


## Bay Management

To transform your car park

 **Protect EV spaces from ICE'ing**

**Stop misuse of Parent & Child spaces**



 **Boost accessibility for Blue Badge holders**

**Use notifications to understand who is on your site**



 **Ensure access to critical areas such as Ambulance Bays**

**Provide impressive Click & Collect services**



 **Generate Revenue**

**Track VIP and guest arrival**



# An ANPR game changer for your car park

**ANPR can protect your car park, enable new revenue generating solutions, enhance your payment options and provide access to incredible performance and behavioural insight.**

Protecting the dedicated spaces on your car park is crucial to ensuring better accessibility and maintaining the effectiveness of your revenue generating solutions.

**With that in mind** we've created a system that transforms how you keep your car park operating.

## What is Bay Management?

An all-new system for protecting the priority spaces on your car park and enhancing the services your business can deliver using patented technology and pioneering use of ANPR.

## How does it work?

A monitoring bollard, coupled with intuitive parking validation, allows us to place a finer level of control on the key areas of your car park. Whether that's a Blue Badge, Parent & Child, or EV Charging space.

The technology also enables powerful notification tools, allowing sites to track specific visitors, allowing for VIP welcomes or even an enhanced Click & Collect experience for customers.



### Why do I need it?

The misuse of key spaces on a car park is rampant. Dealing with those problems creates unnecessary confrontation for your staff to deal with and takes up time that could be better spent supporting customers elsewhere within a business.

Restricting access to key spaces creates undue stress for visitors and customers with children, or accessibility requirements. This can damage their customer experience and their perception of your brand before they've even entered your business.

Being unable to access the right parking spaces has a knock-on effect on the rest of your site too, suddenly people are circling the car park, looking for the right sort of place to park, creating congestion, complaints, and car park chaos.







# Stop Blue Badge Bay Abuse

Accessibility is a major issue on car parks, with motorists regularly abusing these bays, causing undue stress and problems for drivers and passengers with accessibility issues or creating complaints and confrontation for your staff.

**70% of people**

who use Blue Badge Bays are not Blue Badge holders.

**It's time for that to change.**



## Why protecting accessible spaces is vital

### Protect brand perception

Problems accessing your priority spaces can harm the perception of your brand and the lasting impression you leave on your customers. Simply being able to access the right spaces when a visitor needs them goes a long way to protecting the reputation of your business.

### Avoid complaints

Complaints, and finding the motorists taking up your spaces and asking them to move, are time consuming tasks to deal with. Ones that your staff shouldn't have to handle. We can remove those issues giving your teams more time to focus on other, more important, work.

### Reduce parking stress

Not giving your accessible customers access to safe and reliable car parking, creates a lot of unnecessary stress. This puts people in the wrong mindset for buying or interacting with a business, in turn, potentially restricting your revenue. We make parking easier removing stress and enhancing your customer experience.

### Combat congestion

Delays on a car park restrict access for everyone which can make potential customers leave and go elsewhere, impacting your bottom line. People circling a site waiting for a space that they need to become available creates frustrating congestion on-site which Bay Management can help you to avoid.



**Step 1**

The motorist drives into the bay and the monitoring bollard detects the registration plate



**Step 2**

The motorist registers their stay to be added to a whitelist e.g. shows blue badge



**Step 3**

If the motorist is not allowed to use the space a parking charge is issued





# Protect Parent & Child Bays

It's hard enough to travel with a child without running into parking problems when you arrive at your destination.



Our Bay Management solution gives you control of your parent & child spaces, protecting them, boosting accessibility, protecting revenue and maintaining a positive parking experience for your customers and visitors.

## Why parent & child bays matter

### Protect your reputation

Issues around your parent and child spaces can deter customers and harm the perception of your brand. We protect those spaces, eliminating complaints and safeguarding how your brand is viewed.

### Improve customer experience

Being able to park without any issues improves convenience, access and makes interacting with your business easier. Making life easier for your customers is a crucial part of improving their experience.

### Improve safety

A child's safety is a parent's number one priority. Misusing parent and child bays adds increased risk to someone's stay on your site. Our Bay Management solution protects those spaces and available and in the process gives parents additional peace of mind.

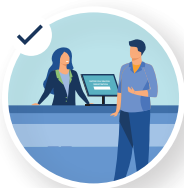
### Build a free-flowing car park

Most businesses thrive when there's a steady flow of customers and your car park should support that. People circling your car park waiting for the right space restricts space turnover, which means fewer customers, less sales and restricted revenue.



#### Step 1

The motorist drives into the bay and the monitoring bollard detects the registration plate



#### Step 2

The motorist registers their stay to be added to a whitelist e.g. register at customer service desk

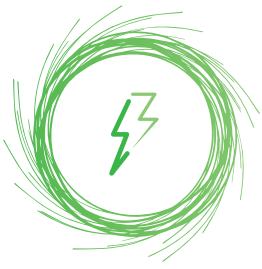


#### Step 3

If the motorist is not allowed to use the space a parking charge is issued







# Breaking the ICE

EV charging spaces are crucial to developing the UKs EV infrastructure, they're also a highly desirable extra service that visitors to car parks are starting to look for and a major new revenue opportunity for businesses.

**A massive 80% of people** who park in your EV bays **aren't** driving an electric car?



## What is ICE'ing?

Drivers of cars with internal combustion engines park in EV bays, blocking them from being used by EV drivers and preventing your business from generating any revenue from your paid EV charging.

## Get more from your EV charging

### Protect revenue

EV charging represents a major revenue opportunity for businesses. If your charging bays are being taken up by the wrong vehicles this can restrict revenue and stop you getting the most from your EV investment.

