Parkingeye

One parking partner. Infinite possibilities.

Welcome to Car Park Management

A range of solutions to help businesses, landlords and facility managers realise the untapped opportunity within their car parks.

New technologies are enabling organisations across the UK to understand users better, prevent unauthorised parking, boost revenues, introduce automation to drive out operational cost and improve space availability to deliver the right brand experience.

Fundamentally, an effective car park strategy can not only transform the user experience but significantly monetise what is often an overlooked yet hugely valuable capital asset. The best solutions are bespoke to each site and if designed properly, can offer a zero-admin infrastructure which gives time-strained internal teams a chance to get back to the day job.

The right management approach can also help you enforce the rules on site, whilst providing a visual deterrent against vandalism and anti-social behaviour – something which many city centre sites content with on a daily basis. Depending on the operational needs of each location, solutions can be delivered either by Automatic Number Plate Recognition technology (ANPR) cameras, a manned (ie; an attendant) solution, by physical infrastructure such as barriers, through virtual permit allocation, or a combination. Whichever is right for your business, your car park is so much than just a headache. A great car park strategy, no matter how large or small your sites is, can deliver serious uplift to both your top and bottom lines, as well as supporting business ambitions, not just today but across the long-term.

The best advice in the market

As the ANPR industry leader, we have almost 400 specialists on hand to make sure your solution is just right. Plus, with almost 4,000 car parks already under our care, we're uniquely positioned to both understand your challenges and employ our vast experience to provide the very best solution, with dedicated installation and service teams to get you up and running smoothly. Our technical experts also have deep sector knowledge, covering virtually every industry you can imagine and can help share learnings from past installations to reassure you on every aspect.

Our advice runs much deeper than simply discussing where to install cameras. We can also provide guidance on a host of other parking aspects, to ensure maximum efficiency and the very best customer experience:

Layout & solution design

Who uses your car parks, when and for how long should all inform parking zones and layouts. Disabled users, parent & child bays, electric charging points and much more must be taken into account to ensure a free-flowing site and positive parking experience for everyone.

Planning advice including supply & demand modelling

If you're thinking of expanding or just at the early stages of a new development, the local planning department will be on your list of stakeholders. We can help you demonstrate adequate parking capacity and even share insight into demand in your area.

Park Mark accreditation

This is a national standard for UK car parks that have low crime and measures in place to ensure the safety of people and vehicles. A Park Mark award can help drivers identify car parks where they can confidently leave their vehicle, knowing the environment is safer. Especially important for schools.

CDM regulations

Before we can install anything on site, we'll need to check when your building was constructed due to the government's CDM regulations concerning Asbestos. Don't worry, there are plenty of ways we can help.

BPA approved signage

Our signage plans are the most detailed on the market, highlighting each location and the various styles. To ensure our external signage is built to last, every piece is manufactured from high-quality, super-durable Die-Bond material (an Aluminium composite), whilst rigid Foamex boards are used for anything internal.

Groundworks, civils & connectivity

With us, you'll have a choice in how the system operates, hard-wired, 3G or 4G connectivity, through to mobile units in areas with no power and solar-powered payment kiosks to support your green credentials. Our site plans detail camera locations, cabling, power and so much more.

