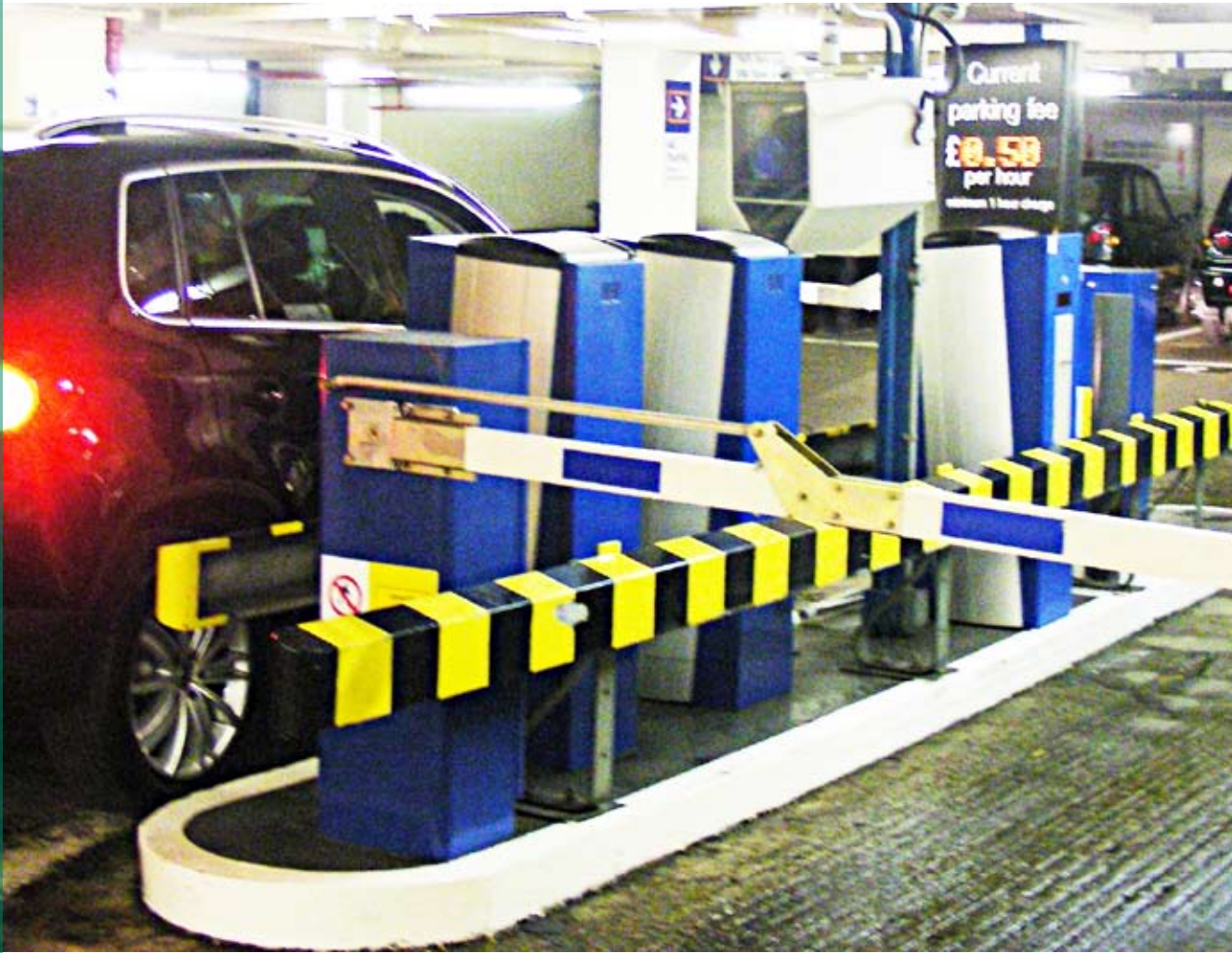


BETTER PARKING FOR LOCAL AUTHORITIES

LOCAL
GOVERNMENT



www.zeaguk.co.uk

ZEAG
Professional Parking Solutions

ZEAG - THE PARKING PROFESSIONALS

“THE MOST COMPETENT SUPPLIER OF PARKING PRODUCTS”

Zeag is a specialist in providing parking products – our business stands or falls on providing better parking solutions. We are well known to councils across the UK. Our vision is to be the most competent supplier of parking products worldwide. So how do we achieve that aim?

Zeag UK began providing parking revenue control systems in 1952 and has led in innovation and professionalism since. Zeag products are made in Switzerland to extremely high standards and with the support which comes of a major European manufacturer and global corporation with subsidiaries in many major markets including the UK. Zeag has over 4,500 successful installations on 5 continents and the launch of the new Orion^{XR}, our work on integrating parking with traffic management and emissions and our innovative Revenue Protection Contract ensure we continue to lead.

