Parkingeye

One parking partner. Infinite possibilities.

Retail Spotlight

One of the oldest industries in the world, retail has undergone a profound transformation in order to deliver an omnichannel experience to shoppers and compete effectively within an ever-changing technological landscape. The emergence of digital technologies, social media and mobile devices has led to significant opportunities for retailers large and small, firmly built on the emergence of big-data. The scale and diversity of behavioral information now available presents both a daunting and exciting challenge for the retailer as they utilise insight to both understand their customers better and deliver a seamless shopping experience. A modern, integrated car park strategy supports both aspirations.

The changing needs of retail

The industry at a glance

- **2.9 Million** - People employed in UK retail in 2017
- **£366 Billion** - Total value of UK retail sales in 2017
- **1/3** - Proportion of consumer spending that goes through retail

- **294,280** - Total number of retail outlets in the UK
- **196,800** - Total number of VAT-registered retailers in the UK
- **16%** - Proportion of retail sales made online in 2017

- **4.3%** - Growth in UK retail sales in 2017
- **5%** - Amount retail generates of total GDP (GVA)
- **16%** - Average retail growth of online retail sales in 2017

The role of next generation parking

With rising demand for parking, a continued squeeze on space and new technology to enable the 'smart-cities' of tomorrow, 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 touchpoint 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 that expected in-store 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 with a household name. This means we are uniquely positioned to understand the particular challenges faced by retail today and work in partnership to develop services which create high-throughput, free-flow environments and support long-term growth.

Easy-payment solutions

Our range of innovative payment machines are fully integrated with smart ANPR technology and include solar-powered as well as hard-wired solutions to support your CSR strategy, the ability to provide change unlike many of their competitors, cloud-based pre-pay platforms for a truly free-flow option on highly congested sites and the ability to brand/offer promotions bespoke to each site.

New revenue streams

Embrace a host of new revenue generators with Parkingeye. Enabled by our ANPR cameras, our system drives further footfall by presenting promotional messages to each motorist as they enter your car park, alongside the ability to highlight unoccupied space to users looking for available parking nearby. Our expert team will manage everything, so you can enjoy new margin rich revenue without any of the hassle.

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 comparators both 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 wrap 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 wording to ensure terms are easily understood by users through to bespoke reporting used to drive continual improvement measures. Only this level of detail can give users the very best customer experience and offer your business a highly efficient operation.

The Retailer Perspective:

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."

The Managing Agent Perspective:

Centrally situated in Aberystwyth, Rheidol Retail Park is a popular shopping location attracting a large number of shoppers on a daily basis. Customers are drawn from surrounding locations to complete their weekly shop at this multi-tenanted site. Fletcher King approached Parkingeye to address a significant daily problem on site. Motorists were parking at the Retail Park with many using the car park to shop in the town centre making it difficult for Rheidol Retail Park shoppers to find a space. This was heightened by the addition of tourists during the summer months. Issues that the store faced:

These issues led to:

· Reduced availability for retail customers

· Increased traffic congestion

Parkingeye was approached to increase the efficiency of the car park for the benefit of tenants on site and genuine customers of the Retail Park.

Solution

Using a consultative approach, Parkingeye was able to suggest and provide a cost-effective solution to the client and the tenants based on site.

Parkingeye installed ANPR cameras in the first instance to monitor traffic flow and analyse data. Key information such as dwell times and number of vehicles entering the car park was collected, which enabled the Managing Agent to make an informed decision on the most effective solution. The ANPR system came into full effect in September 2009 and offers customers of the Retail Park a two-hour free stay period operating 24/7. Not only does this solution provide an effective method of policing the maximum stay to prevent the use of the car park by long stay users, but it also provides vital data such as parking usage and trends to the Managing Agent as well as to the tenants on site.

By working in partnership with the Rheidol team the retail park has become a free-flowing environment with:

✓ Increased space availability

✓ No cost for system and ongoing maintenance

✓ Improved tenant satisfaction

✓ Free of charge trial period

We manage
1200⁺ retail sites

Parkingeye

One parking partner. Infinite possibilities.

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.

www.parkingeye.co.uk | enquiries@parkingeye.co.uk | 01772 450 542