking and the current signage advises use only in connection with using the Village Hall. There is an aspiration for this car park to be managed, ethically and transparently allowing only legitimate users access.

Given its geographical location, the car park is popular for motorists visiting the village.

The car park is owned by the Albury Estate and there is currently only 1 aspiration which is to ensure there are enough parking spaces for users of the village hall and residents, especially when there is an event taking place.

As such, due to the sometimes-emotive nature of parking, it is we believe, imperative that any new solution addresses some of the potential challenges, whilst also understanding and considering public perceptions around parking management.

In order to overcome the potential challenges, Ocean Parking would wish to erect and utilise a state-of-the-art ANPR mechanism for the identification of vehicles that are both authorised or not, to utilise the facilities.

The installation of clear and visually arresting contractual warning signs, will deter many non-permitted motorists from parking within the car park, allowing permitted vehicles to park freely. The signage would be in the Albury pantone with white writing, to fit in with the surroundings

When considering the Albury Village Hall car park, the addition of a whitelist for permitted users, including the residents of the cottages, along with an exclusion tablet for the village hall will be sufficient to deter the most ardent of non-compliant users.

We acknowledge that our solution is required to respect the location and provide a pleasant, customer focused experience for visitors whilst also protecting the location from any misuse and delivering a space protection system that will deter non-compliance.

Proposed solution and financials

These services will be provided with no initial outlay for the Albury Estate, all capital expenditure including the cost of equipment, machinery, signage, and management costs will be met by Ocean Parking.

Overall Aim (Solution)

The main focus of managing this parking area will be to provide a safe and secure environment for permitted motorists at this location, whilst addressing those motorists who take advantage of the site, thus maximising the availability of parking spaces for personnel who are entitled to use the parking area.

Our aim is to provide a State-Of-The-Art ANPR system, advertised via compliant signage. Most importantly, our aspiration is to manage your site, with the utmost consideration, making sure that the customer journey is the best it can be.

To enable this, we propose an 'up to 2 hours free' and maximum stay parking limit on the car park. The feeling being that this would capture the majority of ad hoc users wishing to utilise this car park.

To enhance this, there will be an exclusion tablet located in the village hall, allowing genuine village hall users the ability to exempt themselves from parking restrictions for the day.

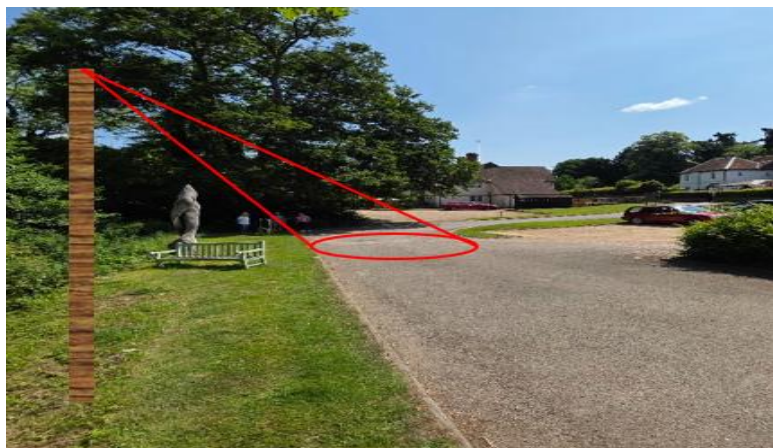
Albury Estate management will provide up to date information in relation to permit allocations.

We believe the 2-hour free allocated time, the exclusion tablet along with exemptions for those with a permit will result in the car park becoming a real asset for the village hall and its users.

A solar powered ANPR camera will be mounted on a sturdy 6" x 6" wooden pole to capture vehicles entering and leaving the site.

Signage will be fitted to 2" x 2" wooden poles ensuring those visiting the site can be sure of the terms and conditions of parking.

Please see following images that show locations of equipment.





