



DATA ANALYTICS

HARNESS THE POWER OF DATA
THROUGH REAL-TIME REPORTING

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DATA ANALYTICS

We harness the power of technology & data available from our ANPR cameras – we want to share this with you by giving you access to a unique portal which can be branded with your logos/colours.

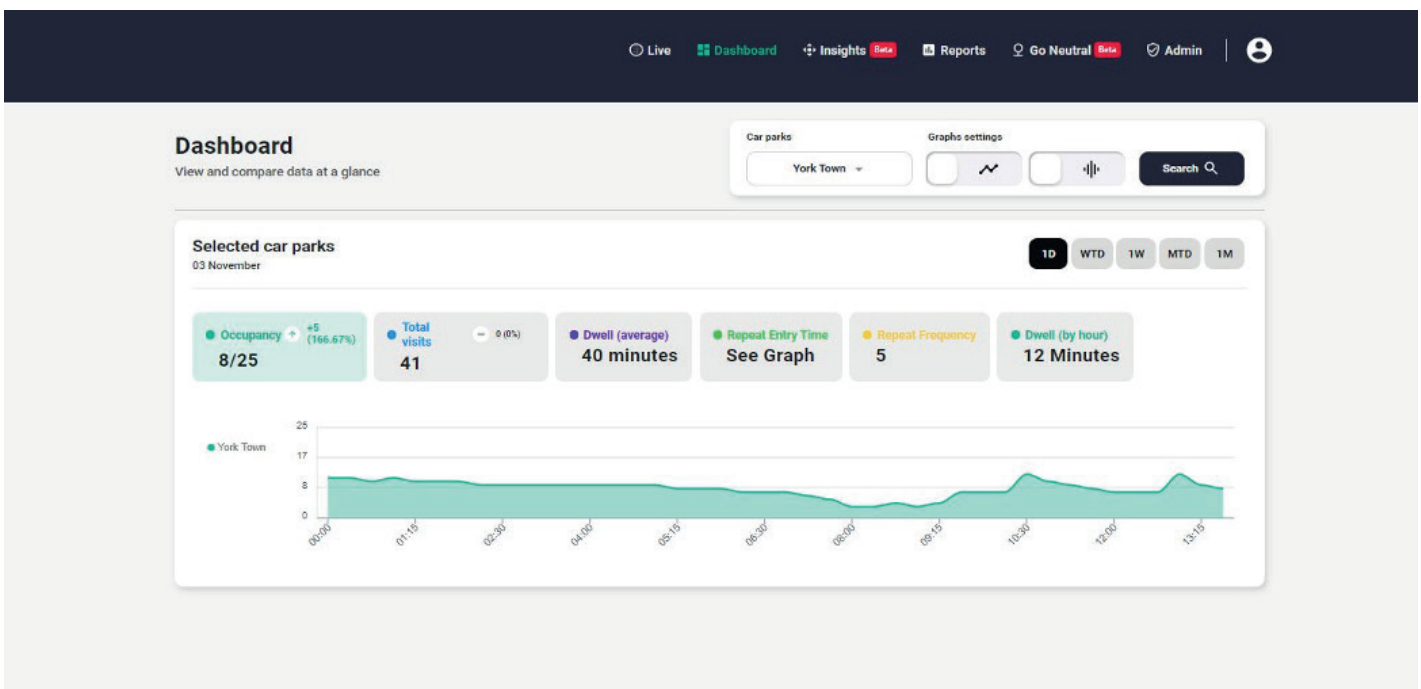
We call it real-time data as a service. The retailer portal gives you access to live and historic data and allows you and your tenants to make data-led business decisions when it matters.

- Live data on occupancy, unique visits, repeat visits and car park optimisation
- Live data comparing car park activity today, yesterday and the week before, by the minute, from a single page
- Full suite of reporting on historic data weekly, monthly & yearly
- Live data on parking durations & occupancy trends including arrival/departure patterns
- Vehicle make & model information to determine affluency to help managing agents in filling vacant premises
- See your sites CO₂ emissions
- The system will also work out how much it will cost you to become carbon neutral
- Set up notifications when specific vehicles enter your car park

DASHBOARD



The dashboard gives you an overview of the main characteristics of your site.



