



## Your patient experience begins in your car park

From the moment a patient enters a health care facility, the expectation is that the focus is on them. ANPR empowers your sites, extending the quality of your patient experience into the car park.



# Let us introduce ourselves

We're Parkingeye, one of the UK's market-leading car park management operators. We use cutting edge technology and data to make car parks work harder and smarter, unlocking their true potential and making life easier for patients, visitors, and staff on healthcare sites.

**Car park management allows you to control access, deter abuse, improve efficiency, and generate revenue.**

**Across healthcare estates, this is vital to ensure effective delivery of services and maintain a high level of patient and visitor satisfaction.**

Established in 2004, we've grown to over 300 employees and manage almost 4000 sites across the UK. We cover everything from prestigious universities and property management giants to complex NHS Trusts & healthcare providers including, The Manchester University NHS Foundation Trust, Royal Free London NHS Foundation Trust, Nuffield Health, Elysium Healthcare, ISS Mediclean, and BMI.



RUNSHAW  
COLLEGE



totalfitness

## Did you know?

No two sites are the same. We've tailored the parking solutions on over 4000 sites to meet the specific needs of their users and as a result, see a **97% client retention rate.**

## First impressions start in your car park

A first impression is formed quickly and often not where you expect. Your patients and their visitors want to be reassured when they visit anywhere health-related, and that assurance begins in the car park.

From finding a parking space quickly to services that remove stress from a journey, there are many ways your car park can support and improve your patient experience. We care about parking and understand the impact that a better parking experience can have on a patient.

This brochure will draw attention to how we can support the healthcare sector and help you realise the untapped potential in your car park.

## How can we transform your car park?

Delight patients and guests from the moment they arrive

Increase efficiency of car park spaces

Better support for staff and consultants

Enhance your reputation

Improve parking compliance

Improve community relations



# How does it work?

Our solutions make use of Automatic Numberplate Recognition (ANPR). This technology allows businesses to access several different ways to improve their car park. From enforcement and payment options to permits, notifications and insight, ANPR can help unlock the true potential of your estate.

We collaborate with you, understanding the specific needs of your car park and its users, tailoring our solutions to maximise their impact on your site.



## **ANPR**

Our solutions are driven by ANPR - by tracking vehicles in your car park, we're able to provide integrated services and data that streamline operations and provide powerful insights into performance. We also have a market-leading maintenance service level agreement in place that helps to ensure high uptimes, keeping your solutions live and working for your site 24/7.

This includes remote diagnostics, which can identify and repair up to 75% of issues before our clients realise there is a problem.

## **Eliminate poor parking behaviour**

We understand that when a patient is visiting a healthcare facility, parking is the last thing on their minds, but poor parking behaviours cause huge issues on-site. Our systems are tried and tested for accuracy to ensure only those contravening your rules will be penalised, and through fair enforcement of the rules, our solutions can drive improvements in as little as three months.

This helps ensure you always have space on your car park for the people who need it most and reduce congestion on-site. Through our Bay Enforcement solution, we're even able to help you protect dedicated spaces on your site, from disable parking to ambulance and paramedic spaces we can help your site eliminate poor parking behaviour and improve accessibility.

## **Enhance your reputation**

As a leading private healthcare provider, your reputation is everything.