Signage

All signage at the development will be clear and visually arresting to act as a visual deterrent. At many of the sites we manage we have found the introduction of our signage along with the presence of an ANPR camera can often result in a dramatic improvement of the parking conditions. Signage will be in the Albury colour palette to ensure it fits in with the surrounding area.

Conservation Area

We will of course be mindful that the Car Park sits within a Conservation Area and as such, would suggest that where necessary, wooden poles are utilised, thus fitting with the nature of the current bollards around the car park.

Grace Period

Grace periods by their very nature, have to be utilised correctly and they should not be confused with Consideration Periods. As such and in light of the facility serving the local community, we would suggest offering a 10-minute free parking period, allowing users to turn around and leave the car park, whilst allowing users to drop off and collect for events.

Restricted PCN Issuance

Going further, it would be our suggestion that, for the two weeks of operation, we will not issue PCNs to anyone using the car park. For peace of mind. We would suggest not issuing certainly for the first few days, just so the system can bed-in with the local users.

Management of Exemptions

The management of exemptions for this site will be in line with other sites, we will ask you to use a dedicated email address, in the first instance, and once the site gets up and running, we will introduce an automated system as I'm conscious the staff don't require any extra work to be undertaken.

Cancellation of PCNs

The ability for nominated personnel to be able to cancel PCNs (within 28 days) is one of our key offerings and as such, we would offer nominated personnel the facility to utilise our back-office team who will undertake this process on your behalf once any pertinent information is provided.

Disabled Badge Holders

Due to the site being Private and not Public, there is no requirement to offer free parking for Blue Badge Holders. To that end and in-line with the vast majority of car parks located on Private Land, we would suggest signage which articulates that Blue Badge concessions do not apply.

Equipment Maintenance and Patrols

Due to our geographical location and the significant local operator presence, regular inspections can be undertaken by fully trained and certified personnel. These same personnel will be informed of issues via online reporting but will also be available if contacted by phone. Further, as we are a 24-hour business, we can, if requested, also undertake patrols during silent hours, thus alleviating (to a degree), the risks of anti-social behaviour. Our local presence will also mean that we can provide a maximum response time of 24 hours to maintenance issues, during the normal working day.

Repairs of Equipment

In line with the above, our local operatives will be available to interdict any issues with the minimum of fuss and will do so, within an agreed time period.

Placing the Site into Abeyance

As a business, we already work with numerous business' that have to deal with local sensitivities and so we would offer the provision for you to place parking restrictions into abeyance, at any time. Offering you full control of your car park is pivotal to our offering and as such and in order to communicate these periods effectively. An example would be if you had been approached to provide parking for wedding guests.

Formal Reporting

Reporting, both financial and parking metrics, are an essential part of our service offering. As such, you will deal with our own in-house financial team for the former and our Client Services team for the latter. Formal car park reporting will be offered monthly, with the facility to access Zat Park reporting being offered for real-time updates.

Financial Offering:

PCN Revenue

In respect to PCN (non-compliant) revenue, we would suggest taking 100% of any paid PCNs until the CAPEX cost is recovered. Following this, we would wish to remit 40% net of PCNs paid to ourselves, this is in line with the other Albury site at Silent Pool, back to yourselves, from this site. In so doing, we believe that we are acting fairly, whilst also actively supporting the aspirations of the Estate to invest in the local area. Outside of the above, when undertaking any appeals or PoPLA applications, we would do so with a light touch, remaining conscious at all times of the customer journey.

PCN Collection Costs

In line with the above, Ocean Parking would fully fund all associated collection costs. As a business, we enjoy one of the industry's best collection rates, operating always, with the aim of getting it right 1st time.

Management and Operational Costs

As per the above, we would fully fund all management, maintenance, and operational costs.

Preliminary Costs

These costs would be fully funded initially, with Ocean Parking looking to recover these over the life of the contract.

