

SMARTthinking

Smart Parking – expert management, intelligent technology, measurable results

Issue 5
MARCH 2014

Teamwork at the heart of delivery

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

2014 continues to see us develop both our technology and our services to help ensure that we're ready to meet the needs of current and future clients.

It's within this context that we are introducing three new members to the Smart Parking team in the UK. You can meet them in this latest issue of Smart Thinking.

Our commitment to innovation receives a further boost with the opening of our new technology hub in Auckland. We're also, alongside other stories, taking a look at how we've worked in partnership with ASDA to pioneer DPC enforcement, and how we're extending our relationship with the University of Aberdeen.

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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Group Chief Executive Officer

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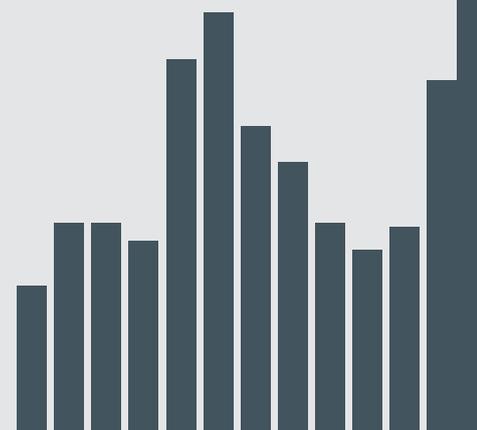
The differentiation game - how and why "sexy car parks" are already here

 smartparking.com

 info@smartparking.com

 **SMART**
PARKING

New faces at Smart Parking



Smart Parking has recruited three experienced professionals to further enhance our sales and account management capability in the UK.

Susan Taylor has been appointed to develop new business relationships within priority sectors for the company. A former Chief Executive Officer of VINCI Park UK, Susan possesses significant experience in creating parking solutions in sectors including the health, transport, local and government markets. She has more recently overseen the delivery and development of retail car parking services for Westfield Shoppingtowns.

Paul Moran joins the company as Account Manager to oversee a portfolio of Smart Parking's key management services relationships. Paul joins the business from leading facilities management business Integral UK.

Angela Saunders, who was previously with MITIE Group plc, has been appointed to strengthen Smart Parking's management services sales capability.



Susan Taylor



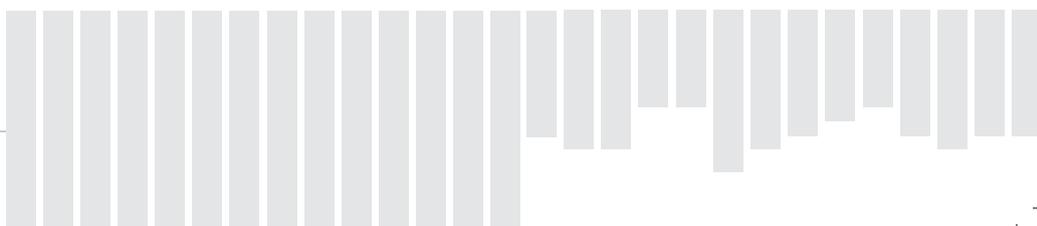
Paul Moran

Commenting, Chief Operating Officer Charlie Leaper said that the appointments would provide further impetus to the business's commercial development.

"Car parking is increasingly playing a key role in the fight for consumer loyalty and advocacy across many sectors in the UK. As a large-scale, fully integrated provider of managed services and technology, Smart Parking is ideally placed to help providers win this fight. Susan's experience and expertise within the market will be a vital asset for us as we develop our business and market share in the months and years ahead. Angela and Paul will also play a central role in helping us secure new business, then grow and secure our relationships with our clients. We're very pleased to welcome Susan, Angela and Paul into the company."



Angela Saunders



New Penrose hub provides focal point for next generation of **Smart Parking** technology

Smart Parking has created a new hub for our technology experts. It's a move that will facilitate the development of our next generation of parking solutions, and will also help us to ensure that the technology that underpins our service provision for clients is future-ready.

