

SMARTthinking

Smart Parking – expert management, intelligent technology, measurable results

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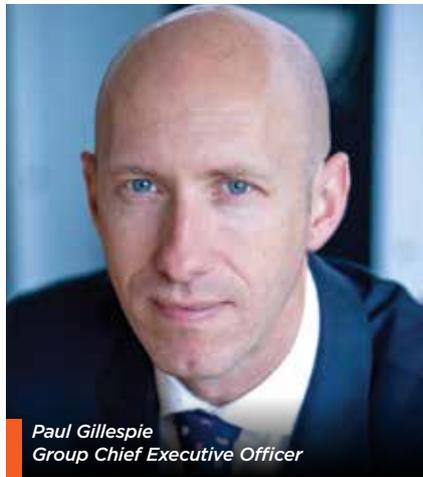
Supporting tomorrow's cities

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

Across the world, there's an increasing focus on taking a holistic approach to the development of our cities. A key element of this is how residents, visitors and businesses use roads, and how we should best balance environmental and economic considerations, while also factoring in liveability issues.

In this issue of **Smart Thinking**, we highlight the news that Smart Parking has secured the contract to equip Westminster City Council with our SmartPark solution. We believe that this is a landmark project, as it helps to set the agenda for the way in which other city corporations will wish to provide fairer, easier parking. We're also announcing the trial of SmartPark for the London Borough of Camden.

Elsewhere, we're taking a look at two management services contracts – one for a flagship hospital in Scotland, and another for a key retail location in North London.



Paul Gillespie
Group Chief Executive Officer

We're also focusing on a high profile contract in New Zealand where we're helping the city of Rotorua breathe new life into its CBD.

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

More in this issue...

Smart Parking secures landmark Westminster contract – we've been chosen by Westminster City Council to deploy SmartPark across the central London borough

Getting a kick out of soccer management – how Smart Parking's Alan Cameron is masterminding a turnaround in the fortunes of Newburgh Juniors FC

New life for Rotorua's CBD with SmartEye – how we're helping a New Zealand local authority breathe new life into its inner city core

Nuts about parking? We are! – all about our new animated campaign highlighting the benefits of our solutions

Smart Parking Case Study – we take a close look at how we're helping the Forth Valley Royal Hospital, Larbert, Scotland

Camden trials SmartPark solution – we're trialling SmartPark for the London Borough of Camden

Teamwork the key in Tottenham – we're working closely with tenants and managing agents to make parking at Tottenham Hale Retail Park a real success

Smart Parking secures landmark Westminster contract

Smart Parking has secured the landmark Westminster City Council contract to deploy **SmartPark**, our solution that helps drivers find a parking space quickly and conveniently.

The council's initial three year long contract will see us deploy up to 10,000 SmartEye sensors in two phases across the central London Borough. Phase One will see 3,000 sensors installed at all 'paid-for' and disabled parking bays across the West End. Work to install the sensors will start in January. A successful review of Phase 1 could then see a further 7,000 sensors installed across the rest of the city.

We have already staged a successful trial for Westminster, with a network of 189 SmartEye sensors in streets including Savile Row, Jermyn Street and St Johns Wood High Street.

Paul Gillespie, Smart Parking's Group Chief Executive Officer, expressed his delight at securing the Westminster contract. "We're extremely pleased to have been chosen to deploy **SmartPark** across Westminster. The city is one of the world's busiest and most important conurbations, and **SmartPark** will play a key role in helping its roads and parking spaces operate more efficiently. **SmartPark** is a tried and tested solution that makes it easier to



find a parking space, reducing congestion and cutting vehicle emissions. It delivers proven benefits for both drivers and local authorities, and we're confident that residents, businesses and visitors to Westminster will have their driving and parking experience transformed in the months and years ahead."

Cllr Nickie Aiken, Westminster City Council Cabinet Member for Street Management said: "Parking bay sensors are a simple concept that will deliver major benefits for people visiting Westminster as well as those living and working here. They will make it simpler and quicker to find a parking space, and easing congestion in the process, and

Getting a kick out of soccer management



they are a key investment in Westminster's commitment to provide 'fairer, easier, parking'."

SmartPark comprises our virtually flat, anti-slip profile RFID-equipped SmartEye sensors, which use infrared to detect when a vehicle has occupied a parking space. Real-time data is then used to populate appropriate devices with changes to parking space occupancy. Drivers access a dedicated mobile application via their iPhone or Android device to view a current picture of parking spaces near to them. They are then guided to the nearest unoccupied bay. Once parked, the application can also be configured to direct them to pay for parking via an authority's chosen remote payment solution.