A Specifically Tailored Managed Service Offering

In respect to management of the facilities, our offering considers and then endeavours to reduce and mitigate any risk to the Albury Estate, whilst optimising potential revenue streams. Operating on the basis that we will try wherever possible to positively impact the customer journey, we are not offering a service based specifically on the issuance, collection, and remittance of PCN revenue. Having developed a unique approach to the delivery of car park management services, we believe that this approach will suit your own aspirations. To that end, the above articulates our financial proposal.

Client Services and Compliance

Ocean Parking adhere to the strict guidelines set out by The International Parking Community and highlighted in the Approved Operator Single Code of Practice. All Ocean Parking staff benefit from continued Professional Development courses to ensure they are up to date with the current standards of practice. We believe it is important to have a clear and concise policy in place prior to the commencement of any car park management scheme.

All Ocean Parking PCNs are issued in accordance with the terms of Schedule 4, Section 56 of the Protection of Freedoms Act 2012 and we are therefore able to establish keeper liability provisions in the event of non-payment.

Prior to the commencement of any car park management service, we ensure that the new parking restrictions are known by all stakeholders, and they are well communicated to customers. The key areas of our policy are as follows:



Signage

Clear and informative signage is a necessity for ensuring sites are effectively managed. All our parking regulations are displayed with clarity and ease of comprehension as the utmost concern.

All signage designs will be agreed in full prior to the commencement of the contract.

We ensure there is sufficient signage as this has proven to be the most effective form of parking management. Well displayed signage acts as a deterrent and prevent the issue of parking charge notices.

Our signage has been designed to be as visually arresting as possible, ensuring all terms and conditions are visible at the entry points to and from parking areas.

All signs displayed will fully comply with all requirements of the International Parking Community Approved Operators Scheme Single Code of Practice. All locations will also display a mandatory IPC entrance sign advertising that car park management is in operation.

Any signs which are damaged or removed will be replaced within 7 days of being reported.



Appeals

All appeals are acknowledged within 14 days and answered within 28 days of receipt. Although we follow the BPA's guidelines all appeals are answered on an individual basis, considering all evidence both supplied by the customer and the comprehensive evidence recorded on our back-office systems.

In the event that a PCN is issued, and the motorist feels that it was issued incorrectly, Ocean Parking operate a full appeals process in line with the International Parking Community Single Code of Practice. This appeals procedure is designed to provide the recipient of a Parking Charge Notice the opportunity to provide any mitigating circumstances that would have meant the PCN would not have been issued.

Ocean Parking have an appeals team dedicated to reviewing Parking Charges and reviewing mitigating circumstances.

Parking on Private Land Appeals (PoPLA)

In the event that an appeal does not have the recipients desired outcome, Ocean Parking are obligated to provide a reference code to enable the recipient to escalate their appeal to POPLA (The Parking on Private Land Appeals

Service). POPLA are independent to both the motorist and Ocean Parking and will make an independent judgement on each parking charge issued.

The decision made by POPLA is legally binding on Ocean Parking so, in the event that they rule in favour of the recipient of the PCN Ocean Parking will automatically cancel the Parking Charge.

Information to assist the recipient with appealing to Ocean Parking is contained Under Part 4 Appeals on the rear of the original Parking Charge Notice Document. Information relating to POPLA will be issued with all appeal response letters.

Ocean Parking accept appeals via the following means:

- Web Enquiry – www.oceanparking.co.uk
- Email – appeals@oceanparking.co.uk
- Post – Appeals Department, Seasons House, Lakeside Business Village, Ewloe, Deeside, CH5 3YE.

Unfortunately for evidential purposes Ocean Parking cannot accept an appeal over the telephone although we are happy to speak to the recipient of a PCN to discuss the information held on our systems or to assist them with the appeals process.



Out of Bay Parking

If appropriate for the site and if agreed with our client, a charge will be issued when a vehicle is parked outside of a marked parking bay and causing an obstruction to other location users. This includes vehicles parking excessively over the lines of a marked parking bay and causing an obstruction to multiple parking bays.