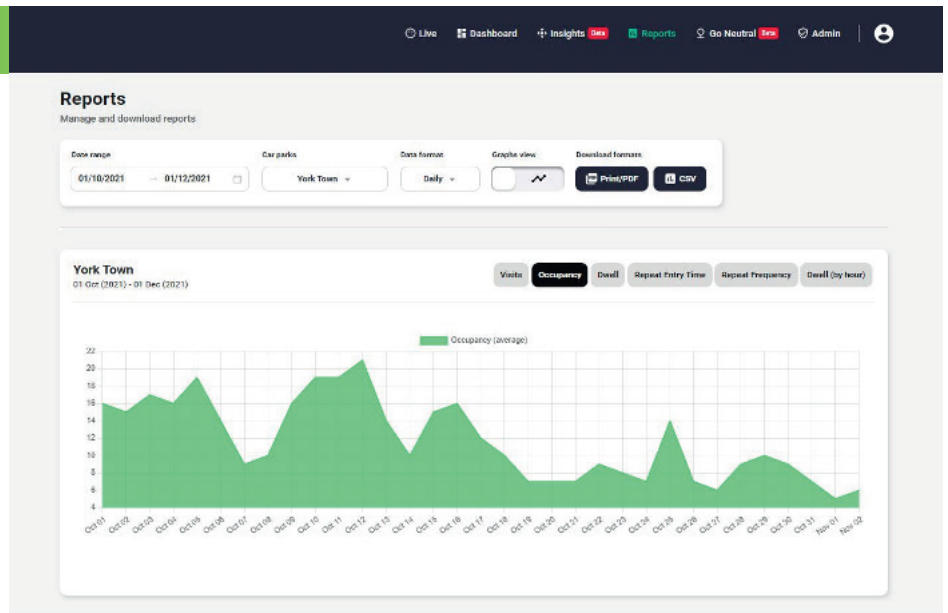
BASIC INSIGHTS PACKAGE



The following data will be provided free of charge to you, per site, on a monthly basis. You will have your very own unique portal to access this data at any time.

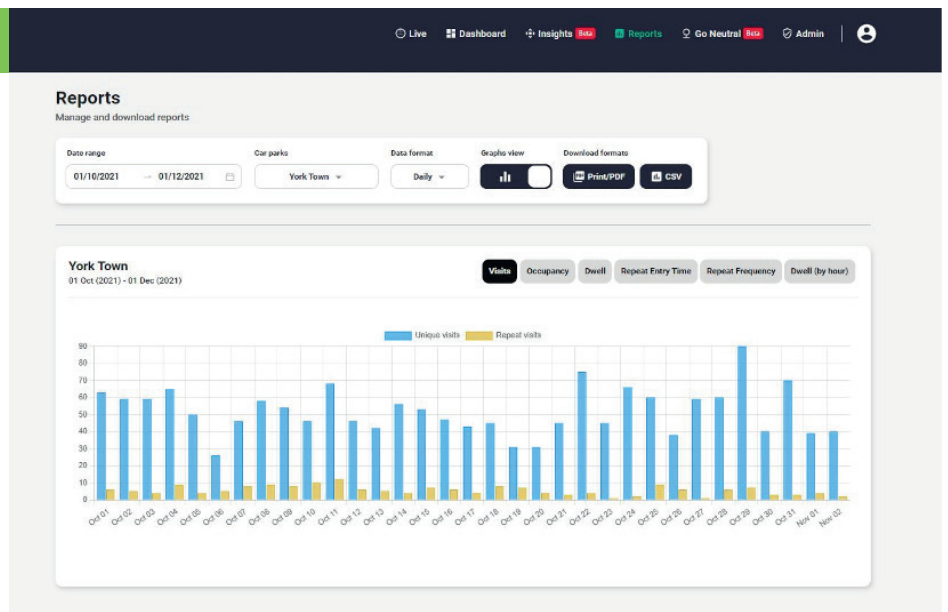
OCCUPANCY:

This shows the occupancy of your site historically and within 5 minutes real-time.



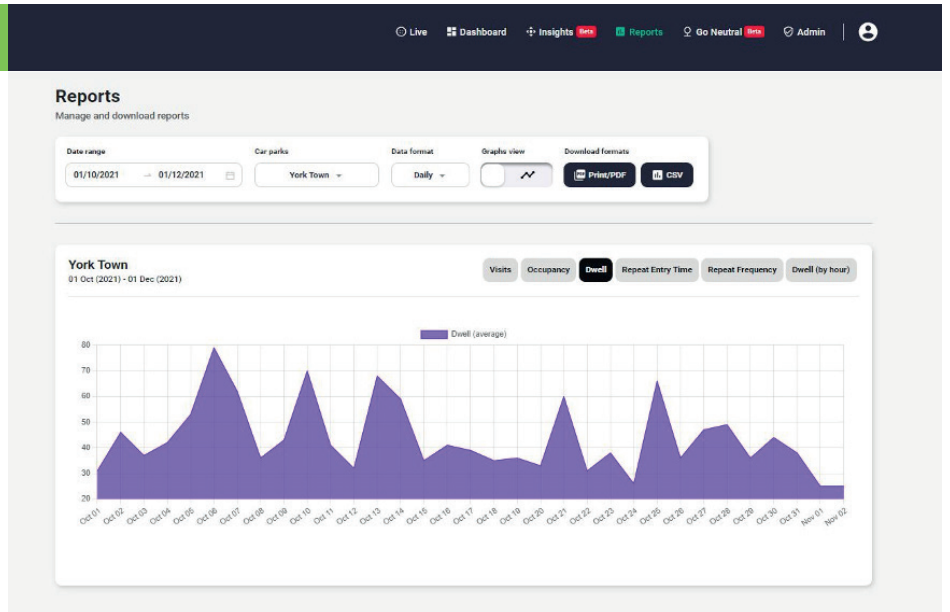
TOTAL VISITS:

This shows the total number of visitors at any specific date and time range.