The business has moved into new offices in the South Auckland district of Penrose to provide our fourteen-strong research and development team with their own dedicated facilities.

The team will focus on developing innovations in the speed, efficiency and functionality of our applications. They will also ensure that the way in which the hardware that is deployed within a Smart Parking contract is fully integrated into the software to provide a seamless service.

Roly Rogers, Smart Parking's Chief Technology Officer, says that the new Penrose facility will ensure that the team is able to continue to achieve innovations efficiently and effectively.

"There's no doubt that our clients - and their customers - want our industry to deliver new services

that enhance the parking experience, are intuitive to use and offer step changes in value for money. That's a level of challenge that we're hugely enthusiastic to meet, which is why Penrose is an important part of our story. By bringing Smart Parking's R&D experts together in a single place, we can network, share ideas, and drive innovation forward at an accelerated rate. Our current and future clients, and their customers, will benefit from the developments that the team is able to create in the months and years ahead."



Smart Thinking case study: celebrating five years of DPC for ASDA

Smart Parking has a long-standing relationship delivering management services for ASDA, one of the UK'S biggest and most successful food and non-food retailers. The company possesses almost 600 stores across the UK, and is part of the Wal-Mart family of retail businesses.

In 2009, both companies recognised that the abuse of disabled, parent & child (DPC) parking spaces was rising inexorably. While all supermarket operators faced this issue, ASDA, as part of its commitment to be an inclusive and fair retailer to all shoppers, sought our help to determine how best to tackle this issue and become the first large operator to deploy a far-reaching DPC enforcement capability across the UK.

According to Smart Parking's Andrew Busby, with around 12,000 DPC spaces spread across over 500 stores, the main challenge was one of scale. "We needed to audit all facilities, identify what practical signage additions would be needed, and clarify the implications of the programme in terms of personnel recruitment to achieve estate-wide coverage."

Smart Parking completed this exercise in a three-month period. The company manufactured and erected over 3,000 signs, and then trained and deployed additional patrol staff to provide ASDA with the appropriate level of enforcement coverage.

Complementing Smart Parking's endeavours, ASDA undertook a widespread store education programme, and also implemented a PR programme in the run up to go-live. This resulted in the initiative and the issue of DPC abuse being featured in the press and aired on national radio and BBC TV Breakfast.

Equally as significantly, the project was also tabled as an Early Day Motion in the House of Commons, raising the profile of the need for a national debate on the issue.

According to the pressure group Disabled Motoring UK's "Baywatch" campaign, levels of DPC abuse at ASDA have fallen by over 20% across the years since the scheme's inception, and other studies have subsequently identified far more significant falls in abuse.

ASDA's willingness to become the first national retailer to implement an estate-wide DPC enforcement programme subsequently prompted other large UK supermarket operators to follow suit, leading to a general and continued decline in DPC parking abuse across the country.

ASDA's Strategic Development Manager is Tony Wilson. Tony recognises the importance of the DPC programme to promote fairer access to parking for all the company's customers.

Photo: Kiclar99



Helping A



Expanded role for Smart Parking at the University of Aberdeen

Smart Parking has developed its presence within Scotland's higher education sector with the significant expansion of its service delivery for the University of Aberdeen.

"The installation of specific DPC signage and the deployment of additional personnel to enforce abuse has made a significant difference to the performance and efficiency of our car parks", says Tony.

ASDA continues to invest in DPC parking management, with Smart Parking now making over 1,000 visits to sites every week. The retailer donates all profits produced as the result of charges to its nominated charity. "DPC enforcement safeguards the needs and enhances the retail experience of all ASDA shoppers, which is why we continue to make it such a high priority across our retail estate", concludes Tony.



ing ASDA pioneer DPC enforcement in the UK

The university requires the provision of controlled car parking schemes, in which qualifying staff, students, visitors and disabled drivers apply for and receive a parking permit.

Smart Parking's expanded service provision includes the supply of Pidion mobile devices and the training of nominated employees to enforce contraventions.