A charge will also be issued when a vehicle is parked:

- On double yellow lines.
- In a crosshatched area.
- Along any entrance or exit route.
- In any area marked as a no parking area.
- Parked in such a manner that it prevents the use of an adjacent parking bay by another customer.

Out of bay and obstructive parking is managed by random Parking Services Officer patrols. Where issues are identified, a request for attendance can also be made via the 24-hour help desk.

Parking Services Officers will apply discretion when enforcing out of bay restrictions and will consider other environmental factors that may have caused the parking obstruction.



Disabled Parking

A charge will be issued when a vehicle is parked in a disabled bay and is:

- Parked without displaying a blue badge.
- Parked displaying a badge obscuring the badge details or photograph side up.
- Parked displaying a badge that is out of date and is outside of a 28-day grace period.

For each of the above occasions a blue badge business card will be left in the PCN envelope. This card will further explain the reason for issue and provide an opportunity for the disabled badge user to present their badge and have their details verified prior to leaving site. The Parking Operative will then photograph the valid badge and request cancellation details from our head office.

Our attendants work in conjunction with local issuing authorities and report misuse of the blue badge parking scheme, further enhancing the all-round shopping experience for genuine disabled users of these vitally important parking facilities.

Signage within the car park areas will clearly display any exemptions which are in place for disabled car park users and where pay and display tariffs are applicable specific instructions for disabled users will be provided.



Unauthorised Parking

Unauthorised parking will be defined as any act of parking which is in breach of the contractual terms and conditions for parking or parking which is outside of the intended use of the development.

Contraventions often listed as unauthorised parking include:

- Exceeding an advertised grace period for loading / unloading
- Parking in a no parking area such as a loading or taxi bay
- The parking of commercial vehicles for advertising or storage purposes without prior consent
- The abuse of parking reserved for patrons of a development.



Permit Parking Control

Where any permit parking controls are in place, a parking charge notice will be issued when a vehicle is parked in designated permit holders only bay or permit restricted parking area or service area and is:

- Parked without displaying a valid permit.
- Parked and not authorised through a recognised exemption scheme.
- Parked and not exempt on Ocean Parking's back-office system.
- Parked in a bay allocated to another user or exceeding their own parking entitlement.

We will work alongside the client to establish a full entitlement to parking at each location and where required, allocate bays accordingly.

Ad-hoc exemptions will be provided through Ocean Parking's 24-hour control room as required at site level. In order to manage this a list of authorised representatives will be required.

All permits will be issued with a serial number and hologram to prevent misuse and duplication of parking permits.



Client Cancellation Requests

An authorised representative of the client will have the ability to cancel a Parking Charge Notice. For audit purposes cancellation requests should be submitted in writing. There will be no fee for the cancellation of a Parking Charge Notice.

The only exception to normal cancellation procedures will be where a parking charge has been appealed to The Parking on Private Land Appeals (**PoPLA**) Service prior to a request for cancellation being received. Ocean Parking recommend that in this instance a decision is made by the independent adjudicator. An unrecoverable charge of £27.50 is incurred by Ocean Parking for every parking charge notice which is assessed by POPLA regardless of the outcome of the case.

For the purpose of evidence review, all authorised representatives of the client will be given full client access to Ocean Parking's back-office management system.



GDPR

Ocean Parking are registered with the Information Commissioners Office (ICO) for CCTV Monitoring and the use of ANPR cameras for the enforcement of car park conditions.

Our parking service is fully compliant with all General Data Protection Regulations (GDPR). As part of our mobilisation, we will carry out the following assessments:

- Annual Data Governance and Contract Compliance Assessment
- Data Protection & Privacy Impact Assessment
- Data Sharing Agreement

Details relating to the use of data captured during the performance of our services will be prominently displayed on all contractual warning signage. Signs will also display contact details for Ocean Parking's DPO.

Ocean Parking will sign formal data sharing agreements with the client to enable the passage of relevant data for service performance and analysis.