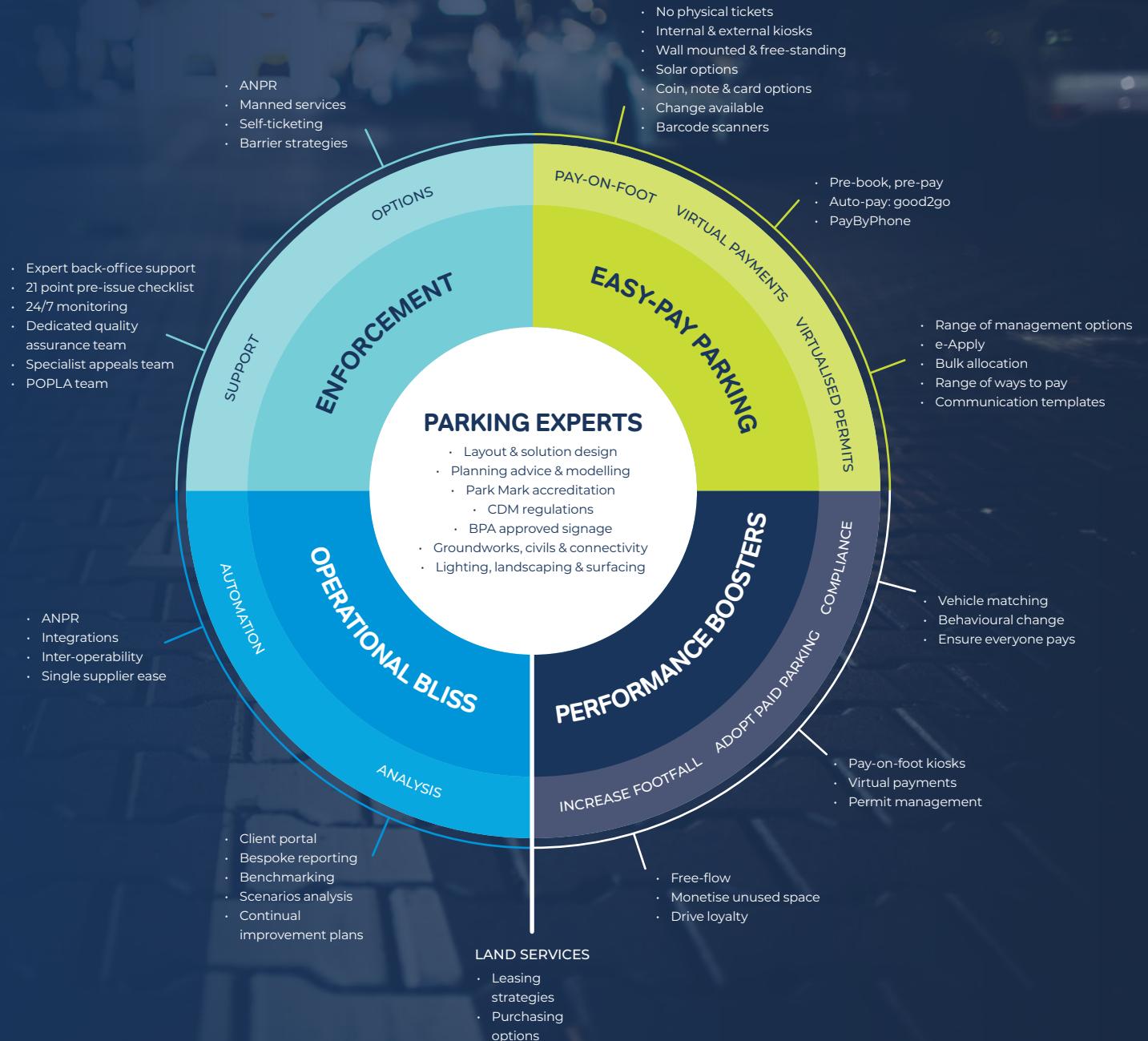### Lighting, surfacing, landscaping & grounds maintenance

We understand that a positive experience in your car park doesn't end with the management, so we've built a network of market-leading specialists who can also help you with lining, lighting, drainage, cleaning and a host of other complementary services.

Car park management services

We understand that every business is unique and that things change. That's why we not only tailor all our solutions to the way you operate but make sure they're flexible enough to change as your business, your market and the world around you does.

Powered by best-in-class technology to deliver maximum automation and minimum hassle, our diverse range of interchangeable pay-on-foot, cashless, permit management, manned services, leasing options and revenue boosters are hard for other providers to match. Plus, with a continued squeeze on space our trusted enforcement process is so effective at optimising your parking assets that we have the highest upheld rate of the major operators with POPLA, the industry ombudsman – you're in safe hands.

Our key technology enabler is Automatic Number Plate Recognition (ANPR), which is not only able to collect up to 2m pieces of data every single day, but can power a range of 'business boosters' to help you grow too, once we've eradicated unauthorised use at your site(s).

