

WORDS | ANDREA BALL

Green light for AM-GO

The BPA has launched a groundbreaking certification scheme for Meet and Greet parking operators

You wouldn't choose your holiday accommodation without doing some basic research and checking reviews, so why should travellers take a risk when booking their airport parking?

The BPA Approved Meet and Greet Parking Operator Scheme® (AM-GO) – the UK's only police supported, on-the-ground assessment certifying operators on their safety and customer service standards – is designed to put travellers' minds at ease and eliminate the risk of them falling victim to rogue and unscrupulous operators.

The BPA is working with its members, major airports, and key stakeholders – including the police – to deliver the scheme, which will become the recognised national standard for Meet and Greet parking operators, based both on and off airports.

Propelled by the rise in low-cost carriers, air passenger numbers have risen steadily over the past decade or

so, growing from 213 million in 2011 to a record 300 million in 2019. The latest figures from the Civil Aviation Authority (Q2, 2024) show that passenger numbers are up 7% on the same period in 2023, at 78.9 million, suggesting that by the end of the year, numbers could match or even exceed pre-pandemic levels.

Much of this demand is fuelled by leisure travel, as business travel has struggled to recover as quickly amid record price rises for premium flights and growing pressure on big companies to cut their carbon emissions. Roughly 25% of air travellers drive to the airport and a quarter of those already use a parking Meet and Greet provider.

Highlighting trusted operators

AM-GO encompasses every Meet and Greet service (sometimes called Valet Parking, Park and Ride or Park and Stroll service) where motorists hand over their vehicle keys. There are many excellent companies throughout the UK that deliver a quality service – storing customers' vehicles in secure locations close to the airport and



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ensuring that they are delivered back at the agreed time and in the same condition as when they were collected. AM-GO will make it easier for travellers to identify who those operators are.

The scheme will include regular audits of consolidators, booking agents, Meet and Greet operators, and airports against the AM-GO code of practice. The BPA's team of area managers will conduct in-person site assessments of all Meet and Greet services managed by airports and operators, including every single facility where vehicles are parked and stored for the duration of a customer's booking – all of which must achieve the Park Mark® standard.


The BPA started on-boarding airports and operators in September 2024 and the process is ongoing with the first airports and operators anticipated to be on-boarded on the scheme just in time for the busy Christmas holiday season, and the remainder in time for the main national launch in the Spring of 2025.

When AM-GO goes live, travellers will be able to find approved Meet and Greet parking operators on the Park Mark Car Park Finder or on the BPA's website.

Heathrow Airport was one of the first operators to sign up for the scheme. Tom Prowse, head of surface access – commercial, said: "From the moment passengers arrive at Heathrow, we aim to make every journey better. While we recommend passengers use official on-airport parking, we also want to ensure they have the information and confidence to make informed decisions about the services they might wish to use around the airport. This is why we support the BPA's national scheme to crack down on rogue meet and greet operators across the UK. Working alongside major airports and key stakeholders to deliver this scheme, it will improve experience by introducing measures aimed at tightening up the parking operator industry."

Putting customers first

Sara Fisher, BPA head of operations and business development, said: "From the moment you book a Meet and Greet service, whether directly or through a consolidator, to your arrival at the airport to hand over your keys, AM-GO members have committed to providing excellent customer service.

"It is hoped that this new standard in airport Meet and Greet parking can help to make rogue and unscrupulous operators a thing of the past." 



Meet and Greet Parking Operator Scheme standards

The new AM-GO scheme ensures that:

- airports and external operators have designated, clearly marked and signposted Meet and Greet drop-off and pick-up zones
- Meet and Greet staff, including drivers, will be qualified, professional and fully insured, and will carry ID cards and wear uniforms at all times
- vehicles will be safely stored in a Park Mark® accredited facility and cars won't be driven any further than stated on the booking confirmation
- airports and AM-GO members will be regularly assessed and monitored by BPA qualified auditors to uphold the highest standards and exemplary customer service
- motorists will be signposted to a single, reliable data source for AM-GO members and can be confident of leaving their vehicle with an Approved Meet and Greet Operator.

Join AM-GO

If you are a Meet and Greet operator and want to be recognised nationally for your customer service and safety practices, scan the [QR code \(right\)](#) to sign up for the AM-GO scheme.

