



Parkingeye

One parking partner. Infinite possibilities.

Complete Car Park Management

Whether you are having issues with abuse, want to generate more revenue, or are simply looking to upgrade your existing infrastructure, our team of experts are on hand to help. Our range of first-to-market, cost-neutral solutions can enhance any site, transforming your car park into a powerful and valuable asset.



Generate
Revenue



Predict
visitor trends



Stop
unauthorised
parking



Increase
footfall



Delight
Customers



Improve space
turnover

Making more of your car park

We're Parkingeye, the UK's largest provider of car park management solutions.

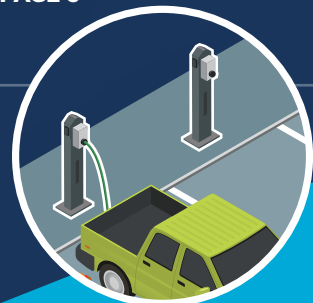
Whatever your site, sector, or parking problem we have the solutions, support, and know-how to make sure your car park works smarter and harder, delivering on its true potential.

How do I Evolve my carpark?

EV Charging

The way we travel is changing and the needs of your customers are evolving. Providing reliable EV chargers on your site helps you to not only build a proper EV infrastructure in the UK but also helps you meet customer demand and access valuable new revenue streams. We provide a unique EV charging solution and can use our insight and expertise to create the right level of infrastructure on your site.

GOTO PAGE 6



Data Analytics

Do you know how your car park is performing? What about how your customers interact with your site? Park IQ, our all-new data insight suite, provides you with a wealth of customisable reports that can transform your approach to your car park.

GOTO PAGE 7



How do I protect my car park?

ANPR

Automatic Number Plate Recognition, or ANPR, lets you take control of your car park. Putting fair and enforceable rules in place that can ease congestion, reduce complaints, generate crucial data insights, and enable other solutions that truly empower your parking.

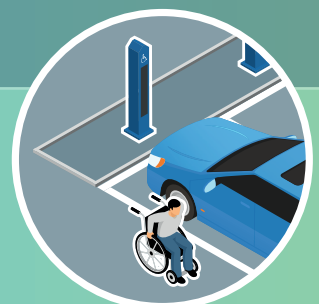
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Bay Enforcement

There are specific spaces on your car park for a reason. From parent and child to Blue Badge bays, people with specific requirements are entitled to somewhere to park that supports them. Our patented Bay Enforcement solution gives you finer control over your parking spaces and can help protect those priority bays.

GOTO PAGE 9



How do I generate revenue?

Paid Parking

Versatility matters. People want to pay for their parking in a way that's convenient to them. We provide businesses with a range of easy-to-use, contactless, flexible, modern, and accessible paid parking options which lets you tailor how your parking is managed directly to your customers.

GOTO PAGE 4



Pre-booking

Help visitors to your site by letting them plan ahead. Pre-booking takes the hassle out of parking by letting drivers find, book, and pay for their parking in advance. Not only does this maximise convenience but it also helps your site access an up-front, margin-rich revenue stream. We monitor and manage your occupancy so we can help you decide how much space should be available for pre-booking.

GOTO PAGE 5



How do we support you and your customers?

Why Parkingeye

Your choice of car park management provider is important, it defines the quality of service and strength of solutions you have in place on your site. Find out why you should choose the UK's largest car park management provider to support your estate.

GOTO PAGE 10



Client Portal

Complete car park management doesn't mean you lose control of your car park. Our client portal helps put your parking at your fingertips. Coupled with our expert Account Management, we can help you empower your business.

GOTO PAGE 11



How do I generate revenue?

Unlock your car park's true potential as a revenue generator, this is a fantastic way to fuel investment in other areas and further support your business.

Your car park, when turned to your advantage, can be a powerful asset, a difference maker that helps a business to survive by providing additional opportunities to support your bottom line. The right car park management can be a major boost to revenue and provide access to additional services which can increase footfall, streamline operations, and help your business become more efficient.

