



# Monetising your car park estate

How rich, accurate ANPR data can transform revenues and stimulate growth for your organisation, landowner clients and the tenants on site.

### The forgotten hero hiding within your estate

Whilst research from the Office for National Statistics<sup>A</sup> shows that more money is still spent in store compared with online, retailers and managing agents cannot escape the fact that 'virtual shopping' is growing at a much faster yearly rate (15%) which is placing increased pressure on 'bricks and mortar' sites to compete. While physical store sales have hovered in the region of £300bn, year-on-year levels have remained relatively flat since 2014. Online sales, meanwhile, continue to show a healthy increase, growing by 15.9% from 2016 to 2017 alone. One thing's for certain - as consumers continue to opt for the convenience of online shopping, physical stores aren't the go-to they once were.

Finding ways to drive a step-change in estate performance which can both attract new landowners whilst retaining a profitable client base is a perpetual challenge that chartered surveyors and portfolio managers across the land will be all too familiar with.

However, there is a jewel in most retail estate crowns which is often overlooked – the car park. Whilst rich in opportunities to enable managing agents, their clients and their tenants to thrive in highly competitive markets, new research from the British Parking Association (BPA) has found that customers rack up nearly four days a year – that's 91 hours – simply trying to park at a store\*. Rather than another headache, this presents portfolio managers with a unique opportunity to transform the shopping experience with a modern parking strategy which incorporates monetising their capital assets and create sites which are highly sought after, along with the agent services you provide.

On the ground too, new technology and big data are also unlocking a range of opportunities to optimise capacity, encourage healthy space turnover and create new margin-rich revenue streams to stimulate further growth across sites of all sizes - from town centre hubs and independent traders to retail park giants and superstores.

The value of delivering the most positive parking experience possible has never been more acute than when attracting new clients, reaching favourable contract agreement or delivering financial return to senior management. Let's take a closer look at the factors impacting these aspects and how creative ANPR data applications can unlock the true potential within your portfolio.

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## Symptoms estate apathy?

Change is often delivered across any number of incremental improvements, over time. ANPR integrated sites/estates see a much more aggressive transformation due to the often-fast implementation (as little as 4-6 weeks) and almost immediate results in terms of lifting space availability whilst unlocking low-hanging revenues. The technology also gives managing agents access to live data and lots of it – our client base alone captures a staggering 4m data points each day. Without this kind of accurate data to feed into behavioural analysis, site teams may struggle to articulate an understanding of footfall (apart from POS information), stay duration and space turnover – critical when demonstrating a high performing site to prospective clients.

Besides the shocking figures relating to time spent trying to park, the BPA findings also highlighted that 40% of motorists find parking a stressful experience\*. Visiting some sites personally can often tell you far more about how effectively parking is currently utilised across your estate. Spaces being abused by non-patrons will force genuine customers to shop elsewhere (online or with a competitor). Sluggish and temperamental barriers can seriously hurt car throughput and mounting admin will frustrate already-busy facility teams. Aside from rising customer and tenant complaints damaging your brand reputation, problematic sites will attract the attention of senior management.

Other signs could include rising maintenance costs for existing parking hardware - payment machines or barriers for instance – which could also be masking unproductive time spent by on-site teams contacting contractors or resetting software. Ineffective site layouts are known to attract poor parking practices. From cars straddling two bays due to faded lining or complaints from blue badge holders suffering from poor space allocation or ramp provision, these issues can seriously impact repeat visitor levels. Concerns about security might also drive visitor peaks during daylight hours followed by a harsh drop-off once the sun goes down, even though the stores may remain open long into the night – ANPR can offer accurate visitor tracking across the year and provide seasonal benchmarking.

Viewed in isolation, the signs are easy to miss but when reviewed in the context of site performance, just some of the issues highlighted here have enough influence to limit vehicle numbers across your estate, how long they stay and whether they return. Furthermore, an ineffective parking arrangement can hugely affect other development ideas, whether you're under pressure to lift performance for individual sites or estate-wide – after all, everything is limited if you can't get the cars into the car park in the first place. Rather than viewing parking as a practical necessity, what if we were to view it as your secret weapon in driving that step change? Chartered surveyors, portfolio managers and estates professionals across the UK will all grapple with the challenge of creating high-demand estates amidst tight budgets and increased competition.

