



One parking partner. Infinite possibilities.

London Velodrome and Olympic Park

Gold standard parking solution transforms popular venue whilst supporting reinvestment in special projects.

Customers not being able to access your site will create a major problem for any business. With shoppers and residents taking up spaces for legitimate users, this was the exact problem Lee Valley VeloPark was facing. This abuse drove an increase in customer complaints and created frustration for on-site staff as they wrestled to take back

control. By introducing new ways to pay and an effective way to enforce the rules on site, Parkingeeye helped Lee Valley get back on track. This enabled the VeloPark to quickly reduce complaints, improve customer satisfaction, manage increased capacity during events with ease and boost revenues to reinvest back into this world-class facility.

Executive summary

At the heart of East London, Lee Valley VeloPark and Lee Valley Hockey & Tennis Centre can be found nestled in the vast Queen Elizabeth Olympic Park.

Boasting various activities and attractions from golf, to horse riding, and including their iconic velodrome, Lee Valley can be proud of the numerous happy and loyal customers who return to their state-of-the-art facility on a regular basis without complaint.

This smooth experience is the result of significant changes implemented during the summer of 2016 to their parking facilities, following a steady increase in parking contention which didn't quite stack up to actual user numbers, with many sessions not running at full capacity.

Upon further investigation, it was found that nearby residential areas and shoppers from the Westfield Centre were frequently using the Lee Valley VeloPark's car park. This had a huge impact on genuine customers who were unable to access the car park, driving a spike in customer complaints for General Manager, Jeremy Northrop.

Today, with the help of Parkingeye, not only have customer satisfaction levels increased due to the introduction of a fairer payment system using Automatic Number Plate Recognition (ANPR) and next-generation Pay & Display machines, but the new solution has allowed the Velodrome to reinvest generated revenue into important causes and made life easier for Jeremy and the rest of his team.

Background

Developed after the 2012 London Olympics as a dynamic new heart for East London, Queen Elizabeth Olympic Park offers a number of attractions, from the London Stadium to the Copper Box Arena, with parklands and cafes scattered in-between.

Despite previously having no parking issues, the regular customers of Queen Elizabeth Olympic Park venues Lee Valley VeloPark and Lee Valley Hockey & Tennis Centre were becoming increasingly frustrated at the progressive lack of parking spaces available to them after local residents, visitors to the park and shoppers to Westfield began to use the car parks.



“Parkingeye really take the time to understand your site inside out and only then, designs a solution to fit the way your business works perfectly. No one size fits all here.”



Jeremy Northrop, General Manager, Olympic Velodrome

Challenges

Prior to 2016, Lee Valley didn't experience any problems with their parking solutions and had circa 700,000 extremely happy and loyal customers who returned to the site regularly.

General Manager, Jeremy Northrop, noticed drastic changes in customer satisfaction from January 2016 due to the car parking abuse at the site, after discovering a low percentage number of local residents had been allocated a parking space at home, deliberately designed to encourage an uptake in local public transport, in reality the low car parking allocation for nearby homes led to increased parking misconduct for Lee Valley.

In addition to this, visitors to the nearby London Westfield Centre began to use the Lee Valley parking spaces. As Jeremy realised, Westfield charge for parking and shoppers were enjoying a free alternative at the arena's expense. At just a 10-minute walk away from the largest commercial centre in Europe, the parking abuse at Lee Valley became out of control. Ironically, many visitors with bookings at the Velodrome were actually forced to park at Westfield due to parking abuse on the main site, eating into their valuable time period and creating further frustration.

The Velodrome team have worked extremely hard to build an enviable reputation, and Jeremy wanted to stop customer relationships deteriorating due to a poor parking situation. Jeremy recalls that at one stage, he was receiving at least two complaints per week from customers who couldn't find a place to park. This, whilst managing a busy team of 53, across different sectors and spanning operations, coaching and ground-keeping, the impact on Jeremy's time was clearly unsustainable.

