



Better Stadium Parking

From thousands coming to cheer on their team to concerts, conventions, and events, making the parking around your stadium work harder and smarter can put your site in a different league.

We deliver results for stadiums, with 3 key points having a major impact:

1: Paid parking strategy

Maximising revenue is crucial, giving sites additional funds to reinvest elsewhere.

Introducing our Evology Pay solution...

- **Pay on the day** - Innovative app-led solution that allows quick, easy and secure payment processing for your car park. Flexibility is at the core of our solution that allows your customers to pay with their preferred payment method, whether that be Apple Pay, Google Pay, Credit or Debit Cards.
- **Pre-booking** - Every space in your car park is a potential revenue generator with pre-booking! Stadiums often benefit from ample parking to accommodate match days, 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.



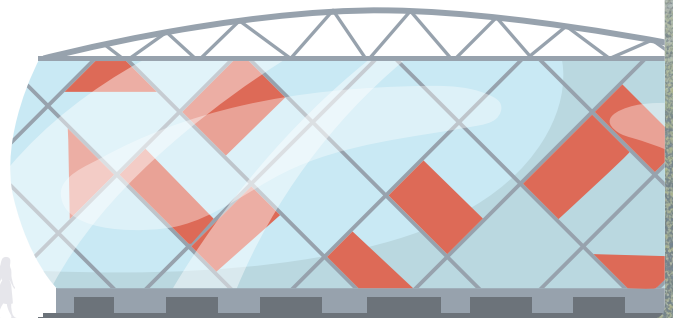
£834,000
In parking revenue

2: Contract Parking

Contract parking offers another way to drive revenue on less busy days. We have a dedicated team on hand to help you drive greater utilisation of your car parks.

Our teams help match your surplus spaces with businesses in the area that need additional parking.

This could be a retail outlet needing extra parking for a sale, or an office looking for extra space. Whatever the reason, we help businesses find parking while benefiting from additional revenue and increased footfall.



Who we work with...



3: Instant Control

Stadiums sit in the hearts of their communities. That prime location and the parking around them leave them prone to abuse, especially on non-matchdays when the ground is quieter.

ANPR gives you instant control with tools that help you put rules in place that deter antisocial behaviour, give parking abuse the red card and protect your accessible spaces – protecting fans who need extra support and further enhancing your visitor experience.

One of our Premier League customers previously had...

Over 200

unknown vehicles in their car parks daily!

Problem solved with ANPR!

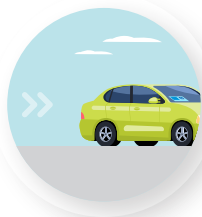
How does ANPR work?



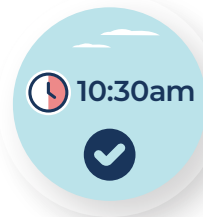
Step 1
A car arrives at your car park



Step 2
The camera registers the number plate and the time the car arrives



Step 3
The vehicle leaves



Step 4
Exit time and payment confirmation is checked against our systems



Step 5
All data is then accessible to you via ParkIQ

The support you need

Book your **FREE** stadium parking assessment

We'll review your current setup and provide a tailored, no-obligation plan to improve compliance, reduce admin, and support your wider goals.



www.parkingeye.co.uk/stadiums

Who we work with...