**Let's take a closer look at how high-quality parking strategies can both elevate your reputation and make life much easier to boot, for you, your site teams, tenants and their customers.**



### Creating demand for your services

Compared to valuations, essential safety measures, appropriate insurances and lease management, parking can drop down the list but getting it right can deliver significant value and return. For instance, imagine a break-clause or rent review which hinges on minimal annual footfall for instance or the ability to raise rental due to impressive benchmarking reports. ANPR data provides irrefutable proof of your performance capability and can compare KPIs and behaviours with the wider retail sector, from year-on-year improvements to optimised space turnover. This ability to showcase your differentiation is key to instilling confidence and securing new landowners for long-term partnerships.

### Gaining leverage

Senior management and landowners alike will want to see an upward trend in site revenues and footfall. Surprisingly, car parking provides an opportunity to lift both top and bottom-line numbers, with swift improvements able to show a marked change in as little as 3-6 months. Strategies can be hugely flexible too, with the ability to tailor solutions to each individual site – no matter if the estate is made up of paid parking, max stay, fully virtualised, fully managed or a mix.

Location and visitor levels are both key for tenants looking to put down roots on a high performing site. There's no doubt that great locations offer obvious advantages but conversely, sites in city centres or near transport hubs – such as train stations – could be hit hard by abuse which can seriously limit the space available for genuine customers and paradoxically deliver less shoppers. Putting an effective management strategy in place which includes ethical enforcement can significantly uplift space availability.

The opportunity for managing agents to repurpose accurate ANPR data – overlooked by many – for commercial gain is considerable. Whilst working alongside one of the UK's largest supermarkets, our ANPR data has been creatively utilised to drive business decisions, challenge or confirm assumptions and lift incremental revenue. Taken in isolation, as individual data points, the information isn't new but overlaid with wider datasets (POS takings for instance) using GDPR-complaint SQL stacks or APIs, ANPR can enrich the experience at a physical store amidst aggressive online growth. Using data groups such as visitor counts, duration, occupancy, payment choice and repeat visitor rates (loyalty) ANPR has helped the giant retailer make significant commercial decisions, such as whether to open a petrol filling station on site or whether they have enough capacity should they integrate with a fast food retailer.



The ability to discuss and demonstrate new ideas with landowners can be transformational, alongside providing leverage during contract negotiations or discussions at rent review. In addition to year-on-year/month-on-month analysis, benchmarking against the wider sector can show how valuable your site/portfolio is and make it difficult for competitors to match.

Celebrating site improvements under your influence will of course impress new landowners but also helps to bolster existing client loyalty, who in turn may roll-out further sites. Imagine review meetings which cover behavioural insight and continual improvement ideas to create new revenue opportunities, all driven by ANPR analysis. Similarly, accurate site-by-site capacity reporting can highlight unused space which could be offered to motorists looking for available parking nearby. This idea alone has the potential to generate landowner/agent revenue, deliver new visitors through tenant doors and offer a great service to local shoppers.

**Such success can provide valuable exposure to upper management and help with financial forecasting, backed up with access to accurate ITTT (if this, then that) ANPR modelling to provide scenario projections. Risk and compliance too can be managed-up and used to reassure the landowner.**

Our cameras alone generate 1.5 billion data points each year, data bespoke to your site(s) which can be used to seriously monetise your estate, so much so the lowly car park is now seen as an attractive alternative investment in its own right.



### Creating a high-performing estate

If your estate is performing well, tenants will of course reap the rewards but what does good actually look like for parking.

#### Driving more footfall

Manned sites can bring their own challenges. After all, this means relying solely on people being in attendance to manage the car park(s), creating issues with security around cash-handling as well as sluggish vehicle throughput due to manual processes. Of course, it also means that if personnel are absent from work, that day the site won't generate any revenue. Automating these processes will drive cost and time from the business, allowing you to redistribute resource elsewhere and get more shoppers into site.

Once the stalwart of busy car parks, physical entry barriers rarely help the layout and throughflow of a car park. Investing estate-wide in ANPR technology will provide a better user experience, whilst ensuring nobody leaves the car park without paying (if applicable). For instances where barriers must be retained, ANPR can be fully integrated so a number of previously manual elements become automated – the best of both worlds some might say - if full-ANPR isn't an option.

