



**Parkingeye**

One parking partner. Infinite possibilities.

## Making more of matchday parking

**From thousands of fans coming to cheer on their team to concerts, conventions, and events, making the most of the parking around your stadium can put your site in a different league.**

Your stadium needs to be somewhere people to visit, even die-hard fans can be put off by poor access and parking issues. The right car park management solutions can elevate your parking, maximising the potential of your site, wowing visitors, and improving your user experience.

# Paid Parking

**Introducing paid parking to your car park gives your business access to a revenue stream that shouldn't be overlooked.**

Cashless solutions put managing parking in the palm of a motorist's hand. Autopay, pay-by-mobile, apps and paying online all provide 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.

Solutions like pre-booking also help you to capitalise on surplus space on your site. Football stadiums often benefit from ample parking to accommodate matchdays, but the rest of the time could be empty. Pre-booking lists those spaces for people in the area looking for parking, driving more people to your site and monetising space that would otherwise go unused.



## THE SUPPORT YOU NEED

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



**Revenue you can afford to overlook?**



# EV Charging

Implementing electric vehicle charging can be a game changer for your car park.

Electric vehicles represent a seismic shift in how people in the UK travel but the infrastructure to support this change isn't limited to petrol stations and forecourts, meaning there's a fantastic opportunity for businesses to capitalise.



Not only does embracing EV turn your stadium into a charging destination for motorists it also gives you access to an invaluable new revenue stream.

**For example, 3 chargers, with no up-front install costs could net you an additional £8000 per year in profit.**



# evology

charging

**We use Evology Chargers, pioneering EV chargers that are supported by patented ANPR technology and an easy-to-use payment system.**

We house a camera within the charger, protecting it from misuse, such as non-electric cars parking in the space. This helps to safeguard your charging bays, maximising their availability and your return on your EV investment.

## 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.

# Boost Footfall

Your car park can be a major asset to your business, and others in the area. The right solutions on your car park can draw in new visitors and drive extra footfall to your site. If you have a hotel, restaurant, club shop or other services this can be a huge benefit to them and their sales.



## Tactics to boost footfall



### Pre-booking

Draw people to your car park during quieter periods, visitors are more inclined to browse and interact with your services. This enables a whole new revenue stream alongside the boost to your existing sales.

**We've seen smaller sites generate as much as an extra £10,000 from pre-booking.**

### EV charging

This naturally takes longer than filling up at a petrol station but doesn't require your visitors to be with their car – a perfect opportunity to go for a coffee or visit your restaurant.



### An attractive destination

Car park management helps to eliminate congestion and abuse on a car park – meaning there's more space for the people who actually want to visit your site. Eliminating misuse on your car park means more space and potential customers.



# Premier Events

Function rooms, suites, and event spaces are all key resources for stadiums.

From conferences and exhibitions to parties and weddings, your parking can create the right first impression and enhance your event. From streamlined access and VIP treatment to managing guests effectively.

Reputation is everything, so providing the best experience possible is going to enable repeat booking and return events and encourage more people to use your services.

There's more going on at a stadium than the action on the pitch.



**Pre-booking** lets attendees take care of their parking in advance, letting them take the stress out of travel so they can arrive at an event focused and relaxed.

**QR codes** are a fantastic way for attendees to validate their parking as well as scan in, ideal for security, marketing and tracking the success of an event.



**Tablets** let people validate their parking too, these can be placed in foyers and reception areas. Registration is incredibly quick, making them ideal for dealing with large numbers of people.

# When it comes to your car park management, accept no substitutes.

At Parkingeye we work with businesses across all sectors. Whether that's single sites, major franchises with hundreds of car parks to take care of or complex NHS Trusts that need to juggle multiple user types.

We have 20 years of experience dealing with car parks across every sector, understanding what makes each site tick, the issues they want to solve and the goals each business wants to achieve. That understanding lets us implement the perfect blend of car park management solutions to eliminate issues, improve performance, boost services, and promote stronger revenue.

Coupled with our dedicated Account Management, ongoing support and round-the-clock monitoring and maintenance, we make sure your car park is always match-fit. Your car park can be an incredible asset when used correctly, and that requires the right car park management provider.



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

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