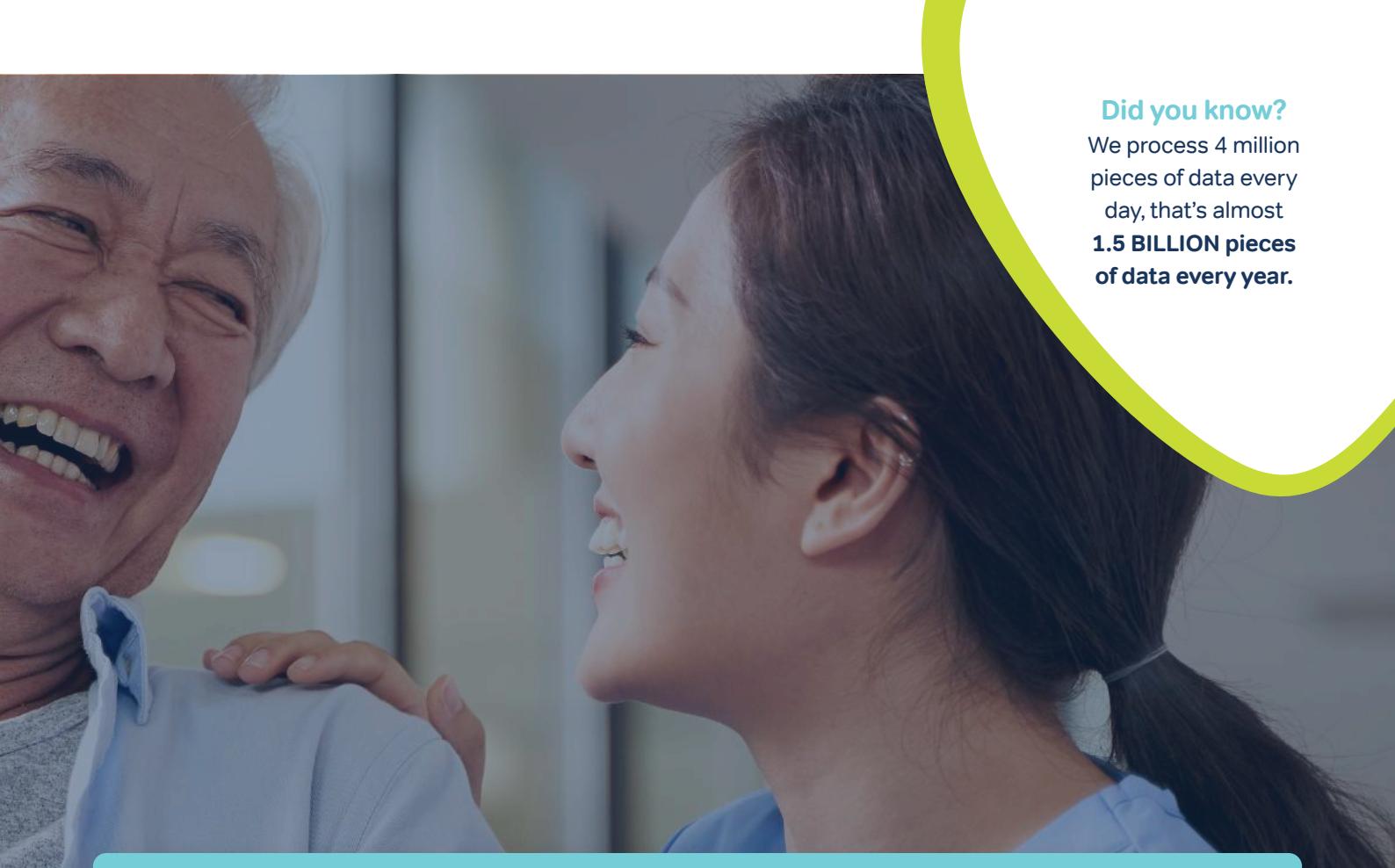
The right mixture of services can prevent problems occurring on-site and enhance the existing patient experience alongside the perception of your brand. That journey begins and ends in the car park. Having the right solutions in place will only enhance your reputation and elevate the quality of service you provide to your patients.

## **Improve security**

ANPR drives down abuse on your site, which can also reduce instances of anti-social behaviour.

Coupled with an ANPR blended barrier you can control access to your car park more effectively and provide a car park with another layer of security.





