



## Nuffield Health, Fitness & Wellbeing Gyms



**Parkingeye have helped various Nuffield Health, Fitness & Wellbeing Gyms take control of their parking, improve accessibility, and put solutions in place to protect their site and improve their customer experience.**

### The weight of frequent misuse

Nuffield Gym Merton Abbey & Nuffield Gym Norbury both put the experiences of their visitors and gym members at the forefront of everything that they do. The sites were monitored but the solution the existing supplier had in place was ineffective, meaning the car parks were frequently abused by overstaying. Where the signage in place stated 4-hours people would leave their cars all day due to the lack of an effective deterrent.

This misuse also spread into other areas of the car park, such as blue badge bays being used by non-disabled motorists, creating unnecessary issues for staff as they try to help support legitimate visitors and gym members with accessibility issues. Motorists also used to leave vehicles in non-car parking spaces hindering other people. Clear rules needed to be put in place to ease the stress on the gyms' staff and improve accessibility for members.

Lee Seamons, Multi-site General Manager at the Nuffield gyms in Merton Abbey and Norbury had worked with Parkingeye on previous sites they had managed in Leatherhead and Cheam and knew we could handle the issues they were currently facing.

**“The Account Manager, Antony has been a pleasure to work with since I met with him in early 2023. Not only has he helped me with the parking set-up at Norbury, he has also been pivotal in me putting in place Parkingeye at the other site I run, Merton Abbey. We implemented Parkingeye at Merton Abbey in September 2023 and to this day the support he has given has meant the process of swapping parking providers has been seamless.**

**I would recommend Antony and Parkingeye to anyone who needs a parking operator to look after their car park.”**



# Getting a car park back in shape

Our biggest task was to retake control of the car park, which was done by making both sites patron-only, while also managing a seamless transition from one provider to another with minimal disruption.

Merton Abbey struggled with motorists misusing their blue badge spaces, so we installed our pioneering Bay Management solution to protect them. Meanwhile, the gym at Norbury was able to take control of its parking by allowing guests to book their parking in advance using Evology pre-booking.

The solutions took effect and now both sites have enough space for the gym's members and any issues around accessibility have been taken care of now the Bay Management system is working effectively.



“The systems that have been installed have helped make life easier for everyone using our car parks. In our industry making a strong impression counts and we want everyone to feel like they can access our services. With the new solutions in place, that’s now the case.”



## Experts in your world

At Parkingeye we work with businesses across all sectors, which gives us an incredible amount of experience to draw from. We understand that no two businesses, and no two car parks, are the same. Which is why we take a tailored approach to each site we operate on.

You can find out more about other health and leisure sites we’ve supported below.

**Freedom Leisure**  
Case Study



**3-1-5 Health Club**  
Case Study



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

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