

# SMARTthinking

Smart Parking – expert management, intelligent technology, measurable results

## World-class solutions

Welcome to issue 7 of **Smart Thinking**, the newsletter from **Smart Parking**.

Every year, one of the world's leading authorities on sustainable innovation nominates 100 technologies that it believes are delivering real improvements to the quality of life without impacting on the environment. This year, Sustainia has chosen **Smart Parking's SmartPark** within this list. We're delighted to be in the Sustainia 100, and you can read more about it in **Smart Thinking**.



*Paul Gillespie*  
Group Chief Executive Officer

There's plenty of other news in here too, including how Pay & Walk is about to set new standards for parking convenience with UK retailer Matalan, and how we're having a similar impact for shoppers in the heart of Melbourne, Australia.

If you have any questions about **Smart Parking**, or you would like more information on the stories within this issue of **Smart Thinking**, please don't hesitate to contact me.

**Paul Gillespie**  
Group Chief Executive Officer  
Smart Parking

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##### – Town of Cottesloe, Perth, Western Australia

Making parking fairer at the beach



# Matalan sets new standards in parking service quality with Pay & Walk



UK retailer Matalan is to deploy our Pay & Walk technology as part of its commitment to continue to maximise the quality of the shopping experience for its customers.

**Pay & Walk**, which enables drivers to park and pay in a barrier-less car park without needing to return to their car to display a ticket, will be installed at six Matalan sites.

The deployment is part of a contract extension between the retailer and Smart Parking. The new agreement will see us building on our arrangement to manage parking for those sites in Matalan's portfolio for which the retailer has direct responsibility and a need for parking control.

#### Refunds via barcode technology

Five stores currently operated as Pay & Display, and one store that is operating as Maximum Stay, will migrate to Pay & Walk. The system will integrate barcode technology from Pay & Walk into Matalan's EPOS software to enable customers to be refunded on their parking payment if they spend more than £5 in-store.

We will also introduce our **SmartRep** parking management software across the Pay & Walk enabled sites to improve parking pattern analysis and future capacity decision-making.

In addition to Pay & Walk, we will further enhance our management services agreement with Matalan. These improvements include: helping Matalan increase the

number of car parks in its estate achieving the Park Mark standard; litter picking; the adoption of a dual attendant/Security Officer role; winter gritting support; car park fabric checks & fault notifications; and full annual audits of their car parks.

#### Easy, quick, convenient

Matalan's Business Development Manager Richard Smith said that they were committed to introducing innovations to maximise the quality of their customers' shopping experience.

"Pay & Walk will make it easy, quick and convenient to park for our customers. This, alongside the other service improvements we will be introducing with Smart Parking, will all make a significant and positive contribution to the retail experience."

Commenting, Smart Parking's Paul Gillespie said that the business was pleased to be able to extend its agreement with Matalan.

"Our new agreement with Matalan integrates proven technology and best practice management services in a way that will deliver real benefits to the consumer. We're delighted to be at the cutting edge of agreements like this, and look forward to deploying this programme with Matalan in the months ahead."



*Making parking easy for Matalan customers*

# Smart Parking recruitments strengthen Australian team



Matthew Pedron



Alistair Pascoe

Smart Parking has strengthened its Australian team with the recruitment of new sales and marketing personnel. The move will enable us to continue our commercial success across the Australian market for technology-based parking solutions.

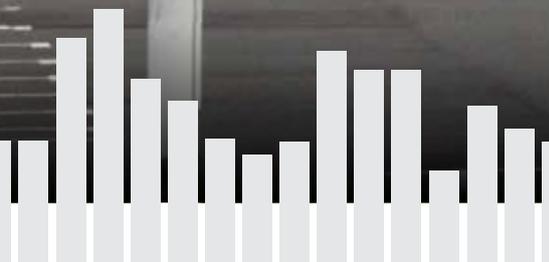
**Matthew Pedron** joins as Sales Manager for the local government sector. Matthew, who possesses a significant track record working within IT across the public and private sectors, will focus on working with councils and, where appropriate, re-seller partners across the country. His priority will be to help authorities use Smart Parking technology to secure significant improvements in the cost-efficiency of enforcement, while ensuring that the parking experience for drivers is made easier, more convenient and more flexible.

Matthew's role will complement that of Peter Pedersen, who as Sales Manager for the commercial sector oversees the development of Smart Parking's relationships with businesses and non-municipal organisations.

Smart Parking has also recruited **Alistair Pascoe** to the role of Sales & Marketing Support Executive. Alistair will assist in planning the company's CRM strategy, and help in the development of its marketing campaign.

Commenting on the appointments, Smart Parking's Group Chief Executive Officer Paul Gillespie said that the recruitments would add further impetus to meeting the business's commercial objectives in Australia.

"We are continuing to make significant progress in deploying our technology solutions in Australia", says Paul. "The addition of Matthew and Alistair will enable us to continue this success story. We're happy to welcome them both to Smart Parking."



