

## Case Study

## Parking Optimisation

## Guildford

# Monitoring Town Centre Parking Spaces and Park and Ride Occupancy

## Background

Clearview Intelligence was approached by Ethos VO, working in collaboration with Guildford Borough Council and Surrey County Council, to explore the potential of the GEMii Parking Platform. The Parking Platform is being developed by Ethos as part of a £1 million Innovate UK funded City Scale Demonstrator project. Guildford was selected as a trial site on the basis that it is a large town which experiences the typical challenges of many growing urban locations in relation to congestion and poor distribution of parking spaces.

The aim of the Parking Platform is to monitor car parking spaces in and around Guildford town centre. Rather than just providing real time traffic data, the Parking Platform uses a predictive

algorithm, which takes into account past and current data, to predict where space will be available when the motorist arrives in the town. Being able to show motorists where there is predicted availability when they arrive will help guide them to less congested areas, thus reducing queues, congestion, and related emissions.

Ethos VO required a partner who could supply and install the necessary bay sensor technology and global count equipment, as well as provide the parking occupancy data in a compatible format for the GEMii Parking Platform.

## Key Benefits

- Facilitates an easier and quicker parking experience for shoppers and business visitors with advance visibility of available spaces and guidance to precise location
- Environmental benefits may accrue from reduced emissions and less congestion around the town centre
- Enables car park operators, local authorities and retailers to take a more strategic approach to addressing peak periods or planning retail campaigns by providing an overview of how spaces are utilised, peak periods, and parking 'hotspots'
- Represents value for money to the public purse as the studs are easy to install with no expensive trenching for mains power required and low ongoing maintenance costs



### Solution

Clearview Intelligence worked closely with Ethos, Guildford Borough Council and Surrey County Council to map out the most appropriate locations for the bay occupancy sensors and the loop counters, agree the most appropriate type of sensor, and negotiate traffic management requirements prior to installing and integrating the system.

In February 2016, Clearview installed approximately 300 of the M300 magnetometer-only bay occupancy sensors in parking spaces on main roads throughout Guildford. In consultation with the local authorities, the client opted for the magnetometer-only version of the M300 sensor as it features a flush profile that is better suited to areas of heritage or protected cobbles. The M300 sensors provide control and visibility over parking space occupancy and patterns of use, and offer an accurate, low cost, and easy to install option that is reliable in all weather conditions.

These sensors feed live data via the M315 Repeater to the M310 Access Point and allow Ethos access to the required data directly from the systems server via a REST interface. They can then use the parking occupancy information to produce user friendly reports for visitors to Guildford.

Clearview also installed M680 loop detectors to provide in/out zone global counts at three of the Guildford Park and Ride car parks. The M680 Vehicle Count Classifier offers a precise and reliable solution that counts each vehicle as they pass, and relays this data back in real-time to the system server.

The traffic and parking data will also be analysed alongside information relating to shopper movements to enable retailers to gain valuable insights in to spending patterns and dwell times, and to help local authorities to better understand Guildford's parking needs in order to improve the experience of visiting central Guildford.



*Clearview Intelligence made the complex matter of designing, planning and implementing the roadside installation of the Guildford on-street and off-street parking systems look easy. Especially when we were prevented from working at night, their rolling daytime parking bay suspension across all pay-and-display bays in central Guildford went very smoothly, without any complaints from residents, and finished ahead of schedule*

**Martin de Heaver**  
Partner, Ethos VO Ltd