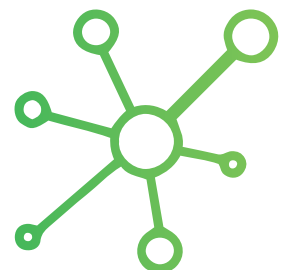
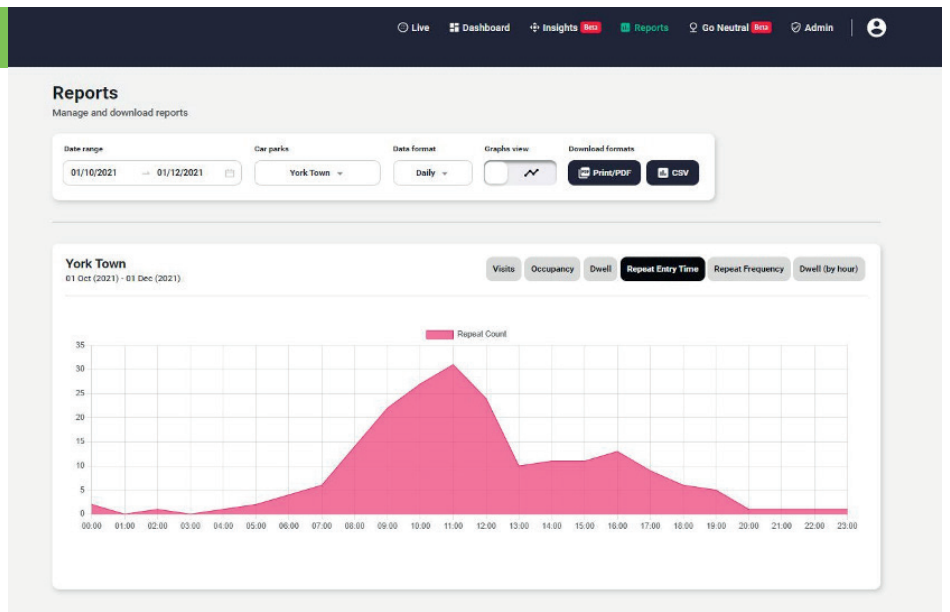
DWELL TIME:

You can review the average dwell time historically within specific date ranges to see when your site is at its busiest.



REPEAT ENTRY TIME:

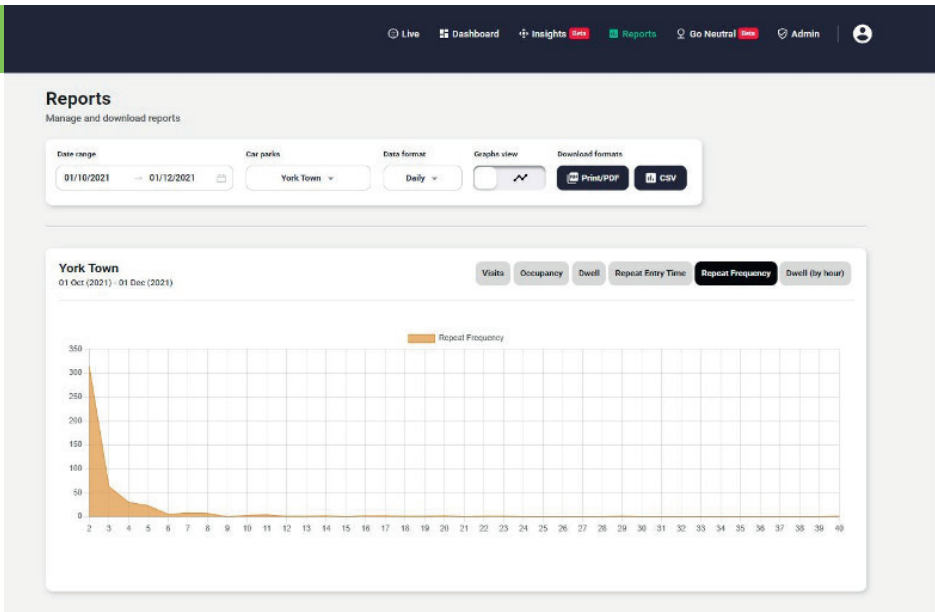
This shows the most popular times for repeat visits.