Debt Recovery

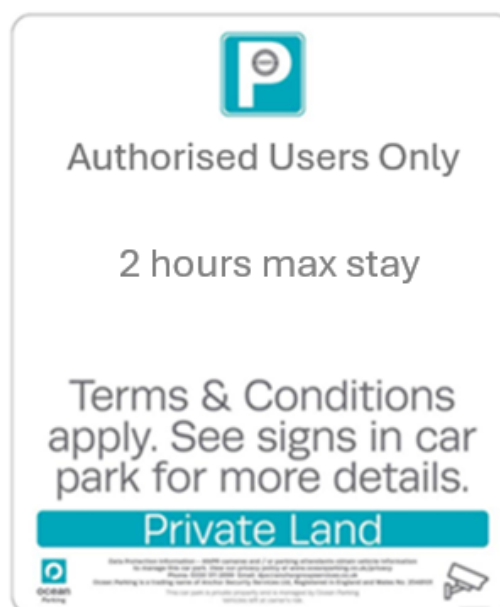
In the event that we are unsuccessful in the collection of a due and payable Parking Charge Notice we pass this on to our approved debt recovery partner who will attempt to mediate and collect any monies owing. Ocean Parking's debt recovery partner is Debt Recovery Plus Limited.

In order to attempt to recover the parking charge notice DRPL will follow a 5-letter procedure to attempt to recover charges. Following this procedure cases will be reviewed and returned to Ocean Parking for approval to issue a letter before action.

In the event that collection is unsuccessful we will generate a list of cases due to be processed with the county court for judgement. Prior to proceeding to this stage of enforcement we will consult with the client to obtain approval prior to processing.

At this stage the client will have the opportunity to halt proceedings.

Signage Drafts



Main Contractual Warning Sign (Example)

It is recommended that the main contractual warning sign is displayed along access routes and in key areas within the car park. Recommended signage size is 500 x 600mm.

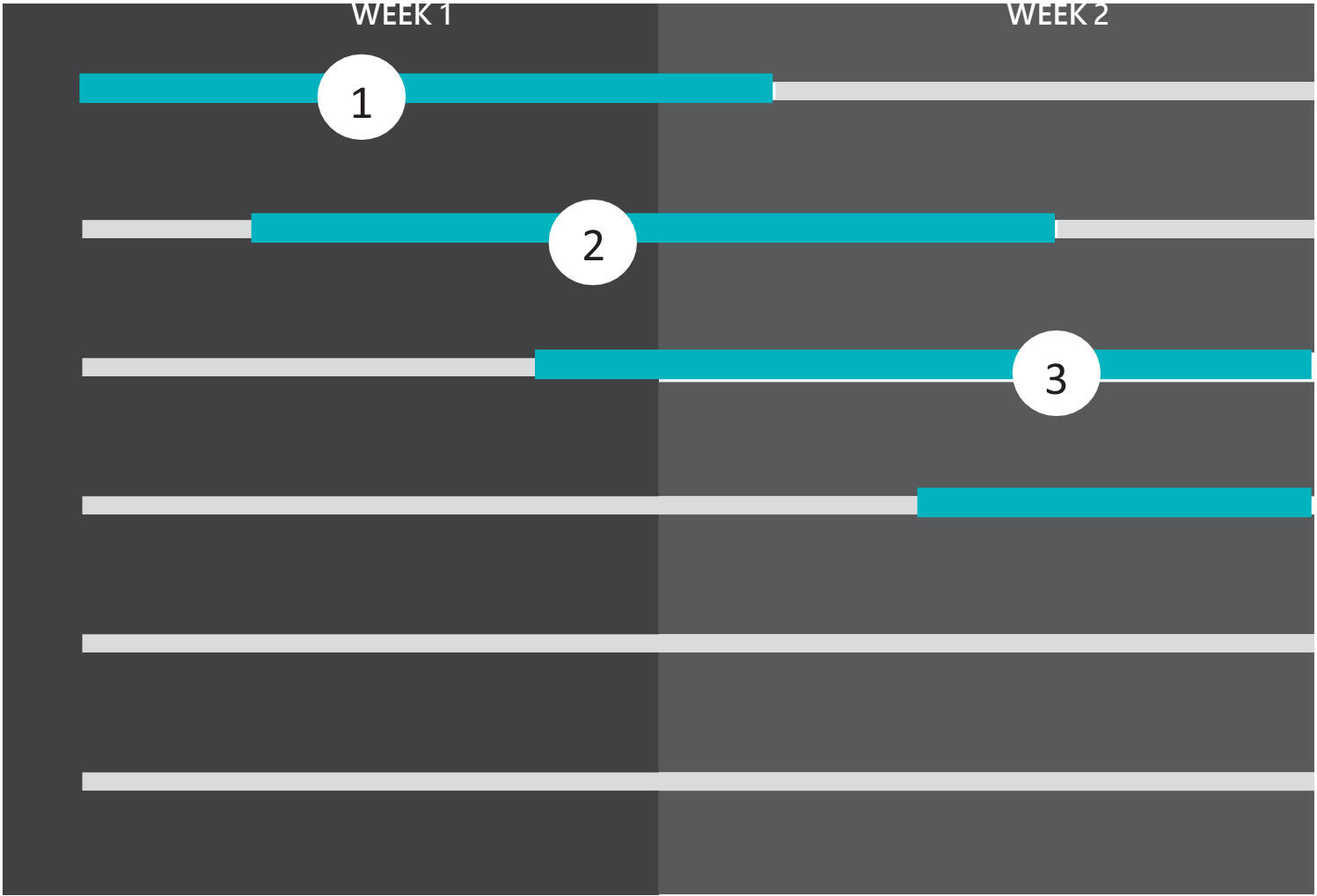
The sign will cover all core parking terms and conditions and will enable Ocean Parking to enforce all parking requirements.

