



Innovating to support the education estate

Deploying app-based technology for educational facilities: How innovations in ANPR technology are helping estates teams deliver seamless convenience to their staff and users alike.

The British Parking Association (BPA) found that 40% of motorists find parking stressful. However, wider adoption of ANPR-enabled car parks and rapid growth of digital parking services are driving change. As the current generation of pupils are accustomed to digital life, it's now time for colleges to explore solutions available for modernising the student parking experience.

Pioneering apps like good2go provide fully automated, secured payments following a one-off sign-up process. Students enjoy frictionless cashless parking across all campus car parks, as well as being able to simply enter and exit any good2go-enabled car park around the UK. This greatly reduces queuing due to removal of barriers and elimination of manual payments.

Drivers only pay for what they need, as they need it, without requirement for physical paperwork. The platform is so intuitive that it works on a needs-based points system which takes special circumstances into account, such as car-sharing which attracts a 'Green permit', disabilities and electric cars. Google API integration auto-assesses alternative transport options in the area to prioritise permit provision, plus easy-to-use waiting lists, appeals and a communications library for single/bulk notifications on closures, etc.



Automatic permit permissions relieve internal teams from having to manage the car park. Students access pre-allocated or free-flow parking within their selected attendance times, and 'whitelisting' provides flexible space/overspill management. ANPR-integrated permits solutions suit educational facilities due to the sheer range of user types to accommodate, with ability to manage/assign thousands of virtual permits simultaneously from anywhere via a responsive dashboard.



ANPR-linked loyalty apps deliver exciting promotions and discounts to students, from cinema tickets and free coffee to fashion, travel promotions and event tickets. Together, they serve up a vibrant, value-added ecosystem for students to harmonise the parking journey with the digital era in which we live and learn.

The BIG take-outs



Virtualised payment processing offers serious time saving, essential when study centres are competing to offer the best possible access experience and demonstrate innovation over competitors.



Analysis across our own payment estate shows a massive 83% of users opting for card payments, demonstrating a clear trend towards imminent full-cashless.



Integrated loyalty rewards enrich the student experience, and demonstrate the education centre's openness towards innovation, technological adoption and cross-campus integrated connectivity (via a suite of apps).



One parking partner. Infinite possibilities.

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