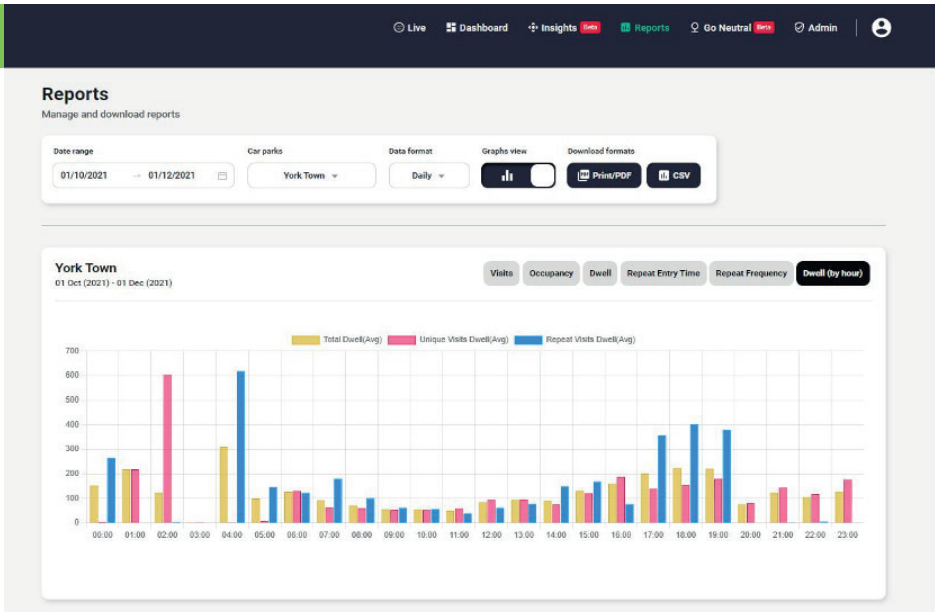
REPEAT FREQUENCY:

Review the frequency of repeat customers/users to your site.



DWELL TIME BY HOUR

Review the average dwell time by the hour through a specific day.





GO NEUTRAL PACKAGE

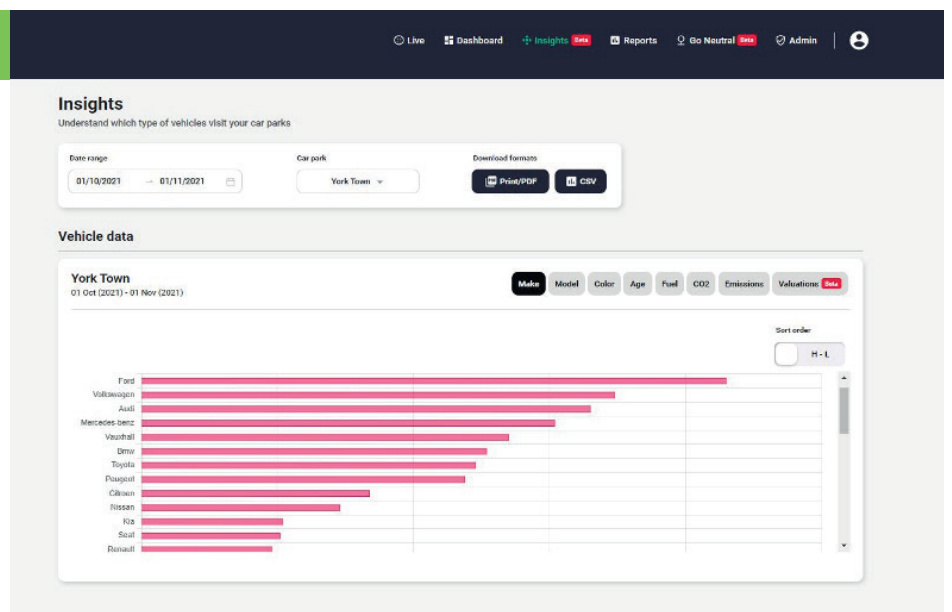
This package gives you an in-depth look into extensive vehicle data, your site's carbon footprint and how much it will cost you to offset that carbon footprint, working in collaboration with a number of government-led incentives. This is in addition to the basic insights reporting.

"We have partnered with service providers who offer government-backed carbon offsetting programmes. We use an extraction of the ISO 14064 and GHG Emissions Protocol Accounting Standards to calculate the correct level carbon emission. The GHG Protocol refers to a family of greenhouse gas accounting and reporting standards and guidelines. It launched in 2001 with the ground breaking Corporate Accounting and Reporting Standard. Each is rigorously developed by global multi-stakeholder partnerships of businesses, NGOs, governments and other bodies, convened by the World Resources Institute and the World Business Council for Sustainable Development.