Specific details on the signage will detail any exemption periods when charging is not in operation. Full design proofs of signage will be provided for sign of prior to the implementation of the contract.

It is a requirement of the Parking Code of Practice to display an entrance sign at the entrances to all parking areas, this sign will be used to advertise that parking conditions are in place and reduce the requirement for excessive signage within the car park areas.

Implementation

Following award Ocean Parking will require a maximum of 4 weeks to implement the parking services contract. The lead time for new signage orders is approximately 2 weeks. Ocean Parking also recommend a 2-week warning notice period to familiarise car park users with the parking arrangements. The service will be implemented over 6 key stages, these stages are as follows:



1. Engagement

Following award of the contract we will commence the engagement process. This will include a client mobilisation meeting and presentation of the mobilisation timeline. During this period, we will place orders with all suppliers for equipment and send introductory information to all site stakeholders.

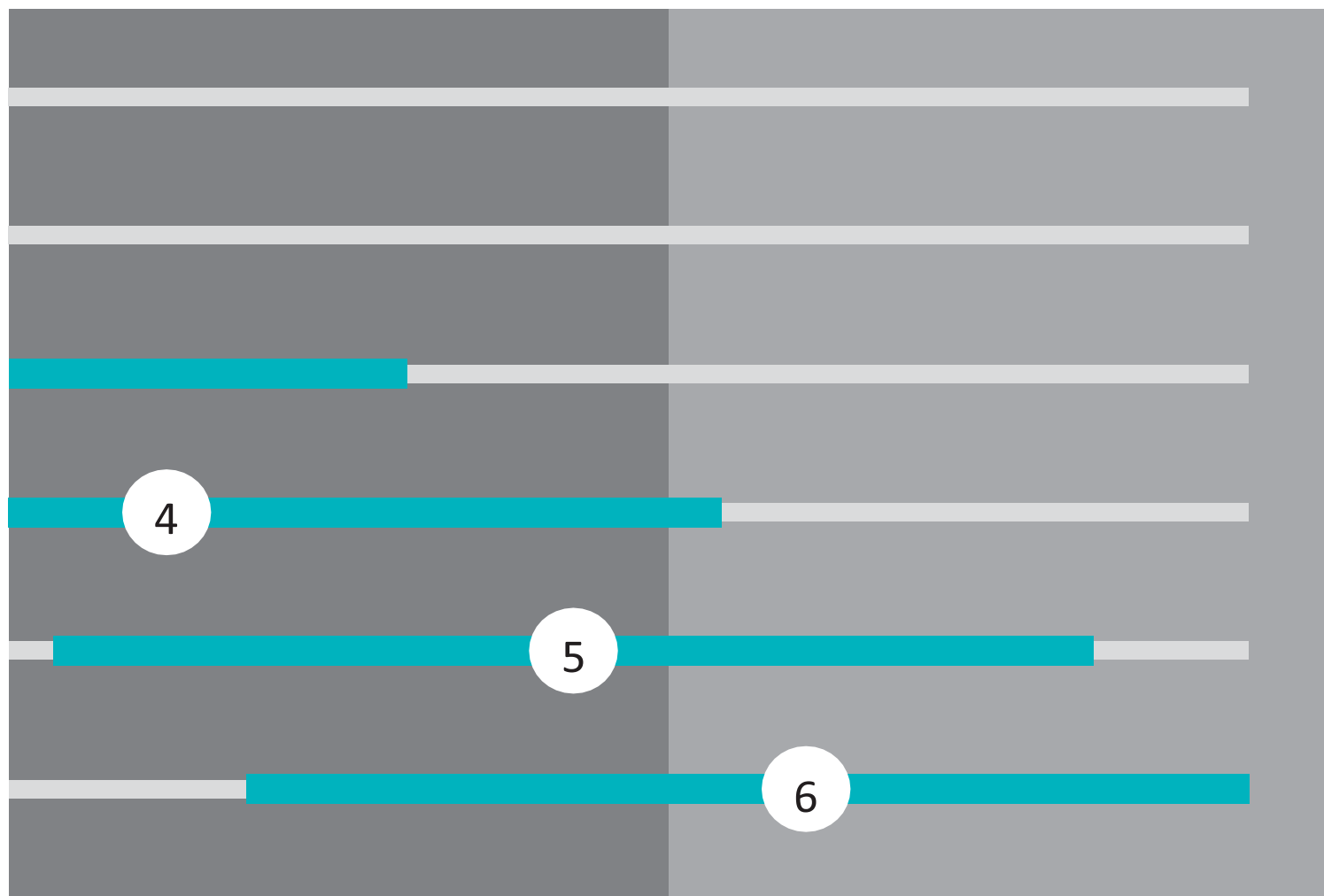
2. Orders Confirmed

Delivery dates for all equipment and signage will be confirmed and contractors will submit implementation plans for installation and Risk Assessment and Method Statements for approval. The back office set up of the system will commence, including the building of the site policy.

3. System Set Up

Once orders are placed for equipment and signage a lead time will be required for delivery. During this lead time Ocean Parking will build all back-office systems, whitelists, and communications for Customers.

Exemption kiosks will be ordered, and onsite training will commence.



4. Training

Ocean Parking will conduct on site familiarisation training with car park management staff.

All operative manuals will be issued, and site assignment instructions completed.

HQ staff will undertake site specific training to enable them to provide support to customers through transition and the early stages of the contract.

5. Signage Install

New signage will be installed at the earliest opportunity. It is proposed that signage and new equipment is installed on the date the incumbent operator removes their signage to avoid any period of lost revenue.

Following installation, a short customer familiarisation period will commence.

6. Commencement

Prior to the commencement of the contract, a formal contract launch meeting will be conducted.

A short warning notice period, usually 2 weeks will be implemented during the transition period.

Reporting



Efficient, detailed reports are an integral part of our car park management service. We believe in a transparent approach to our management and enforcement activities and embrace information sharing with our clients.

Client reports are generated using our internal management information system, which has the flexibility to enable reports to be tailored to the requirement of the individual Client. All information is automated and extracted directly from our back-office systems.

