



Proposal Prepared For

Easemore Road Social Club

## Mission Statement

***Gemini's mission is to add value to each of our members, by maximising the potential within their car parks and providing a truly unique service.***

From our many years' experience within both business and the parking industry we have gained an unrivalled knowledge that separates us from that of our competitors. Whilst many car park management companies tend to pigeon hole themselves offering only what is already expected. Gemini Parking Solutions vision is very different. We intend to push the boundaries of creativity becoming pioneers within the parking industry, growing a company that delivers the highest quality of service which in turn maximises the assets of each of our members.

### **Building a Successful Team**

Here at Gemini we understand the importance of the mind set of each of our employees. Within our recruitment process we identify candidates who we feel have the right attitude, motivation and understanding of what is expected from them as an employee of Gemini Parking Solutions. The development of our staff is also a key principle to our success. By holding weekly personal development sessions with each of our employees, we aim to help them recognise their true ability and the limitless possibilities that can be achieved by adopting the right mind set. Our belief is that if we can assist our employees to become the best versions of them, it can only enhance the quality of Gemini Parking Solutions.

### **Our accreditations:**

Gemini Parking Solutions London Ltd is:



- A member of the British Parking Association (BPA)
- Have signed and fully support The Hospital Parking Charter
- A member of the BPA's Approved Operator Scheme (currently the only form of regulation for the industry)
- Registered with the Information Commissioner under the Data Protection Act

## Site Survey

**Site Address:**

Easemore Road Social Club, 25 Easemore Road, Redditch, B98 8ER

**Site Location:**

The Social Club is located on Easemore Road and is located directly opposite Redditch Registry office and the local Baptist Church. It is also within close proximity to the Job Centre and the busy high street.

**Car park opening hours:**

24 hours

**Current management:**

No current management.

## Proposed Management

### **Premier ANPR & Pay and Display Combined System:**

We understand that you wish to install a car park management system in order to generate income from car park and deter non users of the social club from abusing the car park facilities.

Currently there is no method of parking control within the car park and subsequently there is a high level of parking abuse. This is then having a negative impact on the amount of parking spaces available for genuine users of the social club.

The Gemini Premier Pay and Display & Combined ANPR System is fully automated and is able to manage both payments for parking and compliance 24 hours per day, encouraging all visitors to abide by the set terms and conditions. The system also allows additional payments methods, allowing visitors to make card payments by phone in cases where members may not be carrying change.

One of the major benefits of the ANPR Combined system is that it totally removes the initial financial outlay and the burden of annual maintenance agreements, which can be very costly especially within high volume car parks. The ANPR Combined System is managed and maintained by Gemini totally removing the stress and work load away from you.

Authorising permits for staff and visitors couldn't be easier. We will provide you with web access to your own unique permit system allowing you to simply upload the details of staff and company vehicles making them exempt from receiving a parking charge notice. The system also allows you to create daily permits for less frequent visitors and contractors. The beauty of The Premier Pay and Display & ANPR system is that its simplicity makes light work of tasks that would normally require you to dedicate numerous hours, saving you time and money!

This package provides you with a one stop shop for all your Car Park Management needs. The Gemini Parking Systems guarantee a standard of quality and offers a reliability that has made us one of the leading operators in the parking industry today.

# The Solution

## The Premier System:

When a vehicle enters your car park, our automated camera captures the registration plate along with a full colour photograph of the vehicle.

## Pay on Arrival

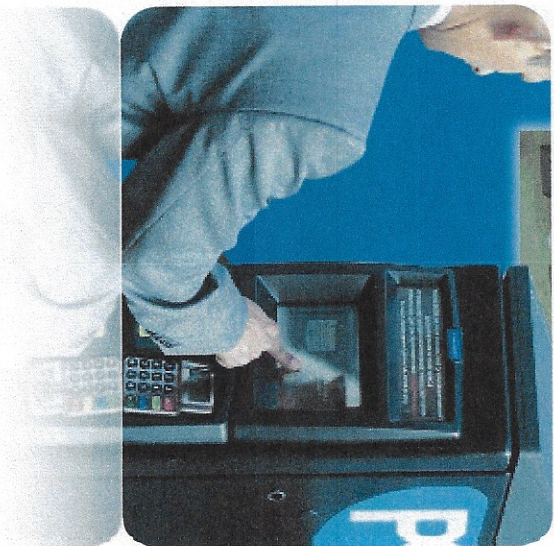
When having parked their vehicle, drivers simply enter their vehicle registration details onto the alpha numeric payment terminal and then make payment for their stay. The payment terminal immediately synchronises this information with the images captured from the ANPR cameras and authorises the vehicle to park for the permitted time period.