ANPR accurately tracks occupancy so highlights any spaces left empty, and when. A service like Glyde Spaces can advertise those spaces to thousands of motorists looking for parking near to your sites(s) – delivering new audiences through your tenant's doors, as well as a margin-rich revenue stream for you from the rental. Dynamic pricing means rates are automatically optimised based on local supply and demand to ensure revenues are fully maximised.

Have you reviewed site accessibility? Just as people may struggle to fill up at a petrol station, many find it difficult to pay for parking. If your sites don't include disable-friendly payment stations, you may be putting off a sizable visitor group, with over 1m disabled motorists now registered in the UK. To help, on-site machines ought to be reviewed with less-able customers in mind and hardware should be given the seal of approval by the UK Disabled Motoring Association, as is the case with our Glyde Kiosks. Virtual payments offer another opportunity to improve customer experience as it removes the need for physical payments on-site altogether. This makes life much easier for motorists as they no longer have to handle payments on-site, which in turn lifts space turnover.





## Improving space turnover

Alongside being a nuisance for shoppers, congestion can hugely affect space turnover rates – the difference between welcoming 5 cars across the day compared to say 7.

If your sites offer pay-on-foot, ANPR-linked payment data allows shoppers to drive in, find a spot and get shopping seamlessly without any need for sticky tickets from far flung temperamental machines. ANPR integrated kiosks use the data they're being fed to recognise who's on site so when they're ready to leave, motorists select their vehicle on the 19" touchscreen and pay using card or cash (coins and/or notes with the bonus of giving change). In a nanosecond, the kiosk informs the camera they've paid.

What's more, by asking the motorist to double-check their vehicle details, the site can ensure both the highest payment rate for the landowner and provide a fair way to prevent motorist contraventions.

Going further, when integrated with cloud-based payment software, not only does the driver not have to worry about cash but there's no need to think about paying full stop. Instead, cameras capture in/out times and automatically deduct payment on exit, with an SMS delivered to registered motorists detailing the sum paid.

**The ultimate 'free-flow' solution, this technology makes the car park element virtually invisible within the overall retail experience and can lift repeat shopper rates by 15%+ due to its unrivalled convenience.**

Each space on your site will directly correlate to revenue through your tenants' tills. Fact. So, imagine the impact if each space is taken up for an additional 15 minutes due to searching for a way to pay for parking, waiting in a queue at the barrier or worst of all preventing new shoppers entering site.

## Increasing average spend

Providing a positive parking environment is key to the overall brand experience across your wider portfolio. We know from the BPA research that 4 out of 10 motorists find parking stressful so creating a frictionless, hassle-free solution is key to them opting to shop on one of your sites and coming back time and time again. ANPR technology can provide a host of services which make life easier for your shoppers, from a choice of next generation payment options - spanning traditional, cashless and virtual – through to auto-pay and pre-book services enabled by accurate visitor data. Happier customers mean happier tenants and of course happier clients.

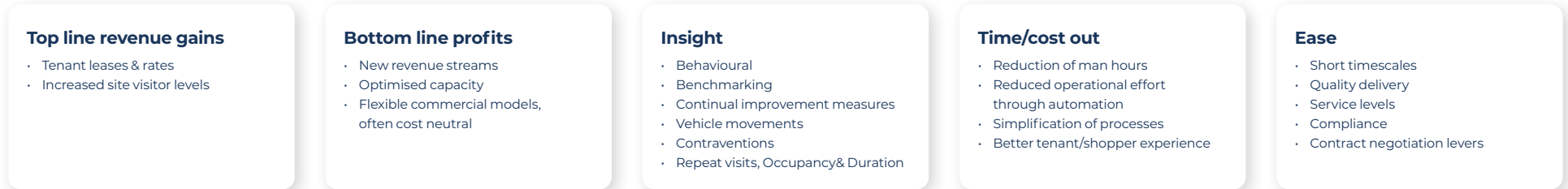
**ANPR-linked loyalty apps really boost average site revenues. The camera logs registered users on entry and serves live offers to their phone. For instance, let's take a large retail site housing both a Costa and a Starbucks but one is offering a free 'tall drink' with every sandwich... you get the idea.**

Flexible enough to roll-out to those tenants who've opted in or site/estate-wide, this low-admin, in many cases free service is helping site operators win back trade from both the online world and competitor sites nearby.

