

# Discover the Open Market for 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, parking operators have relied on tender-based procurement processes to choose a single cashless service provider. However, the development of new technology funded by the Department for Transport (DfT) removes the need for procurement or complex legal arrangements. It creates an Open Market where parking operators get the most value from service providers, while giving motorists better choice.



## Benefits of the Open Market

### For parking operators

- Provide more choice for drivers: happier motorists, fewer complaints
- Save money through increased cashless adoption
- Create fair competition with lower barriers to entry for new providers
- Remove complex and costly procurement processes
- Increase resilience by having multiple suppliers to rely on
- Enhanced data to support informed decisions

### For motorists

- Can choose their preferred app for parking, wherever they are
- No need to download multiple apps
- Improved customer experience as additional services are offered
- Better connected to mobility services

### For service providers

- Gain focus to provide value for motorists
- Deliver innovation driven by competition
- Invest in better apps and smarter ways to pay
- Create services that appeal to different groups of people
- Work with simpler, more sustainable business models
- Easier for new providers to enter the market

## The Open Market is expanding

The National Parking Platform (NPP) is a DfT-funded 'parking hub' that allows approved service providers to operate alongside each other in an Open Market. It reduces procurement, implementation and management costs for parking operators of all sizes – from local authorities to private landowners – 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, Oxfordshire, Peterborough, Coventry, and Cheshire West and Chester, with much success. More councils are expected to join the pilot platform throughout 2024.

As a result, the government is funding a system upgrade 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](https://RingGo.co.uk/open-market)

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