## Did you know?

We process 4 million pieces of data every day, that's almost **1.5 BILLION pieces of data every year.**

### ⌚ Save time

ANPR can dramatically reduce parking abuse, such as patients leaving their vehicles on site after an appointment. On average, our customers see a 40% increase in space availability over the first six months of a solution being installed. This ensures patients can park and helps prevent parking delays which cause patients to be late for appointments and reduces the time spent dealing with complaints.

### 恧 Reduce complaints

Nobody likes complaints, and poor parking behaviours can cause issues on and around your site that fuel them. Dealing with complaints can take time and resources to put right, which would be better spent supporting patients. Improving your parking removes frustrations for visitors and, as a result, drives down complaints dramatically.

### 🔌 EV solutions

The needs of staff and visitors when it comes to parking are changing. The use of electric vehicles is on the rise, and it has never been more important to make sure your car park provides the right infrastructure for the motorists using it.

ParkEV is our new EV charging solution, powered by Evology chargers we're able to help you provide fast, efficient, and reliable charging on your car park, without the fear of your charging spaces being taken up by motorists in conventional cars. ANPR cameras within the chargers help to ensure they are only ever used by those who need them, allowing you to provide a fantastic extra service to visitors and access a whole new revenue stream without any additional admin headaches.

### 🔍 Insights and decision making

ANPR is more than just enforcement, it's a gateway to performance data and behavioural insight that can revolutionise how you look at your car park. From identifying when your site is busiest, allowing you to adjust staffing levels accordingly, to charting an increase in electric vehicles using your car park, influencing the decision to invest in charging points. By grounding your decision making in rich data, you're able to make more confident choices guided by accurate information.

# The parking ecosystem

## Empowering your car park

**Investing in your car park sounds expensive, ANPR cameras, barriers, powerful automation, reporting and diagnostics, these all sound like major investments to make.**

But what if we told you that not only are these solutions able to transform how a site performs, but they can also do it and be cost-neutral? This means the ability to transform site performance with no extra hassle and no extra cost.

Our solutions increase efficiencies, save time, and drive out additional costs on a car park, helping your site run much more efficiently and transforming the parking experience for your patients and staff.



**This is all underpinned by access to a data and insight suite that allows you to track performance and behavioural data to guide your decision-making process and understand the opportunities to invest and steer the development of your car park.**



## Did you know?

We retain the highest appeals upheld rate with POPLA (Parking on Private Land Appeals) the industry ombudsman. This means if you need to enforce the rules on your site, you can rely on us to have the right processes in place, powered by accurate and fair systems, meaning we get enforcement decisions right first time.

## Healthcare thrives when everyone is working towards the same goals - driven and motivated to help deliver the best possible care for patients.

Our range of solutions assists your staff in innovative and effective new ways. These solutions help streamline elements of your patient experience and free up time for staff to deliver additional support across your facility.

By empowering your teams, you can create a working environment that is enticing to new talent and medical experts. Helping to draw the best in the field to your business, retain them, and elevate the quality of the services you deliver even further.

By leveraging the data gathered from ANPR cameras, you can begin to assess and plan for the future of a site, from permits to help control access to a site, to electric vehicle charging to maintain your focus on greener motoring and environmental initiatives.

By looking at the data and understanding how your site is used, you can plan for the changes that will have the most impact on your patients and staff.

### How can we help?

- ✓ ANPR powered notifications can inform staff when a patient or consultant is arriving on site.
- ✓ Modern technologies can streamline services and improve patient experience through Click & Assist and concierge services.
- ✓ Full visibility of performance and behavioural insight of your site through integration with our bespoke data suite and reporting.
- ✓ Provide solutions that help you attract and retain talent.
- ✓ Permit solutions to help improve your overall parking experience.
- ✓ Deliver on sustainability through electric vehicle (EV) charging stations.