### Making the case for ANPR

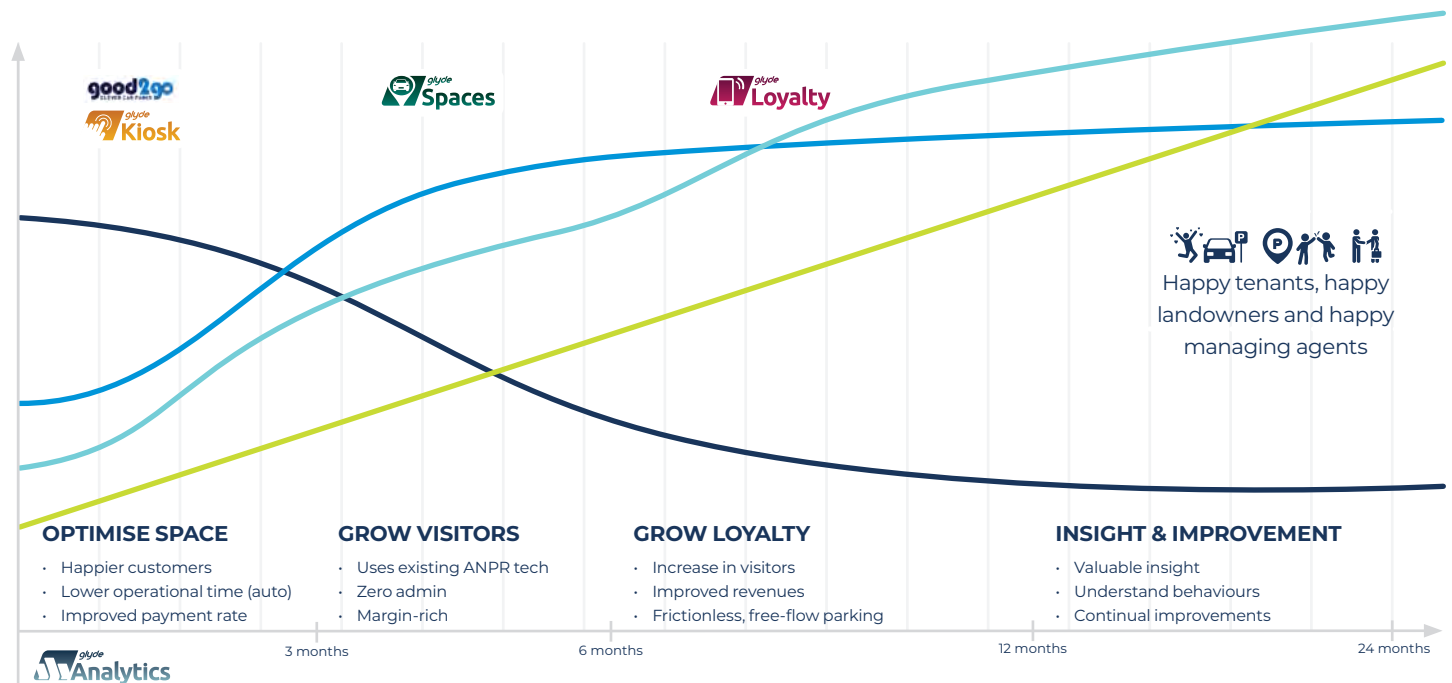
Being clear about the benefits of ANPR to senior management can be daunting and amidst other day-to-day worries about tenant financial health, landowner relations and senior management demands, it's easy to put off parking considerations. Though in doing so, you may overlook a capital asset capable of quickly evolving the way your sites operate and technology which can make life much easier for everyone.

#### Main areas to focus on when compiling a business case are:



### A modern parking strategy

Impact on business





## Illustrative example:

Scenario: A 200 space town centre retail park with 20 tenants. The site is being hit by non-genuine customers parking to visit the adjacent train station and the managing agent is hounded by unhappy tenants amidst mounting pressure from senior management to lift revenues.

