



## No Barrier to Cashless: RingGo and ParkBee

European Parking Awards 2019  
Category 4 – Innovative Schemes in Parking

January 2019



# The issue: a captive market

## Historical position in barriered car parks



- Equipment manufacturers have traditionally controlled all barrier parking payments due to a closed loop linkage between machines and opening and closure for entry and exit
- Previously no incentive to offer cashless payments as this simply diverted funds to a third party
- ParkBee's unique proprietary solution, incorporating both hardware and software, broke this cycle by enabling the barrier to be opened remotely
- Integrating the ParkBee solution with RingGo cashless payments in the UK provided quick and easy payments via a proven payment platform and expanded the reach and promotion of the solution








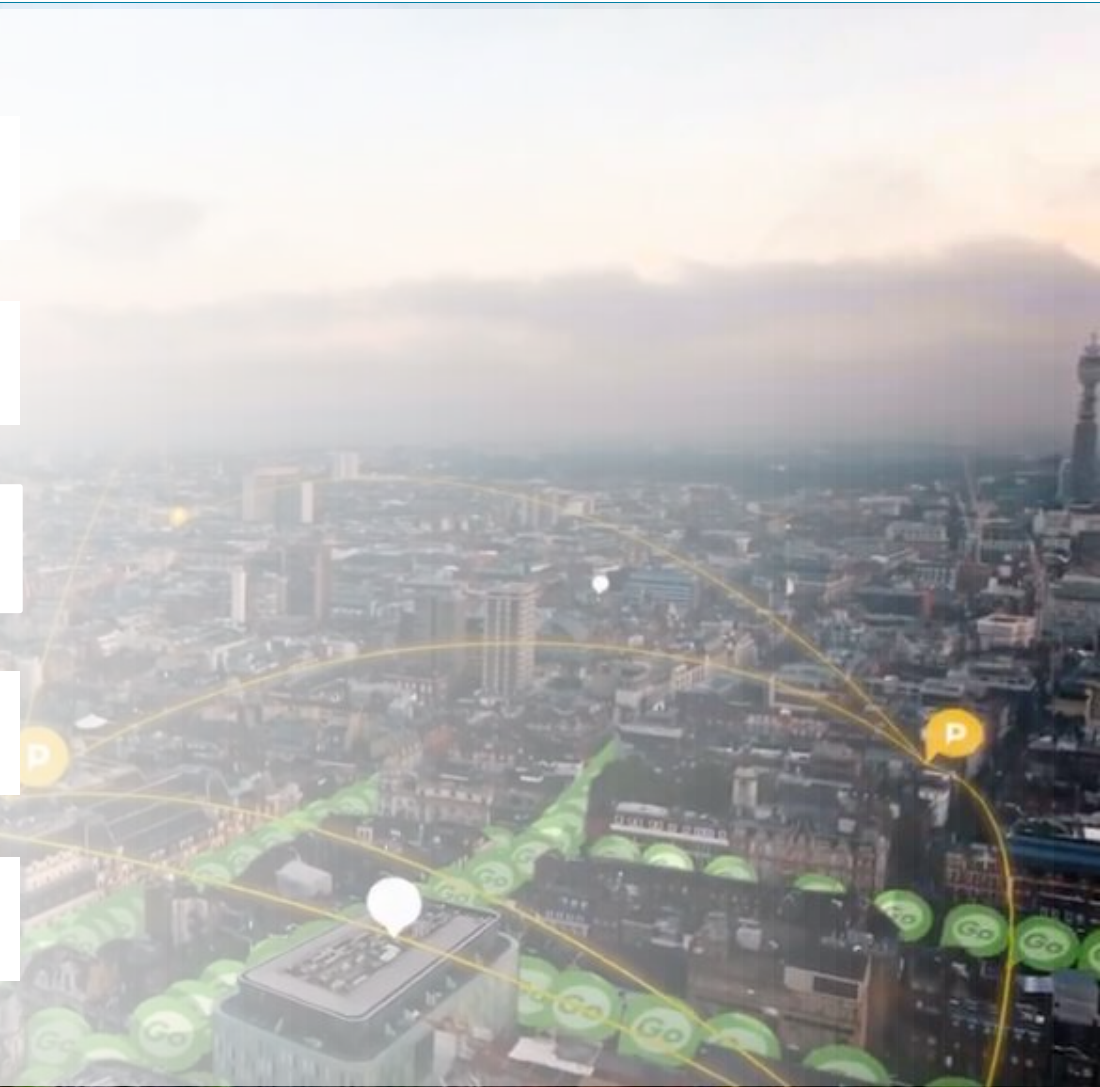


# Features and benefits

## Of the RingGo / ParkBee solution



-  Maximises the usage of underutilised spaces
-  Reduces congestion – motorists can pre-book and drive straight to the space
-  Hardware takes just 30 minutes to install
-  Increases revenue for parking operators
-  Encourages greater usage – promotion via the RingGo app to 14 million registered motorists



