



Parkingeye

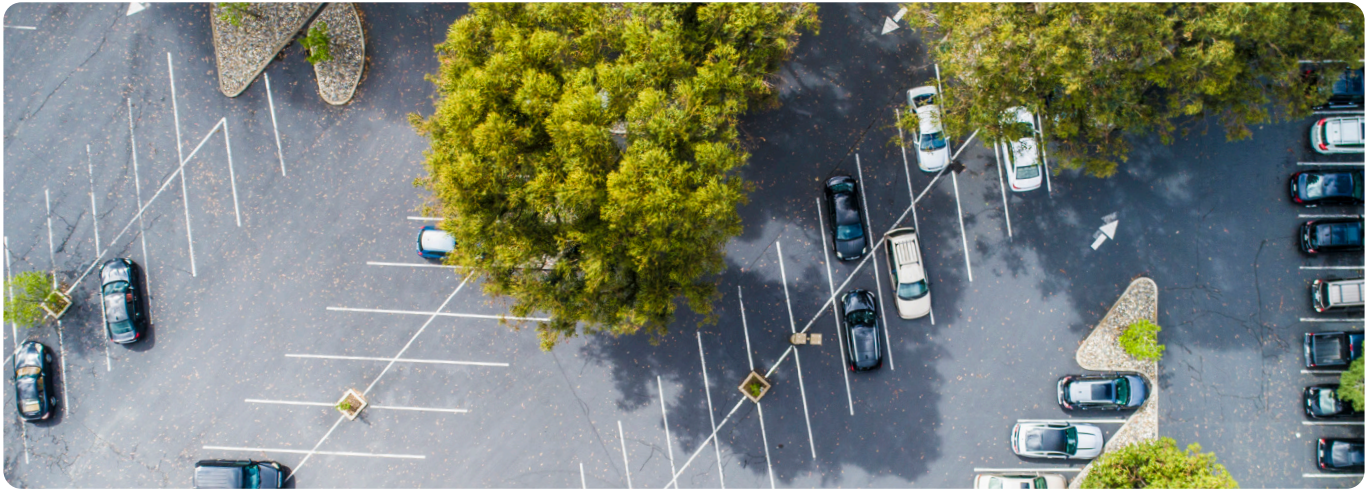
One parking partner. Infinite possibilities.

Elysium Healthcare: Chadwick Lodge & Eaglestone View

A simple, effective parking management solution helped protect a medical centre's reputation, bolster safety, and allow them to continue to offer staff an attractive perk.

Background

Chadwick Lodge & Eaglestone View is a specialised private hospital that's part of Elysium Healthcare, offering medium, low secure and acute services for patients with various mental health conditions.



The site is split across two buildings spanning two car parks and backs onto Milton Keynes University Hospital, with staff on-site 24/7 providing round the clock care for some of the most vulnerable people in society.

Challenges

Special Projects & Facilities Manager, Martin, explains some of the problems faced by the hospital and how Parkingeye has helped transform their parking into a painless experience.

1

Parking around a large hospital is often busy, with many sites charging to park via traditional pay and display kiosks. This makes an open car park like the site at Chadwick Lodge & Eaglestone View an attractive prospect for people looking to park their vehicle without needing to pay.

2

There was also an issue with the site being targeted as a hiding place for criminals, who would take advantage of the open nature of the site and its landscaping to hide stolen goods.

3

Unauthorised parking has the knock-on effect of restricting space on the site, making it difficult for staff and visitors to park. This creates a wider issue for the business as they purposely offer free parking to staff as a perk, which helps the organisation attract and retain the best talent.

“I was acutely aware that people were actively abusing the site, from those not supposed to be parking there to anti-social, and sometimes criminal activities.”



The Parkingeye Solution

Any solution that was put in place needed to make the site more secure, while providing an effective deterrent to keep unauthorised users at bay.

During Martin's initial research into how he could fix their parking issues, he had considered barriers, access control, bollards and other visual deterrents but decided against them due to the investment required and the impact these measures could have on staff and visitors.

With low Capex options available, Parkingeye was able to install a discreet solution whereby ANPR cameras could monitor usage levels and terminals in reception allowed visitors and staff to validate their parking quickly and easily.



The benefits of working with Parkingeye

Introducing a parking management solution has helped drive away criminal behaviour and deter other unauthorised users from parking on the site, ensuring staff have space and feel more secure, especially during night shifts.

Initially, Martin had some trepidation about the new solution:

“Initially, I had some concerns about installing the new system, particularly about being the middleman for any complaints or disputes. I needn't have worried as the solution virtually runs itself with Parkingeye happy to discuss and resolve any issues quickly, with minimal fuss. I've been so pleasantly surprised at how easy everything is.”

By making the service easy to use and providing training and support to the site, Parkingeye has able to help the team at Chadwick Lodge & Eaglestone View turn their parking into a non-issue. Today, they can offer free parking to staff with zero-hassle and have total confidence that the facilities they need are in place and policed effectively.

Reassurance was key throughout, as was supporting the site through each stage of the process as the solution was installed. Alongside training, Parkingeye helped draft comms to introduce the changes to the car park and help the team understand that they weren't designed to penalise staff, rather generate more easily accessible space.

Unlike some operators, requesting cancellations is easy with Parkingeye – especially useful when staff fail to register their vehicle or forget to update their details following a change. This also helped to ease any anxiety around the launch of the new system.

The scale of problems on-site sometimes only become apparent when you look at the number of PCNs issued. When the two car parks went live 485 PCNs were issued in the first month. The following month 209 were issued and within 6 months, the total dropped to just 83, a decrease of nearly 83%.

“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, Special Projects & Facilities Manager, Elysium Healthcare

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