




Parking Awareness
SERVICES



Established in 2011 by Matthew Wild, Parking Awareness Services, was founded on the simple principle of providing excellence in customer service.

PARKING AWARENESS ABOUT US

This focus has won us recognition right from the very start of our journey. Within 18 months of founding, we had expanded to occupy 90% of the private parking sector in our native Blackpool. Providing a quality service has also bought us customer loyalty - just ask our very first ten clients, who are still on the books.

We now work with over 50 clients across more than 300 sites across the entire United Kingdom, and this has driven us to gain comprehensive industry wide experience. Patrols, self-ticketing, office blocks, residential driveways, pay-and-display - we offer pretty much any parking solution you'd care to name.

Communication and flexibility are our watchwords. All of our staff work remotely and are on hand whenever and wherever the need arises, making us a truly 24/7 company.

- ✓ Member of the International Parking Community (IPC)
- ✓ Subscriber of the Independent Appeals Service (IAS)
- ✓ Supporter of Disabled Motorists UK
- ✓ Public Liability insurance £5,000,000
- ✓ Employee Liability insurance £10,000,000
- ✓ Fully compliant with GDPR regulations

WE ARE PROUD OF FOUR UNIQUE INDUSTRY CHANGING FEATURES, WHICH WE BELIEVE SAY A LOT ABOUT OUR BUSINESS MODEL:

1. FAIR USE POLICY

Dealing with your valued customers fairly and with respect is our top priority. To our clients, parking enforcement is necessary; for customers it can be onvenient, worrisome, and downright malevolent. We want to change how people perceive parking management, and so we treat every driver with due consideration.

2. EXTENDED PAYMENT PERIOD

As part of this policy, if drivers are issued with a Parking Charge Notice (PCN), they have a full 28 days to pay a reduced fee. We also carry out extensive audit checks on PCNs before issue and are proud to claim the title of most driver friendly parking company in the UK.

3. COMPENSATION SCHEME

Where self-issue is in use, or where facilities make collecting fees more challenging, our compensation scheme aims to give back on lost revenue. This leaves you free to concentrate on other areas of your business, safe in the knowledge that your parking service isn't losing you money.

4. COMPLETE CANCELLATION CONTROL

Although it might sound counterintuitive, our service isn't about turning a profit. Issuing PCNs is completely up to your discretion, and if mistakes are made or circumstances change, you can cancel a PCN whenever you want. Our main aim is to build long term relationships with our clients, and as such, we'd much rather establish a system that works. Other services seek to make quick earnings on parking notices; we'd prefer to provide a quality service and earn out customers' loyalty.

SERVICES

PARKING AWARENESS SERVICES

SELF TICKETING

control your own parking with the latest technology

A simple solution for facilities of any size, self-ticketing technology allows you to control parking via your smartphone. Our state of the art permit system and enforcement app are 100% responsive to your requirements. Self-ticketing puts parking enforcement firmly within your control. It's also speedy and hassle free. Issue takes just 90 seconds from our app, and the PCN is sent via post to avoid on-site confrontation.

CAR PARK MANAGEMENT

take the stress out of managing your facility

Trained wardens, pay-and-display systems, Automated Number Plate Recognition (ANPR) services - whatever's needed to manage your facility, we can supply it. ANPR is a particularly popular element in our management solutions. ANPR's automated nature means that it is able to integrate seamlessly with a range of convenient parking systems. We'll also coordinate the implementation of these systems from start to finish, providing an integrated one-stop service for setting up your facility.

The ability for us to process and provide analytical data from ANPR cameras, as well as other software and hardware we utilise means you can have a deeper understanding of how your customers are using your parking facilities. A cheat sheet, opening the door to a deeper understanding of your facilities.

PARKING ENFORCEMENT

secure your parking with bespoke enforcement solutions

When providing you with 24/7 parking enforcement, we have two priorities: to guarantee parking enforcement that is 100% transparent and 100% fair to your customers, and to ensure that you have control over your facilities. Our enforcement solutions are bespoke and can utilise any combination of patrols, ANPR systems, self-ticketing, and CCTV, to provide you with smartest route towards reclaiming revenue.

GENERAL DATA PROTECTION REGULATION A NATIONWIDE STANDARD FOR ALL BUSINESS TO FOLLOW

With an industry centred around personal data we have to ensure it is correctly handled and processed. The General Data Protection Regulation (GDPR) gives a nationwide standard for all business to follow to ensure data processing and handling meets its rigorous standards.

The parking industry isn't like most, we operate on a legitimate interest model whereas due to our relationship with our clients we collect personal information (such as vehicle registration numbers) to pursue motorists for an unpaid parking charge relating to a breach of contract; ensure safety, security and help deter/detect criminal activity.

We hold our self to a high standard to ensure we meet all requirements under this new regulation. Anything used to help identify an individual is processed immaculately and carefully to ensure compliance. Everything from signage and letters, to our websites or even how to reply to correspondence is tailored to ensure that we have complete transparency on how data is used, while ensuring that data is only seen by the relevant parties.

With our high levels of compliance you can be assured your facilities are being looked after in the most efficient and commendable way.

OUR MISSION

PARKING AWARENESS SERVICES

We've come a long way since our founding, but the story isn't anywhere near over for Parking Awareness Services, and we're excited about the future. We're fast expanding into every town across the UK and we have plans to offer our services internationally using cloud based management. We believe that our unique driver-centric philosophy, along with our expertise in automated parking technologies, has the potential to make us a real force for change within the industry.



TESTIMONIALS

WHAT OUR CLIENTS SAY

“We’ve been using Parking Awareness Services for a few months now. The setup period was a breeze, didn’t take long at all to get the hardware in and we’ve seen a massive difference in the abuse. The Centre’s customers can now park and shop without worry of never finding a space.”

Tim Clow

“I’ve been using Parking Awareness for a few years now to help control the forecourts on the properties I own. It’s like being part of a family, I can ring them at any time and they’re always available.”

Steve Smith

95%

of our clients stay with us after 12 months

Up to 33.2%

reduction in car park abuse after 30 days

Up to 73.6%

reduction in car park abuse after 180 days

Instant 80%

reduction in abuse after signage installation



www.parkingawareness.co.uk