Consultative Approach

We work closely with clients to help them to frame tenders which will provide the best long term value, advise on groundworks to improve access and speed throughput, help with administrative and computer systems to make administration easy and help with training for all staff from parking manager to enforcement officer. Our consultancy service will also usually find ways of increasing revenue, improving the customer experience, streamlining management and reducing maintenance and consumable costs. We are happy to be involved at the design

stage of new projects, or simply to advise on the best way forward from existing installations. Our products are networkable to maximise benefits across multiple sites and give excellent reporting, yet be standalone (should you sell a site).

Total Solutions

We do not confine ourselves to revenue machines but a total solution which integrates with your transport and emissions strategies, improves your carbon footprint, links with your existing payment gateways and network infrastructure and which can be effectively handled by your existing management and maintenance teams.

Ask our Customers

We have worked with many District, Borough and City Councils across the UK for many years - urban, suburban, rural and seaside authorities, helping them with on and off-street parking. We are currently trialling innovative concepts such as parking by emissions and variable rate parking for clients. We have a host of excellent authorities using Zeag who will share their enthusiasm for our skills and products including Westminster City Council, City of London, Borough of Poole, Richmond, Guildford, Norwich, Blackburn, Leeds, Bracknell, Swansea... why not join them?



DELIVERING LONG TERM VALUE

MAXIMUM REVENUES AT MINIMUM COST

Long term value can be confused with the cheapest price, yet revenues dwarf costs and maintenance can amount to more than initial outlays long-term. So what should you consider for the best decision?

Protect your revenue

Revenues can be high and thus every moment of downtime is potentially catastrophic, not just in lost income but management time. Swiss-made, modular Zeag machines with rock solid reliability mean the few repairs required are a quick component swop-out – not involving lengthy downtime and lost income. With our guaranteed revenue contracts, we pay if revenues are lost through machine downtime – no-one else does that.

Fast, efficient and profitable

Our entry and exit machines are fast. Our payment machines are intuitive and easy to use and process transactions quickly and reliably. Fewer queues, happier customers and more transactions per hour helps you make more money!

Flexible and Future proof

Our machines are designed to be highly flexible, with a wide variety of payment options. As new technologies evolve they can be slotted in without replacing the entire unit. Our stylish machines use vandal resistant finishes which last – still looking good after many years use.

Integration

We supply and integrate a total solution including barriers, CCTV, Bay Management, Licence Plate Recognition etc. so we can ease installation, engineer out bottlenecks and give a single source of support.

Secure

Our security record is the envy of the industry with excellent physical security and reliable, hack-proof software. No point in making money if you lose it!

Good Management

Zeag ZMS makes system management easy, integrating car parks into a single manageable unit and providing remotely accessed audit & management statistics which can be key to an effective integrated transport policy.

“it was the right decision to make, working with Zeag”

Jon Carter - London City Airport

Excellent Support

As specialists we are dedicated to providing the sort of response parking operators require. That's fast! It is backed by intelligent design with component interchangeability to ensure easy swap-out and minimise your parts stockholding.

Training

Analysis of breakdowns found well looked after machines were up to 90% more reliable. Our Zeag Academy trains everyone from maintenance operative to Parking Manager, efficiently and well. Better trained staff mean more efficient and reliable machines.

Let Zeag show you true long term value.

A KEY PART OF YOUR TRANSPORT POLICY

BETTER PARKING REDUCES EMISSIONS & SPEEDS TRAFFIC

The 2004 Traffic Management Act helped Local Authorities focus on traffic management. Free on-street parking in urban areas is now a rarity and drivers are moving to off-street parking facilities.

Local authorities are being pressured to reduce carbon emissions and transport plays a major role. Integrated transport policies can keep town and city centres as vibrant hubs of our lives while significantly reducing emissions, noise and traffic – or make town centres desolate no-go areas and move business, retailers and residents to other areas.

Efficient parking has a key role to play. It is estimated that up to 20% of emissions in urban areas are parking related. This includes people cruising the streets looking for a space, circulating inside off-street parking facilities, queuing to enter or leave car parks and entering towns purely for parking. Thus a major reduction in transport related carbon emissions can be achieved by looking more closely at integrating parking with traffic management. The Entry, Exit and Payment stations can work in conjunction with CCTV, Licence Plate recognition systems, Bay monitoring, and clever barriers linked to traffic controls to create a truly integrated carpark management facility. Even more can be achieved with clever new Zeag initiatives in variable pricing and emissions charging.