### Improve access to services

The additional services you offer on your car park can make your site a more popular destination. Increasing footfall and boosting sales. Misuse of your spaces stops your chargers having a positive effect.

### Support infrastructure

Investing in EV isn't a decision to take lightly and maximising your return on it is crucial. If your spaces are being misused that infrastructure may as well not be there because it isn't supporting people. We can help protect your investment and access to your chargers.

### A better user experience

Not being able to recharge is a major source of stress for EV drivers. We can help you to eliminate range anxiety and support the visitors to your site by ensuring they can always access your EV chargers.



#### Step 1

The motorist drives into the bay and the monitoring bollard scans the registration plate



#### Step 2

The monitoring bollard detects whether this is an EV vehicle



#### Step 3

If the motorist is not allowed to use the space a parking charge is issued



# Bay Management and the NHS

Missed appointments cost the NHS **£160**

**NHS car parks need to cater to everyone which is why there is a strong focus on accessibility and a requirement for dedicated spaces.**

If those spaces are misused, especially in an NHS setting, the impact is much greater than just inconveniencing someone.

## Protecting services and urgent care

**Problems parking cause delays and missed appointments which costs the NHS millions of pounds each year. If those issues spill into ambulance bays they might prevent patients getting access to the urgent care they need.**

Bay Management helps to keep those ambulance bays free, protecting access to services and ensuring that medical professionals and the people they are caring for get where they need to in an emergency.

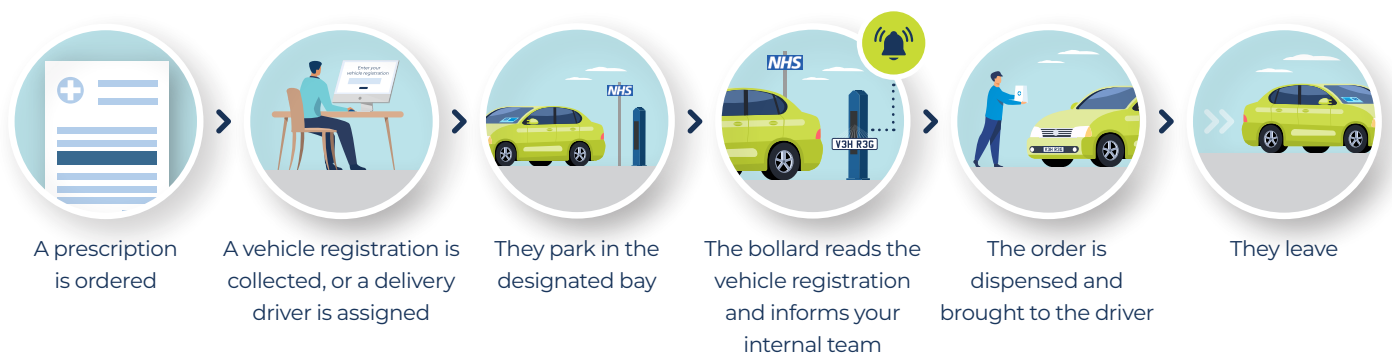


## Enhancing services and patient experience

**Bay Management doesn't just protect spaces, it enhances the services you are able to provide.**

Click & Collect services are increasingly common, but in an NHS setting we can streamline them. Allowing a patient or delivery driver to park in a designated space where a notification is sent to the appropriate team and a pharmacy order can be dispensed to them and brought straight out to their car.

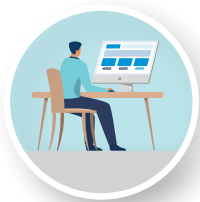
That means less queues and reduced foot traffic in a hospital and a faster and more convenient service for visitors.



# Click & Collect

Click & Collect is a fantastic way to shop, ordering an item and then heading to a store to collect it. But what if it could be faster and more convenient for not just your customers, but your staff too?

## How our Click & Collect solution works



### Step 1

A customer orders an item online



### Step 2

They choose Click & Collect at the checkout and add their vehicle registration.



### Step 3

When they arrive on-site they park in a Click & Collect bay



### Step 4

The ANPR camera in the bollard notifies your staff an order has arrived



### Step 5

Your staff take the order straight out to the car and the customer leaves

## How Click & Collect benefits you and your customers

### Fast service

Customers arrive on-site and collect an order without needing to queue or even get out the car.

### Streamline tasks

Remove additional queues from customer service and till points, meaning other customers get served faster.

### Give staff extra time

With streamlined notifications your team has more time to spend dealing with the rest of your customers and offering improved levels of customer service.

### Increase space turnover and ease congestion

Remove excess traffic from your car park by eliminating the need for vehicles to dwell on-site.





# The VIP experience

We understand that no two sites are the same and that different customers have different requirements. That's why we create solutions that can be tailored to different people. We realised that sites need a fine level of control over their priority parking spaces to remove all too common instances of abuse and make sure everyone, no matter who they are, gets the positive parking experience they are entitled to.

But this solution goes much further and can deliver a true VIP experience for visitors to your site.

Whether you run a hotel that needs to make guests feel special, an airport that needs to offer priority parking, an event space that needs to create a premium experience around a meet and greet or an office that needs to know when an important appointment has arrived.

From offering a proper welcome to enabling new luxury services, knowing when an important visitor has arrived can help your teams to elevate the level of service they provide.



Meet & Greet services



Hotels



Football stadiums – Hospitality/Exec boxes



Premium spaces – exclusive parking



Event parking



Priority parking e.g at the airport



One parking partner. Infinite possibilities.

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

[www.parkingeye.co.uk/solutions](http://www.parkingeye.co.uk/solutions) | [enquiries@parkingeeye.co.uk](mailto:enquiries@parkingeeye.co.uk) | 01772 450 542

