



HOW TO JOIN

- 1 Apply for Park Mark Plus on our website:
britishparking.co.uk/park-mark-plus-enquiry-form
- 2 One of our Area Managers will contact you to discuss the requirements for achieving the award and arrange any necessary assessments, which may include a police assessment for the Park Mark criteria if this award is not currently held.

Once the facility has passed the Park Mark Plus assessment, you will receive a Park Mark Plus award and be entitled to all the benefits that come with being an award holder.

Scheme and car park registration fee information can be found at:
britishparking.co.uk/Park-Mark-Plus

Head Office: **01444 447 319**

Email: safeparking@britishparking.co.uk

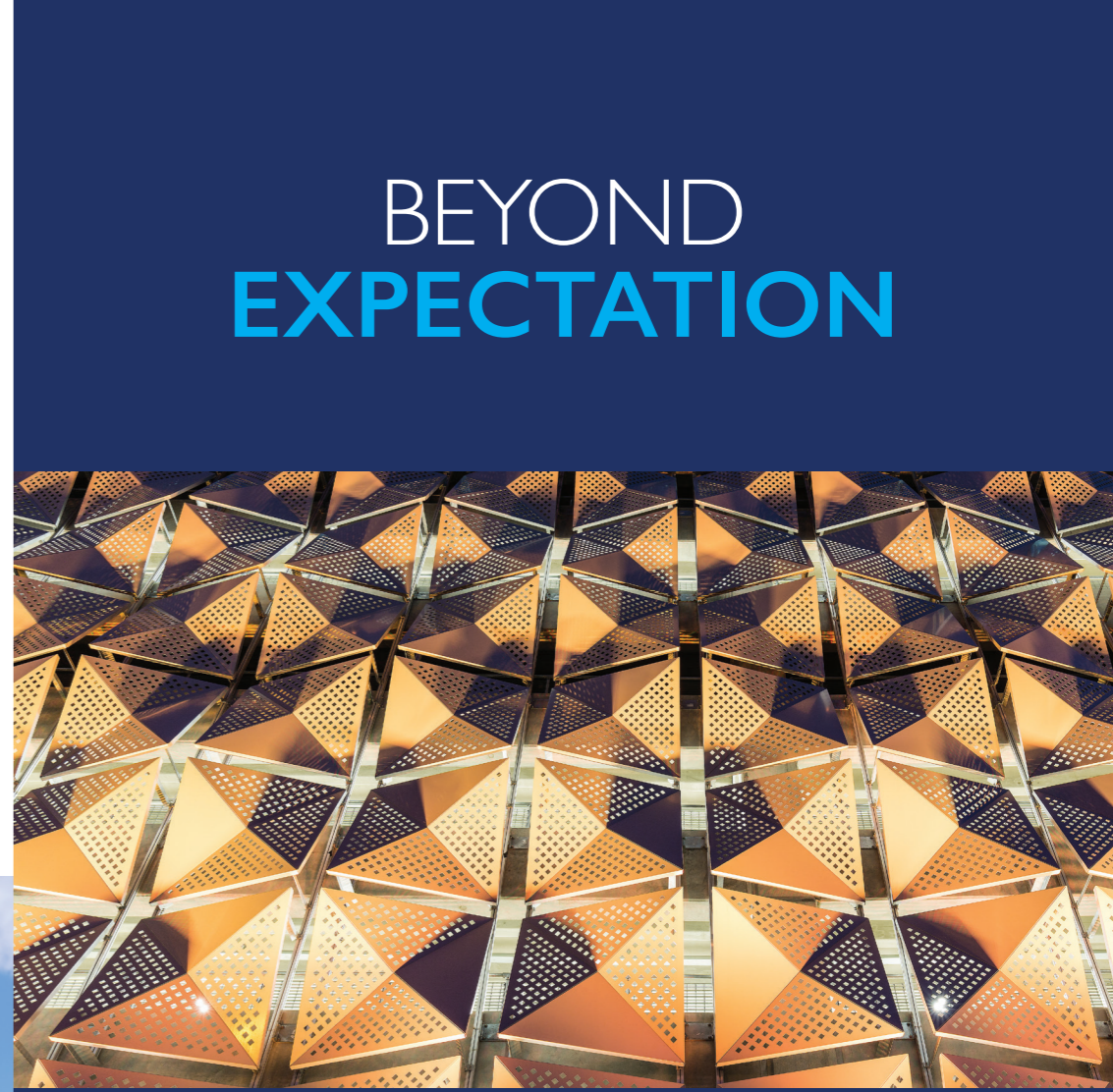
BENEFITS OF PARK MARK PLUS

Achieving Park Mark Plus demonstrates that you have achieved the highest parking facility standards with exceptional customer services and ambience. Only good management can ensure that measures are in place to reduce crime and the fear of crime, enforce disabled parking for the benefit of those that need accessible bays and care for the environment at the same time.

As a police assessment is required to achieve the mandatory Park Mark standards, Park Mark Plus award holders will be displayed on the Park Mark website, parkmark.co.uk where the public can search for parking facilities.

You will automatically receive a certificate when you achieve Park Mark Plus, but you can also apply for a plaque for a more permanent reminder of your achievement at an extra cost.

Your award can feature in the news section of the website if you want to raise the profile of your facility for special events or just because you're proud of the achievement.



BEYOND EXPECTATION

PARK MARK PLUS

ABOUT PARK MARK PLUS

Customer expectations for efficient, well managed, high quality car parks are exerting an increasing demand on the parking sector to provide quality services whilst caring for the environment. In addition, technology is playing an increasingly greater role in parking management and efficiency as well as our mobility aspirations.

There are a number of schemes for car parks that measure the quality and standards of specific aspects of car parks, such as design or operations, but none measure them all.



THE HIGHEST QUALITIES



Park Mark Plus informs current and potential customers of the highest standards in all aspects of the parking experience and enable operators and providers to show the value of their parking services.

