Parkingeye

One parking partner. Infinite possibilities.

Understanding the power of your data

Data permeates so much of the world around us.

Through our ANPR systems, we have the capacity to process 4 million pieces of data every single day, and over 1.5 billion pieces of data each year. As one of the UK's leading operators who looks after almost 4,000 sites for over 600 clients spanning virtually every sector, we know how to handle big data.

Data, when used properly, can be leveraged to offer a real tactical advantage to a business. Your car park is such a rich source of information, and you might not even realise it. This is where many of your customers start their interaction with your business - not when they walk through the door, but when they pull up outside.

The information that can be gained from a car park can be transformational - guiding decisions, identifying problems, and helping steer businesses in the right direction which is why we've developed a new data element to our client portal.

Our client portal comes as standard for all customers and already provides a clear view and means to control your site, including contraventions, requesting cancellations, active permits and accessing other key information that relates to your parking estate but over the last 12 months, we've gone much further. Our new 'insight suite' unlocks a number of valuable operational and behavioural reports to help inform your decision-making process. We want to empower businesses through understanding the data and insight that can be derived from their parking. This allows you to identify new opportunities for growth, drive greater operational efficiency and improve user experience.

This brochure will walk you through the data that can be gained from your car park and help you to understand how ANPR can help you evolve your parking provision.

The Client Portal

We understand that time is precious. That's why we've built out the most requested information to be available within our client portal, accessible 24/7. Every site we look after has access to the client portal. By being able to self-serve, you can analyse progress on your site yourself, when it suits you – across a number of key performance areas:

✓ View daily visitor numbers

✓ See what contraventions have taken place

✓ Request single and bulk cancellations

✓ View and add vehicles to an authorised list for the site

✓ View who has an active permit for the site

If you'd rather have a regular update, you can set-up scheduled reports (available weekly, monthly, or annually) to drop into your inbox when you need them:

✓ Site summary

✓ Revenue channels

✓ Avoidable cancellations

If you're looking for something a little more specific, discuss requirements with your account manager who can set-up a bespoke report, especially for you – from estate wider performance summaries to pre-booking revenue modelling if you have capacity to spare. We can even provide certain data in raw form, within GDPR regulations, should you wish to triangulate with other analysis you may be conducting.

The Insight Suite

For larger estates, our new 'Insight Suite' is a must. Here, you can not only view but interrogate data from the last few months and in some cases compare against the previous year. Here is just a glimpse of what we can offer:

Visitors

✓ Total visitors by day/week

✓ Visitors by type

✓ Variances week-on-week

Occupancy

✓ % full hour-by-hour

✓ Total vehicle counts across 24 hours

✓ Average stay duration analysis

Repeat visitors

✓ Total counts by number of visits

✓ % proportion of the whole

✓ Month-on-month trends

Revenues

✓ Payment preferences

✓ Total revenue by channel

Fuel analysis

✓ Total visitors by fuel type

✓ Trends over time

The portal can also generate an 'Insight Overview' report which captures all the above performance indicators into one handy PDF.

Visitors

A full car park is a fantastic sign, isn't it? That all depends on whether the usage of your parking correlates to visitors and revenue.

Your visitor data can help you understand how your car park is being used. If your car park is full when your transactions are low, and the store is quiet, you might be looking at a serious parking abuse issue.

The data also enables you to identify peaks and troughs in the type of visitor to your site. If you're seeing permit holders or members mainly using your site on set days of the week (as a gym or health club for example), you could then begin exploring opportunities to encourage visitors on the quieter days. This could mean providing deals and incentives such as free classes, bringing in new customers at quieter times or enticing members to your site more often.

Weekly Variance

No two weeks in any business are the same. School holidays, product launches and events all have an impact on how busy a parking site is, which will ultimately affect revenue.

Our weekly variance tracking allows you to see how usage on your site compares from one week to the next and, once that data is in place, as a year to date figure.

This enables you to track the performance of a site over time, identifying seasonal peaks and troughs. This can be a fantastic way of charting business growth as you see the usage of your site increase over time. This can also help you generate seasonal forecasts, identifying your busiest trading periods and allowing your business to plan and prepare for them effectively.