All projects invested in are certified to the highest standards, all the carbon offsetting projects that we support are regulated through the Verra - Verified Carbon Standard (VCS), the Gold Standard - Voluntary Emission Reductions (VER) and the United Nations - Certified Emission Reductions (CER) programmes. As the three largest, and most regulated carbon offsetting standards in the world - this ensures the measurements, and tonnes of CO₂e offset are accurate, and verified. We Purchase credits across a diverse range of projects, changing annually, to support as many as we can."

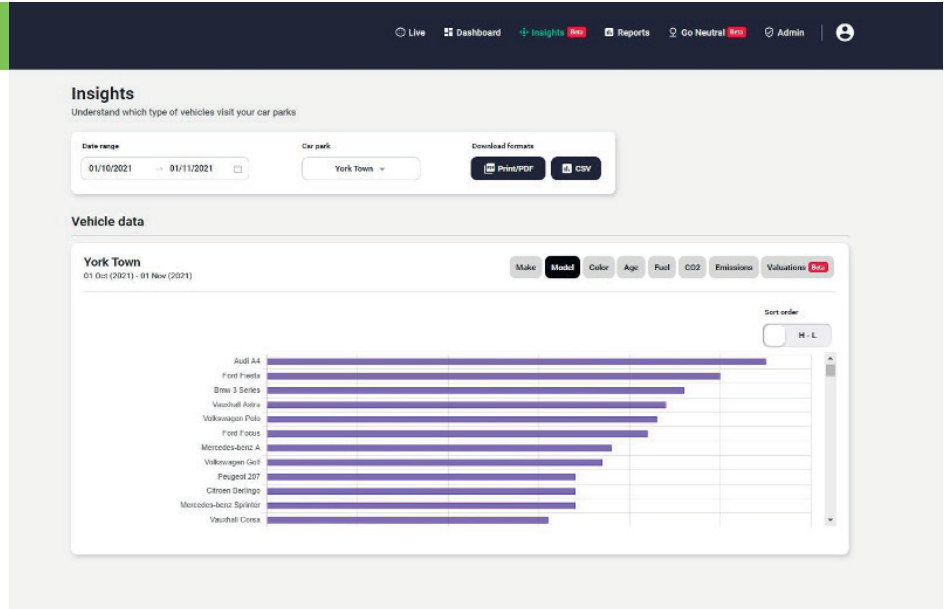
MAKE:

This shows the brand of vehicles entering your site historically.



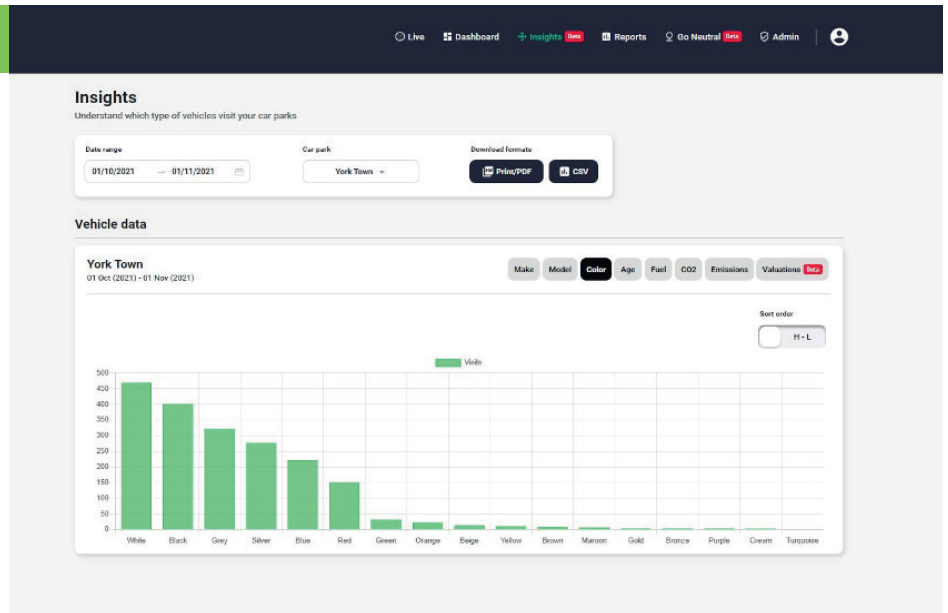
MODEL:

A more detailed break down of the specific model of a vehicle.