Park Mark Plus is awarded for 2 years.

Park Mark Plus is a new and comprehensive assessment to demonstrate the highest quality of today's modern car parks in services, operations, design and build. To achieve the award car parks must demonstrate a wide range of responsibilities:

- Low crime and measures in place to ensure the safety of people and vehicles
- Meet Disabled Parking Accreditation criteria for disabled parking bays
- Structural integrity
- Environmental credentials
- Good management and operations
- Exemplary customer services

HOW DOES AN ASSESSMENT WORK?

Park Mark Plus is an elite award, achievable by only the highest quality car parks and will only be awarded to facilities that pass the following mandatory requirements:

- Standards of safety and security that would enable an operator to achieve the current **Safer Parking Scheme, Park Mark Award**
- Standards of accessibility or access for disabled customers and staff to qualify for a **Disabled Parking Accreditation**

The additional criteria; structural integrity, environmental responsibility, management operations and customer services are assessed and scored. Through positive features, characteristics and management a car park can obtain the necessary pass with a combined score to achieve Park Mark Plus.

WHAT IS MEASURED UNDER THE ADDITIONAL CRITERIA?

There are a number of ways the additional criteria can be demonstrated, for example:



Structural integrity

- Life care plan
- Fire risk assessment
- Good drainage
- Condition of windows, doors and lifts
- Pedestrian walkways



Environment

- Availability and number of electric car charging bays
- A car sharing scheme
- Energy saving equipment and/or lighting
- Recycled or re-purposed rain water
- Green spaces
- Air quality monitoring
- Bicycle and motorcycle parking



Design

- Innovative architecture, design or theme
- Internal styling



Management & Operations

- Customer Charter
- Complaint handling procedure
- Vehicle guidance system
- ANPR technology
- Help points
- A range of payment options



Customer Services

- Wider bays
- Family friendly facilities
- Mobile phone coverage
- Plants or artwork
- Car valeting

This is not a definitive list and there are more ways the additional criteria can be met. To find out more contact your local area manager to discuss further and arrange an assessment.