For example, this could be a retail outlet understanding when they can usually expect an influx of extra customers and adjusting employee rotas to ensure customers are catered for. Or an attraction, pinpointing the peaks in their visitors in relation to school holidays.
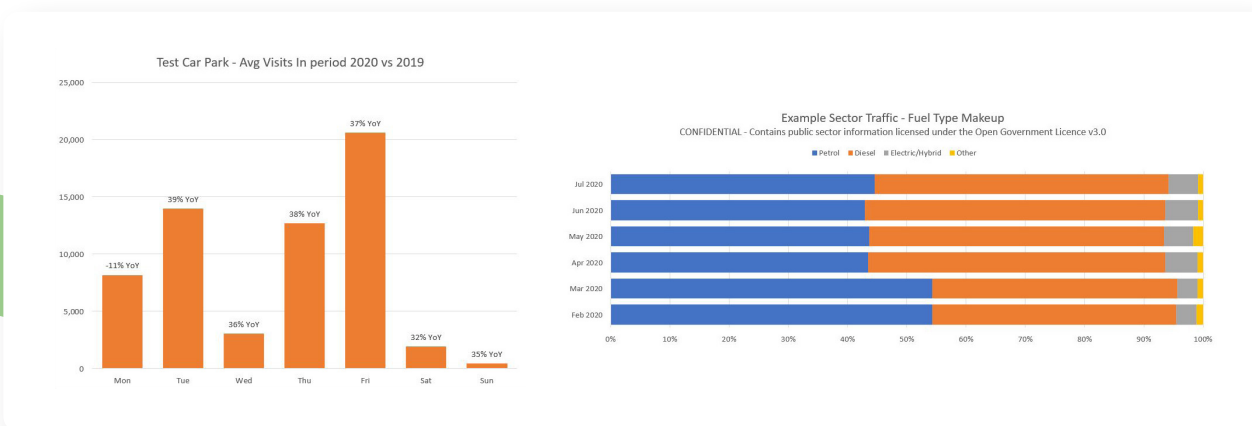
Fuel Analysis

How much do you know about the vehicles your customers use?

You might be wondering why this matters, but the types of vehicles on British roads are changing. Fuel analysis data can help your business understand the types of vehicles being parked on your site. An increase in the use of electric vehicles can be worth acknowledging for several reasons.

Firstly, it creates a potential opportunity for you to cater to your customers by providing electric vehicle charging points on your site.

Secondly, this helps you understand your audience and infers how strongly green credentials and environmental issues matter to them. This could inform other decisions within your business, such as increasing the use of recyclable materials or looking at sustainable options which could be shared with customers, reiterating your commitment to caring for the environment and better aligning with their interests.

This doesn't necessarily have to happen overnight. The data allows you to chart the changes in fuel types over the previous three months, so you can track changing requirements and plan for any behavioural shifts accordingly.

Test Car Park - Avg Visits In period 2020 vs 2019

Example Sector Traffic - Fuel Type Makeup
CONFIDENTIAL - Contains public sector information licensed under the Open Government Licence v3.0

Average Stay Duration

How long are your customers staying on your car park?

Stay duration, or dwell time as it is sometimes called, is important information. Not only in terms of identifying potential abuse or poor parking behaviours if customers are staying for significantly longer than expected, but as a reflection of how your business is performing.

If you're operating a retail outlet for example, would you expect customers to spend a reasonable amount of time browsing and purchasing in store? This data set allows you to see how long visitors are spending on your site and if this translates to the time spent in store.

If you notice customers are leaving quickly, you can begin to look at instances of parking abuse but also identify if there are any issues within the store hampering the shopping experience and deterring customers.

Looking at the average stay duration data can provide real insight into your space turnover (the number of times each space is used by a genuine customer). This can help you gauge the impact of promotions and offers. For instance, if a supermarket is offering customers a meal in the restaurant or discounted use of one of their other services, they should expect an increase in their average stay duration. If this isn't the case, they can then rethink their promotion to draw in more customers.

Using this data can help you build a deeper understanding of your customers' movements and assist you in adapting your business to meet changing habits.

Occupancy Data

Tracking occupancy can reap major rewards for any parking site. The data allows you to track peak periods and lulls in activity. Those peaks can be checked against sales to see if they match. If they don't you can begin to investigate why this isn't the case.

Understanding when the troughs occur means you can adapt your business to capitalise on the extra parking capacity. This could be at specific times, such as around midday in a hotel, post-checkout, and pre-check-in. In that lull, you might consider running special offers in the restaurant to entice more footfall and generate additional revenue.

Or, you may decide to list that extra capacity for pre-booking, allowing motorists to pay for parking on your site and monetising your surplus parking to create a new margin-rich revenue stream. This can draw new audiences to your business, drive extra footfall and be a sizeable boost to revenues. Opening your parking up in this way can even attract customers away from your competitors, or you can leverage your parking to encourage visitors to make use of your services by allowing them to redeem the price of parking against spend in store. This can push the additional revenue generated from pre-booking even further.

Looking at the occupancy in your car park and capitalising on it properly can transform the returns this often-overlooked capital asset generates.

	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00
Mon	21%	65%	77%	6%	26%	84%	38%	17%	21%	56%	53%	58%	29%
Tue	91%	94%	3%	74%	47%	29%	15%	74%	47%	14%	46%	36%	61%
Wed	5%	36%	37%	86%	65%	51%	2%	72%	69%	8%	60%	42%	73%
Thu	21%	20%	92%	67%	16%	33%	72%	58%	42%	63%	83%	44%	74%
Fri	39%	15%	94%	44%	46%	20%	63%	23%	79%	19%	43%	1%	51%
Sat	59%	47%	38%	63%	68%	12%	6%	71%	15%	33%	47%	8%	26%
Sun	12%	31%	47%	74%	40%	53%	49%	55%	60%	65%	79%	8%	55%

Repeat Visitor Analysis

How often do visitors and customers return to your site?

