

Supporting the bottom line: How your car park can boost revenue

Businesses in the UK are fighting to survive. Whether that's against an increasing reliance on online shopping, the fallout of the global pandemic, a cost-of-living crisis, or ever-growing pressures on businesses to perform and meet customer requirements. Combined with moves towards more flexible ways of working, there has never been more strain on businesses who thrive when there's footfall.

Revenue generation is vital. Without it, growth slows and the ability to invest or adapt to changing customer or industry requirements becomes significantly harder. Every available asset at a business's disposal needs to be used to its absolute best to give chance for success.

Could your car park be the lifeline you need?

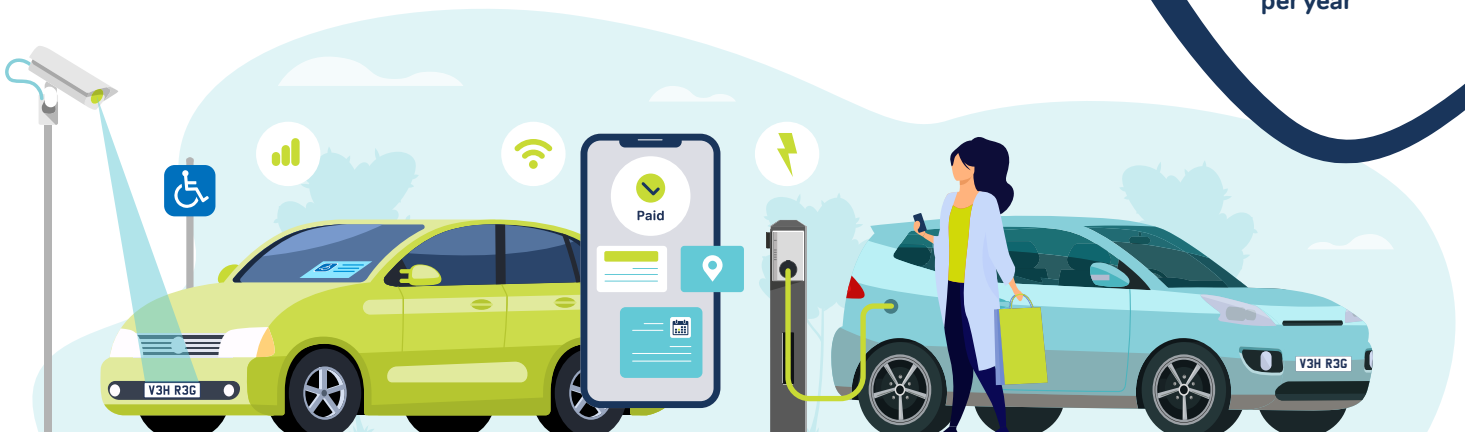
Your car park, when turned to your advantage, can be a powerful asset, a difference-maker that helps a business to survive by providing additional opportunities to support your bottom line. The right car park management can be a major boost to revenue and provide access to additional services which can increase footfall, streamline operations, and help your business become more efficient.

Whether you are looking to implement paid parking or add other solutions to generate revenue from your car park, at Parkingeye we use our experience as one of the UK's largest car park operators to help you make your car park work harder and smarter.

Did you know?

Devastatingly over 250,000 businesses closed in 2021 due to a loss in revenue. A car park might not seem like a lifeline, but even smaller sites can generate a huge additional income.

Even a smaller
25 space site
can generate parking
revenue of
£120,000
per year



The power of paid parking

Implementing paid parking and streamlining the processes in place on your site might sound daunting but we provide a range of solutions that help you improve your car park without huge installation costs.

There has been a seismic shift in how paid parking is approached and car parks that lag behind run the risk of cutting themselves off from a more efficient customer experience and more convenient ways of working.

Cashless solutions have been on the rise for years, but their use truly came into force during the pandemic. Cashless solutions put managing parking in the palm of a motorist's hand. Autopay, pay-by-mobile, apps and paying online all provide a greater flexibility on your car park while eliminating the need for change collection, boosting security, and making the days of fumbling for coins and queuing for a ticket machine a thing of the past.

