



Saving thousands with machine removal

Reigate and Banstead Borough Council has been offering RingGo phone parking as an alternative to pay and display payments since May 2009. Within 7 years, more than 1 in 6 payments were being made by phone.

However, the Council had set itself an objective of becoming financially self-sufficient, with an aim of ensuring that savings and income generated were enough to compensate for reductions in Central Government funding.

With RingGo perceived as a key area in which savings could be made, the Council set itself a target of increasing usage from 15 per cent to 25 per cent over a six month period. Local research carried out by the Council, identified a good demographic for potential usage but low awareness of the solution. A range of marketing campaigns were agreed to encourage take up, including improved point of sale, advertising, PR and Explainer Days.

Push and pull techniques were used with a number of machines across the Borough taken out of service using RingGo corsets. These encourage motorists to pay with the cashless service or face a longer walk to an alternative pay and display machine.

“Reigate & Banstead Council’s aim is to become financially self-sufficient and cashless parking is a key part of that.”

“Through removing machines and promoting RingGo, the Council has generated savings of £62,000 and increased revenues by £56,000 in just six months.”

Jacque Joseph
Parking & Business Support Services
Manager Reigate & Banstead
Borough Council

Results box:

Within six months

- ✓ Saved £60,000 by not replacing machines
- ✓ Income grew £56,000 due to uplift in parking payments
- ✓ Increased RingGo penetration from 15.5% to 25.5%



What did they do?

Phase 1 (in the run up to Christmas):

- Sixteen machines taken out of action using RingGo corsets
- Targeted adverts and general messages on social media
- Campaign signs in all car parks
- Media release, Council website and newsletter promotion
- RingGo Explainer day - 4 reps visited car parks across the Borough
- RingGo promotional cards handed out by parking attendants

Phase 2

One month's free parking prize draw for new users of the RingGo app. Supported via PR, social media and the Council website.

The cost of the campaign was less than £3,000.

“The impact of our RingGo campaigns has been incredible. To spend less than £3,000 and save £60,000 would be good enough as a one off, but many of the benefits are on-going too.

“Our income has increased significantly and people are staying longer in our towns, helping local businesses.

“I'd encourage Councils everywhere to take similar steps, growing RingGo and saving money by rationalising their pay and display machines.”

Jacquie Joseph
Parking & Business Support Services Manager
Reigate & Banstead Borough Council

Results box:

In the six months since

- ✓ New RingGo users have increased by 117%
- ✓ RingGo parking sessions grew by 41%
- ✓ RingGo penetration increased from 15.5 per cent to 25.5 per cent
- ✓ App usage grew by 13 per cent

ROI impact

in 6 months

- ✓ Saved £60,000 by removing 16 machines
- ✓ £2,314 saved due to reduced cash collections and processing
- ✓ Income up £55,908 due to ave payment per session increasing by 6%
- ✓ 50% uplift in remote extension of parking via RingGo