# SmartPark solution a world leading sustainability innovation



SmartPark - delivering measurable environmental, social and economic benefits

SmartPark, Smart Parking's solution that is helping communities to reduce congestion, cut vehicle emission totals, lower costs-to-enforce and improve the experience of drivers who are looking to park in city centres, has been chosen as one of 2014's leading sustainability innovations by a leading Scandinavian think-tank.

The Denmark based research organisation Sustainia reviewed more than 900 technologies and projects around the world. It has identified and documented 100 outstanding cases to highlight where and how sustainable innovation is being developed and deployed.

#### Measurable real-world benefits

The study, **Sustainia 100**, showcases how innovations across a broad range of markets are delivering measurable environmental, social and economic benefits. The report emphasises that the chosen technologies are both sustainable and commercially successful; the solutions featured in the **Sustainia 100** are already deployed in 142 countries.

Sustainia Director Laura Storm said that sustainable innovation was transforming markets and industries. "Things are happening at an incredible pace, and the solutions we've chosen in the **Sustainia 100** should provide inspiration to companies, cities and consumers worldwide."

Paul Gillespie, Smart Parking's Group Chief Executive Officer said that the company was delighted to have SmartPark chosen as a **Sustainia 100** solution. "SmartPark is being deployed and trialled in iconic city locations around the world, including London, Sydney, Madrid and Prague. It is becoming the blueprint for how every large city will be managing parking in the future, so we're really excited that it

has been chosen by Sustainia to be a world-leading innovation."

The **Sustainia 100** publication can be downloaded from [http://www.sustainia.me/resources/publications/3rd\\_sustainia100\\_2014.pdf](http://www.sustainia.me/resources/publications/3rd_sustainia100_2014.pdf)



Arnold Schwarzenegger launches Sustainia 100 for 2014

#### About Sustainia

Sustainia brings together an international alliance of partners - companies, NGOs, foundations and thought leaders - to work together across sectors to accelerate the sustainable transformation of industries and lifestyles.

Former Governor of California Arnold Schwarzenegger serves as Honorary Chair of Sustainia. Partners include: UN Global

Compact, the EU Commission, Arnold Schwarzenegger's initiative Regions20, the International Federation for Housing & Planning, and world-leading companies and organizations: UN Global Compact, WWF, Regions20, Monday Morning Global Institute, IFHP, Novo Nordisk, Storebrand, DNV GL, Realdania and Brunata. [www.sustainia.me](http://www.sustainia.me)

# Smart Parking transforms parking experience in Melbourne



Transforming parking for Melbourne's drivers



Drivers using one of Melbourne's highest profile car parks have had their parking experience transformed – and Smart Parking's SmartGuide solution is playing a central role in making parking easier, quicker and less stressful.

The Strand car park, which is operated by Secure Parking, is on the corner of Elizabeth Street and Lonsdale Street in the heart of central Melbourne. The Strand is an existing two-storey 174 bay facility featuring a relatively complex internal layout.

### A simplified experience

When owners ISPT decided to refurbish the car park, they wanted to simplify the parking experience, so they turned to **SmartGuide** to provide the ideal solution.

The SmartGuide system, which detects the occupancy status of every parking space then directs drivers to available bays clearly and accurately, has ensured that The Strand is a much easier place for users to navigate. Drivers simply look for a green overhead indicator to find a vacant space.

SmartGuide comprises our **SmartEye** sensors linked to overhead illuminated indicators, along with **SmartRep**, our powerful car parking management software tool, as well as our space guidance signage.

Peter Pedersen, Smart Parking's Commercial Sales Manager in Australia, said that the deployment of the SmartGuide system for Secure in The Strand was delivering important user benefits for drivers. "Alongside the broader upgrade of facilities at the car park, the introduction of SmartGuide is making life much easier for drivers. The system is particularly valuable where the layout of the car park is relatively complex, as is the case here, so the benefits are really visible."

# Keeping up the PACE

If you're going to PACE – the Parking Australia Convention & Exhibition, which is being staged from the 14th to the 16th September at the Brisbane Convention & Exhibition Centre, make sure you find your way to the Smart Parking stand.

PACE is the annual forum for the parking industry in Australia to gather, discuss latest innovations and issues, and identify new solutions for the road ahead. The event is organised by Parking Australia, the national body that represents the industry in the country, and has a membership that includes local government and statutory authorities, car park management companies, equipment suppliers, consultants, property developers and property owners.

"We've had a great year in Australia, including the extension of our relationship with APARC and Waverley Council to install our sensors in on-street bays around Bondi, Tamara and Bronte beaches", says Smart Parking Group CEO Paul Gillespie. "We are also



*Brisbane sets the PACE*

nearing agreement for a number of significant contracts across a number of states. We're confident that we will be able to build on our success here, and we're looking forward to meeting colleagues and potential clients from across Australia."

## Great car parking theatre – with no dramas!

Former Marks & Spencer CEO Sir Stuart Rose says car-parking providers should aspire to match the 'theatre' of the retail experience. Gavin Mullen says it's a role Smart Parking is ready to play.

