



Associated British Ports Southampton



A busy commercial port in Southampton required effective car park management to help support their site and ensure they were able to offer consistently high and efficient levels of customer service.

Following a successful tender process, Parkingeye were enlisted to help Associated British Ports make better use of their site, ease the burden on admin teams and streamline processes to help staff focus on other key aspects of their roles.

Service matters

Managing a car park is challenging, especially when it's in addition to the rest of your role. A car park on a large-scale site like a port is even more daunting, which is why Parkingeye were brought in to help take control and make life easier for the business, its staff, and their guests.

Originally the system in place wasn't as seamless as Associated British Ports needed, which made maintaining the consistency they needed from their customer service more difficult. Their parking needed to change to meet client expectations, save time and deliver better service.

This was accomplished through a mixture of pay and display and permit systems being installed on-site. Adding effective control, seamless management and handing time back to busy teams.

“We were drawn to work with Parkingeye due to their positive reputation of dealing with complex parking issues.

Parkingeye are easy to work with and we can reach out to them when we need help, and someone responds straight away.

Working with our Account Manager we have streamlined our processes for the car parking operation to be hassle free.”

Fay Draper - Cruise Manager - Associated British Ports



The impact of working with Parkingeye

Adding ANPR and permits to the site has transformed how it operates. Providing greater control of the parking on the port and ensuring there's enough space for staff, when even on a quiet day there can be 250+ people on-site, or peak days when cruise ships are mooring which can see tens of thousands of people moving through the port.

In commercial areas like ports, it's not uncommon to see parking spill into other areas, by taking control of the site and putting rules and effective systems in place we're able to make sure that Associated British Ports always has space for their teams and that their sites are purely for their staff. This is vital due to the volume of people in the area.



“The system gives us peace of mind, we can trust that our parking is taken care of, and we can make changes easily. Exemptions are quick and easy, which puts people at ease and means nobody is worrying about fines.

It's like having an extra set of hands, there's a point of contact and ongoing support that helps us to feel more supported. This is really helpful when we're dealing with events like ship visits which see hundreds of people using our car park, or when passengers and crew are arriving or leaving, where we can have tens of thousands of people moving through the port.”

Permits provide a flexible and scalable way of managing parking, but also help sites to generate masses of useful data and information that can be used to guide decision-making and boost efficiency.

Data is valuable, but having data and understanding it are very different things. This is where effective reporting comes in. We're able to help our clients better understand and utilise their data through custom reporting. This cuts out noise, focuses on the information that matters and will be impactful and helps save time by removing the need to sift through masses of data.



“The data has been incredibly useful, we're able to use it to track issues, understand usage and use the information from our reporting to make wiser decisions. The reports are really simple and get right to the heart of what we're trying to do.”

Working with Parkingeye

At Parkingeye, we take the time to understand the needs of every client we work with. We understand that there's no one-size-fits-all approach to parking, which is why we tailor each of our solutions to the specific goals of our clients.

Whether you need to control parking on a huge commercial port or want to improve footfall on a retail site, we can provide the mix of technology, management, and support to help your car park reach its true potential.

Want to see how Parkingeye could transform your car park? Download our solutions brochure to learn more about our range of complete car park management solutions.

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

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