



One parking partner. Infinite possibilities.



## Retail Spotlight

Retail is one of the oldest industries in the world and is in a constant state of evolution to deliver the best customer experience and compete in an ever-changing world. The challenges faced by the retail sector emphasise the need to be ever mindful of shifting consumer needs and requirements.

The continued rise of digital technologies, social media and mobile devices has led to significant opportunities for retailers large and small. The data and insight available, coupled with new solutions entering the market present a daunting and exciting challenge for retailers as they utilise everything available to them to better understand their customers and deliver a seamless shopping experience.

# The changing needs of retail

## The industry at a glance



- **2.9 Million** - People employed in UK retail in 2020
- **£303 Billion** - Total value of UK retail sales in 2020
- **1/3** - Proportion of consumer spending that goes through retail



- **306,985** - Total number of retail outlets in the UK
- **208,795** - Total number of VAT-registered retailers in the UK
- **28%** - Proportion of retail sales made online in 2020



- **2.2%** - Growth in UK retail sales in 2020
- **5%** - Amount retail generates of total GDP (GVA)
- **45%** - Average retail growth of online retail sales in 2020

Source: ONS, Eurostat, Retail Economics

## The role of next generation parking

With rising demand for parking, a continued squeeze on space and new technology to enable the car parks of the future, there's never been a better time to transform the way your car park operates to deliver a superior retail experience.

Parking is often the first and last point of contact in a bricks and mortar business – deliver a poor, clunky process to the motorist on either side of their visit and your brand reputation could really suffer. Whether you're struggling with unauthorised parking,

looking to create new revenue streams for your business, aspire to provide a top-class experience to match in-store expectations or simply need to take the hassle out of the day-to-day management, we can help.

What's more, next-generation ANPR technology will do all the hard work and deliver market-leading real-time analytics to help your team understand visitor behaviours such as peak times, throughput, and duration data.

## Why Parkingeye?

### Experts in your world

We're specialists in the retail sector, supporting over 1,200 sites across the UK encompassing small independent businesses to blue-chip organisations and household names. This means we are uniquely positioned to understand the challenges faced by retail today and work with businesses to put the solutions in place that create high-throughput, free-flow environments, and support long-term growth.

### Easy-payment solutions

We provide a variety of payment solutions to support the specific needs of visitors to your car park. From simple card-based payments to pre-booking, autopay, and pay-by-phone options. If you need a paid element to your parking, it's important that the solution you provide is easy to use, accurate and convenient.

### New revenue streams

We're able to help you access previously unrealised revenue streams on your site. From better payment compliance to pre-booking, autopay, and EV charging, we're able to put solutions in place that allow your car park to better serve its users while increasing your bottom line.

### Data-driven methodology

Our analysts are data experts both in the parking industry and beyond. This enables them to provide deeper insights which allow for more informed decision-making, considering aspects such as stay duration, vehicle trends, Parking Charge Notices (PCN's), infrastructure requirements and more – all useful when agreeing promotions, planning applications and optimum opening times. We can also share aggregated performance comparison within the retail industry and across other sectors for benchmarking purposes.

### Market-leading support

We've been delivering smart, flexible, hassle-free car park solutions for over 14 years and offer a service that's difficult to match. A dedicated Account Manager will put your business at the heart of all we do, backed up by our expert Quality Assurance teams who continually audit service levels to ensure we always deliver the best for you and your customers.

### Eye for detail

We have a fundamental, deep-rooted focus on quality across every touchpoint in the customer journey, from extra time spent on signage to ensure terms are easily understood by users through to bespoke reporting used to drive continual improvement. Only this level of detail can give users the very best customer experience and offer your business a highly efficient operation.



# Introducing EV Charging and Bay Enforcement

The retail landscape is changing. The way your customers will travel to your stores is going to change dramatically over the next few years as the UK fully embraces a shift towards electric vehicles.

We've developed our own patented technologies to strengthen our EV offering and allow the businesses we work with to protect their investment in their charging infrastructure.



Firstly, we have our Evology Charger which includes powerful ANPR technology directly inside the unit. This helps to ensure that your specific EV bays are protected from abuse – ensuring non-EV drivers don't take up space dedicated for charging.



We also have our monitoring bollard, this allows us to apply the same technology to larger charging units, or pre-existing charging installations. This can also be used to help protect specific areas on your car park as part of our Bay Enforcement solution.



## Our impact on retail:

The Range currently has over 100 stores across the UK primarily based in retail parks or other multi-tenanted sites. We have worked with The Range since 2011 and developed a partnership ensuring that their needs are met whilst also improving their customer journey.

### Issues that the store faced:

- Motorists were parking on the stores car park while using local amenities meaning the car park was full, but the store empty as genuine customers were unable to park on site.
- Anti-social behaviour

### Solution

- ✓ ANPR to implement timed solution comprising two-hour free stay period
- ✓ Management Information e.g., average customer spend reconciled with average customer stay, trend analysis
- ✓ More pay & display machines, and clearer signage

**By working in partnership with The Range the facility has become a free-flowing environment with:**

- ✓ Increased space availability for genuine clients
- ✓ More in-depth customer insight to drive continual improvement measures
- ✓ Less anti-social behaviour and improved customer satisfaction
- ✓ Better traffic flow

### Innovation

- ✓ State of the art HD cameras
- ✓ Timed whitelist tailor-made for the client

**“Benefits of having Parkingeye monitoring our car parks is that we have seen a drop in unauthorised users. We operate a strict no parking policy on site when the store is closed - Parkingeye have not only helped with this, but we’ve also seen a drop in antisocial behaviour as the cameras and signs act as a deterrent.”**



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Since 2004 Parkingeye has grown from a pioneering provider into a market-leader who provides a wide range of ANPR, Pay & Display, permit and manned solutions to ease parking pain for businesses and their users across the UK, giving them the capabilities to work and park effortlessly in a highly connected world.

With clients ranging from huge NHS Trust sites, blue-chip household names, thousands of independent retailers and 3 of Britain's top 6 supermarkets, we're already making life easier for the teams who manage those sites and the motorists who use them. Welcome to the next generation of parking solutions with Parkingeye.

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

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