Whether you are looking to implement paid parking or add other solutions to generate revenue from your car park, at Parkingeye we use our experience as one of the UK's largest car park operators to help you make your car park work harder and smarter.

Paid Parking

Providing a selection of paid parking options for your site can enhance your customer experience, modernise your car park, boost revenue and improve payment compliance. We provide more payment options than ever before and utilise our consumer-friendly brand, Evology, to enhance the customer journey on-site.

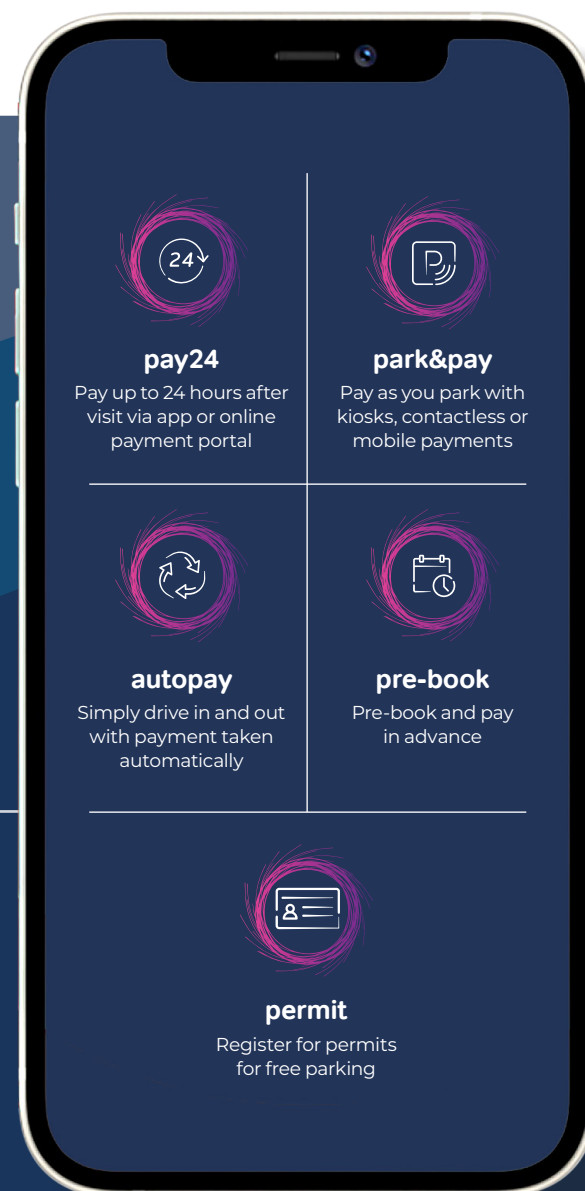
Using a range of payment options lets you tailor your paid parking to suit your visitors, giving them options and choice that lets them manage their parking in the way that suits them. Whether that's a mobile payment, paying online or using contactless technology. That flexibility makes a car park more attractive and adaptable, better serving your visitors while driving additional footfall.

With little to no admin to speak of and major time savings thanks to no cash collections or bank trips, moving to cashless payments provides greater insight into customer behaviour while streamlining services and making a positive impact on your bottom line.



Dynamic pricing

Our flexible approach to paid parking includes dynamic pricing. This allows you to customise your site and pricing structure based on different criteria. From peak and off-peak options to emissions-based pricing, we can help you build loyalty and drive revenue.



Take a look at our revenue calculator to see how you can start supporting your bottom line.



Scan me!

Drive customers to your site

Enhancing your car park, through services like Pre-Booking and EV charging creates a better parking environment, attracting customers to your business.

EV and Pre-Booking both act as destination services, ones that people seek out. Then, once they are on-site, there is a greater chance they interact with your business, which in turn boosts sales. This also boosts revenue. A driver isn't just going to sit and wait for their car to recharge, they will browse, get something to eat and shop. Additional revenue that would have otherwise gone elsewhere.