PARKING EXPERTS
- Layout & solution design
- Planning advice & modelling
- Park Mark accreditation
- CDM regulations
- BPA approved signage
- Groundworks, civils & connectivity
- Lighting, landscaping & surfacing

ENFORCEMENT
OPTIONS
- ANPR
- Manned services
- Self-ticketing
- Barrier strategies

SUPPORT
- Expert back-office support
- 21 point pre-issue checklist
- 24/7 monitoring
- Dedicated quality assurance team
- Specialist appeals team
- POPLA team

EASY-PAY PARKING
PAY-ON-FOOT
- No physical tickets
- Internal & external kiosks
- Wall mounted & free-standing
- Solar options
- Coin, note & card options
- Change available
- Barcode scanners

VIRTUAL PAYMENTS
- Pre-book, pre-pay
- Auto-pay: good2go
- PayByPhone

VIRTUALISED PERMITS
- Range of management options
- e-Apply
- Bulk allocation
- Range of ways to pay
- Communication templates

OPERATIONAL BLISS
AUTOMATION
- ANPR
- Integrations
- Inter-operability
- Single supplier ease

ANALYSIS
- Client portal
- Bespoke reporting
- Benchmarking
- Scenarios analysis
- Continual improvement plans

PERFORMANCE BOOSTERS
COMPLIANCE
- Vehicle matching
- Behavioural change
- Ensure everyone pays

ADOPT PAID PARKING
- Pay-on-foot kiosks
- Virtual payments
- Permit management

INCREASE FOOTFALL
- Free-flow
- Monetise unused space
- Drive loyalty

LAND SERVICES
- Leasing strategies
- Purchasing options

1. Enforcement

Unauthorised visitors using your car park can drive serious access and capacity issues, pushes up management and maintenance costs, all while wasting time and creating stress for you. The balance between eradicating abuse effectively and transforming the parking experience for genuine users, whilst protecting brand reputation for your business is a delicate one but something we've spent years perfecting.

Whilst you set the rules on your site, we're on hand to provide expert advice on what works best for sites similar to yours and with us, you'll always have the opportunity to cancel a PCN where you feel it's better for your business to do so. It's your site, you decide – although you may be surprised to learn that we actually only issue Parking Charge Notices (PCNs) to around 0.3% of the vehicles who use our car parks.

ⓘ All our services can be taken singularly or with other complementary services – for instance, a larger estate might require a mix of automated ANPR and manned services whereas smaller sites may opt simply for self-ticketing.

ANPR

ANPR operates in a similar way to CCTV, where cameras (usually positioned at entry/exit points) capture number plates of all vehicles as they enter/exit the car park. This photographic evidence is then coupled with vehicle behaviour within the car park to create an exact picture of car park usage and penalise those breaking the rules. It is now the 'go-to' for efficient car park management.

- ✓ Fully automated, zero admin
- ✓ Super-accurate, highly effective deterrent
- ✓ 99% uptime, always on
- ✓ Virtualised, paperless
- ✓ Full maintenance back up – 75% of faults are fixed remotely
- ✓ Typically, ideal for sites with 10+ spaces
- ✓ Removes the need for barriers or manned attendants on-site
- ✓ Combine with discreet indoor terminals to register genuine users
- ✓ Can be integrated with other services to enhance the parking experience further
- ✓ Available as mobile units for sites without access to power

Manned

Fully trained on-site attendants can manually issue Parking Charge Notices to those who contravene your rules but can also help to explain car park terms to motorists, patrol & observe parking behaviours, assistance in identifying blue badge fraud and offer health & safety support (including first aid).

✓ Great for individual bay management

✓ Fully trained professionals represent your brand

✓ Easy to use handheld devices allow existing teams to issue PCNs, with the full support of Parkingeye's back-office

✓ Great if you need additional visibility to reduce poor parking behaviours – parking on dropped curbs for instance

✓ Although less cost effective, a good option if the site is small or layout makes ANPR difficult

✓ Often a stand-alone solution due to difficulties in integrating with other services

Self-ticketing

Still a manned service but instead of Parkingeye attendants, monitoring and enforcement is conducted by internal teams. This offers a flexible approach to car parking management using our handheld PARKs App technology, enabling site personnel to issue Parking Charge Notices themselves.

