

An aerial photograph of New York City, showing the Hudson River, the East River, and the dense urban landscape of Manhattan. A large, light green rectangular frame is superimposed over the center of the image. The background has a soft, hazy glow, suggesting a sunrise or sunset. Faint, stylized icons of buildings and trees are visible in the background.

Parking
Technology

HUB

**LNER STATIONS UPGRADE TO
CONTACTLESS PAYMENTS**

Overview

HUB Parking Technology has implemented a new contactless parking system for London North Eastern Railway (LNER) across the East Coast route in the UK, enabling a completely contactless journey from door to door.



LNER stands for London North Eastern Railway. They run up and down the East Coast mainline from busy London right up the east side of England. LNER is geared towards delivering great experiences for passengers, colleagues and communities. In 2019 21.2 million passengers used the LNER network.

Car parks at all 11 LNER managed stations will start to use an advanced system of Automatic Number Plate Recognition (ANPR), comprising of cameras on entry and exit which will make the new effortless system possible.

Vision for the future

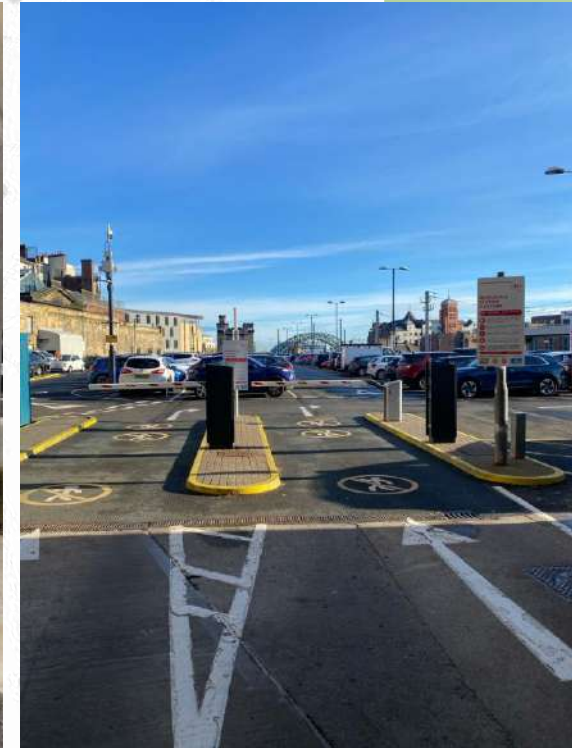
- Free Flow
- Contactless
- Ticketless
- The vision for the future is to move to a free flow, contactless environment. Customers will be able to pre-book their car parking space via a new LNER Parking App and on the LNER website, taking away any stress of trying to find a space on the day of travel.
- Customers exiting the car parks will be able to pay via contactless card, or via the LNER Parking App powered by HUB which will allow customers to leave automatically via ANPR or simply by showing their payment confirmed QR code at the barrier.



Project roll -out

Over the 11 sites, there were various constraints and constrictions. From outdated infrastructure, new build car parks to collapsed ducts, section 106 orders and local demographics, each site had its own unique requirements and challenges

4_UK_LNER



HUB

Solution

The solution is based on a barriered and barrierless solution with ANPR technology. There are 2 system types offered depending on local requirements.

The ticketless free-flow system will comprise of cameras on entry and exit which will detect and pass on registration numbers to the JMS software system allowing a fee to be calculated and a charge applied. Access and egress will be via the LNER parking app powered by HUB's JPASS mobile solution.

The ticketless barriered system will comprise of a camera and barrier on entry, on exit there will be a camera, barrier and ticket machine. Exit will be allowed once payment has been made at a pay station, the exit or via the LNER parking app.



JPASS MOBILE APP

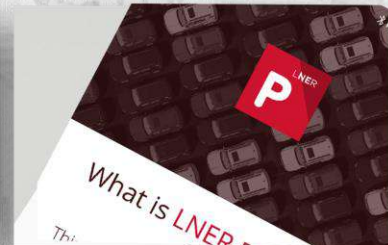
- JPASS is a **mobile app** available for HUB parking systems that is fully integrated with JMS and offers end customer parking reservation services.
- It's the only app fully integrated with HUB parking system that allows you to flawlessly enter and exit a parking lot.
- No need to look for a parking associate or walking to the front desk to check-in.
- Car drivers can be guided to the most convenient parking location, and autonomously get transient tickets, buy or import subscriptions, perform bookings and payments.



Smart Ticketing



Subscriptions



Mobile Payment

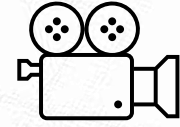


Pre-Booking



Park Finder

Jpass – The Movie



Process transition

Moving from a Pay and display system to a new mobile solution also relies on uptake and approval from all stake holders – those operating the system on a day to day basis through to the users of the new system. Approval was needed from multiple LNER sites, Network Rail (the land owner) and local authority.

When the systems were installed, part of the process was a huge education programme. Educating the customer was important as a whole different system was being implemented. LNER invested in the usage of their systems, with the help of HUB at ground level to convert the overarching scope and vision, to be locally implemented and understood taking into account local demographics.



Conclusion

Through creating a partnership approach HUB Parking Technology has enabled LNER to improve the parking experience for their both customers and get the from their parking assets for the operators by providing analytics and insights into user patterns. The flexibility and future proof nature of the system means that LNER will be able to adapt and grow with new technology.

Client testimonials

- Revenue recovery continues extremely well and fantastic growth opportunities for later this year (22) – Harrison Moffatt – Commercial Manager at LNER
- Car parks were only operating at 36%, already revenue is almost at pre pandemic levels
- Claire Ansley, Director of Customer Experience at LNER, said: "We are committed to making travel simpler and smarter so this new car parking system combined with our mobile ticket app, will mean that customers can complete the whole of their journey without the need of a physical ticket or having to use a payment machine. We also believe this will help give customers greater confidence when they travel by removing the need to contact equipment often touched by many people."



Thank you

HUB