### STEP 1 – Reduce Abuse

- ✓ 200 spaces but circa 50 used by non-genuine visitors
- ✓ Introduction of ANPR eradicates abuse – more capacity for genuine customers

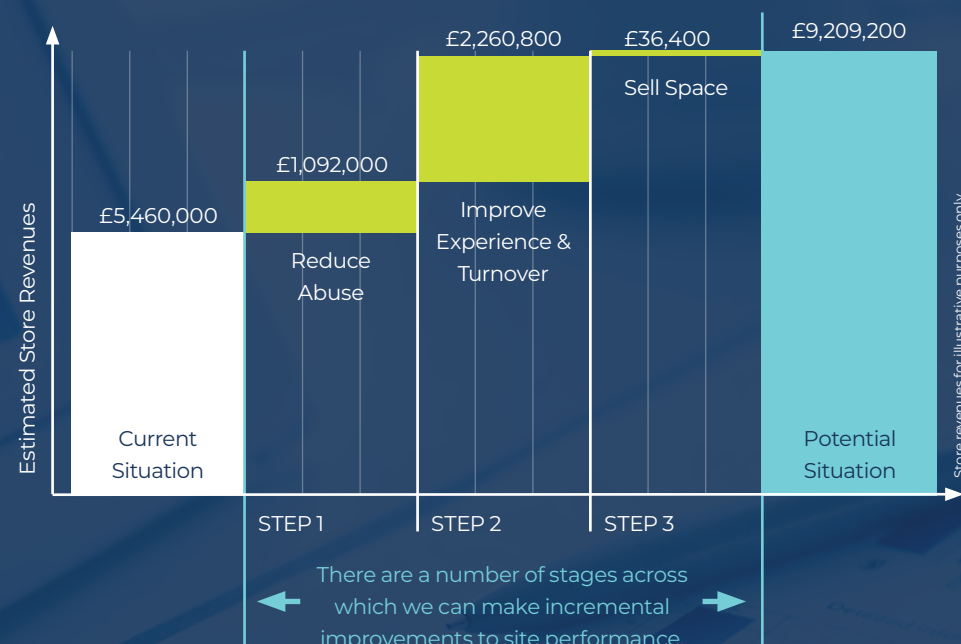
### STEP 2 – Improve Experience & Turnover

- ✓ Revised car park layout generates 20 spaces for shoppers
- ✓ Better experience improves space turnover – 5 cars p/day rises to 7 cars p/day
- ✓ More repeat visitors – introduce good2go, better experience with virtual payment solution

### STEP 3 – Sell Space

- ✓ Spare capacity is sold via Glyde Spaces – fills 20 more spaces each day which generates booking revenue and drives additional footfall

Juggling landowner expectations and senior management demands isn't easy but your parking estate presents a rich opportunity to delight both. Parking strategies which fixate on single elements, such as enforcement do not take into account wider benefits enabled by ANPR technology to lift top and bottom revenue lines, boost visitor numbers, drive repeat visitors or drive operational cost out of the organisation.



**Give your estate a real edge in a highly competitive marketplace and temper the draw towards online by grasping the rich opportunity ANPR presents.**

## The ANPR market-leader

Established in 2004 Parkingeye has grown to become the largest supplier of Automatic Number Plate Recognition (ANPR) systems on private car parks in the UK. Our system captures over 1.5 billion vehicle recognitions annually and accounts for 40% of the market. Parkingeye is a full turnkey supplier offering total car park management, spanning ANPR monitoring, enforcement and smart city services to provide a more positive parking experience, boost revenues and make life much easier. Whilst other providers may offer a more standardised approach, years of experience has taught us that every site is unique so not only have we built the largest interchangeable portfolio in the market, but we tailor every single solution to suit the way you work perfectly.

The entire team at Parkingeye is committed to working in partnership with our customers and forging long-term, collaborative relationships – reflected in our 98% client retention rate. Our approach is a proactive one, from monitoring your site to analysing user behaviour so you can optimise the way you work. That's why we're managing 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.

All this, wrapped up in a market-leading service which covers remote fix, quality assurance and the capability to handle a staggering 4m pieces of data every single day... installed with minimal fuss in a matter of weeks. Your estate/scheme would be in very safe hands...



One parking partner. Infinite possibilities.

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

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