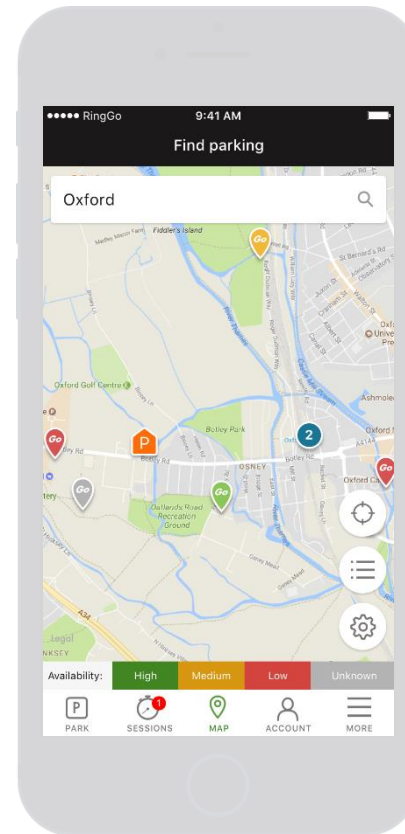
# Barrier Integrated Parking

Combining ParkBee's technology with the RingGo app

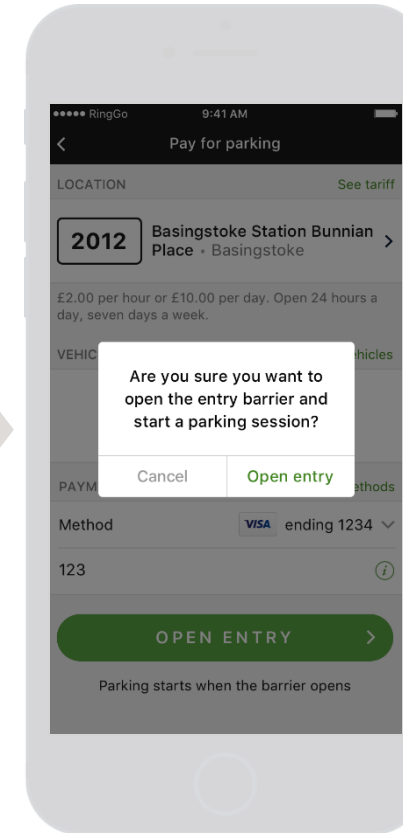


## How it works for motorists

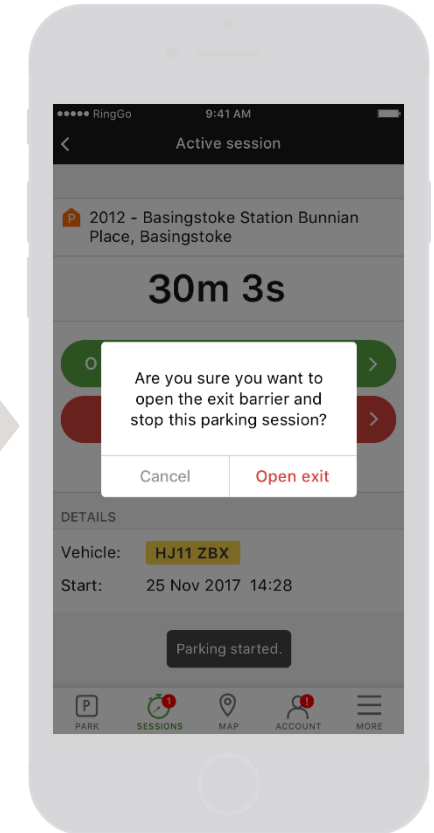
- 1 Find and navigate to the nearest barrier car park via the map
- 2 Open the barrier via a tap on the RingGo app – no ticket or machine required
- 3 Exit by same method  
Digital payment via the RingGo app



Find car park



Open barrier



Exit the car park

# In the news

The solution has featured regularly in the press during 2018



## TransportXtra

### Leeds City Council uses RingGo and ParkBee to flag up staff parking areas to public

07 January 2019



RingGo signage in a Leeds City Council car park

Leeds City Council is the first local authority to adopt a service offered by ParkBee and RingGo that opens up staff parking areas to the general public.