✓ Perfect if you already have a team in place, which you want to retain

✓ Good option if you want to retain full control

✓ Great for individual bay management

✓ Full training provided

✓ Hand-held devices connect to full back-office support at Parkingeye HQ

✓ Can also help with obstructive parking – double-yellow parking for instance

✓ More day-to-day management required

Barriers

Traditional barriers are a recognisable parking management solution. However, they are being superseded by newer, more effective technologies. By combining your barrier with ANPR, you can extend the lifespan of your capital investment and gain access to the powerful benefits of ANPR automation. If you're used to a barrier solution, or it's a necessity for your site, an ANPR-blended barrier could be the next logical step – providing greater efficiency, accuracy and convenience for your visitors and staff.

✓ Improve car park flow, reduce site backlogs

✓ 80% faster than a traditional barrier

✓ 98% capture rate using industry leading equipment

✓ 100% ticketless - reducing costs and environmental impact

✓ Capture and analyse rich behavioural data

✓ No need for access to be 'granted' by an employee

✓ Generate 100% compliant parking revenue

"During the August bank holiday in 2017, 50% of vehicles in our car park weren't customers. On the same day in 2018, this figure dropped to just 15%."

Lindsay Hayes, Partner and co-founder, Wye Valley Visitor Centre

2. Easy-pay parking

If you're looking to implement a paid parking strategy to monetise your site or simply trying to improve existing payment rates, we can help. Our diverse range spans traditional pay-on-foot and PayByPhone, through to cutting edge 'auto-pay' services which simply deduct the payment due on exit, removing the worry of payment altogether for the motorist and driving up repeat visits. Clever stuff.

Pay-on-foot

Parkingeye's innovative payment machines lead the pack, with thousands now installed across the UK and counting. With super-high uptime and options to fully integrate with smart ANPR technology, our diverse pay-on-foot portfolio features a range of features – from solar-powered as well as hard-wired solutions to support your CSR strategy and the ability to provide change unlike many competitors through to indoor/outdoor models, freestanding or wall-mounted and much more.

✓ No physical tickets, the cameras do the hard work

✓ Drives up payment rates due to lower manual entry errors

✓ Wall mounted or free-standing, internal or external designs

✓ Solar-powered options available

✓ Coin, note and card payment options available

✓ Bespoke configuration to your individual site

✓ Barcode scanners allow for promotional discounts & offers

✓ Monitored 24/7

Virtual payments

In today's highly connected world, the opportunity to harness and repurpose real-time parking data to deliver a seamless experience and help businesses thrive in highly competitive markets has never been more achievable. Our virtual payments portfolio offers modern customer-facing services for the reimagined parking hubs of tomorrow – suitable for almost every sector, and accessible from anywhere - alleviating stress and optimising available parking amidst rising car volumes. Leveraging high octane ANPR technology, cloud-based pre-pay platforms and a steady move towards becoming a cashless society, today's parking does not require physical payment or ticketing of any kind. These advances in technology open up a range of opportunities for car park managers to streamline their operations while providing the most positive parking experience possible through truly free-flow solutions.

Pre-book, pre-pay

By using ANPR occupancy data we can ascertain when and where parking space within your estate goes unused, which can then be offered to motorists looking for parking nearby – not only generating a new margin-rich revenue stream for your business from an unused capital asset but making life easier for your community.

✓ Perfect for town centres or sites near sports stadia, hospitals, country parks or busy offices

✓ Attracts new audiences, increased footfall

✓ Ability to book hourly, daily or monthly and extend stays

✓ Create a margin rich revenue stream for your business

✓ Dynamic pricing ensures you get the best rate for your space

✓ Zero admin or advertising required

✓ Set-up in as little as 5 days

Example: A restaurant owner was able to rent out parking during the day with an early-bird promotion to shoppers returning to their cars, without impacting space capacity for core diners in the evening. This created two new revenues streams for reinvestment back into the business, alongside valuable brand awareness.

Auto-pay: good2go

Welcome to Parkingeye's revolutionary pay-as-you-park facility which drives loyalty for landowners and offers drivers a unique, utterly seamless 'auto-billing' parking facility. Designed to eradicate parking-related stress altogether, with auto-pay your visitors can forget about scrabbling to find change or locate a payment machine, no need to enter vehicle/payment details every time they park or guess how long you'll stay – your users can simply just drive in, stay as long as they need and leave. It really couldn't be simpler.