# Parking and the patient experience

When offering best in class services, quality should be felt across your entire site. Our easy-to-use solutions help to ensure your parking provides patients and visitors with effective services and an infrastructure that can empower your internal teams:

## Streamlined service

When a vehicle drives into the car park, our cameras log the registration number and, if they have an appointment, can notify the reception desk, allowing them to check the patient in and prepare to greet them. This streamlines the patient journey, giving them one less thing to deal with when they arrive, creating a seamless, high-end feel to their interactions with your business.



## Click & Assist

Some patients and visitors might need additional assistance from carrying a bag, help with a wheelchair, or a hand getting in and out of a car. Our notification system can relay this information to your teams to ensure the right help is on-hand when the patient parks up outside.



1 A patient enters the car park



2 ANPR camera logs their vehicle registration

# Putting patient experience first

Seeking medical help can be daunting. Making sure patient satisfaction levels are high and their needs are met, or exceeded, is crucial to delivering the best possible patient experience and alleviating some of that stress. This doesn't begin when a patient arrives in reception. It starts outside with a seamless parking experience that helps to calm nerves and provide a much-needed level of reassurance.

Whether this is ensuring there is simply space to park by improving space turnover or providing new ways to assist patients when they arrive, this creates a strong first impression that reinforces the impeccable service people expect.

We provide a range of solutions that enable new ways for your teams to offer diverse levels of service and continue to put your patients at the centre of everything you do.

## How can we help?

- ✓ ANPR powers new ways of engaging with patients, from notifications upon arrival to Click & Assist for those who need extra support.
- ✓ Streamline reception with auto check-in.
- ✓ Improve space turnover, ensuring patients can park easily.
- ✓ Improved community relationships – better parking on-site ease community tensions and problem parking in the local area.
- ✓ Reduce stress for patients by providing a simple and effective parking experience.
- ✓ Create a sense of luxury and quality in line with the brand.
- ✓ Save time and empower your staff with improved efficiency.
- ✓ Solutions that help your site not just meet customer needs but exceed them.



**3** A notification is sent to reception alerting staff that a patient has arrived alongside any specific requirements

**4** The patient is checked-in



**5** If Click & Assist is required help is provided

# Don't just take our word for it

It's all well and good saying we've transformed the parking on healthcare sites across the UK, it makes sense to show you.



Manchester University  
NHS Foundation Trust



With nine hospitals across six sites, this is the single biggest provider of specialised services in the North West of England.



The car parking was plagued by congestion, causing serious problems for the Trust, hindering its patients, and impacting negatively on its reputation.