Licence Plate Recognition

Automatic Number Plate recognition (ANPR/LPR) can help analyse traffic patterns. It identifies users, how often they visit

and how long for. Linked to the DVLA and databases such as ACORN it can tell you the registration postcode and vehicle type. It can prove invaluable in designing traffic management systems and planning road network improvements to minimise cross-city travelling and identify new bus routes.

Variable Charging

Imagine setting charging to encourage people into the town centre when it is quiet and push them to public transport and Park and Ride when it is busy. Variable car park charging sets differential pricing to drive demand for particular sites, areas or levels and encourage drivers to use less busy car parks. This can cut town centre traffic flows and manage capacity so car parks fill in order.

Emissions Charging

By recognising number plates, charging can positively discriminate in favour of low emissions models or manage problems when air quality falls to unacceptable levels.

Postcode Charging

Payment by postcode can help minimise journey distances, encourage out of area users into Park and Ride and reward local drivers. Tourists or “out of towners” can be charged more.

Let Zeag help with traffic & emissions management.



Westminster Council, APCOA and Zeag at the launch of variable price parking in Queensway

MAXIMISING PARKING REVENUES

- MEANS DELIVERING MORE SERVICES FOR LESS TAX

According to a recent survey by the Audit Commission a quarter of councils raise more revenue by charging for services such as parking than from council tax – 114 out of 386. The overall amount raised is £10.8billion in England alone as against council tax revenues of £22.4bn – almost half.

More for Less

The potential is there to keep council tax rises to a minimum or even to provide more services for the same money by maximising revenue from parking charges. The Audit Commission urged councils to use charging to encourage people to be healthy or green and improve everyone's quality of life.

Delivering value for money

The Traffic Management Act (2004) and on-street enforcement has made it no longer worthwhile cruising for an on-street parking space in urban areas. The choice is not whether to choose a car park but which to choose. Car park owners are pitched into competition against each other and customers are demanding new ways to pay, a better parking experience and rewards for their loyalty. In the same survey, however, 43% believed that parking charges were not value for money. Dirty, dingy car parks, hard to use machines and problems with change, access

and breakdowns drive customers to supermarkets and other shopping experiences. Often council car parks are below average in this respect. Efficient entry and exit machines and Pay on Foot machinery which handles credit cards and notes, gives accurate change and has an inbuilt helpline can dramatically improve the customer experience, improve revenues and reduce the burden on hard-pressed parking management staff.

Engendering Loyalty

Loyalty cards which offer two for one on a coffee, free parking when you spend in particular retailers or access to special promotions and events build loyalty, increase usage and make people feel their council has their interests at heart while discounts are often funded by participating retailers. These cards can also be used to create variable price parking, e.g. resident discounts in tourist areas.

"We won't go to the other car parks any more - this one is so much easier"

New payment methods

Trailblazing councils are making pre-payment an option for parking through their website. This builds loyalty and has a massive cashflow benefit, also reducing cash at risk in parking machines and the cost of collecting and counting this. Pay by phone is also a popular option. Zeag equipment can already handle both.

Let Zeag show you how to make more money!

MINIMISING COSTS

AVOID HIDDEN COSTS AND REDUCE MAINTENANCE

Parking can be big business with upwards of 30 people paid to run on and off-street parking at many councils. But are some of them making up for inefficiencies in the Parking equipment?

Ease of Use for Customers

We recognise that many people have trouble with unfamiliar machines. We have thus made a logical layout a priority in design with an obvious ticket slot and coin and note slots beside each other and at a comfortable level. A convenient help button ensures help is at hand when they need it.

Ease of use for Staff

With high turnover of staff and limited technical competence a small problem can quickly turn into a larger one, diverting important management time or leaving a car park unsecured while resolution is sought. Our machines are thus designed to ensure ease of use with minimal training and simple replacement of parts and consumables as required.

Ease of Use for Managers

Managers can benefit from a bit of ease of use too. The Zeag Management System is designed to integrate all of your carparks seamlessly into one facility with single site or total facility reporting, consumable low and cashbox full warnings and alerts for attempted damage or machine failures, either to your management centre or remotely. The integrated intercom makes problem resolution easy and there is a full audit trail and extensive statistical reporting to help you stay in charge!

Excellent Reliability

"It just works" was one client's feedback. Swiss made, with reliability built in, clever solutions to make jams both less likely and quicker to resolve, our systems have a modular design to make slotting in a new one easy and reduce your parts holding. A recent survey found a 98% satisfaction rate.

