

The background of the page is a photograph of a university campus. In the foreground on the left, there is a large parking sign with a white top section, a red middle section, and a blue bottom section. The red section has the word "EMERGENCY" in white capital letters, and the blue section has "Visitor Parking" in white. In the background, there is a large, multi-story university building with many windows, a green lawn, and a fountain with water spraying upwards. The sky is blue with some light clouds.

Parkingeye

One parking partner. Infinite possibilities.

EMERGENCY

Visitor Parking

Manchester University NHS Foundation Trust

Next generation parking technology liberates one of the UK's largest acute Trusts, transforming revenues and eradicating visitor complaints.

As the North West's biggest provider of specialised medical services, Manchester University NHS Foundation Trust needs to run effectively. With such a busy estate, patients were faced with queues and difficulty finding spaces, exacerbated by legacy hardware prone to failure.

ParkingEye worked in partnership with this pioneering NHS Trust to introduce a modern parking strategy to remove complaints and frustrations from staff and patients alike, empowering the Trust to operate more efficiently and lift revenues.

Executive Summary

Each week thousands of patients travel from across the UK to attend Manchester University NHS Foundation Trust.

The Trust provides a diverse and complex range of healthcare services, with nine hospitals on six separate sites offering support from children's dialysis to out-patient dental care.

Today, visitors enjoy a stress-free car parking experience thanks to ParkingEye and a free-flow ANPR solution which enables a seamless journey to the more important part of their day – their visit.

However, only 12 months ago, the story was very different. People were facing queues, finding it difficult to secure a space, seeing issues in paying amongst regular breakdowns to the barrier system, which all combined to create frustration and stress.

Tom Higgins, Car Parking and Security Manager responsible for 17 sites, explains the challenges they were facing:

“Our board were aware that we were dealing with a multitude of problems driven by the parking system we had in place. Not only this, but the situation was starting to detrimentally impact the experience of patients and visitors to the hospital. On average, we welcome 250,000 cars through the site each month and needed to ensure that we were providing as smooth a start to the journey with the Trust as possible, whatever the reason for visiting.”



“ParkingEye work alongside us, like an extension of our own team. They go through the detail to deliver a solution which really fits the way we work.”

Tom Higgins, Car Parking and Security Manager, Manchester University NHS Foundation Trust

Background

Manchester University NHS Foundation Trust is one of the largest acute Trusts in the UK, employing more than 20,000 staff.

It is the main provider of hospital care to approximately 750,000 people in Manchester and Trafford and the single biggest provider of specialised services in the North West of England including a children's hospital, dental hospital and eye hospital.

Patients already apprehensive of attending appointments were finding a stressful situation made worse by not being able to park, with many of the car parking spaces being used by staff, further compounded by huge queues being caused by a barrier system.

The car parking situation was, in short, causing very serious problems for the Trust and risked impacting negatively on its reputation.

Challenges

The Trust had a barrier car parking system in place which was slow, unresponsive, and frequently broke down.

At first Tom was hesitant about moving from that system. He explains: “I was a lover of the barrier system. It was tangible. I could see it. It felt like I was in control when the opposite was true.”

“The level of visitor complaints drove us to action – the last thing we wanted was for customers who already have a lot on their minds to become more stressed before even walking through our doors - we needed the car park to be a quick and easy transition to where they had to get to.”

“There's a tendency within the industry to see barriers as the best option for the car park, a stalwart still ingrained in many trust sites which feels proven. However, any fears I held around embracing a new way of managing the sites proved to be unfounded, in the capable hands of ParkingEye.”

The Results



50,000

...additional cars now using the facilities due to the free-flow environment ANPR technology has created.



0.01%

...complaints received today compared with 25% before the new solution went live.



40%

...increase in revenue due to more accurate car tracking using ANPR, better space availability through re-organisation, and far more parkers thanks to increased throughput.



“Revenue for the Trust is up 40% due to increased throughput and more visitors using our facilities.”

Tom Higgins, Car Parking and Security Manager, Manchester University NHS Foundation Trust

Benefits of Working with Parkingeye

Tom continued: “I spoke to a number of Trusts and asked who they would recommend. ParkingEye came out as the leader. We needed to work with a partner who understands the complex needs of a hospital. Customer care extends to more than just the car park – it sets the tone for the whole hospital experience. The ParkingEye team have a real personal touch and their professional support contributes to first impressions of the entire Trust.”

“I work with suppliers every day who say one thing but don't deliver on their promises. ParkingEye are professional, helpful and honest – to the point where their on-site car park team have handed back 79 credit cards which were left in machines. They help people out of cars or to work the payment machines and always maintain absolute professionalism, sometimes in the face of adversity. ParkingEye are more than a provider; they're a true long-term partner and work collaboratively to resolve any issue that may arise around the clock. Each complaint goes through a rigorous appeals process to ensure that, when extenuating circumstances do apply, these are considered and a resolution is found based on the evidence of the case. They are flexible and adaptable to our needs - essential when working within a changeable Trust environment.”

“The team places customer experience above all else, even flagging issues that fall outside their remit. For example, informing us of broken lights in our car parks, to make the environment better and safer for visitors.”

“ParkingEye really kept their promises, from a seamless implementation delivered on time, to helping us educate visitors, staff and suppliers of the changes. They did everything they said they would and continue to impress.”

“We were looking for a partner who would understand the sensitivity of what we deal with daily. ParkingEye understand the need to be flexible and move with the changing needs of the hospital. I didn't want someone who would put in the system and walk away. ParkingEye have adapted to everything we've thrown at them. Visitor complaints have plummeted from 25% to just 0.01%. When you consider 250,000 cars pass through our gates each month, that's impressive. It makes me, and the board very happy indeed.”

Tom Higgins, Car Parking and Security Manager, Manchester University NHS Foundation Trust

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To transform the way you approach parking, get in touch.

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