



Using technology to fuel efficiency

With an increasing squeeze on funding/space, the sector has never been under more pressure to do more with less but could the lowly car park – an often-overlooked asset – hold the key to helping NHS Trusts meet ambitious government revenue and efficiency targets.

For years, ANPR data has been used for enforcement but it also generates hugely valuable data, and lots of it. We alone capture a staggering 4 million pieces of data p/day. This can be used to drive up paid parking rates by auto-matching vehicle details when users make payment. Similarly, ANPR linked apps can flag promotions to registered users as they arrive – ideal for increasing on-site retailer revenues, negotiating more favourable tenancies and providing value to patients/visitors/staff.

Healthcare user insights can be anecdotal in nature but ANPR offers a wealth of information to drive improvements, such as capacity information – useful when reallocating night shift workers to a different car park, at the click of a button – and who's parking where, when and for how long. It also helps automate issues like blue badge fraud, permit scams and poor parking practices which often land in the lap of busy facilities teams.

ANPR technology also delivers serious time-saving efficiencies as teams wrestle to meet government targets for year-on-year improvements. Some trusts were juggling up to 3 broken down barriers at a time. Others were fielding huge volumes of parking-related complaints, in some cases 25% of the total number received. Most frightening of all, some estates saw blue light routes blocked by backlogged barrier queues – especially worrying in the midst of rising emergency admissions.

ANPR technology has the power to lift parking-related revenues by up to 40%, as well as gathering vital data to empower on-site decision making to help you thrive."



The BIG take-outs



Let go of the barrier - ANPR solutions serve to lower administration time inputs so it can be deployed in other areas. Free-flow sites allow 20% more cars to access your facility.



Integrated loyalty rewards can really add value for patients, staff, visitors and retail tenants, as well as driving up incremental revenue and demonstrating innovation to senior personnel.



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One parking partner. Infinite possibilities.

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