After speaking with a number of car parking management companies, Jeremy discovered that Parkingeye offered all of the solutions he needed and having enquired about service quality, reliability and expertise, decided to bring them on board to assist in transforming the Lee Valley car parking experience.

“The team at Parkingeye and the solution they have implemented has been second to none. They are honest and open in their communications, human in their understanding and handling of any cancellations we request and collaborative in their approach.”

Solution

Conscious that the Lee Valley team strived to provide a superior experience to its customers, Parkingeye invested serious time to 'walk key routes'. This ensured that payment machines and terminals were easily available for genuine customers – so much so, the Parkingeye team created a document outlining the different scenarios to make sure users were given every chance to abide by the new parking rules.

This due diligence enabled Parkingeye to completely overhaul the parking situation at Lee Valley, giving customers access to available parking quickly, with numerous easy-to-pay Kiosks and terminals dotted across the site. Specifically, each car park now contains two payment machines in prominent areas, with up to 23 signs detailing the car park's terms and conditions. The new set-up makes it simple for customers to both understand any restrictions and make payment without inconvenience or delay, whilst allowing Parkingeye to operate in a firm but fair way to support Jeremy and his team. When customers pre-book they receive an email reminder about parking, as well as posters across the site with details on the main website – all to raise awareness of the process. High-tech equipment even notifies the customer that the information they have entered has been accepted, to reassure them that the system has identified their vehicle correctly.

On a large complex site, which also hosts a number of one-off high-profile events, the proposal had to cater for many different scenarios including how backlogs at reception during peak times could be mitigated. As part of the solution, mobile 3G/4G

terminals (and iPads) were made available alongside fixed hardware, which were positioned along main routes. These units can be easily utilised across different locations, whether that be positioned near entry gates during large sporting events like the Cycling World Championships, set-up in a meeting room to assist conference delegates and so on, to ensure that parking never interrupted their experience.

Jeremy comments "The ANPR cameras ensure that our car parks are not misused. Just the knowledge that they are monitoring traffic 24/7 puts my mind at ease, especially when I arrive on site to see the blue lights glowing on every machine which tells me that the systems are all working correctly."

"Parkingeye always go above and beyond for their clients, and this has been proven with a recent situation at Lee Valley. After someone targeted the ANPR camera with a paintball gun, Parkingeye attended the site within 24 hours to clear the paint and perform full maintenance on the equipment to ensure it was performing back to its best."

Jeremy also notes that working with Parkingeye is 'never a fight', and they are always helpful, even allowing 'immunity' windows during large events such as the Hockey World Cup, despite this being a loss in revenue for them. Parkingeye clearly recognise that a business like the Velodrome requires a flexible approach and always go above and beyond to provide market-leading advice and find the right solution.



"We 100% recommend Parkingeye."



"Parkingeye is the Aston Martin of the industry: performance, quality and style!"

The benefits of working with Parkingeye

Installing the parking solutions recommended by Parkingeye has made the day-to-day lives of the Lee Valley team much easier, allowing them to focus on other aspects of their jobs now they're not spending time handling parking complaints from customers. Not only is the solution built on next-generation technology to automate many of the processes (delivering an efficient solution at low cost) but provides access to valuable analytics on user behaviour, traffic flow and occupancy. This in turn can be used to guide decisions on promotions, opening times and so on – all at the click of a button.

"Parkingeye are committed to doing the right thing for their customers, even if that makes them unpopular with motorists.

They didn't promise anything they couldn't deliver on, and we have been very impressed by them and continue to be so."

Revenue from Pay & Display machines has allowed Lee Valley to invest money into important causes. For example, £14,000 has already been invested into the Lee Valley's "All-ability and Disability" cycling programme which provides help for disabled people to use the facilities. Jeremy noted that if it were not for the revenue from their car parking, Lee Valley would be forced to find alternative ways to raise the money to make this vital scheme possible. They have also been able to invest £10,000 in resurfacing the car park to make sure it's safe for all users.



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

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