✓ Invisible parking, entirely frictionless

✓ Fantastic parking experience

✓ SMS on exit to confirm payment deducted

✓ Ensures 100% payment compliance

✓ Ideal for all users, especially disabled drivers

✓ Free service

✓ Creates loyalty

ⓘ The most convenient parking payment system on the market today, this auto-pay technology can boost repeat visits to your site by 10% and overall visits by 15%.

PayByPhone (semi-virtualised)

Although fewer people are carrying cash, we're almost never without our mobile phones – which makes PayByPhone such a useful system. Users simply find a space, and then, using the unique location number for that specific car park (usually found on a nearby kiosk or sign), pay using the app, website or over the phone.
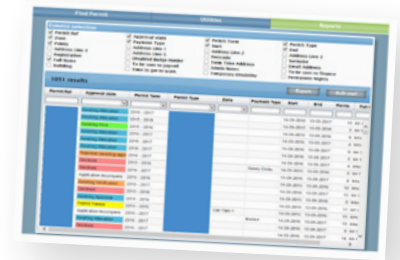
✓ Facility most drivers are familiar with

✓ Ability to extend stay

✓ Great supplement to enforcement

✓ Good option if users aren't fully comfortable with fully virtualised payments

✓ SMS on exit to confirm payment deducted

✓ Ensures 100% payment compliance

Virtualised permits

A virtualised permit system can suit most sites but especially car parks juggling several different user types – for instance an educational facility supporting students, staff, visitors and suppliers. Integration with ANPR enables your business to manage/allocate thousands of virtual permits at once, from anywhere, via a responsive dashboard.

The unique modular design and wide-ranging functionality can be completely tailored to specific business needs with an easy-to-use online permit application process and communications tool to ensure staff, students, residents and visitors have the most positive parking experience possible. Plus, our in-house experts will remain on hand to provide ongoing advice and support to make sure you maximise time efficiencies and additional revenue potential across your site(s).

✓ Users only pay for what they need, as they need it

✓ Zero physical paperwork, thanks to ANPR

✓ Works alongside enforcement

✓ Fully configurable

✓ Needs-based online application process

✓ 'Green' options such as car sharing points

✓ Special circumstances taken into account (disabilities, long commute, vehicle emissions, etc)

✓ Google API allows system to auto-assess alternative transport options

✓ Single or bulk notifications

✓ Pay by credit card, salary deduction and cash/cheque (with direct debit due shortly)

✓ Choice of management levels, from self-serve to fully managed by Parkingeye

✓ Entry level self-serve booking option

3. Performance & revenue boosters

Increase footfall

By having better flow by removing or semi-automating barriers, your site will be able to accept more cars, much more quickly onto site.

✓ Effective enforcement will ensure that space is available for genuine customers

✓ By getting your layout right, space turnover will increase whilst modern payment options will ensure that time is minimised on site.

✓ ANPR integrated loyalty schemes are a great way to attract more visitors to your site. The cameras notify a registered driver on entry of offers available, helping you outsmart the competition.

✓ By selling unused space, you can attract new audiences as well as creating new revenue streams for your business. Win, win.

✓ Provide a much better experience for your users to ensure positive brand sentiment

"We used to have barriers but had huge backlogs across the site due to delays and breakdowns, even blocking blue light routes. We now accept a further 50,000 cars through our gates each month due to the free flow environment that ANPR has created."

NHS

Tom Higgins, Car Parking & Security Manager, Manchester University NHS Foundation Trust

Adopt paid parking

If your site offers free parking, now might be the time to apply a reasonable tariff structure. It's a quick and easy way to create a margin-rich revenue stream, with the option to set a free max stay if that suits or member permits for your most loyal customers.

✓ Pay-on-foot (Traditional & cashless options)

✓ Virtualised solutions (pre-book/ pay, auto-pay, PayByPhone)

✓ Virtual permits

"New revenue from paid parking has allowed us to invest money into important causes - £14k into our 'All-ability and Disability' cycling programme to help disabled users of the facilities, plus £10k in resurfacing the car park to make sure it's safe."