Our data has shown that motorists prefer paying cashless and we can provide you with flexible tariffs or dynamic pricing that can see your parking revenues skyrocket.

We can help take the pressure out of parking too, with a new online payment portal that allows motorists to cover the cost of their parking up to 24 hours after they have left your site.

Revenue you can afford to overlook?

On average:



A **25 space car park** can generate...



...PARKING REVENUE OF

£120,000 PER YEAR



A **50 space car park** can generate...



...PARKING REVENUE OF

£192,000 PER YEAR








A **100 space car park** can generate...



...PARKING REVENUE OF

£360,000 PER YEAR

How do we support your business?

-  Reduce abuse, increasing space on-site for paying customers
-  Eliminate complaints, giving staff more time to focus on customers
-  Reduce congestion, increasing the likelihood of return visits
-  Provide access to accurate and reliable Pay & Display parking
-  Variable parking rates
-  Boost space turnover, meaning you can get more vehicles and customers through your car park
-  Provide access to crucial data that can help track peak periods and identify areas where you can drive extra revenue
-  Enable EV and other additional revenue-driving solutions
-  Exceptional Account Management support to ensure your site is realising its full potential
-  In-house marketing expertise to help you promote Pre-booking, Pay & Display, EV and more

Pre-booking

Every space on your car park is a potential revenue generator.

To understand the potential of each space, you need a deeper understanding of your car park. The occupancy data we're able to provide via ParkIQ provides helps with assessing surplus spaces and capacity levels. This data can identify if your car park has a problem with abuse, where motorists take up space that should be reserved for legitimate customers or could be used to increase your site's revenue generation potential.

Did you know?

Park IQ takes your car park further. Our data helps you plan promotions, events, and incentives to encourage visits on quieter days and drive profits.



By eradicating abuse on your site, you can paint a clearer picture of how busy your car park gets, the clear peaks and troughs. Is your site busier at the weekend, or is your staff car park empty? Are there specific times during the week or elements of seasonality that impact how your business performs?

In turn, this allows you to determine if your site would benefit from a service like pre-booking.

How does pre-booking work?



ANPR Data reveals the potential spaces for pre-booking on your site



Those spaces are listed online



Motorists looking for parking find a space and pay for their parking in advance



They then park on site and leave at the allotted time, their stay tracked by ANPR

Pre-booking allows you to drive additional footfall to your site.

By offering space for those looking for parking in a specific area, you increase the chances of them interacting with your business, whether that is shopping or getting something to eat before beginning their return journey.

Did you know?

Pre-booking has seen smaller sites generate as much as an additional £10k per year as a margin-rich revenue stream?

The future of motoring



Motorists in the UK are beginning to embrace electric vehicles.

The infrastructure for a changing motoring landscape is not restricted to petrol stations and forecourts. Chargers can be placed in a variety of locations, including car parks.

This is a fantastic opportunity to not only encourage visitors to their car park with a beneficial new service but also access the potential revenue that offering EV charging can generate.

It takes longer to top up a battery than it does to fill up at a petrol pump, which means motorists recharging will spend longer on a site. Not only does this mean you are accessing the revenue stream from paying to top-up a vehicle, but you can also benefit from an increased spend just from drivers going about their day, be that visiting an attraction, shopping, or getting something to eat.

Our ParkEV service uses Evology chargers to provide car parks with fast, reliable charging, backed up by powerful ANPR technology and an easy-to-use payment system. Cameras within the charger help to protect dedicated charging bays from abuse by non-EV vehicles, giving you peace of mind that your chargers are only used by motorists who need them. Meanwhile the intuitive Tap & Go payment system makes starting and paying for charging quick and easy.

ParkEV



Did you know?
Just 3 chargers, with no up front cost to install, could net your business an additional £8k in profit

How does ParkEV work?

1



Motorists simply park up, and plug in their car

2



Intuitive Tap & Go technology allows them to begin charging easily

3



Once they're finished with their trip, they simply unplug their car, payment is processed and they're on their way.

Parkingeye

One parking partner. Infinite possibilities.

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

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