For more information about how SmartPark could assist your city to reduce congestion, cut emissions and transform the driver experience, contact Jim Short now - (+44) 7827 083801 jim.short@smartparking.com



Newburgh Juniors FC's coaching team - Graham Nicol (coach), David Williams (physio), Mark Simpson (coach), Gary Watkinson (coach), Alan Cameron (manager)

You don't have to dig very far in the history of British football to see that it's often a canny Scotsman who is the architect behind the success of many a team.

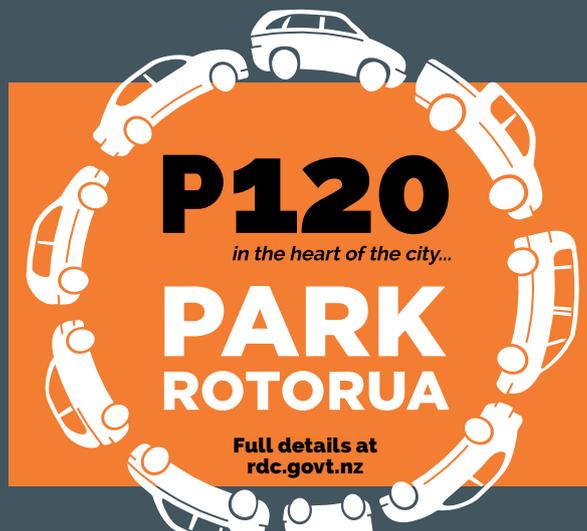
And to a prestigious list that includes Busby, Ferguson, Shankly, Stein and Paisley, you can now add Smart Parking's very own Alan Cameron.

Alan is Smart Parking's Pay & Display Manager during the working week, but his evenings and weekends see him take on his other role - team manager for Newburgh Juniors. Newburgh, a semi-professional side in the East Region North Division of the Scottish leagues, has undergone something of a sporting transformation since Alan and his coaching staff assumed responsibility two years ago. "We were 15th in a

league of 16", says Alan, "but we're now really in the mix for promotion this season, so things are going really well."

Smart Parking is playing a small part in establishing this next Scottish sporting dynasty by sponsoring the match day kit of Alan and his coaching team. "In common with many semi-professional clubs, money is always tight, so the contribution of sponsors like Smart Parking really do make all the difference. We're committed to continue to bring out the best in the side, and we're optimistic that this year will see the lads achieve promotion."

New life for Rotorua's CBD with **SmartEye**



Smart Parking is set to play an important role in helping a New Zealand local authority to breathe new life into its inner city core.

We've been chosen to install 1,500 of our **SmartEye** sensors across the central business district of Rotorua - one of New Zealand's most important tourist destinations - together with 100 SmartLink zone controllers and our SmartRep management software.

The deployment is a key element within Rotorua District Council's plan to implement a new parking programme for Rotorua's heart of the city. The programme, Park Rotorua, delivers free two-

hour parking in the immediate inner city area, while ensuring that enforcement is fair, accurate and efficient. The programme retains the existing unlimited metered parking on the inner city fringes and free unlimited parking on the perimeter of the city.

Park Rotorua involves the installation of **SmartEye** sensors across approximately 1,500 parking spaces, including metered and two-hour unmetered bays. The sensors will monitor around

500 two-hour unmetered bays in the heart of the city and provide overstay notifications via SmartRep to enforcement staff. Data will also be collated from Rotorua's paid and unlimited spaces to help develop future parking plans.

Rotorua and Smart Parking will also work to deploy SmartApp, our mobile app for iPhone or Android, that guides drivers to their nearest available parking space. SmartApp helps cut congestion, lower vehicle emissions and improve the parking experience in busy city centre locations.

Rotorua's Mayor-elect Steve Chadwick says the new parking initiative has been designed to provide better parking options for shoppers, visitors, workers and inner city businesses.

"Park Rotorua will support the growth and revitalisation of Rotorua's inner core", comments Steve. "This is an exciting development for us as we seek to build and regenerate our inner city."

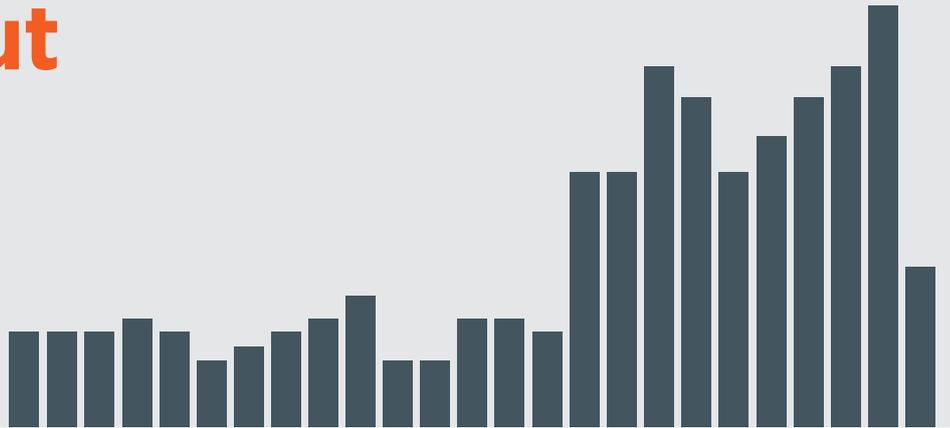
Smart Parking's solution was successfully tested in Rotorua earlier in 2013, and the trial also collected parking data to make comparisons with the existing metered parking system.