Data and images recording a contravention are fed into our SmartRep system for back office processing. Smart Parking handles all payment and appeals associated with the operation for the scheme, and we also install signage highlighting the terms and conditions relevant to each car park location, including, where appropriate information about disabled bay parking.

We are renewing our relationship with the University of Aberdeen, which encompasses the deployment of controlled parking across the university's Old Aberdeen and Foresterhill Campuses.

Susan Taylor, who oversees Smart Parking's new business within

Photo: Regazzi100



Expanding our relationship with the University of Aberdeen

the further & higher education sectors, said that the extension of the company's contract at the University of Aberdeen highlighted the business's ability to meet and exceed the expectations of educational institutions.

"We're delighted to extend our working relationship with the University of Aberdeen. Our approach is to design then deliver our support so that it reflects the needs of our education sector clients, and we have been able to prove with the university that our services help them manage access to limited parking capacity sensitively, cost-effectively and to a consistently high standard."

Westminster contract makes **big media impression**

The news that **Smart Parking** has secured the landmark Westminster City Council contract to deploy SmartPark across a significant proportion of the West End of central London, which we covered in the last issue of Smart Thinking, has certainly captured the imagination of the media.

While the story featured prominently in the global parking industry press, it has also been covered across a broad range of press and broadcast outlets, both in and beyond the UK.

Significant and positive editorials appeared in the UK's *Daily Telegraph* and *Guardian* newspapers, the Discovery

Channel online, the BBC's online technology pages, and innovations for conurbations website *The Atlantic Cities*.

The story prompted BBC Radio London's Breakfast Show to interview Westminster's Kieran Fitsall about the scheme. Smart Parking's Chief Operating Officer Charlie Leaper was also

interviewed by French television station FranceTVInfo, which allowed Charlie to highlight the features and benefits of the deployment to viewers across the English Channel.

According to Charlie, the depth and breadth of positive coverage for the story underlined the importance the media have placed on Westminster's deployment of SmartPark.

"The contract has really captured the imagination of journalists", says Charlie. "The benefits of the system are powerful, and the installation of SmartPark in the heart of one of the world's most important cities has been highlighted clearly in the media."



If you would like to view some of the coverage around the Westminster story, visit our In The Media page of our website at www.smartparking.com/media.html



New Zealand clients in safe hands



Jake Bezzant - highlighting the importance of Service Support

When organisations invest in a new site – whether that’s parking guidance, enforcement or data collecting – it’s not just the functionality of the technology and the capability of the underpinning software that counts. What’s also key is the way in which the system is maintained and managed, and how the complete package delivers – year after year.

With Smart Parking providing some of New Zealand’s largest and most important parking installations, we have now introduced a comprehensive Service Support team to ensure that our clients have rapid access to expert assistance – all of which means that our customers who choose this option will be assured that their Smart Parking system continues to perform in peak condition.

Requests received by our two Service Support helpdesk staff are placed with our team of six dedicated technicians, who then respond to enquiries and react according to their diagnosis of the client’s needs. All enquiries are managed through SmartRep to maximise response efficiency.

Jake Bezzant, Smart Parking’s Commercial Manager in New Zealand, says that a number of the company’s highest profile clients are already participating in the Service Support programme.

