

Discover the Open Market in parking

In an Open Market, motorists choose which parking app is best for their needs: quality of service, user experience, unique features, value – and in the future, additional services such as EV charging.

It's a big shift in mobility that unleashes competition between phone parking providers and drives innovation. Parking operators benefit from lower implementation and operating costs, creating a nationwide infrastructure for parking payments that benefits motorists – no matter where they park.



Historically, operators have relied on tender-based procurement processes to choose a single cashless parking provider. However, with the development of new technology, funded by the Department for Transport (DfT), parking operators can now get the most value from providers, while giving motorists better choice.



Benefits of the Open Market

Operators

- Provide a greater choice for drivers: happier motorists
- Create fair competition: lower barrier to entry for new providers
- Increase resilience: multiple suppliers to rely on
- Save money: increase cashless adoption.

Motorists

- Can choose their preferred app for parking
- Ease of use: reduces inconvenience of downloading multiple apps
- Better customer experience powered by additional services.

Service providers

- Gain focus: creating value for motorists
- Deliver innovation: investment driven by competition
- Simpler, more sustainable business models.

The Open Market is expanding

The National Parking Platform (NPP) is a DfT-funded 'parking hub' that allows approved phone parking providers to operate alongside each other in an Open Market. It reduces local authority implementation, management and procurement costs, and means that motorists can use the app of their choice to pay for parking, instead of downloading multiple apps.

The NPP is currently being piloted by several local authorities including Manchester, Oxford, Coventry, and Cheshire West and Chester.

The pilot platform has proved successful, with at least 10 more councils expected to join in 2024. As a result, the government has committed to move from the trial phase to a nationwide roll-out, which will potentially host over 300 local authorities and many more private parking operators. A full NPP service is expected to go live in autumn 2024.

How the Open Market works

Operators need to implement 'parking hub' technology to allow multiple providers to compete in a dynamic, local marketplace. The NPP simplifies the exchange of data and digital payments, offering a transformative new way of delivering better parking and mobility services.

As more operators tap into the NPP, and unlock the benefits, cashless parking providers will invest in developing improved features and integrated services to attract more motorists to make the switch to digital payments.

Popular in the Nordics, the Netherlands and Germany, the UK will join the many European countries already benefiting from an Open Market model.

Discover more, visit
RingGo.co.uk/open-market

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