Our repeat visitor data allows you to investigate the frequency at which visitors and permit holders are using your car park.

This could be once a week, or multiple times. What this data allows you to see is the frequency of visits and subsequently helps you understand the need to introduce a loyalty scheme or track the success of current initiatives.

If you have incentives in place that reward repeat visits and this isn't happening, you might need to rethink your approach. Or, if you have lots of repeat visits and nothing in place, you can introduce a scheme to ensure this valuable repeat custom continues.

This can help you increase footfall and revenue, purely by understanding how often people are returning to your site and adapting to capitalise on this information. ANPR cameras logging people entering a site could even go so far as notifying staff when a loyal customer or someone with a VIP booking has arrived. This can enable your team to offer increased service levels to valuable guests and customers from the moment they park.

Parking Revenues Data

If you have a paid parking strategy in place it's important to know that it's working. The parking revenues section on our data platform offers visibility of how much each payment option in place on your site has made over the last 3 months.

This can help you decide if you need to introduce more options for payment, such as cashless solutions, or even trial new payment methods to see how your customers and visitors respond.

There is a societal shift towards cashless options, tracking performance would allow you to see the increase in this over time. However, it's important to understand the demographics of your customers and users of your car park. For example, while cashless options are on the rise you may have groups of customers who still deal in change and cash as that's what they are accustomed to.

By tracking revenue, you can understand the ebb and flow of your business, looking at your stronger and weaker months. Coupled with other data this can help you identify the best times to introduce new promotional activity or highlight opportunities to develop the solutions in place on your site to drive improved payment compliance.

	Pay By Phone	Pre-Booking	Auto-Pay	P&D - Cash	P&D - Card
01 - Jul	£65.00	£32.50	£29.80	£16.25	£8.13
02 - Jul	£78.00	£39.00	£33.45	£19.50	£9.75
03 - Jul	£93.60	£46.80	£39.74	£23.40	£11.70
04 - Jul	£112.32	£56.16	£51.29	£28.08	£14.04
05 - Jul	£134.78	£67.39	£62.87	£33.70	£16.85
06 - Jul	£161.74	£80.87	£74.21	£40.44	£20.22
07 - Jul	£194.09	£97.04	£90.54	£48.52	£24.26
08 - Jul	£232.91	£116.45	£105.37	£58.23	£29.11
09 - Jul	£279.49	£139.74	£128.03	£69.87	£34.94
10 - Jul	£335.39	£167.69	£158.64	£83.85	£41.92
11 - Jul	£402.46	£201.23	£190.37	£100.62	£50.31
Total	**£2,089.78**	**£1,044.89**	**£964.31**	**£522.44**	**£261.22**

How else can we help?

Data has such an impact on businesses. Helping you understand that data and the range of actionable insights which can be found within your parking is just the start of how we can help you.

Benchmarking

By understanding your sites, as well as your wider sector, we're able to assist with benchmarking. This lets you see how your site performs within your market and highlights ways to improve and adapt to drive an improved parking experience for your customers and staff.

We have almost 600 clients across every industry sector and gather ANPR data from over 3,700 car parks. This gives us a huge amount of information to analyse and draw comparisons from.

By analysing sectors and trends, we can enable you to remain aware and engaged with any changes to your industry – this could be shifting buying habits, through to changes in how your customers look to manage their parking.

Scenario analysis

We can help you assess the impact that major changes to your business have had. From increasing the capacity of your car park, a competitor entering the market, amending layouts, or offering new payment methods, gaining a solid before and after picture is hugely valuable. Scenario analysis can provide you with a detailed overview that shows how the effects of any changes have been felt in the car park.

Continual Improvement Plans

Parking is an ever-changing industry. There are a raft of new innovations and fluctuations in how motorists behave which need to be considered. Much like with the fuel analysis data charting the rise of electric vehicles, we can use our data suite to keep you informed of any emerging trends or issues which could facilitate changes on your parking site.

These changes help underpin and support growth. For example, if you are looking to expand your business but need to satisfy the local planner, our data suite can show that you have adequate parking supply. Or perhaps you're looking at adopting other payment methods on your site and need to track performance via a trial.

Incremental changes and evolving your parking over time can allow you to continue providing the best possible parking experience, maximise opportunities for revenue, grow your business and remain one step ahead of the competition.

Parkingeye

One parking partner. Infinite possibilities.

Established in 2004, Parkingeye has grown from a pioneering business into one of the UK's market-leading car park management operators, with almost 350 employees and over 3,700 sites in its roster. Our portfolio offers a range of next generation solutions which span ANPR monitoring, enforcement, permit management, pay-on-foot, virtualised payment platforms, barriers, site performance boosters, loyalty apps and much more, to help businesses large and small across the UK thrive.

We have a 97% customer retention rate and look after solutions for some of the most complex car parks in the country, including 3 of Britain's top 6 supermarkets, some of the world's largest hotel chains, thousands of retailers, property management giants, NHS Trusts and some of the country's most prestigious universities.

Come with us and experience what parking should be like.

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

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