

Doubling the Use of *TouchFree* Payments

Case study of East Suffolk Council

RingGo



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Doubling the Use of TouchFree Payments

Between April and December 2020, Covid-19 had a significant impact on parking revenues across the UK.

Despite this, East Suffolk Council grew their RingGo phone parking revenues by 155 per cent year on year, by removing the convenience fee, taking out P&D machines, and promoting the service as the best method of payment.

Background

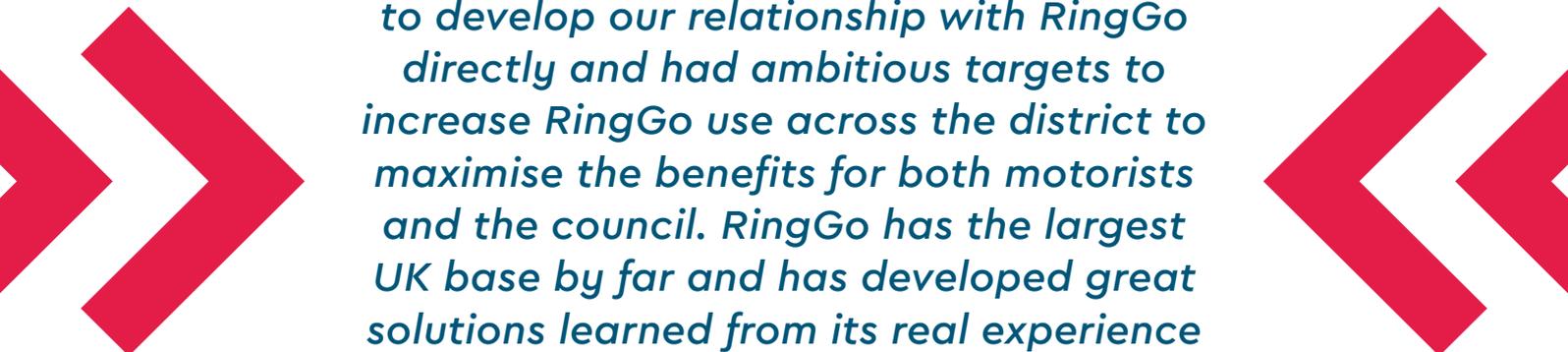
RingGo was first offered in East Suffolk in June 2009. Over the following decade, cashless penetration grew steadily from a low base.

In 2012, the Council decided they wanted to significantly increase cashless usage because of the benefits it would provide to both motorists and the Council. These included: cost savings; improved efficiency; positive environmental impact (including reduced physical equipment and journeys for cash collections), and increased benefits for motorists (such as quicker parking and ability to top up wherever you are).

Why RingGo?

In 2019, East Suffolk Council considered procurement options to ensure a convenient and resilient cashless parking service was provided, and tested value for the public purse. The council chose to remain with RingGo, for a number of reasons, which include:

- Range of integrated mobility services
- App which shows not only cashless parking but electric vehicle services too
- Nationwide footprint (available in almost 500 UK towns and cities)
- Large consumer base of 18 million UK motorists
- History of partnership working, and
- Focus on the environment, as well as future looking propositions, such as in-car and autonomous driving.



"Our contractor introduced RingGo, but never delivered initiatives to maximise the benefits of its services; the penetration rate was only 3.5% of all sessions sold in 2018–19. At the tail end of 2019, we began to develop our relationship with RingGo directly and had ambitious targets to increase RingGo use across the district to maximise the benefits for both motorists and the council. RingGo has the largest UK base by far and has developed great solutions learned from its real experience in this space so there was little benefit in changing service providers, especially with the inconvenience this would cause for motorists, having to swap solutions."

Lewis Boudville, Transport, Infrastructure and Parking Services
Manager East Suffolk Council



How did the Council increase cashless usage so much?

Working in partnership with RingGo, the Council started promoting cashless in the run up to Christmas 2019 with simple and temporary car park signage highlighting the benefits of RingGo. In April 2020, with the introduction of Civil Parking Enforcement, the Council decided to remove the convenience fee, reduce pay-and-display machines, and really promote the service. The machines were coin only and there had been requests for them to take card payments, however, the council made the decision to promote RingGo as the cashless solution rather than to upgrade the machines with card readers requiring capital investment and new revenue expenditure.

The Council used RingGo machine corsets to take excess machines out of service. Large dibond signs were used to highlight the location codes and how to use RingGo.



“The costs of supporting cash payments for parking are significant. In order to increase the use of RingGo, it made sense for us to cover the 20p convenience fee being passed on to motorists, and reduce the financial and environmental costs for collecting coins from machines”