How does pre-booking work?



ANPR Data reveals the potential spaces for pre-booking on your site



Those spaces are listed online



Motorists looking for parking find a space and pay for their parking in advance



They then park on site and leave at the allotted time, their stay tracked by ANPR

Every space on your car park is a potential revenue generator

To understand the potential of each space, you need a deeper understanding of your car park. The occupancy data we're able to provide via ParkIQ provides helps with assessing surplus spaces and capacity levels. This data can identify if your car park has a problem with abuse, where motorists take up space that should be reserved for legitimate customers or could be used to increase your site's revenue generation potential. By eradicating abuse on your site, you can paint a clearer picture of how busy your car park gets, the clear peaks and troughs.

Is your site busier at the weekend, or is your staff car park empty? Are there specific times during the week or elements of seasonality that impact how your business performs?

In turn, this allows you to determine if your site would benefit from a service like pre-booking.

How do I EVolve my carpark?

Car parks change over time. We understand those changes in habits and motorist needs and use that understanding to be first-to-market with innovative technologies that enhance businesses, streamline services, transform user experience, drive more revenue and embrace future ways of working and travelling.

A charger with a difference



An ANPR camera housed in the charger helps to ensure your spaces are protected from abuse



24/7 Monitoring allows us to ensure unprecedented uptime and reliability



Rapid charging



AC and DC options let you tailor your charging output to your specific needs



Tap&Go payments for extra speed and convenience



⚡ The power of EV

Embracing EV charging means that motorists are no longer bound to petrol station forecourts and can do something else while they wait for the vehicle to refuel.

EV chargers help to make a car park into a destination, one that supports an ever-increasing customer need. Access to EV charging can increase footfall and dwell time on your site, providing increased opportunities to generate sales in a retail environment, while also boosting the revenue that your car park generates.

Regardless of sector, protecting your EV bays is important, this maintains access, availability and goes a long way to reducing range anxiety. Something which will be greatly appreciated by the ever-growing number of motorists on UK roads turning to electric vehicles.

Data Insight

How much do you know about your car park and how it's used?

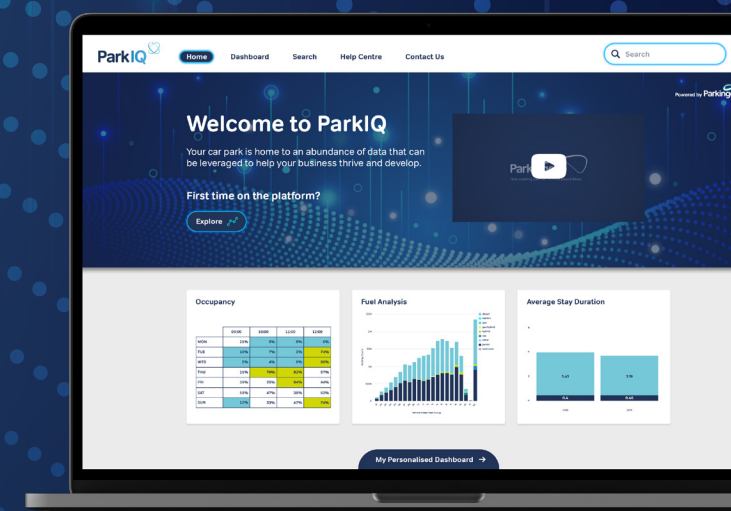
ANPR enabled car parks generate a tremendous amount of data which covers everything from the fuel types of vehicles and site occupancy to the stay durations and busiest times on a car park. This information is a treasure trove of insight which, when used properly, can have a major impact on your car park and wider business.

Welcome to ParkIQ



ParkIQ is our new data and insight platform, a powerful toolset that allows you to analyse, interrogate and report on the information your car park generates.