The council is opening up new spaces for locals and visitors and generating incremental income from an existing barriered parking site on Swinigate, which can only be accessed via the RingGo cashless parking app.

The solution allows the council to turn a staff-only car park into an area that the public can also use. ParkBee's technology allows motorists to enter the car park at the touch of a button and be charged automatically for the time they stay.

The staff car park is promoted in the RingGo app, and will be displayed if the driver is nearby or appearing with a special icon in the map function to enable motorists to clearly see that new spaces are available.

### RingGo launches ParkBee barrier-opening function

12 May 2018



The RingGo and Parkmobile apps can now open barriers at ParkBee car parks

The RingGo cashless parking payment service has launched a new feature that will enable its users to open the barriers of private parking spaces booked in the UK via the ParkBee online parking marketplace. ParkBee is already partnering with RingGo's sister brand Parkmobile in the Netherlands, where it has over 60 locations, and at 20 locations in the UK.

RingGo has been listing ParkBee sites without a barrier since April last year. It has now launched a new 'Start/Stop' feature that allows drivers to open barriers and gates through the parking app. This also changes the way customers are being charged, because their transaction starts when they enter the car parks and stops when they exit. RingGo users can also now make

advanced reservations for all ParkBee locations in the UK.



LONDON NEWS, GLOBAL VIEWS



ParkBee

## Tech start-up brings affordable parking to Central London

5th February 2018

Share Like Dislike 4 1

Website: <https://parkbee.com/uk/>

**Mission:** ParkBee takes unused private parking garages and makes them available to the public in major cities. Today if you want to park in London, the cost of doing so in a public carpark can be eye watering. ParkBee works with private landowners to open up the hidden space in the city, at a fraction of the cost to the customer. Enabling more people to park conveniently without it costing a small fortune, and encouraging office buildings to make a small income on the empty spaces. It's difficult to park in most cities, and ParkBee is making it easier to find and reserve the wasted space often hidden from view, and helping drivers save up to 70% on parking fees.



### Innovate to impress

Parkex attendees were treated to impressive power pitches from 17 companies keen to showcase their innovations. Throughout the show, delegates had the opportunity to vote for the product they thought most worthy of being crowned the 2018 Innovation Trail winner. The winners presented on data collection and management systems, as well as on kits that upgrade existing parking terminals, and technology that predicts the availability of car park spaces.

It was a close contest, with all the companies doing a great job of showcasing their products and generating the audience why they had should show their love with a vote.

RingGo and ParkBee had the glory of being announced overall winners with their park barrier solution that opens up the touch of a button in the RingGo parking app, creating opportunities to make the most of private parking spaces previously underused.

Peter O'Donoghue, UK country manager for RingGo, said: "This win means so much to us - it's a clear validation of our focus on developing new products that make parking a more positive experience, both for operators and the public. Our joint solution with ParkBee means that hundreds of thousands of underused spaces can now be opened up to drivers, reducing congestion, making parking easier and generating additional revenue for councils and private parking operators."

#### Innovation Trail finalists

Adm Management  
Appl Parking  
Barbour Logic  
Cleverbit Systems Europe  
Conduent  
Duesen  
m4net  
IPS (UK)  
JustPark  
Mobile Worker Plus  
Nopas UK  
ParkMaven  
RingGo and ParkBee  
Schwib & Bachmann (UK)  
StarTas UK  
ZapPark

#### Parkex 2019 - and beyond

Next year, Parkex and Traffex will join forces to offer a combined event at the NEC Birmingham between 3-4 April 2019. Contact Jax at [jax@traffex.co.uk](mailto:jax@traffex.co.uk) to book your stand. [jax@traffex.co.uk](mailto:jax@traffex.co.uk) We look forward to seeing you there!



