Parkingeye

One parking partner. Infinite possibilities.

Abersoch Golf Club

Improved security, rising revenues and virtually eradicated abuse helps make life easier for one of the most breath-taking golf courses in Wales.

Historic reliance on a manned parking attendant, one of Wales' top gold courses was struggling to reach its full potential due to abuse by unauthorised users, relaxed payment methods and a number of security concerns. Parkingeye helped Abersoch Golf Club get back into the swing of things by introducing a modern, technology-based solution to help them save time, delight customers and generate much needed additional revenue for the club.

CAR PARK SOLUTIONS IN FULL SWING AT ABERSOCH GOLF CLUB

Background

Abersoch Golf Club is renowned not only for its exquisitely maintained course, but also its utterly breathtaking views along the Cambrian Coast to the nearby Snowdonia.

Ranked in the top 15 golf courses in Wales, Abersoch Golf Club attracts almost 700 annual members and a further 2,500 guest visitors. However, these customers were facing driving issues before their round began.

Abersoch Golf Club has two car parks: one located alongside the clubhouse, and a second situated near the beach. The latter sees a large footfall from beach-goers as well as golfers,

yet would regularly experience parking abuse resulting in reduced revenue, primarily due to inefficiencies with the manual ticketing process. Once a solution was enforced - whilst greatly reduced - the issue didn't disappear entirely. Instead, the problem shifted further along the coastal road to the clubhouse car park.

Club Manager, Dai Davies, shares the challenges faced and solutions implemented for Abersoch Golf Club.

"Naturally, Abersoch Golf Club members and visitors would feel frustrated when they were unable to find a space near to the course and would have to lug their clubs to the course or clubhouse. As any golfer will understand, teeing off frustrated usually doesn't bode well. "

Dai Davies, Abersoch Golf Club Manager

Challenges

Dai highlights the three key challenges he was experiencing:

1 Reliance on manual process

"We were employing a parking attendant, which caused issues with consistency and reliability" explains Dai. "Processes weren't always adhered to, and we found ourselves having to solely rely on a person being in attendance to manage the car park. This also meant that if they were absent from work, that day we wouldn't generate any revenue."

2 Revenue generation

"Making sure that those using the beach car park were paying for it wasn't always straightforward, but we knew it should have been. We needed the ability to generate revenue 24/7".

3 Security concerns

The manual process also led to security worries. "We were handling large amounts of cash which created a different set of headaches, as you can imagine". It was this combination of challenges which led Abersoch Golf Club to take action. By embracing a more technology-based solution and leaving behind the stalwart attendant to help them realise the efficiencies and revenue potential the management felt they could gain from more effectively-managed sites.

Solution

Parkingeye introduced Automatic Number Plate Recognition technology (ANPR) to Abersoch Golf Course's car parks, allowing for complete automation and, ultimately, greater reliability and efficiency. Payment machines were installed, which linked to the ANPR cameras through image processing servers, wireless communication devices and connectivity technologies.

"Moving to payment machines has improved the process no end.

Having cash collected by a specialist firm gives us complete peace of mind. As hoped, we've now seen a dramatic reduction in abuse in both car parks, and a 20% increase in revenue."

"The day to day difference is startling. We've had great feedback from members and staff alike. Parking no longer needs to be a headache for our guests, meaning their visit doesn't get off on the wrong foot. I couldn't believe there was no cost attached, too. Everything was installed for free, it was a complete no-brainer."

"The planning stage of the process allowed us to highlight an area of apprehension: we are located in an area of outstanding natural beauty, and we didn't want anything to disturb that" admitted Dai. "Our account manager talked us through the options, and sure enough, the whole system looks discrete and neat".

Benefits of working with Parkingeye

Dai adds: "I initially heard of Parkingeye through a referral, from an organisation they were supporting nearby - the owner of that site couldn't speak highly enough of the service. I researched other companies too, but it was clear where the best fit lay. From the initial contact, through to the site visit, planning, implementation and ongoing management, the efficiency and standard of work, combined with Parkingeye's human touch, has been exceptional. Our account manager is the same today as when we first had the system installed 4 years ago which is a huge benefit. She knows our organisation and the project inside out and is always on hand to help. The process is fine-tuned and hassle-free, I can't fault Parkingeye's service."

"The absence of capital investment required means opting for Parkingeye's car park solutions makes perfect business sense. The quality of infrastructure installed and the ongoing level of service has left me headache-free for what I can comfortably presume to be many years to come."

"We've had great feedback from members and staff alike. Parking no longer needs to be a headache for our guests. The process is fine-tuned and hassle-free, I can't fault Parkingeye's service.

The quality of infrastructure installed and the ongoing level of service received has left me headache-free for what I can comfortably presume to be many years to come. Three words that describe our Parkingeye partnership – efficient, friendly, professional."

Dai Davies, Abersoch Golf Club Manager

Parkingeye

One parking partner. Infinite possibilities.

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