Fast, effective support

Every moment a barrier is open or a machine not taking money is lost income. Fast response teams cover the country with factory trained product specialists, extensive UK part and consumable stocks and direct access to the Group development centre. A recent survey showed 5 hours from call out to problem resolution – not just showing up!

Ideas and advice, updates & Information

Our regular Technical Tips bulletin shares ideas, knowledge and best practice helping you maximise revenues, cut costs and keep up to date. We work with customers to help with consumables ordering, ticket advertising etc. and our telephone help team is always on hand to help and advise.

We don't just sell and walk away!



YOUR PARKING EXPERT

ZEAG CAN HELP YOU DESIGN BETTER SYSTEMS

Parking management used to mean making sure the ticket machines are full and banking the money. Modern, efficient parking operations can do much more. Zeag can help you evaluate the options.

Trusted Partner

Zeag has established strong long-term relationships with councils large and small, urban and rural, all across the UK. We've helped design parking facilities, advised on how to maximise revenue, trained staff and provided support and maintenance.

Shared Best Practice

Only a fool learns from their mistakes – a wise man learns from other people's. We have a good understanding of the needs of local authorities and have a massive database of knowledge on potential pitfalls and on best practice to maximise revenue, minimise costs and avoid expensive mistakes.

An Integrated Transport Strategy

Parking's role as a core part of any effective transport strategy is now being recognised and it is also key to reducing emissions across the city, borough or district. As pioneers of strategies such as variable pricing and parking by emissions we are uniquely placed to advise you on how parking can help you deliver to these targets.

Management and Reporting

The modern Zeag management system (ZMS) can tell you about potential problems before they occur, tracking performance, scheduling maintenance and ordering consumables. It provides a full audit trail for all transactions, linking car parks together to give authority wide reliable data. More importantly, it can provide a single point for all the information you need for effective management reporting to predict revenues, the effects of road closures or other initiatives and what-if information on pricing etc. Your decisions can be based on much more accurate information at the touch of a button.

"I need real-time information on revenues and problems – and I don't want to go to the car park to do it"

Design Service

We handle everything to do with parking – revenue Systems, barriers, CCTV, ANPR etc. We can advise on items such as groundworks, cabling, integration with existing infrastructure, positioning of equipment etc. This free service can save you thousands on consultants.

Help with Tender creation

Tender documents can be a double edged sword. Too complex and you get few responses, too simple and you risk the system underperforming throughout its life. We can advise on options, integration issues and benefit evaluation before letting you decide what goes in your tender – and without compromising your independence.

TRAINING AND SUPPORT

AVOID HIDDEN COSTS AND REDUCE MAINTENANCE

Car parks are harsh environments and the world's best machinery can turn into useless junk if not properly maintained or supported.

Ease of Use

We recognise that many operations use people for whom parking is not their prime function, that staff turnover is high and technical competence and language skills may be limited. Zeag machines are thus designed for ease of use, minimal training requirements and simple maintenance and consumable replacement when necessary.

Regular maintenance

We are moving to cleverer maintenance programmes based on usage rather than simple calendar dates, ensuring heavily used machines receive the maintenance they need, when they need it. Remote analysis can identify performance drop-offs and recurring problems. We work with clients towards a solution on reliability, training or maintenance issues.

Excellent Support

We back this with more than 50 engineers covering the country. A recent survey of clients found a 96% satisfaction rate. We have factory trained product specialists and direct access to the Group supply and development centre for complex problems. We also keep extensive UK stocks.

Expert Training

At Zeag we take our responsibilities as industry leader seriously. We believe that the poor public perception of parking can only be changed by having efficient well run car parks staffed by trained parking professionals. We aim to ensure the training of these professionals is of a high standard and regularly maintained and we run comprehensive training at all levels as part of our Zeag Academy.

We run regular courses for parking managers, procurement officers and other key staff on the parameters to consider in creating an effective parking facility and on effective parking management.

Analysis of breakdowns found well looked after machines were up to 90% more reliable. Our Zeag Academy trains first line support staff on machine maintenance, problem identification and simple jams, resets and similar problems. We believe that better trained staff mean more efficient and reliable machines.

Telephone Support, Tips, Updates & Information

We run a regular Technical Tips bulletin to assist managers in keeping up to date with parking solutions and also sharing knowledge of best practice throughout the industry.

We work with customers to help them with their consumables ordering, ticket advertising and other key issues. Our telephone help team is also on hand during working hours to help with problems and advice.

Zeag operator training is simple and quick, carried out on site when equipment is installed. This can also be carried out at our facilities or on-site for new staff. Refreshers or post-installation workshop training can answer specific issues or maintain good performance. We are also happy to work on a consultancy basis on parking projects.