Easy to use, customisable reporting allows you to access the information that is most relevant and helps you to make the choices that will have the most impact.



📄 Occupancy

Understand the space on your car park and how many people utilise your site

📄 Capacity

Track the peaks and troughs in activity that let you plan shift patterns or make decisions around revenue-boosting solutions like Pre-Booking

📄 Revenue

Identify which of your paid parking options are performing and plan future changes to your site

📄 Vehicle Data

Learn more about the types of vehicles using your car park through DVLA data

📄 EV Insight

Discover the scope and potential benefits of introducing EV charging on your car park

📄 Stay Duration

See how long people stay on site. This can help you understand how efficient other areas of your business might be

✓ The benefits of better data

Access to better information means you make more informed decisions. ParkIQ can help you make choices about your car park, the solutions on it and how it's managed with more confidence. By combining your insight with our expertise, we can empower your site, allowing you to invest in the areas which will have the most impact and correct course in areas which need help.

How do I protect my carpark?

Since 2004 we've provided the insight and strategy that, backed-up by first-to-market technology, unlocks the potential of a car park. Our effective and ethical car park management empowers your business by giving you a deeper understanding of your site and your customers.

With our tailored solutions and around-the-clock monitoring, you can increase footfall, boost revenue, and predict trends, all whilst stopping unauthorised use of your car park.



How does ANPR work?



Self-ticketing & Manned Solutions

ANPR can empower your staff and support your manned and self-ticketing efforts. By tying the technology your team on the ground uses to ANPR, they get increased accuracy and a more efficient way of working, streamlining their working day, allowing them to focus their attention elsewhere.



Scan me!

Barriers

Our blended barrier solution incorporates ANPR to reduce waiting times within busy car parks while still offering the added security of a barrier for sites where strict vehicle management needs to be maintained. Our barrier solution is 80% faster than normal, increasing vehicle throughput, decreasing congestion, and reducing complaints.



Scan me!

An ANPR game changer for your parking

The Bay Enforcement bollard includes patented technology that allows businesses to protect the dedicated spaces on their car parks. From parent and child spaces to ambulance bays, this first-of-its-kind solution provides a level of fine control that our industry hasn't seen before and changes the scope of services we can offer not only our customers, but the entire parking industry.

Accessible parking

It is not okay to misuse disabled parking bays. This solution protects your most vulnerable customers.

Ambulance bays

The bollard improves safety and responsiveness by stopping vehicles from blocking critical ambulance access.

Parent & Child

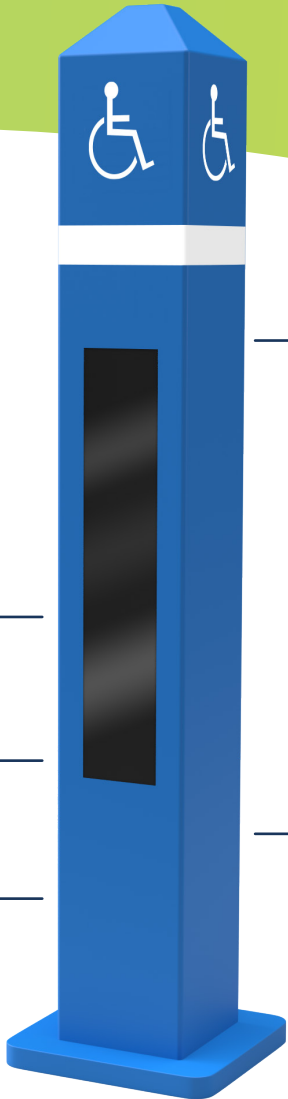
Make life easier for visitors with young children by eliminating selfish parking behaviour and providing more convenient access to your business and services.

Click & Collect

ANPR enables powerful notifications on your site which can be used to enhance your click & collect services. From arriving on a retail car park and internal teams knowing who has arrived and preparing their order ready to take out to the customer's car or being able to pick up medical supplies from a hospital or pharmacy without the wait. ANPR notifications elevate your visitor and customer experience.