Although the individual requirements of each contract location are identified and agreed during the contract set up phase, management reports are usually produced every quarter as standard. Reporting frequencies can be increased to any frequency to meet the client's requirements.

Each report can be bespoke to capture the information that is most important to the client. As a minimum Ocean Parking's report will usually cover the following areas:



PCN Statistics

Statistics detailing the number of PCNs issued, cancelled, and appealed. Including a detailed breakdown of the reason for issue and any trends that have been identified.

Revenue Statistics

A breakdown of all revenue generated each month and details of any client revenue rebate. A detailed breakdown of all income and expenditure will be provided alongside remittance advice.

Operational Overview

An overview of any operational issues incurred including the identification of any health and safety concerns and anti-social behaviour.

Account Management



Ocean Parking have an open, fair and proactive approach to contract management with a keen focus on ensuring that the day-to-day operation of the parking scheme and liaison with tenants and contractors remains our responsibility. We understand that the management of any scheme is our responsibility and take full ownership of all administration and customer services responsibilities.

We have put together a contract management structure that will give the maximum support to the site and Client whilst offering one main point of contact, Ocean Parking Services Director, Fraser Richards who, at this point, will operate as Relationship Director.

In addition to your Relationship Director, a member of the Ocean Parking account management team will be on hand to deal with the day-to-day operational running of the car park management scheme. Inclusive with Account Manager's role is the management of the technology on site, technical service delivery and employee management. The back-office administration team is managed separately by the Ocean Parking Manager.

Fraser works closely with Georgina Hiles, the Parking Services Manager, and the parking team on all parking enforcement contracts to ensure that an industry leading, customer service focused service is delivered to meet the client's expectations.

Our account management is further supported by a committed back-office management team with dedicated resources to manage customer services, payment processing, appeals and disputes, permits and whitelists and requests for additional operational support.

Monthly meetings to review statistics and discuss key performance indicators and operational issues will take place to meet the Client's requirements.

Ocean Parking would propose a minimum annual contract review, during this review we will assess the financial and compliance performance of the location and propose adaptations to the parking scheme to continue to enhance the service.

Your account manager will monitor all aspects of service performance and report to the Relationship Director on a monthly basis.

Added Value

All members of Ocean Parking's Mobile Response Team are equipped with live reporting technology which enables them to perform a range of added value reporting services which are automatically escalated to the Client management team.

Health and Safety Reporting

Our parking staff constantly assess and report Health and Safety issues throughout the sites we patrol. Any findings during these patrols will be reported directly to the onsite team and the Client and Ocean Parking will offer full assistance in rectifying or making safe any issues that arise. Prior to deployment all of our staff receive substantial health and safety awareness training.

Park Mark Accreditation

Ocean Parking will support the Client in bringing all aspects of their car park to the highest standard in order to achieve the Park Mark Safer Parking standard. Our assessment indicates that the car park already exceeds the safer parking standard so with client approval Ocean Parking will proceed with obtaining this award.

Customer Service Training

Every member of staff receives extensive customer service training, concentrating on first contact and communication Skills. Our staff are sourced from the local area and therefore have the knowledge to advise members of the public on available parking, parking restrictions, local amenities, events, tourist information and directions.

Conflict Management Training

Every member of Ocean Parking's mobile team is extensively trained in conflict management to enable them to proactively address and potential issues on site. As car park enforcement is such an emotive subject, we are proactive in the mitigation of potential issues. All mobile staff are also issued with body worn cameras.

SIA Licensing

All Ocean Parking team members have active Security Industry Authority Security Guarding or Door Supervisor Licenses. This enables the visiting operatives to provide additional support to the onsite security team and also provides a free of charge uplift in the security presence. All operatives are also screened to British Standard 7858.

Reporting

Ocean Parking's systems enable us to automatically record data for the car park areas, we can collate reports and provided data analysis to identify trends and peak usage times within the car park. We feel that transparent reporting is key to a successful partnership.