Across the last few years, trends in interior design have increasingly been mirrored by the retail industry. Think Apple Store, think Starbucks, think Lush; brands are striving to ensure that their customers are welcomed with a consistently high standard of visual appeal.

The designer's brief is to create the right atmosphere and personalise the space on behalf of consumers. The store is then formed around the customer's journey, which all helps to maximise their spending.

### **Before the theatre**

Unfortunately, this attention to design detail can often stop at the shop door – and it's frequently the car parking that suffers by comparison. This is what Sir Stuart Rose, former CEO of Marks & Spencer said recently. "If you drive to the average shopping centre, mostly the car park is pretty grotty. It's difficult to get round, it's poorly lit, it's often a bit damp, and often it's expensive. Until you get to the theatre upstairs, nothing actually happens." Even if Sir Stuart is perhaps generalising to make a point, it's a view that's likely to

**Smart Parking will be on Stand 64 at PACE. For attendance information visit the organisers' website at <http://conferenceonthenet.com/clients/parking2012/index.html>**



Gavin Mullen



Photo: Raysanho @ Open Grid Scheduler

reflect what a lot of drivers think. When retailers are competing against online stores for shoppers' business, it's vital that the theatre of the experience, as Sir Stuart puts it, starts and ends in the car park.

#### First impressions count

The car park is the customer's first impression and, especially if they are spending money to park, they want to know that they are paying for something that will enhance their experience everytime they visit.

#### Here to help

Smart Parking is playing its part by developing solutions such as **Pay & Walk** and **SmartGuide**. Solutions like these make car parking much simpler and quicker to use. Alongside clearer, easier to understand signage, drivers are then positively encouraged to return and share their experience others. As Sir Stuart says, it is all about investment – and we look forward to talking to decision makers about how we can help them maximise the return on their investment in their car parking facilities.

[gavin.mullen@smartparking.com](mailto:gavin.mullen@smartparking.com)

# Jules Hollows joins Smart Parking



Smart Parking has appointed Jules Hollows as Technology Sales Manager for the UK to help ensure that the business continues to expand its commercial success within one of the company's key markets.

Jules is a seasoned sales professional with in-depth experience predominantly within the IT and travel industries. He will play a key role in developing and delivering our technology sales strategy across the UK. His brief includes growing our technology sales and developing then maintaining relationships with the business's re-seller partners.

Jules' role complements that of Jim Short, who as Technology Sales Manager for EMEA, oversees the commercial development of our business in Europe, the Middle East and Africa.

#### Continuing our growth

Commenting on the appointment, Smart Parking's Paul Gillespie said that Jules' appointment would enable the business to continue the expansion of the business's presence in the UK.



Jules Hollows

"The UK is one of the world's busiest and most sophisticated markets for technology-based parking solutions", says Paul. "With our success in securing contracts to deploy SmartPark in Westminster, and trials of our technology taking place in other major UK conurbations, Jules' commercial experience within the IT industry means that we will be able to accelerate our success in one of our key markets."



# Case Study – Town of Cottesloe, Perth, Western Australia

The installation of our SmartEye parking space occupancy sensors has transformed the effectiveness and efficiency of parking management in one of Australia's most popular beachfront communities.

## The Challenge

The Town of Cottesloe, Perth, Western Australia, is a vibrant beachside community with a busy commercial zone of shops, businesses and cafes. A change of government regulation prohibited the authority from charging parking fees in streets up to 500 metres from the beach, which meant that the Council needed to deploy Parking Enforcement Officers to chalk tyres to secure compliance. Cottesloe found this to be an inefficient and inaccurate way of managing parking in area – one of Australia's areas of highest demand for parking.

## The Solution

Cottesloe decided to trial Smart Parking technology, with 34 SmartEye sensors installed along Napoleon St, a popular commercial zone, to enforce a mix of 1 hour and 15 minute time restricted spaces. The two-month long trial was an immediate and clear success. Enforcement was simple, clear, accurate and consistent,

and maximised patrol efficiency. This resulted in a year-on-year comparative increase from 111 to 430 infringements within the test street. Based on the trial results, Cottesloe introduced Smart Parking's solution to an additional 554 parking spaces across all its beachfront timed zones. The Council is now extending the scheme to cover all timed zones in Cottesloe's commercial precinct.

## The Result

The deployment of SmartEye sensors has helped Cottesloe significantly reduce its problem of parking overstayers. Patrol officers now target hot-spot areas using Smart Parking's SmartRep management software to monitor areas of frequent abuse, and data is analysed to understand then modify time restrictions. The deployment of SmartEye has freed up parking for more people.

## What Our Client Says....

"Smart Parking's technology has transformed the way we enforce timed restriction parking in



Cottesloe. It's now far easier for us to deliver a service that is more accurate, efficient and consistent. Our parking officers and the administration team are able to perform their roles even more professionally than before, and we've been able to show residents, businesses and visitors that access to limited parking capacity is much fairer, which has had a positive commercial impact in our community."

**Ernie Polis, Senior Ranger,  
Town of Cottesloe**

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