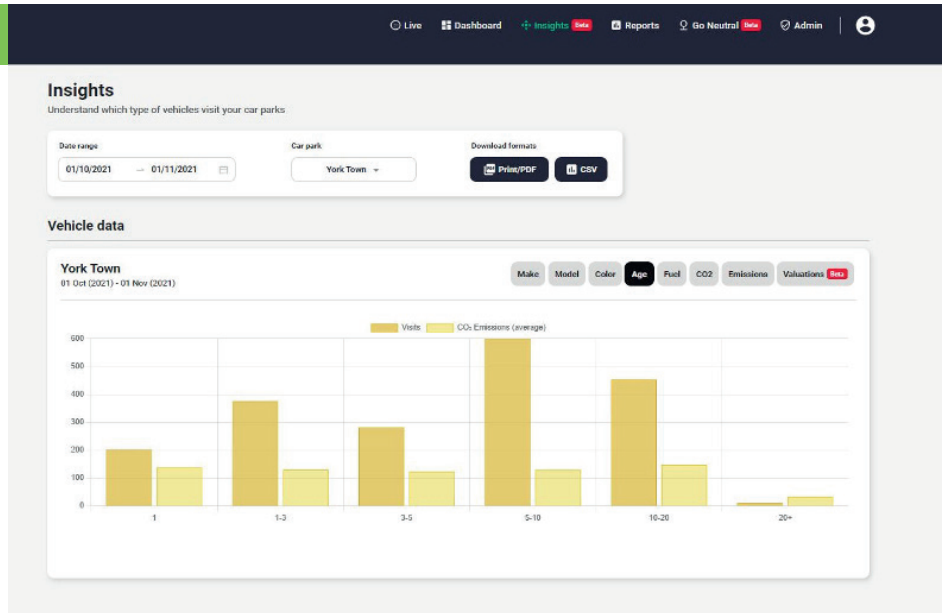
COLOUR:

A historical break down of the colour of the vehicles entering your site.



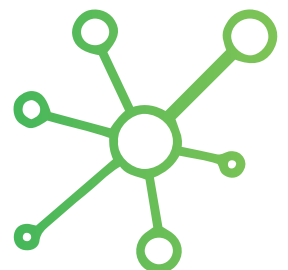
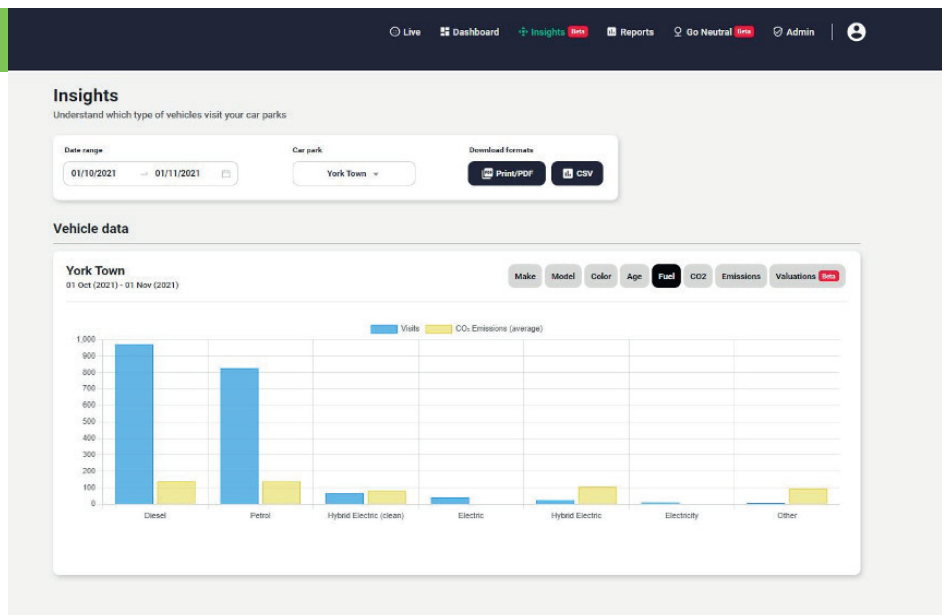
AGE:

The historical vehicle ages on your site.



FUEL:

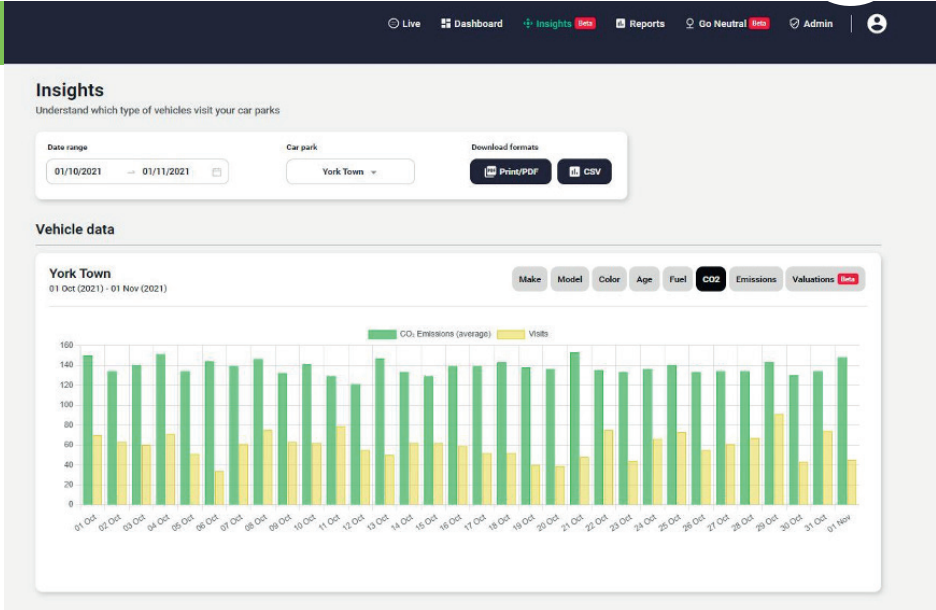
A breakdown of the fuel types: petrol, diesel, electric, hybrid.