"It's great that our smart technology has been recognised in this way. These two days at Parkex have already opened up lots of new opportunities for us"

Tom Bachmann, managing director, ParkBee



# Making a difference to Leeds City Council

## First Local Authority to launch a ParkBee / RingGo solution

- Leeds City Council barriered staff car park
- Spaces underutilised but previously no way to allow entry / exit to members of the public
- Implemented ParkBee technology in November 2018
- Promoted via the app, social media, RingGo website and signage
- Generating additional income for the Council



**RingGo** @RingGo\_parking · 10s  
A new #RingGo/ParkBee site has launched at #Leeds Railway Station costing just £10 per day. Open and close the barrier via the RingGo app and park for up to a week.  
For more info about this Leeds City Council site see [parkbee.com/uk/parkings?l=leeds](https://parkbee.com/uk/parkings?l=leeds) ... @leedsCC\_news



Help | Contact | Login

Park	Permits	Receipts	More
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**Award winning service**  
4 British Parking Awards  
Inspire International Award  
Intertraffic Parking Award

<b>Sign Up/Park Now</b> Start your RingGo session now	<b>Receipts</b> Download recent VAT receipts	<b>Business Parking</b> Find out about RingGo Corporate	<b>Parking Operators</b> Own or manage a car park?
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**News**  
**Rushcliffe Runs with RingGo**  
06 Dec 18  
**Use RingGo across Birmingham**  
26 Nov 18  
**New ParkBee car park right by Leeds Station**  
23 Nov 18



# What people say...

## Positive feedback from Operators and Motorists



*"It's just so cool when you press the button and the barrier goes up. And the parking sites are great – this one's right in the centre of London – it couldn't be handier."*

### **Motorist parking in Chelsea Cloisters**

*"The main benefit of working with ParkBee is ParkBee and RingGo's integration, this opens up a big demographic of new users that wouldn't previously have had access to our car parks."*

*"ParkBee offers a seamless experience to our customers. They can access our car parks by the tap-of-an-app and the technology is hassle-free for our on-site staff."*

**Raj Thethy, Sales Executive, Saba UK**

*"It's great to improve the utilisation of this space and generate additional income for the council, especially as Leeds railway station nearby will have no customer parking for two years."*

*"The technology is impressive and, once we decided it was right for us, it was quick to set up. ParkBee installed its special barrier kit and promoted it with signage too. The spaces feature online and via the RingGo app. It's something we'd recommend to any local authority with unused spaces similar to ours."*

**Mark Jefford, Parking Manager, Leeds City Council**

# Adoption of barrier parking

A popular service that is rapidly growing



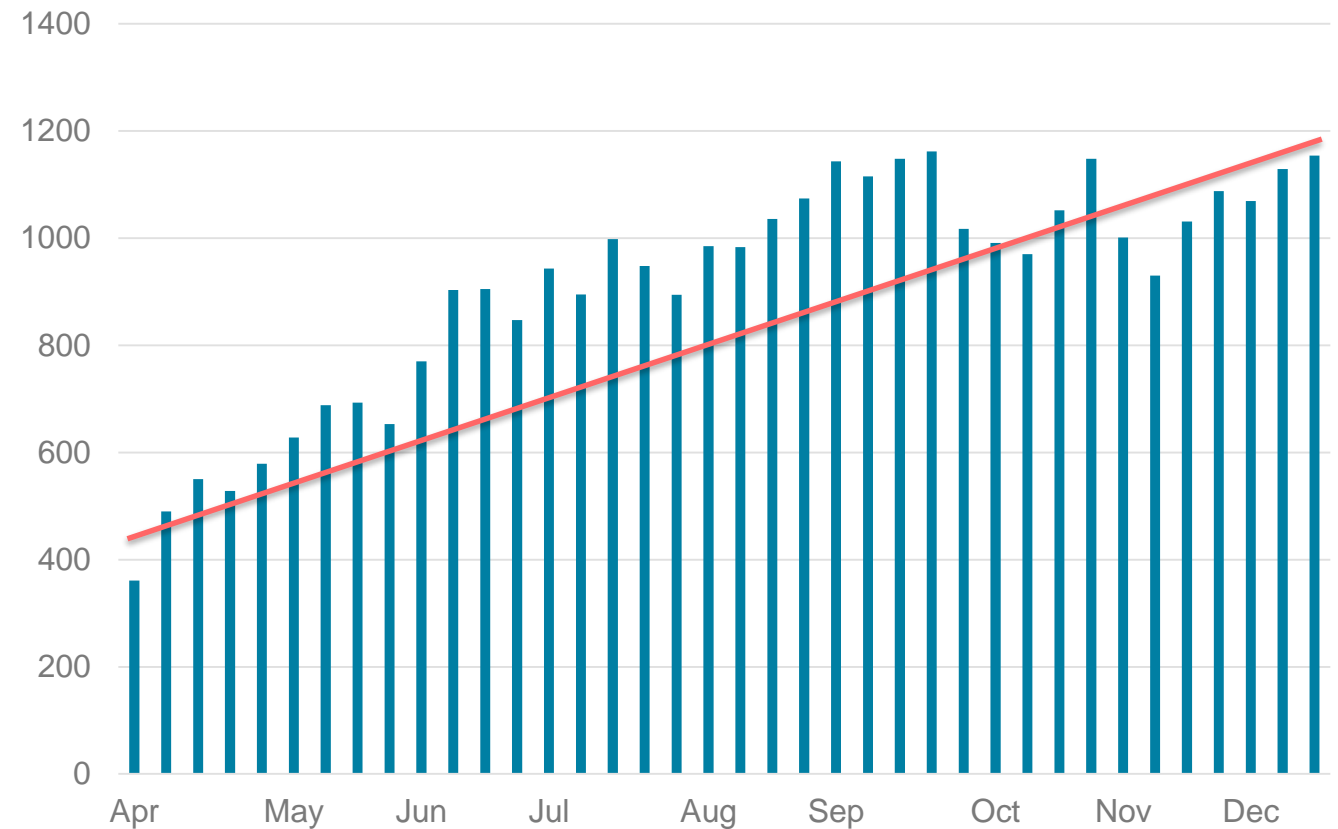
Weekly ParkBee / RingGo sessions have grown steadily since inception in April 2018