VIP

Enhances and elevates the overall experience on your site and creates the strongest impression possible for important guests, dignitaries and visitors.



How do we support you and your customers?

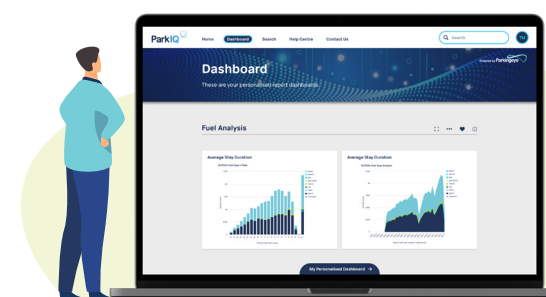
It's not just the solutions you put in place on your car park that make a difference. The provider you choose can be pivotal in ensuring your car park delivers on its potential.

So why Parkingeye?

"Although parking has become our 2nd largest revenue stream after rooms, it's the customer experience that's most important – after all we're in the people business. Parkingeye always put themselves in the customer's shoes. 10/10 all the way."



"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."



Client Portal

Visibility is key, that's why you get access to our client portal. A custom, easy to access site that puts all the key information that relates to your parking estate at your fingertips, 24/7. From the number of contraventions to control of active permits, whitelists, and cancellations. This gives you power over your car park and helps you to stay informed and in control of your visitor experience. Our Account Management team is always on hand to provide any additional support you may need.

Cost Effective

Installation, management, and ongoing maintenance can be completely free of charge. Instead of worrying about how to afford taking control of your car park, you can instead look at how your car park can improve the rest of your business without the cost concerns.

An Eye on the Future

The way people travel, and park, is changing. Whether that's in terms of how people pay or the vehicles they drive. We're always looking forward and have a dedicated product development team headed up by our Chief Product Officer, who constantly monitors developments within the parking landscape and allows us to deliver solutions that adapt to changing motorist needs.



Best in Class

We're an industry leader for a reason. With pioneering equipment, 24/7 monitoring, high levels of uptime and dedicated experts on-hand to take care of your site. We provide peace of mind, with remote diagnostics and repairs to keep your site running.



Green Credentials

We provide car park management solutions that can be aligned with your environmental efforts. Our solutions are approved under several framework agreements and support the government's ongoing green agenda and work towards reaching net-zero by providing solutions such as EV charging.



Dedicated Experts

At every stage of your parking journey you will have access to a dedicated expert. From our Onboarding Team who support your site going live to the ongoing assistance of our experienced Account Management Team. You'll always be able to reach a friendly face and point of contact that's on hand to answer any questions and help you to maximise the effectiveness of your car park management.



A Fair & Ethical Approach

We understand that nobody likes to be told they've done something wrong. This is why any parking contravention goes through a thorough checking process before a parking charge is issued. We work in line with all current best practices for the industry. We work with industry bodies, including the BPA and Department for Transport, ensuring that everything we do is fair and effective, and have led the way on consultations around new and changing legislation which impacts our industry.



Don't just take our word for it

We operate on over 4000 sites across the UK, working with some of the biggest hotel brands, major supermarkets, popular tourist attractions, prestigious universities and vital healthcare sites across the NHS and private healthcare.

Our approach considers the specific needs of each site we work with, taking the time to understand your issues, goals, and requirements before suggesting the perfect mix of solutions to help your car parks deliver on their true potential.

The systems we install are bespoke, reliable, and transformative, helping your site to become a powerful asset that supports your business' needs, empowers your staff, streamlines services, boosts revenue, and delights your visitors.

Everything is fully managed, monitored and maintained to give you complete peace of mind. We take care of your car park so you can focus on the rest of your business.



One parking partner. Infinite possibilities.

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

www.parkingeye.co.uk/solutions | enquiries@parkingeye.co.uk | 01772 450 542