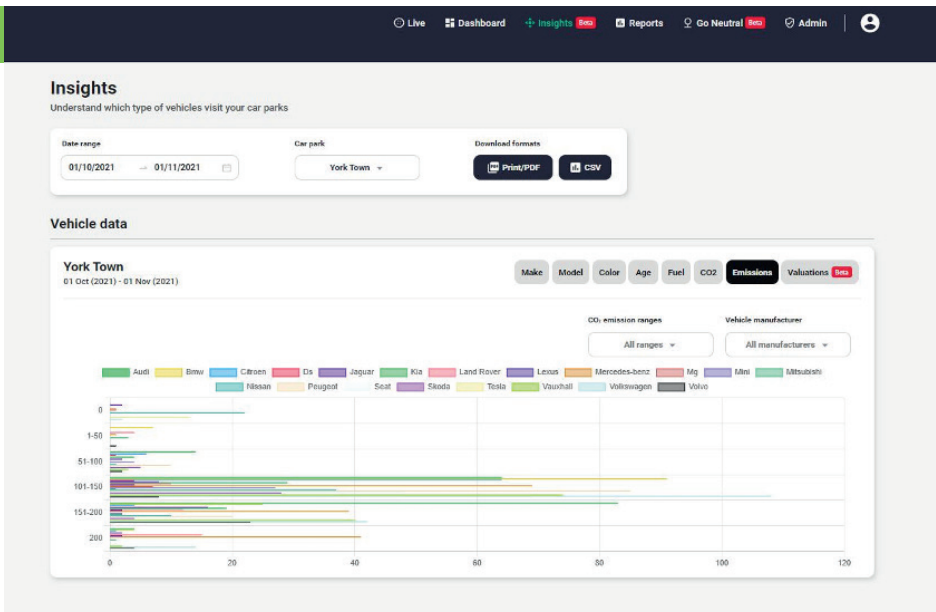
CO₂:

Average CO₂ emissions vs number of visits.



EMISSIONS

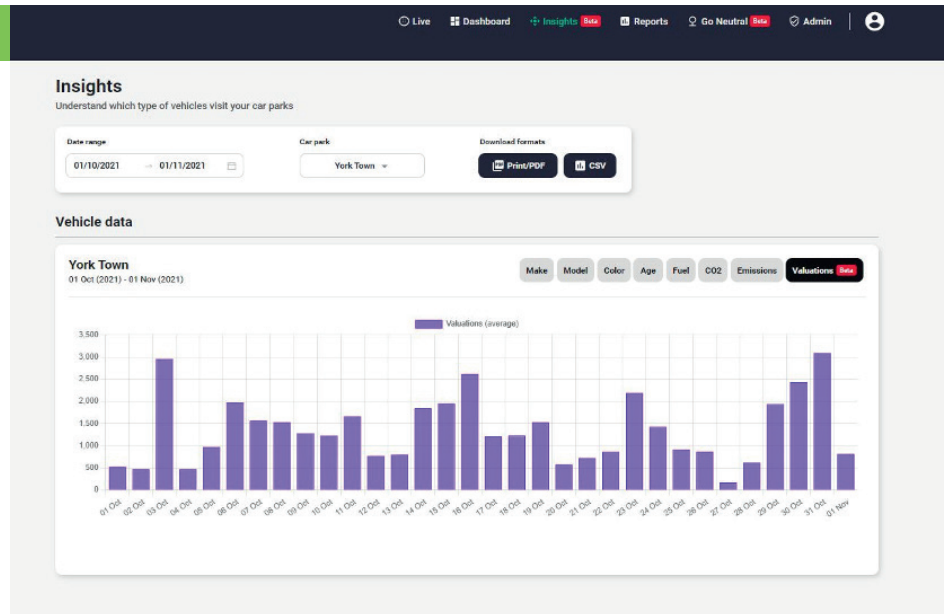
Emissions by brand.