## Signage:

We will provide and install signage detailing the terms of the parking area which will provide a clear understanding of the parking charges and where motorists can park. Signage will be placed at the entrance to the car park and throughout.

## Our customer friendly approach:

We understand the importance of customer relations and are committed to providing our clients with a service that enhances the visitor experience. Gemini operatives are trained to the highest standards enabling them to operate effectively yet fairly. This ensures that motorists and members of the public receive the kind of service they expect.



### The key advantages of the Pay & Display and ANPR Combined System:

- ✓ The increased revenue on a typical 50 space car park can increase up to 30% within a year
- ✓ 24/7 monitoring of the car park offering increased security
- ✓ There are no requirement for entry/exit barriers, which are expensive to install and maintain in conjunction with Pay on Foot machines
- ✓ Queuing traffic and congestion on access roads are eliminated unlike that of barrier systems
- ✓ Ongoing increased revenues through improved customer compliance with payment terms
- ✓ No need to return to the car with a ticket to display in the window

### Manned Patrols:

Gemini would also recommend incorporating a Gemini Operative to attend site on an infrequent basis to monitor all vehicles parked within disabled areas and Permit Holder Only areas if any. A visual inspection of each vehicle will be carried out to ensure that a valid badge or permit is displayed. Any vehicle parked within this area not displaying a valid permit will then be issued with a Parking charge notice.

### Failure to make payment:

Should a motorist park their vehicle within your car park and leave failing to pay for their stay, or exceed the time allowance they paid for, this would flag up on our system as a **non payer** and a Notice to Owner would then be sent to the registered keepers address. The notice to owner would advise the registered keeper that the driver of the vehicle failed to comply with the set terms and conditions of the site, and by parking at the location they accepted all prevailing terms and conditions set out, therefore a parking charge would be due. This would be a level of £100.00, discounted to £60.00 if paid within 14 days.

Enforcement would be carried out after the following contraventions:

- Non payment of parking tariff
- Non display of a valid permit
- Exceeded duration to which vehicle was permitted to park
- Not parked within a marked bay
- Non display of a blue badge

# The ANPR and Pay & Display System

## Proposed Installation:

It is proposed to install ANPR cameras at the entrance to cover both the entrance and exit lane. The cameras will be mounted onto the side of the building in order to keep civil works to a minimum. The Automated Enforcement unit for recording the vehicle movements will be installed internally in a lockable cabinet.



**Proposed Machine Layout:**

A single Payment Terminal shall be located within a prominent position within the car park, so it is easily accessible for all motorists.

**Pay by Phone:**

We are also able to provide the option of a Pay by Phone service allowing an alternative payment. Motorists can simply call our pay by phone service and make payment via debit or credit card in order to pay for their stay. Regular users will also have the option to set up an account to speed up the payment process.





# Signage

We will provide and install signage detailing the terms of the parking area which will provide a clear understanding of the terms and conditions. Signage will be placed at the entrance to the car park and throughout.

All of our signage is approved by the British Parking Association giving you the peace of mind knowing your car park is being managed to the highest possible standard



## Parking Tariffs Apply



**Conditions Apply: Monday - Sunday**  
24 Hours Per Day, including Bank Holidays

**Car Park Tariff**

0-1 hours	£2.00
1-3 hours	£3.00
3-6 hours	£4.00
6-8 hours	£7.00
24 hours maximum stay	£10.00

**Please pay on entrance**

Appropriate cash or card payment or pay by phone  
Appropriate cash or card payment or pay by phone  
Appropriate cash or card payment or pay by phone  
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**How To Pay**

Enter your vehicle registration into the paystation keypad and pay for the duration of your stay

With no cashiers on site, you will receive a receipt from the paystation at the time of your payment. Once you have an exit pass, your vehicle can leave the car park.

At all times you are required to display and pay for a maximum of two days maximum and including all bank holidays parking fees apply. If this parking charge notice is issued with a motor vehicle, it is required that the DVLA and parking charges are paid within 14 days. This may result in your property being repossessed by your local council. Contact us for more information.

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143ZS, 143ZT, 143ZU, 143ZV, 143ZW, 143ZX, 143ZY, 143ZZ



## Private Land Parking Tariffs Apply



**Pay on Entrance**

To pay for your stay your vehicle registration details are required

You are not required to display a ticket within your vehicle once you have paid for your stay

**How To Pay**

Enter your vehicle registration into the paystation keypad and pay for the duration of your stay

With no cashiers on site, you will receive a receipt from the paystation at the time of your payment. Once you have an exit pass, your vehicle can leave the car park.