Take-up has been helped by expansion into new sites / car parks

As well as promotion both at the point of sale and via the RingGo app

35 ParkBee locations in the UK  
(24 in London)

Weekly ParkBee/RingGo Sessions





# Potential

Further expansion with the UK's leading provider

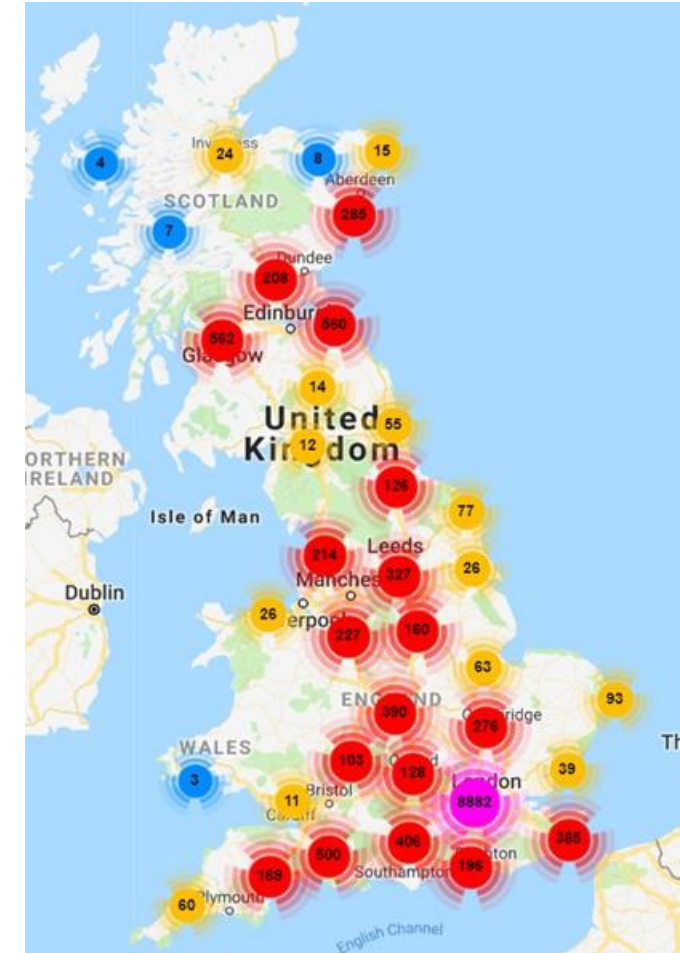


## RingGo - the UK's number 1 cashless parking solution

- 14 million registered motorists
- Over 400 towns and cities across the UK
- 138 local authorities plus numerous private parking operators (3 times the nearest solution)
- Several have expressed an interest in offering the ParkBee / RingGo solution

## Potential beyond RingGo's operator base

- The UK has 2.7 million barrier/gated off street parking spaces (local authority or privately owned)
- Significant opportunity for further growth with office spaces not used in evenings or weekends



# ParkBee / RingGo video

Please click image to view!

