

# Benefits of the Safer Parking Scheme accreditation



## Accreditation Benefits

### Safer Parking Scheme

#### - Cleaner, brighter, safer

- The Safer Parking Scheme is a police crime prevention initiative. Achieving the Park Mark award means your parking facility has passed a police risk assessment and demonstrates your commitment to high standards.

### Compliance management

- We use 'mystery shopping' visits to regularly and continuously review Award holding car parks to ensure standards are maintained and improvements are made where needed.
- We review your Award annually to ensure that the quality and integrity of the Park Mark brand is preserved and maintained.
- Our Area Managers are crime reduction specialists, accredited car park auditors and available to share knowledge and best practice with you to make your car parks cleaner, brighter and safer.
- Our Customer Services team is available to answer your queries, share knowledge and best practice with you.

### Knowledge sharing

- Award holders receive regular e-newsletters and updates about the Scheme, other useful information about parking services, and the latest news and research into safer parking.
- Ongoing support and advice available from your dedicated in-house Customer Services team and on-site Area Managers.

### Openness & transparency

- A community of Award holders, sharing and learning from each other's experience, promoting best practice and safer parking for all.
- The BPA and police CPI are not-for-profit organisations, with no shareholders, and all proceeds from the Scheme are reinvested into parking services.
- The fees charged reflect your commitment to the Scheme and we reward operators with a high number of Awards with lower fees.

### Scheme promotion

- Being part of the Scheme tells your customers that you are committed to reducing crime and the fear of crime in your car parks.
- We carry out regular surveys to improve our understanding of where and how people choose to park, and share our findings with Award holders.
- People tell us that they would choose safer car parks; Park Mark helps people make the right choice.
- We actively promote and market the Scheme in the media, on the web, in social media and in print. Park Mark car parks are listed on [www.parkmark.co.uk](http://www.parkmark.co.uk), the only website dedicated to awarded car parks where people can search for safer parking.
- Park Mark locations are shown on Tom Tom, Garmin and other Sat Nav devices.
- Free branded promotional signage available to all Park Mark Award holders.
- We provide promotional items and leaflets so you can promote your Awards. Our case studies show how Park Mark has been adapted across market sectors to give you ideas of how to use it.
- Park Mark is a registered trade mark so we can ensure its brand integrity.



BRITISH PARKING ASSOCIATION

As the most established and recognised authority in parking, the BPA actively represents you and promotes the sector by advancing knowledge, raising standards and professionalism. We do this through collaboration, with you – our members – government and other key stakeholders.

We look to constantly improve our offering, to give members like you the support you need to succeed. As a not-for-profit organisation our key purpose is to support and encourage excellence in the parking community. The money we make is reinvested into working on your behalf and developing membership benefits for you. Your contribution as members is what makes the work we do possible.