Reinvigorating Rotorua's CBD



Nuts about parking? We are!



We're always on the lookout for a fresh way to present the features and benefits of Smart Parking solutions.

That's certainly the case when it comes to our new animated campaign - **Nuts About Parking!**

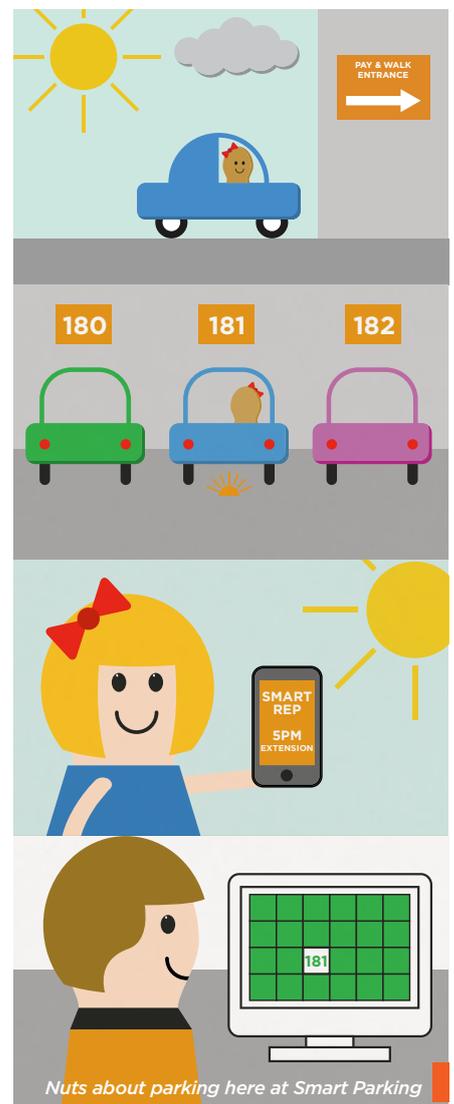
"Nuts" presents typical dilemmas faced by drivers when it comes to using car parks where traditional technology solutions are in place. The drivers, represented in the shape of a variety of nuts experience the drawbacks of the system, and are then shown transformed into people enjoying the enhanced parking experience that's offered by Smart Parking.

"It's really important to communicate the capability of our technology to transform drivers' experience of car parking",

says Smart Parking Group Chief Executive Officer Paul Gillespie. "Our Nuts animations do this really well - in a way that highlights the unique features and benefits of our solutions. I'm sure that as a creative campaign, we'll be pecan up some awards soon. It's a cashew in."

You can review our nuts animations at on our website at www.smartparking.com.

You can also catch up with all video feeds from Smart Parking, including the nuts animations, on our Vimeo channel at <http://vimeo.com/smartparking>



Case Study – Forth Valley Royal Hospital, Larbert, Scotland

Smart Parking's sensitive, professional and consistent approach to enforcement at one of Scotland's largest and newest hospitals has enabled NHS Forth Valley to manage this key resource fairly and effectively at peak times for staff, patients and visitors.

The Challenge

With 860 patient beds, 25 wards and 16 operating theatres, Forth Valley Royal Hospital, in Larbert, on the outskirts of Falkirk, is one of Scotland's largest and newest hospitals. The size and scale of the hospital means that access to car parking is a key logistical issue for management at NHS Forth Valley – especially when the provision of parking spaces across Scotland for patients, visitors and staff is free.

The Solution

Like several other NHS Boards across Scotland, NHS Forth Valley chose to apply maximum stay periods to free up parking spaces at busy times, enabling a higher turnover of vehicles and provide fairer availability to more people needing to access the hospital's facilities. The NHS team turned to Smart Parking to oversee compliance and enforcement for car parking at the hospital. Smart Parking has worked closely with the Travel Management team since the hospital's opening in 2010 to understand the issues and sensitivities. It adopts a flexible approach that takes into account the specific circumstances of

individuals who have received a parking charge notice.

The Result

Smart Parking's service has helped to minimise difficulties associated with compliance and enforcement. Attendants are briefed to consider each driver's needs, and every PCN issued highlights ways in which their circumstances can be raised with hospital staff. Where repeat PCNs are issued to the same car, Smart Parking provides the Health Board with appropriate

management information needed to deal with this issue. NHS Forth Valley is also discussing changes to the 'back office' process to refine the way PCNs are handled, developing a bespoke approach to the way repeat or regular cases are managed.

