



Staffordshire University looked to move to a permit and paid parking system and required a solution that was easy to manage and could support the ambitions of the site as well as their Commercial Service and Estates teams.

Using car park management to enhance existing services

Staffordshire University pride themselves on being able to offer on-site parking for both students and staff. For many years this had been a free to use facility, but the decision was made to move to a permit and pay to park option in 2017. Parkingeye were the successful bidder when the tender was issued for a new contract.

Why choose Parkingeye?



We make permits easy through our online client portal



Flexible solutions allowing you to remain in control and adapt to change requirements



Highly experienced in the education sector, supporting over 170 sites across the UK



Easy payment options and dynamic pricing to help support your site and drive revenue



Incredible uptime on our solutions to support busy parking environments



Dedicated Account Management to provide a point of contact and ongoing support

The University needed a solution which offered both permit and pay to park options, was easy to manage for our Estates and Commercial Service team and offered a great customer service experience, as parking is a very emotive subject within the university.

Our campuses are split site and include two sites within Stoke on Trent city centre and a campus at Stafford. We needed a solution which would be able to provide the same level of service at all locations, which Parkingeye's system provides.

The University also has an Estates Master Plan, which is the strategic plan for site development for the next 5-10 years which involves several changes to the physical estates, impacting on car parking capacity both in the short term and longer term. Parkingeye can update the systems to reflect the changes to the parking availability on site.

A flexible approach and effective partnership



The Parkingeye permit system, allows students and staff to purchase parking permits using the self-service system, which reduces the resources required to administrate this process. The permit provides flexibility for students and staff, who may not require an annual permit and can only pay for the periods they need.

Our Pay to Park offer enables the university to provide parking on-site, for non-permit holders, which increases our accessibility and allows members of the public and students and staff to utilise the car park throughout the day and the weekend.

The creation of the different Parkingeye exemption lists, allows the department to offer free or discounted parking when required, providing great customer service throughout the university. This again is an effective and efficient system to use, reducing resources required within the team.

By using a car park management company, it provides a partner in the management of car parking on our site, which is often required when dealing with PCN or parking infringement disputes. We do however still have to act as a liaison point between the customer and Parkingeye if required.

Due to the nature of activities at the University, we often need to request immunity windows are put in place, at different points throughout the year. Parkingeye are very responsive to these requests.

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Parkingeye works alongside several prestigious schools and universities across the UK, to find out more about how we've helped transform their parking visit:

www.parkingeye.co.uk/car-park-management/sectors/education

www.parkingeye.co.uk | enquiries@parkingeye.co.uk | 01772 450 542