Jeremy Northrop, General Manager, Olympic Velodrome

Ensure everyone pays

✓ Next generation kiosks are integrated with powerful camera technology which captures the vehicle registration number on entry and then matches it to payments made on site

✓ Users select their vehicle on screen, reducing manual errors

✓ Duration is calculated accurately and charged accordingly

✓ Anyone found to be leaving without paying or contravening the rules will be issued with a PCN – hugely effective in changing parking behaviours

✓ A thorough design process ensures that payments can be made at convenient locations (if on-foot), with a minimum quota per vehicles

✓ Quality signage ensures that payment tariffs are clearly explained

✓ A combination of the above can boost payment rates by up to 40%+

"Following ANPR being installed on site, we found that we had 50% more space and our revenue doubled."

Marriott

Ron Vos, General Manager, London Heathrow Marriott

4. Operational bliss

The daily demands of managing a 21st century parking environment while juggling financial, time and resource demands must seem relentless. As on-site facility teams are often tasked with soft and hard FM, utilities, building maintenance & renovation, safety, regulatory compliance and just about everything in-between, it's easy to understand why parking can fall down the list of priorities. It might be hard to believe but parking can significantly reduce the strain, in both time and operational headaches.

✓ Get time back through automation, reallocate resources elsewhere

✓ Save money on manned services and ageing hardware maintenance contracts

✓ Remove the day-to-day hassle by eradicating complaints, easing backlogs and putting enforcement in professional hands

✓ Expert account team on hand around the clock to answer queries

✓ 99% uptime, backed up by remote diagnostics (75% of faults fixed remotely)

✓ Make more informed decisions and highlight ideas for continual improvement

"People were facing queues, difficulty securing a space and issues in paying, alongside regular breakdowns to the barrier system, which all combined to create frustration and stress for patients, staff and visitors alike."

NHS

TOM HIGGINS, Car Parking & Security Manager, Manchester University NHS Foundation Trust

Client portal access showing daily contraventions, with ability to request cancellations

Gain full visibility of who is using your site, and how, with our powerful site analytics

✓ Using ANPR data to help your business thrive

✓ Sites supported by ANPR can yield a wealth of useful parking data, providing valuable insights which can help your business make more informed decisions and grow. Here are just a few examples of how this next generation technology can provide deeper visibility into how your site is operating:

✓ Modern kiosks are integrated with ANPR which matches vehicle registration details to payments made on site

✓ Users can select their vehicle on screen, reducing manual errors

✓ Duration is calculated accurately and charged accordingly – requested via a kiosk or deducted automatically on exit for registered users of good2go

✓ Anyone found to be leaving without paying or contravening the rules will be issued with a PCN – hugely effective in changing parking behaviours

✓ Entry data can be used to trigger relevant offers to your best customers

✓ Accurate occupancy data can be repurposed to offer parking to nearby motorists, delivering new revenue streams and new audiences to your business

✓ A combination of the above can boost payment rates by up to 40%+

✓ ANPR environments can boost repeat visits by up to 15%

Our expert data geeks are on hand, along with our state-of-the-art management information platform to give you full visibility of usage and put you firmly back in the driving seat.

The portal

Access to our modern self-serve platform comes as standard at Parkingeye. Here, you can view you car park(s) and see a number of useful KPIs:

- ✓ Daily visitors
- ✓ Contraventions identified
- ✓ Request single & bulk cancellations
- ✓ View and add vehicles to an 'authorised' list
- ✓ View active permits
- ✓ Make contact with your Parkingeye Account team

Bespoke reporting

We can set-up additional reporting, tailored to your business, which cover more in-depth analysis including:

- ✓ Traffic volume & flow
- ✓ Seasonal trends and year-on-year variances
- ✓ Stay duration
- ✓ Occupancy levels – weekly, daily & hourly
- ✓ Payment channels
- ✓ Repeat visitor analysis
- ✓ Vehicle fuel type

