

How can ANPR transform a car park?

Did you know?

Pay and display revenue **increases on average by 127%** over the first 6 months of us going live on site – this is due to more space availability for genuine customers to park and use the services.

Automatic Number Plate Recognition (ANPR) can empower your parking estate by enabling new payment methods, bolstering existing services, and driving greater cost and time efficiencies. We've highlighted just some of the ways we've helped sites across the UK.



Preventing abuse

ANPR drives down abuse on a site, freeing up space for legitimate visitors.

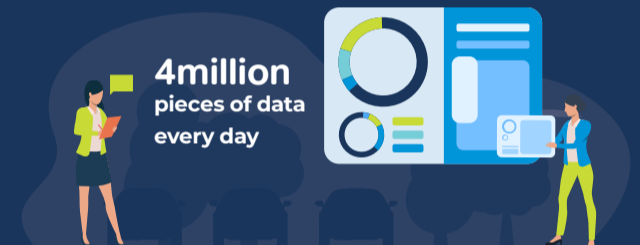
For example, Wye Valley Visitors Centre found that roughly **50% of motorists** on their site were unauthorised users. By removing this abuse, we've helped the site realise **double its revenue potential**.

Increased space turnover

ANPR improves space turnover on-site by reducing people overstaying. Doing this allows for more visitors and more customers through the door. Our installation at South Park Court has **increased space turnover by 2.5 times**. Great news for the businesses on site.

Pre-booking

ANPR enables solutions that allow your site to access margin-rich revenue streams. Pre-booking lets you advertise space to motorists, grabbing market share, driving additional footfall to a site and boosting halo spend. On some sites, through pre-booking alone, we've seen **revenue increase by as much as £10k per year**.



Payment rates

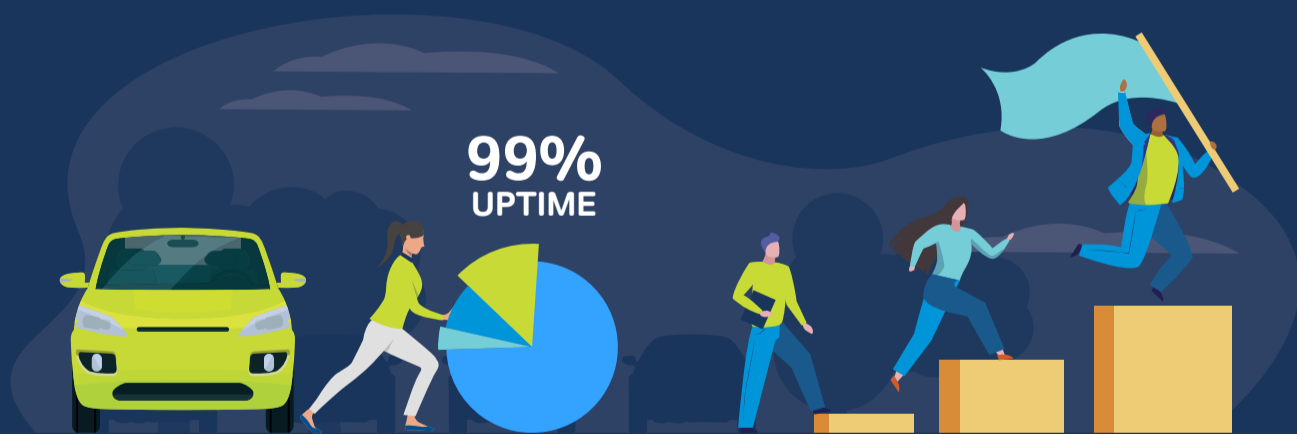
ANPR can support paid parking strategies, including a range of cashless and improved payment methods, including Autopay, Pay-by-Mobile. These convenient and flexible solutions can increase payment rates on a site. For example, by transforming the systems in place on Abersoch Golf Club, we not only reduced abuse but created a **20% increase in revenue**.

Reinvest in your site

Our services helped London's Olympic Velodrome to **generate £24k in a single year**. £14k of this was invested into their "All-Ability and Disability" cycling programme, and the remaining £10k went towards resurfacing the car park, ensuring its safety and accessibility for users.

Data

We handle **4million pieces of data** every day thanks to our cameras, giving us powerful behavioural and performance insights that can help you make the right choices about the direction your parking management should take. From changes in payment method to investing in electric vehicle infrastructure.



Drive efficiencies

ANPR allows you to automate many aspects of your site, from payment and permits to barriers. We maintain a market-leading maintenance SLA, ensuring reliability with our solutions having **99% uptime**. This drives out the time spent dealing with faulty technology, unnecessary admin, operational headaches, and gives time back to stretched and already busy internal teams.

NB: Statistics shown are not guaranteed but examples of where and how ANPR has added value on sites.

To find out more about how we can help you make the most of your car park, visit our website.



One parking partner. Infinite possibilities.

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