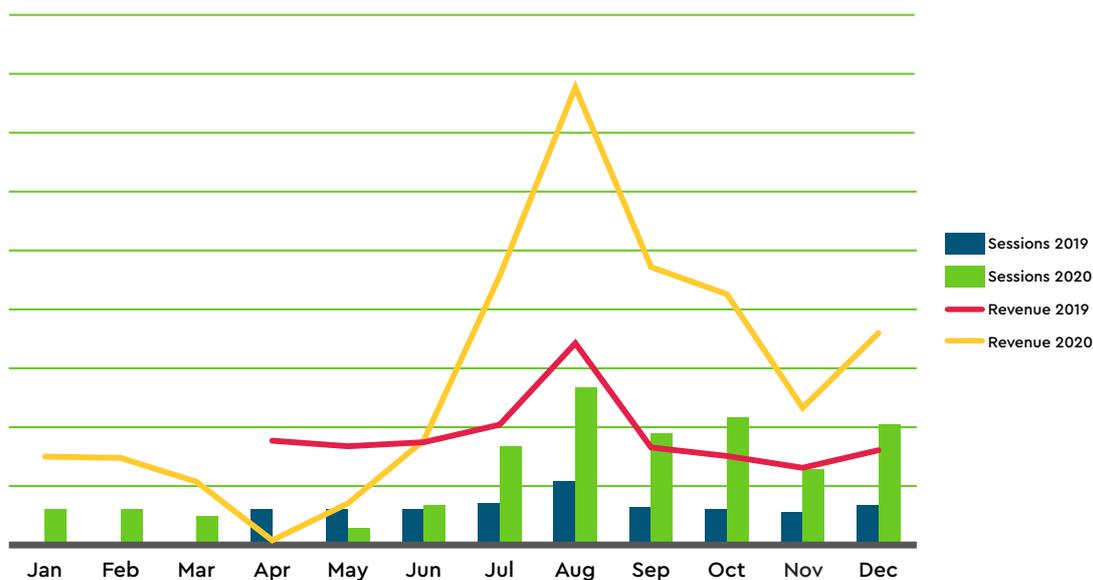
Lewis Boudville, Transport, Infrastructure and Parking Services
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Impact on Usage

Having removed the convenience fee for using RingGo, cashless sessions from April to December 2020 increased to 2.5 times the level of the same period in 2019. A large proportion of this was during Covid-19 lockdown, making the result even more impressive. Cashless penetration in East Suffolk rose by 18 per cent.

East Suffolk Council RingGo Usage

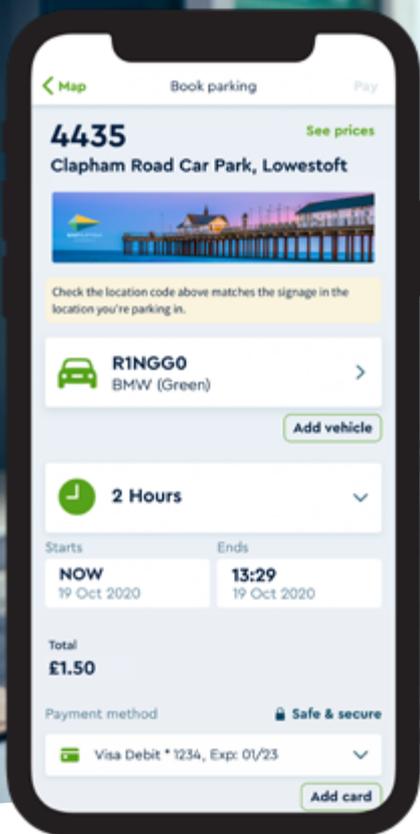


The Council also saw 30,000 motorists start using RingGo between April 2020 and the year end. These first-time users accounted for a quarter of all sessions over that period.

Benefits for the Council

As a direct result of the growth in RingGo usage, the Council removed 3 tons of coins from P&D machines in the first four months of the re-launch, equating to 2,600 vehicle miles in cash collections as well as a reduction in cash handling time.

These significant savings continue, and motorists and the Council are benefiting as a direct result of the actions taken to increase RingGo usage. The Council has also reduced costs for machine maintenance and reduced the risk of vandalism and theft. There are numerous other benefits, such as enhanced data and reporting that will enable the council to inform policy decisions and parking management strategies.



“Having the option of contactless payment in our car parks has never been more important, and we have seen a significant increase in payments made via RingGo.”

“Evidently, drivers value this option, and I am sure that many will continue to use it going forward now they have experienced how easy it is to use and the many benefits it offers – such as avoiding queues or scrambling around looking for coins. The option to top-up tickets if you're running a little late is invaluable too.”

“This is a great example of how we are making the best use of technology to make life easier and is part of our wider approach to digital transformation and improving services by making them more efficient.”¹

Cllr Norman Brooks, East Suffolk's Cabinet Member for Transport

¹<https://www.eastsuffolk.gov.uk/news/huge-increase-in-contactless-parking-payments/>

About RingGo

RingGo is the UK's no. 1 cashless parking solution. We're driven by one thing: making our cities healthier, cleaner and more liveable. Transforming cities into places where people can move around freely, with easy to use mobility solutions, while reducing congestion and pollution. How? By unlocking the power of technology to make parking simple, quick and effortless for drivers, operators and cities.

We're proudly representing our UK and European brands including RingGo, PARK NOW, Parkmobile, and Park-line. Our teams of 500 parking pioneers serve clients throughout Europe from our offices in Germany, the UK, France, the Netherlands and Belgium.

RingGo is part of YOUR NOW Group, the global joint venture in mobility solutions founded by BMW and Daimler. NOW Group offers car sharing, ride-hailing, charging and parking solutions to help people navigate their urban journeys with ease while being environmentally conscious.

For more information, please visit:

ringgo.co.uk

Want to get in touch?

[Terry New](#) • Account Director

PARK NOW Ltd.

Ground Floor East, Maplewood
Chineham Business Park
Basingstoke, Hampshire
RG24 8YB

Company Number: 03151938 a Company Registered in England and Wales