

Zeag makes totally flexible car park pricing possible!



Motorists can now park in central London for as little as 20p an hour, thanks to Westminster City Council, APCOA and the latest Zeag technology. An innovative variable pricing scheme has been launched at Queensway car park in Bayswater where pricing rises as the car park fills up.

Westminster Council and APCOA began a trial on 9th June for a system where drivers are charged according to how full a car park is when they enter. Westminster's Queensway car park, which is managed by APCOA, will operate the scheme for 12 weeks and the initiative will be extended to all 14 of the authority's car parks, including those in the West End, if the trial is deemed successful.



Councillor Danny Chalkley, from Westminster Council said: "We know that many drivers in London are put off by expensive parking charges. "Now they will be able to park far more cheaply on a first come, first served basis.

"We have seen the huge success of similar pricing schemes employed by easyJet for their passengers and now hope to emulate this success and provide low cost parking."

The scheme has been made possible by new technology from Zeag. This sets a maximum price and a set of discount bands. The system cleverly works out occupancy from the entry and exit barrier statistics and sets charges according to occupancy bands with the discount falling as occupancy increases. The price being charged is shown on variable signage at the entry station and printed on the ticket to ensure people are aware of how much to expect to pay.

David Jones, MD of Zeag UK explains: "Our unique new technology allows totally flexible pricing to suit changing conditions. It can simply be used for different day and evening pricing or, as here, for a really innovative variable scheme which can attract lots more customers. Every local authority can use this to drive their traffic and emission policies and it is also invaluable for shopping centres to drive footfall. We are proud to lead the industry again with this major initiative."



Westminster City Council, APCOA and Zeag personnel attended the launch on 9th June - David Jones is 3rd from left.

Zeag is the world's leading specialist in Parking Control and Revenue Systems, with over 4,500 installations across 5 continents and over forty years of experience in producing robust, flexible and easily maintained parking solutions. Zeag leads the way in parking innovation across the Government, Retail, Hotel, Leisure, Health, Education, Transport and Sport sectors, supplying barriers, access control, CCTV and revenue control solutions.

Making
Parking
Profitable

NEWS RELEASE

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