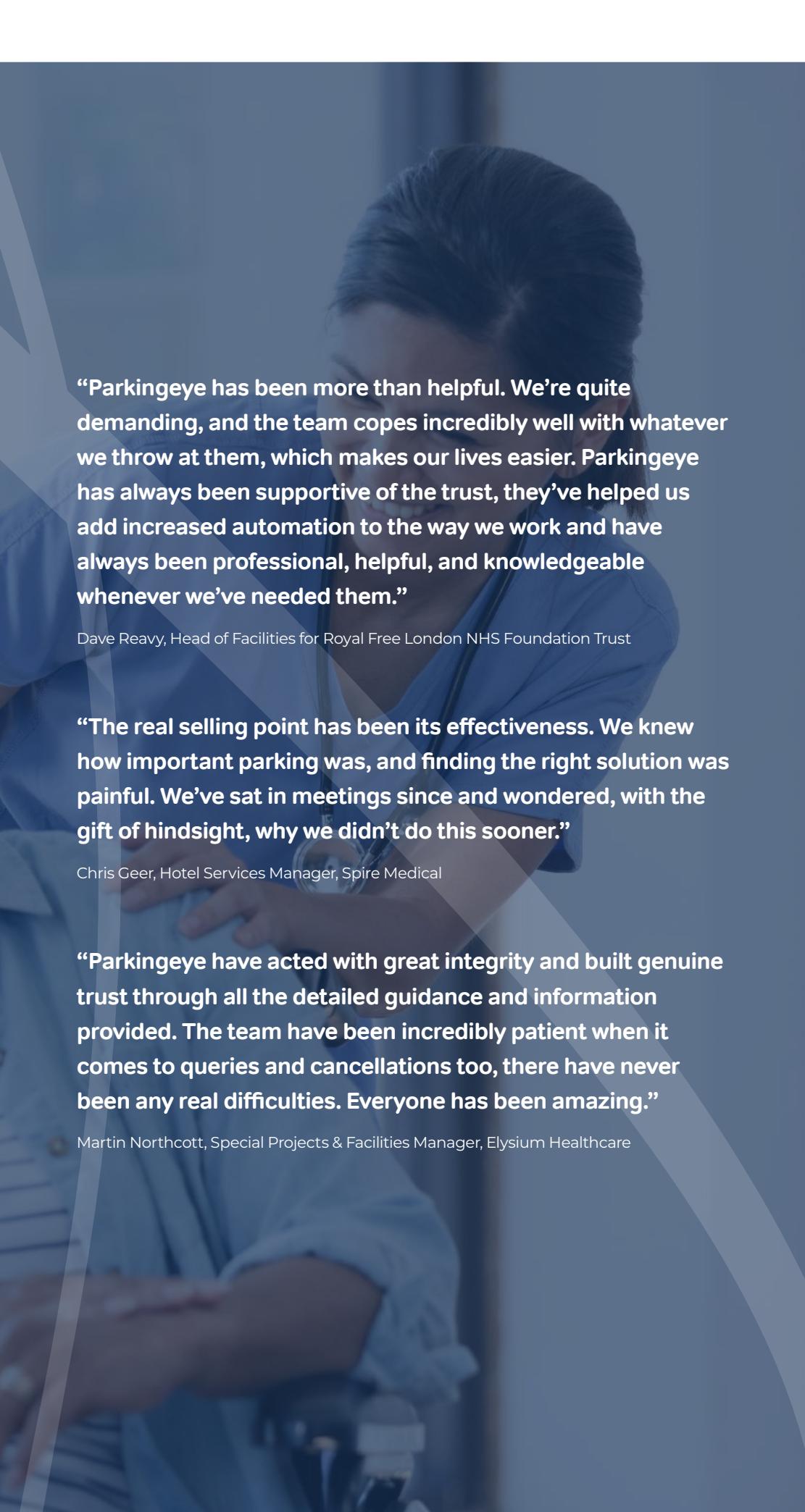
By installing free-flowing, ANPR powered solutions we've created a seamless journey for visitors to the Trust. This has allowed 50,000 additional cars to use the facilities, increased throughput and space turnover and virtually eliminated parking complaints.



Patients could now park easily, making it to appointments on time and without the additional stress that comes from trying to find somewhere to park.



They can now house 20% more vehicles, and we've reduced complaints about parking from 25% of all complaints to just 0.01%.



**“Parkingeye has been more than helpful. We’re quite demanding, and the team copes incredibly well with whatever we throw at them, which makes our lives easier. Parkingeye has always been supportive of the trust, they’ve helped us add increased automation to the way we work and have always been professional, helpful, and knowledgeable whenever we’ve needed them.”**

Dave Reavy, Head of Facilities for Royal Free London NHS Foundation Trust

**“The real selling point has been its effectiveness. We knew how important parking was, and finding the right solution was painful. We’ve sat in meetings since and wondered, with the gift of hindsight, why we didn’t do this sooner.”**

Chris Geer, Hotel Services Manager, Spire Medical

**“Parkingeye have acted with great integrity and built genuine trust through all the detailed guidance and information provided. The team have been incredibly patient when it comes to queries and cancellations too, there have never been any real difficulties. Everyone has been amazing.”**

Martin Northcott, Special Projects & Facilities Manager, Elysium Healthcare





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 400 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, data insight, EV charging, Bay Enforcement 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.**

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