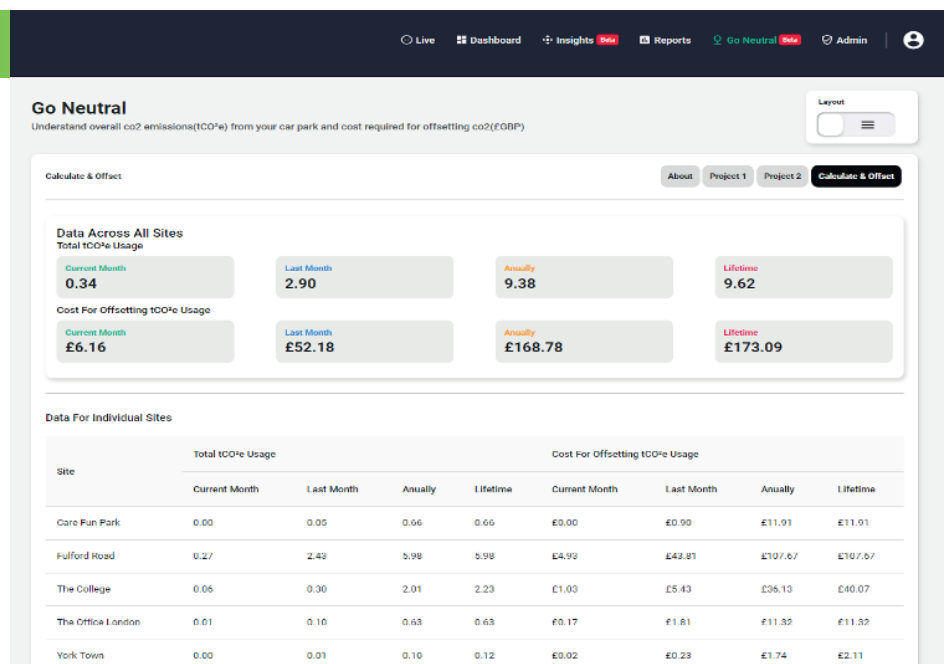
VALUATIONS:

This will show the average value of vehicles historically.



GO NEUTRAL:

This reporting section will assist you in reaching carbon neutrality on your car park. It works out the cost to off set your emissions using one of the partnerships listed earlier on in this document. This is achieved due to the emissions data generated.



GO NEUTRAL PACKAGE COSTINGS:

As with the Basic Insights Package, you will receive your very own login to a personalised portal. This will give you access to both the Basics Package plus the Go Neutral package. The cost for the Go Neutral package is £495.00 plus VAT per month, with a 12 month minimum commitment. This will be invoiced to you monthly.

I am sure you will agree that data is invaluable, especially when it can outlay the personality of your car park. The addition of the Go Neutral offsetting feature is something very close to our hearts as we have a huge focus on sustainable ANPR systems, reducing energy use via solar and hybrid technology.

If you would like to consider either of the above packages and book an online demo of the system, please feel free to contact me at any time.

A R Thompson

Alex Thompson
Director of Operations and Business Development
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OUR ACCREDITATIONS



HX are fully certified to ISO:9001, a quality management system that ensures we have clear processes and communication structures in place throughout the company. This demonstrates that customer satisfaction is at the core of our business.



The International Parking Community is a progressive DVLA Accredited Trade Association (ATA). All parking operators must be accredited by an ATA and adhere to their Code of Practice. This allows us to access keeper details from the DVLA database.



Safecontractor is the UK's leading health and safety accreditation. Having this accreditation illustrates our commitment to reducing risk, keeping up with legislation and going above and beyond to ensure the safety of our staff and the work we carry out on site.



The BPA is a not-for-profit organisation working with their members and stakeholders to support communities and improve compliance by those managing and using parking facilities. They also encourage fairness to achieve our vision of excellence in parking for all.



Our MD says "Introducing the Living Wage was the right thing to for HX; it aligns with our fair and ethical approach to business. Our staff, and investing in them, are part of the long-term vision for HX. Fair wages and a positive working environment shine through to customers when partnering with us."



Safety Schemes in Procurement is the mutual recognition scheme for occupational health and safety standards. SSIP facilitates mutual recognition between health and safety pre-qualification schemes saving time, effort, and cost of multiple certifications.



The Independent Appeals Service is an alternate dispute resolution. If drivers feel we have incorrectly issued a PCN, and had their internal appeal declined, they can escalate their appeal to an independent adjudicator. This removes any bias they believe may be present, although all appeals are investigated fairly and on an individual basis.



Avetta is contractor management services, ensuring compliance to health and safety standards. When you hire a contractor, you want to know they have the qualifications you need—the experience, the workforce, the certifications. Being accredited by Avetta provides further evidence of our commitment to the health and safety of our people, processes and the work we provide.



Constructionline ensures we can provide the highest quality work to our clients, having secured accreditation through our stringent standards and processes when it comes to health and safety.



As a corporate member of Disabled Motoring UK (DMUK), we can clearly demonstrate to our clients that we are committed to people with disabilities, seeking to impact positively on their lives and willing to strive towards an ethical way of providing services in the car parks we manage.



HX CAR PARK MANAGEMENT LTD

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