OVER 1.4 BILLION
Over 1.4 Billion vehicle recognitions annually

Benchmarking

- ✓ This service allows you to compare* your site(s) with others across our vast database.
- ✓ Our expansive network of car parks covers all regions of the UK
- ✓ The volume of data from our car parks and the number of vehicle recognitions allows our clients to have an in-depth comparison and the ability to benchmark across sites, industries and regions.
- ✓ Fully anonymised and aggregated industry benchmark analysis
- ✓ Due to our vast client base, we can offer expert insight in to the industry benchmarks for clients. This has helped clients plan their estate and traffic management more effectively to improve customer experience.
- ✓ Tailored benchmark criteria
- ✓ We can benchmark on many data types such as region, location features, capacity and PCN value. This enables our clients to get accurate and timely insight into sites that are directly comparable to their own.
- ✓ Trend analysis over time
- ✓ Having access to so much data allows our experts to perform trend analysis. This is beneficial to clients as it allows to plan for cyclical and seasonal demand. Internal promotions and events can also be linked to car park activity making the tracking of success much easier.

* Benchmarking analysis must support a large enough segment of data to ensure confidentiality.

Scenario analysis

If you'd like to look more closely at a particular situation or date, we can get our team of data specialists on the case - because we know that in order to deliver the best service, we need the best people. All of our analysts are data experts both in the parking industry and have client industry experience, helping them to provide more useful insights to our clients.

By analysing year-on-year variances and before/after trend changes, we can paint a fuller picture of the impact certain milestones have had on your site performance – for better or worse. Not just that, but our account managers can proactively suggest new ideas to help you use the information to grow your business, ward off competitor threads or plan for future events.
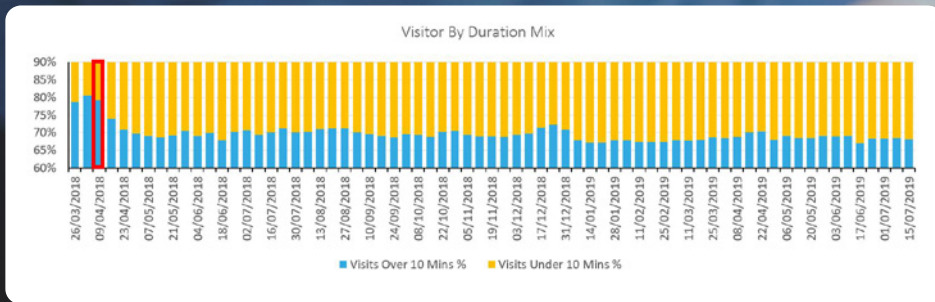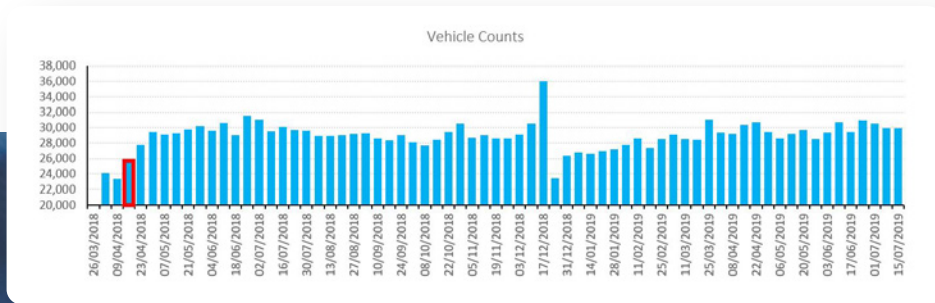
The idea...

Why not plan for a local event by reviewing occupancy trends and offer up any unused space to nearby motorists in need of parking. This not only creates some welcome revenue but also raises awareness of your business with new audiences. Win, win.

Continual improvement plans

Our specialist account management team will make sure that life with Parkingeye gets better and better. We'll constantly monitor your site and review how your estate performs, making sure this valuable asset works as hard as possible for your business.

As the market-leader, we offer an unrivalled volume of data, giving us a unique insight into the parking industry along with trend analysis to help clients maximise their parking assets.

With clients spread across the UK, we can take information such as regional demographic difference into account when advising businesses on their parking strategy, to suit how their business operates today whilst planning for tomorrow.

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 over 300 employees and almost 4,000 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, 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/solutions | enquiries@parkingeye.co.uk | 01772 450 542