



One parking partner. Infinite possibilities.

Better parking for British pubs

The great British pub remains a core part of many communities and has constantly evolved to meet the changing demands of the market around it. From becoming more family friendly to becoming popular gastropubs and restaurants, the pub is a cornerstone of the British hospitality industry.

Parking on pub car parks needs to keep pace with the changes sweeping sites across the country. These changes, and proper management, can be a huge boon to a pub, helping to provide better services to guests and encouraging repeat visits, while helping pubs to access previously unrealised revenue streams.

Experts in your world



PUNCH
PUBS & CO



SUBWAY



From country pubs to fine dining, you want everyone who visits your establishment to have a good time. Problems with parking and congestion can cause frustrations, ruin the visitor experience, and cause patrons to go elsewhere, in some cases reducing footfall by up to 25%.

The right parking solutions can transform how your car park works, making life easier for customers and staff. At Parkingeye we know how vital the visitor experience is and can tailor our solutions to help your sites to thrive. From quick installations to robust training and support in communicating changes to your site to your customers we're able to help you get a parking management solution in place and transforming your car park quickly.



Reduce car park abuse

Spaces in your car park are for your paying customers. Using ANPR cameras, we log vehicles when they arrive so we can track who's on your site at any point in time. Unauthorised users are issued with a parking charge this drastically reduces abuse and retains space for guests.



Generating revenue

Hospitality businesses need to ensure they're maximising their potential to generate revenue. From hiring out parking spaces using your additional capacity during quiet times to providing offers to attract additional footfall, your car park is a gateway to new revenue streams that can have a transformative effect on your business.



Customer experience

Your car park is often what your guests see when they arrive and leave. Getting those first and last impressions right is key to creating a memorable customer experience. Effective car park management allows you to avoid the complaints and parking issues that can damage your reputation and the perception of your business.

"We had an issue with space availability which was compounded by non-customers using the site and some poor parking practices. The Parkingeye team transformed the site in a matter of weeks with minimum fuss - congestion is a thing of the past, there's adequate space for hungry customers and complaints are non-existent. I couldn't recommend them highly enough."



Josh Reeve, Business Manager, McDonalds

Sharing the changes to your car park

Adding a parking management solution is a big step for any pub or restaurant. If your pub is someone's local, they might not necessarily realise the changes due to being already familiar with a site, the shift can be jarring if it isn't managed correctly.

Your customers want to relax and enjoy themselves, so it's vital that any changes are done in a way that is clear and supported by your staff.

As part of our services, we provide additional support to help your internal teams get ready for the change to your car park, and the support to help them guide your customers through that transition too.

Through effective training and effective communication, we can make the shift to a new solution as easy and stress-free as possible.



Staff Training

Adding a new solution to your car park is going to raise questions from customers, and potentially impact the work of your staff.

We mitigate this with comprehensive training, helping your teams understand the new system in place and how to use it. Everything is designed to be simple and intuitive from understanding how validation works on tablets by the bar, to how to request or manually oversee cancellations.

This empowers your internal teams, helping them to provide support and reassurance to your customers with regards to the new system.

Posters and information

You need to give everyone who uses your site advance warning that a change is coming.

We provide access to a range of posters, leaflets and other printed collateral that can help support your site and its transition to managed parking. These are perfect to put up on notice boards, in staff rooms, or even behind the bar. We also supply tent cards, these can be put on tables to highlight a change is coming, or once the site is live, act as a reminder that the new service is in place and customers need to validate their parking.

This is all done via a service called Coreprint. Here you can browse the various assets available to your business from staff posters to leaflets providing guidance on how to pay for parking or use the system. These can be ordered through the Coreprint site, or your Account Manager can do this on your behalf.

Many of the options available are tailored to your specific site, allowing you to provide accurate information and guidance.



EV

One of the major changes to driving in the UK centres of the increasing adoption of electric vehicles (EV).

Electric vehicle charging isn't restricted to forecourts and petrol stations. Car parks are a perfect place to top-up a battery while drivers relax or go about their day. Pub car parks are a perfect place for this to happen. Motorists can park up, plug in, and then enjoy a walk in the countryside before sitting down for a meal, safe in the knowledge that once they're done their battery will be recharged ready for the journey home.

ParkeV, Parkingeye's new EV charging solution is a perfect way to help your pub to capitalise on the growing demand for EV infrastructure.

Our Evology chargers house an ANPR camera within the charging unit, helping your dedicated EV bays to remain clear from congestion and abuse by non-EV vehicles. Charging is simple, motorists simply plug in their vehicle, tap their payment card, and then go about their day. We're not only helping the public to access fast, effective, and reliable charging but in the process, we're helping businesses to unlock a significant revenue boost by offering this service to their guests and patrons.



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

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