

Name: Kelvin Reynolds
Job Title: Director of Technical Services
Head of Safer Parking Scheme
Company: British Parking Association (BPA)
Country: United Kingdom



Professional background:

Kelvin Reynolds is Director of Technical Services at the BPA. Kelvin is no newcomer to the parking industry, having joined the BPA in March 2004 where he took responsibilities for managing the Safer Parking Scheme (Park Mark®) as well as the Association's development of technical services to its expanding membership.

From Parking Services Manager at the City of London in the 1980's and 90's, through to Transport and Infrastructure Manager at Bluewater, Europe's largest retail, and leisure destination, with 13000 parking spaces of its own, Kelvin brings a wealth of knowledge and experience to his role. He was member of the BPA Executive Council from 1991 to 1996 and has been a major contributor to the successful development of the BPA's Parkex International exhibition and conference event. Kelvin is also a Fellow of the Institute Highway Incorporated Engineers, (FIHIE) a Fellow of the Institute of Parking Professionals (FIPP) and a Member of the Institute of Directors.

The EVA wishes to promote the fact that if you want to attract more customers to vending machines, you have to accept whatever means of payment they are willing to use, and learn from the experience of similar industries, such as parking. Kelvin's paper will talk about the Parking industry's approach to and experience with accepting different means of payment, the pros and cons of various payment methods and discuss why some in the parking sector might want to limit the options!