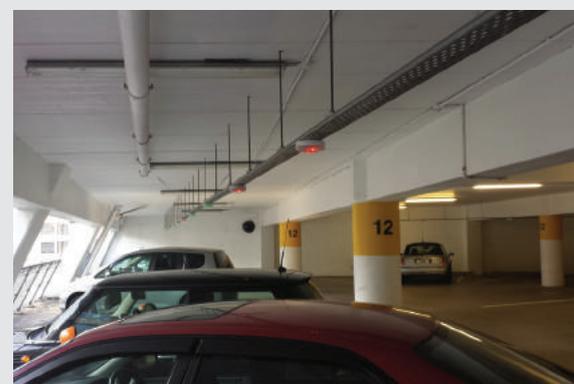
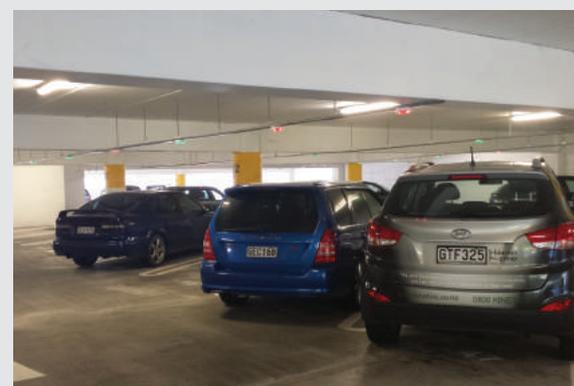
“As the developers and producers of our own hardware and applications, no-one knows our system better than we do”, says Jake. “Smart Parking is in the greatest possible position to react to client service issues, diagnose problems and implement remedies. We have created this service to deliver best-in-class performance levels, all underpinned by dedicated client SLAs, which is why customers including the cities of Taupo and Rotorua, and organisations like Auckland Transport have signed up to this service.”

For further information on Service Support in New Zealand, please contact Jake Bezzant at jake.bezzant@smartparking.com

Catch us at
Parkex 2014

10 and 11 June 2014
Olympia Exhibition
Centre London

Make a note in your diary
– we will see you there!



Auckland Transport - a client for our Service Support team in New Zealand

The differentiation game



Gavin Mullen

John Lewis's MD Andy Street says that sexy car parks are coming. Smart Parking's Gavin Mullen says they're already here!

The John Lewis Partnership has for decades set new standards in excellence in UK retail. Whether it is their department stores or Waitrose food supermarkets, JLP continues to be the benchmark by which the sector is judged, and the standard that most of the rest of the market aspires to achieve.

So, when the company's MD Andy Street says, "sexy car parks will be coming", it's vital that the specialists in the parking industry sit up and take notice.

The bottom line

This is the full detail of what Mr Street said on a recent episode of the BBC's business in focus programme, The Bottom Line.

"Watch this space - sexy car parks will be coming. You want a sign that says 'welcome, Mr Davies - this is your car park space'. All I am saying is that this will come, because everyone has to think about differentiation."

The programme also considered how retailers should be developing new strategies in an online world. The contributors to the programme said that retail businesses had to accelerate innovation across all aspects of the retail experience - including car parking.

Parking - integral to the retail mix

Rather than regarding parking as a commodity that should be delivered for the lowest possible cost, Andy Street and former Marks & Spencer CEO Sir Stuart Rose said that it should be considered as an integral element of the total mix.

So when Andy Street focuses on "sexy car parking", my view, quite naturally, is to give him three cheers. He knows what he is talking about, and the fact that he has recognised the value of car parking as a key component to retail differentiation should be a clarion call to the parking

Photo: Geoff Royle



John Lewis - sexy car parks are coming

industry to respond in an imaginative and positive way.

Smart Parking can deliver the solution that Street has spelled out now. We are able to offer this both to retailers like the John Lewis Partnership, and to operators of multiple tenancy shopping centres.

What's more, Smart Parking can complement technology with an in-depth knowledge of car parking management.

By combining technical know-how with our experience in making the car park operate efficiently and cost-effectively for our clients, we can help retailers secure the differentiation that Andy Street has so clearly identified as being key to the future.

gavin.mullen@smartparking.com

Smart Parking

UK - Unit 43, Elmdon Trading Estate, Bickenhill Lane, Marston Green, Birmingham B37 7HE
Tel: +44845 230 3081

New Zealand - 2 Oliver Street, PO Box 939, Cambridge 3450
Tel: +64 7 823 2090

Australia - 177, Salmon Street, Melbourne, Victoria 3207
Tel: +61 (03) 8644 4060

United States - 1842 Jefferson Street, Suite 106, San Francisco, CA 94123
Tel: 415 566 8690



Smart Parking

info@smartparking.com
www.smartparking.com