What Our Client Says....

"We have a firmly established relationship with Smart Parking at both an operational and management level. Our aim is to manage the hospital's car parks effectively in a way that minimises the potential for conflicts and disputes. Smart Parking fully understands the challenges this presents and having direct access to their PCN Appeals Team is a cornerstone to the whole process".

Mark Craske,

Travel Manager, NHS Forth Valley



Sensitive, professional and consistent car park management

Camden trials **SmartPark** solution

Smart Parking is to trial **SmartPark** for the London Borough of Camden. The Camden trial encompasses the installation of 282 SmartEye sensors alongside SmartLink zone controllers in Fortress Road, Islip Street, Caversham Road, Gaisford Street, Greenland Road, Plender Street, Grangeway and Mornington Crescent. The trial will be installed by March 2014.

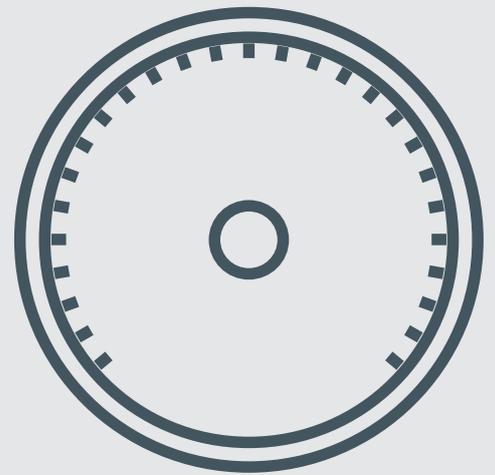
Paul Gillespie, Smart Parking's Group Chief Executive Officer, said: "we're delighted to have been selected to trial SmartPark for Camden, and we look forward to demonstrating the value of the system within a second London authority. It's a proven solution that can play a key role in helping city centre roads and parking spaces operate more efficiently. We're sure that Camden's residents, businesses and visitors will see the benefit of SmartPark in the months ahead."

SmartPark comprises Smart Parking's virtually flat, anti-

slip profile RFID-equipped SmartEye sensors, which use infrared to detect when a vehicle has occupied a parking space. Real-time data is then used to populate appropriate devices with changes to parking space occupancy. Drivers access a dedicated mobile application via their iPhone or Android device to view a current picture of parking spaces near to them. They are then guided to the nearest unoccupied bay. Once parked, the application can also be configured to direct them to pay for parking via an authority's chosen remote payment solution.



Say hello to Smart Parking!



We'll be at the forthcoming **InterTraffic and Parkex...**

InterTraffic
25 - 28 March 2014
- RAI Convention
Centre Amsterdam

Parkex
10 - 11 June 2014 - Olympia
Exhibition Centre London

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

Teamwork the key in Tottenham



Teamwork at the heart of managing Tottenham Hale

Smart Parking has been working closely with tenants and Workman, the managing agent at Tottenham Hale Retail Park to deliver a professional, consistently high level of car park management service to the busy retail park in north London.

With 23 nationally recognised tenants, and over 400 car parking spaces, Tottenham Hale Retail Park plays an important role in the retail life of the north London suburb. Alongside this vibrancy, says Smart Parking's retail sales manager Gavin Mullen, is the need to evolve a parking management service to reflect the changing needs of retailers and their employees, shoppers and site managers.

"We have managed Tottenham Hale as an attendant-patrolled car park for six years", comments Gavin. "However, working closely with site manager Workman FM and tenants, we made the decision to install an ANPR solution this summer. In this deployment, we wanted to focus on working with retailers to relocate staff parking to a dedicated area, and also ensure that we provided an

appropriate level of management of DPC parking compliance."

The revised solution for Tottenham Hale has proved to be very successful. "ANPR delivers consistently high levels of enforcement accuracy, while also securing cost reductions for our client", continues Gavin. "At the same time, the retention of our attendant means that we're able to ensure fair access to DPC parking spaces."

Smart Parking undertook a consultation process with tenants to ensure that they and their employees understood changes to staff parking arrangements as part of the change process.

"This element of the scheme progressed very smoothly with the minimum of fuss", says Gavin. "Through working smarter and

actively engaging with tenants we have delivered a successful change process with the minimum of stress, inconvenience and post installation challenges."

Coila Macdonald for managing agents Workman FM says that the service innovations introduced by Smart Parking to Tottenham Hale Retail Park this year have been a real success. "Smart Parking has continued to focus on building relationships to secure consensus amongst our tenants about how parking for both customers and retail staff should be managed. Drivers are also clearer about the terms and conditions that apply to parking here, which means that it all works much better. We're very pleased with how the working relationship has continued to develop."

Smart Parking

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