

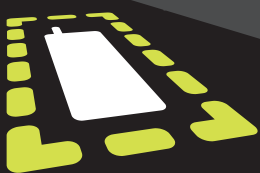
Case study

Pay by Phone Parking

London Council Survey
October 2009

"Over 85% of respondents who use the Parkmobile service in Wandsworth thought it was good or very good."

"94% said they would recommend the Parkmobile service to their friends."



Parkmobile

Parkmobile is the solution for the London Borough of Wandsworth.

When it began

The London Borough of Wandsworth was the first UK authority to introduce cashless and ticketless parking via mobile phone when it took the innovative step of introducing the Parkmobile solution with a trial in the Putney Controlled Parking Zone on the 2nd February 2004. After the successful trial, the solution was extended to the off-street car parks within Battersea Park in 2005 and then Borough wide on 3rd December 2007.

Geography and demographics

The London Borough of Wandsworth is situated just south of the river Thames, covers an area of 14 square miles and contains the hubs of Battersea, Putney, Tooting and Balham. The Battersea Power Station dominates the skyline and one of the UK's busiest Railway Stations, Clapham Junction, is in the Borough. The population is approximately 284,000 and has a thriving business community. Being in close proximity to Westminster and the City of London, it is an ideal location for business and is home to international companies as well as many small and medium sized businesses. The rate at which new businesses are being set up in Wandsworth is among the highest in the UK. The American Embassy is to move from Mayfair to Wandsworth.

Parking demand – The Challenge

Much of the built environment is Victorian with narrow residential streets (1,956 of them altogether) and houses built close to the highway giving limited scope for off road residential parking. Together with a thriving business community and bustling retail centres, demand for kerb space for parking is exceptionally high as there are limited car parks in the densely built up areas.

The Standard tariff (there is a standard and a higher rate) in Wandsworth is £1.80 per hour. This presents motorists with a challenge, as they would have to carry a considerable amount of loose change, to park for more than two hours as the borough's 1,500 pay and display machines are currently unable to take credit cards.

Wandsworth are a forward thinking borough who have a stated commitment to being Number One for Service and Value. They wanted a fairer system and means by which motorists could park without the need to either predict the length of their stay or worry about having cash to feed the machine when on business or visiting friends.

The Solution - Parkmobile

The introduction of Parkmobile's service into the borough provided an immediate solution to their needs with our unique parking system that allows motorists to choose when they want to finish their parking and only ever pay for the time they need. This ethos of fair pay parking has proved popular to Wandsworth's residential and business community.

Other key factors that led to the selection of Parkmobile's solution were:

- An expensive upgrade of 1500 pay and display machines was not required.
- No capital investment was required to set up the Parkmobile system and go live.
- All necessary signage was provided by Parkmobile at no cost to the council.
- There was a reduction in the amount of cash left in the machines at any one time.
- Full training of Civil Enforcement Officers (formerly Parking Attendants) was provided.

The Launch

The initial Trial launch attracted national and local media attention. The public car parks in Battersea Park were added to the trial area in 2005 and then in December 2007 the Parkmobile system was extended to operate borough wide with further media coverage. Parkmobile printed and placed instruction signs with the appropriate zone code on every Pay and Display machine and some lamp posts throughout the Borough. Working closely with the Council, Parkmobile prepared, printed and distributed a leaflet to every property in the borough in order to explain how the system works and to encourage registration for the service. We printed and distributed leaflets and flyers around the borough, in shopping centres and in business premises and offered 'on the spot' registration for our service.

To encourage residents to stay within the community when shopping, we offered a discount for resident permit holders that parked in other parts of the borough, supporting local retailers.

Strength to Strength

Since the initial introduction of the Parkmobile service, the number of users has grown annually with an 85% increase being achieved in 2009 compared with 2008. "Parkmobile have never failed to impress us with the commitment they provide to the borough and the efforts invested in helping to drive up usage of the pay by phone service", said Bob Langridge, Wandsworth's Head of Engineering and Design Services. Following a recent refreshment of signage in the borough and the introduction of a cheaper local geographic telephone number, registrations rose by 35%.

In a survey of companies that provide pay-by-phone solutions, commissioned by London Councils in October 2009 it was found that:

- Over 85% of respondents who use the Parkmobile service in Wandsworth thought it was good or very good.
- 94% said they would recommend the service to their friends.

Benchmarking

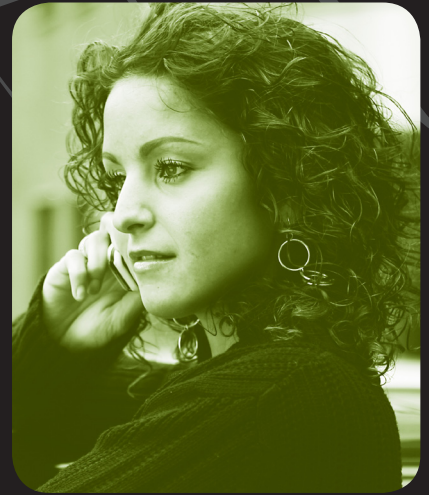
Recognising the need to continually benchmark their services, Wandsworth introduced an alternative pay by phone provider into a small area of the borough to compare the service offered by Parkmobile. After a 9 month trial of the competitor, it was determined that although both systems were reliable and removed the requirement for motorists to carry large amounts of change, the Parkmobile service provided a fairer service to motorists, particularly for not having to predict the likely length of stay. This was also reinforced in the London Council survey, when motorists in the borough were asked to rate the day to day service of competitors systems that they had used in other parts of London. 57.3% rated them as good or very good compared to Parkmobile's 85% in Wandsworth.

Bob Langridge, Wandsworth's Head of Engineering and Design Services said:

"The Parkmobile pay by phone system provides real benefits for both motorists and the Council, its quick, simple and fair for the motorist, reliable and auditable for the Council. Parkmobile are one of the few contractors who have always delivered on their promises and I would have no hesitation recommending them to other local authorities or parking providers".

For more information please visit www.parkmobile.com.

For the United Kingdom please call +44 (0)845 0344 891. For the United States call +1 (770) 818 9036. For the Netherlands please call +31 (0)20 560 10 50.



"Parkmobile's Pay by Phone Parking service receives outstanding review by motorists in Wandsworth who have used competitors systems in London.

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