## Disabled badge holders only Parking Notice



**Disabled badge holders only**

A valid blue badge must be clearly displayed within the windscreen of the vehicle

At all times you are required to display and pay for a maximum of two days maximum and including all bank holidays parking fees apply. If this parking charge notice is issued with a motor vehicle, it is required that the DVLA and parking charges are paid within 14 days. This may result in your property being repossessed by your local council. Contact us for more information.

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143ZQ, 143ZR, 143ZS, 143ZT, 143ZU, 143ZV, 143ZW, 143ZX, 143ZY, 143ZZ

**How To Pay**

Enter your vehicle registration into the paystation keypad and pay for the duration of your stay

With no cashiers on site, you will receive a receipt from the paystation at the time of your payment. Once you have an exit pass, your vehicle can leave the car park.

## Permit List

Authorising permits for staff or visitors couldn't be easier. We will provide you with direct access to your own unique permit system allowing you to simply upload the details of staff and company vehicles making them exempt from receiving a parking charge notice.

The System also allows you to create daily permits for less frequent visitors and contractors. The beauty of Gemini ANPR system is that its simplicity makes light work of tasks that would normally require you to dedicate numerous hours, saving you time!

This system is fully automated and removes the need to provide authorised users with permits to display in their windscreen, automatically saving you time and money to manage this process.

You can add or remove vehicles from this White List at any time; it provides you full transparency and control of your car park to ensure it is not abused.

ADD PERMIT FIND PERMIT VISITORS PERMITS STAFF PERMITS

Vehicle Registration:

Today Only:

Start Date: 02/02/2009

End Date: 02/02/2009

Permit Type:  Visitor  Staff

Add Permit

# Financials

The below financial breakdown is based upon Gemini Parking Solutions meeting the cost of the supply, installation and maintenance of the Gemini Premier ANPR & Pay and Display Combined System, signage and related equipment. The below proposal is based on a 36 month agreement term.

Description	Cost	Quantity	Total
Supply of Gemini Premier ANPR and Pay and Display Combined System	-	-	✓
Design, supply and installation of signage	-	-	✓
24 hour system maintenance	-	-	✓
Administration including appeals / debt recovery / POPLA	-	-	✓
DVLA requests	-	-	✓
Monthly usage reports	-	-	✓
Reconciliation reports	-	-	✓

## The Gemini Premier ANPR System

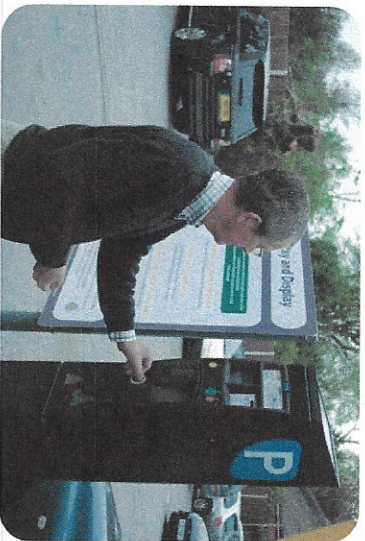
Gemini Parking Solutions propose to provide you with the Gemini Premier ANPR System including supply and installation of the system, signage, enforcement equipment and the relevant consumables. Gemini offer to provide this service on a cost neutral basis removing any financial commitment from the client. The Gemini ANPR System includes the supply of a single payment machine any additional requirements will be at an added cost to which the client must meet.

\*Percentage and contract term stated for indication purposes only and is dependent upon final agreed operational hours, parking charge and exemptions etc.



Relevant Experience

## Gemini Parking Solutions. Case Study



“I would highly recommend their services to others in the industry. Everything Gemini has done so far has exceeded our expectations, as they have a professional team who understood what was needed and helped us to exceed our goals, whilst maintain a customer friendly approach”  
Kevin Leech - Harvester Restaurant Group

### Problem

Harvester is a national brand which has customer parking facilities within a high percentage of their restaurants. Many of their car parks were being abused by non customers, that meant parking for genuine users was limited and often the car parks were full before the restaurant had even opened.

### Solution

After meeting with Kevin and carrying out detailed site surveys to establish the correct solutions, we installed the Gemini Premier Pay & Display System at twelve Harvester restaurant sites within the South East of England. All twelve sites were operational within 6 weeks of our initial meeting.

### Results

Within just a matter of days from the Gemini Premier Pay & Display System being installed, each restaurant reported a massive improvement in the availability of parking spaces for their customers. The installation of the system also provided the Harvesters with additional income boosting their profits!