Our Challenge
“Cambridge University Hospitals (CUH) NHS Trust runs Addenbrooke’s Hospital and the Rosie Hospital at the Cambridge Biomedical Campus. When we added a third multi-storey car park on campus, we took the opportunity to install the same new technology in our other two car parks.

That’s because what we had was inflexible and out of date. The pay-on-foot machines only took cash. Patients and visitors entitled to discounts had to remember to exchange their tickets at customer service desk. I could go on.

The thing is people have more pressing things on their minds than parking when they arrive at the hospital. We wanted to make everything easier for everyone.”

Our Solution
“Xerox offered all the features we were after. Their solution was compatible with other systems we use, including access control and payroll, and with our car park operators’ control rooms. And they were competitive on price.

We now have entry and exit barriers with intercoms and automatic number plate recognition (ANPR). Our new pay-on-foot machines accept cards as well as cash, and let people get their discounts on the spot. We also have more options for the future, including pre-payment and mobile phone payment.

And in Xerox we have a partner who’s approachable and responsive to our needs.”

Our Results
“Most importantly, patients, staff and visitors have an easier time parking and paying for it. Behind the scenes, we get data that helps us redirect people from a full car park to one where there are spaces — in real time. Xerox has met our expectations in every way.”

• More ways to pay for parking, including payroll deductions for staff
• Simpler application of parking concessions and discounts
• Shorter queues and faster traffic in and out, thanks to ANPR
• Staff able to use the same ID badge for access to hospital buildings and car parks
• More accurate scoping of future parking requirements when another hospital moves to the campus in 2018
Why shouldn’t parking be a smoother ride?
Cambridge University Hospitals (CUH) NHS Trust doesn’t want to spend money intended for patient care on parking facilities. So it charges patients, staff and visitors to use the car parks.

Although everyone pays, there are lots of different rates and discounts. For example, patients pay less than visitors. Patients receiving treatment on consecutive days can buy seven-day tickets that work out much cheaper per day. So can frequent visitors. And the list goes on.

The previous pay-on-foot machines accepted cash only. People had to make sure they had enough money with them, or draw cash from an ATM on campus. Those entitled to discounted parking had to exchange their parking ticket at the customer service desk in the car park.

“All of this took time and was a distraction for people with other things on their minds," says Karen Frost, Support Services Manager responsible for parking and security.

“We knew we needed to make the parking experience more straightforward for everyone.”

Less hassle, more speed
So when CUH’s third 1,250-space multi-storey car park was under construction, Frost took the opportunity to roll out more flexible, up-to-date technology from Xerox across all three campus car parks.

Tickets can now be paid for by card as well as cash. Anyone entitled to a parking discount simply validates their ticket at the pay-on-foot machine to authorise the discount. Outpatient letters explain what to do, which reduces stress and lets people plan ahead. Clear signage at the machines provides a reminder of the process.

“Having just one ticket is easier for parkers and costs us less. We also get a more accurate view of how many spaces are left, as the ticket collected on the way in is also used on the way out,” says Frost.

Life is also easier for staff. Previously they had to carry two ID badges: one for the hospital buildings, one for the car parks. Which also meant that the trust had to record and manage staff details in two access control systems. Integration of the Xerox® technology with CUH’s building access control system means one system and one badge — much more convenient all around.

Staff who choose to pay for parking through payroll deductions don’t even have to use their badge at all: ANPR means that if they’re using their registered car, the entry and exit barriers are automatically raised, and they can drive straight through. “Staff love how much faster it is to get in and out of the car parks,” says Frost, adding: “Whose day isn’t brightened by avoiding long queues?”

Real-time and long-term capacity management
The Xerox® technology provides more comprehensive financial and capacity data than was available before. Frost can see, for example, how many vehicles enter and leave the car parks during a given time period, and what the peak times are for staff and patient arrivals.

“As well as helping us redirect people to car parks where there are spaces right now, the capacity data helps us plan for the future,” she says. Papworth Hospital will relocate to the campus in 2018; Frost is already using data provided by the Xerox® technology to help scope out what additional parking will be needed by then.

“As well as helping us manage capacity in real time, the data we get from the Xerox technology helps us plan for future parking needs.”

– Karen Frost, Support Services Manager
Cambridge University Hospitals NHS Trust