

## Case Study

### Parking Guidance in Lichfield



## Optimising Town Centre Parking Spaces and Occupancy

### Introduction

Our Insight Parking platform drives the new digital car parking signs in the City of Lichfield, Staffordshire.

### Background

Lichfield District Council had been investigating ways to increase the effective use of their car parks and help reduce congestion particularly in the short stay areas. The most popular short-stay car parks were becoming overfilled and therefore the use of these convenient locations would often get blocked by all day users.

During peak shopping periods traffic queues to the City Centre car parks were leading to congestion issues with some car parks at gridlock whilst others just a short distance away left with many available parking spaces.

Lichfield District Council emphasised that the availability of off-street parking is a critical factor in the effective use of the city centre and in pursuit of a vibrant and thriving high street and visitor economy.

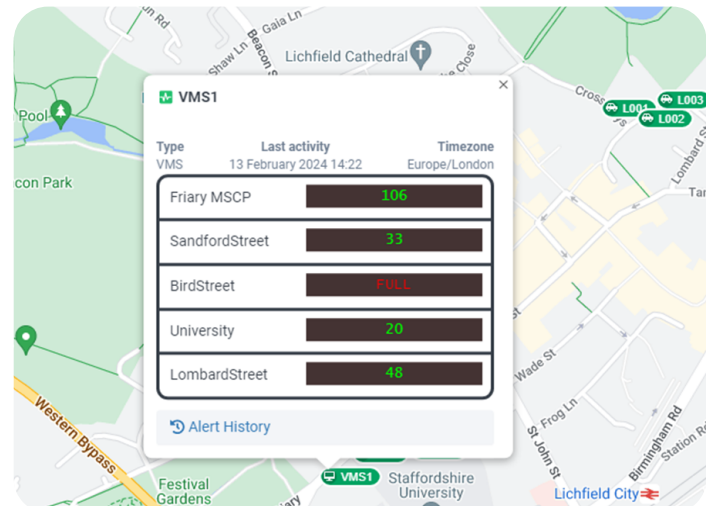
### Solution

Clearview Intelligence was approached by Lichfield District Council in collaboration with Staffordshire County Council to explore more efficient ways in which car parks could be utilised in the city centre.

A real-time occupancy solution was developed to interface with the new digital parking guidance signs in the city, to encourage optimum use of their car parks.

Highlighting all available spaces to drivers allows them to utilise car parks more suitable for their specific requirements. This approach encourages drivers to select the most suitable car park based on the duration of their stay.

The Insight cloud-based platform shows occupancy in real-time, to allow parking managers to view occupancy trends, current occupancy as well as providing a suite of historical reports to help support informed decisions on future parking plans and developments.



## How does it work

As vehicles enter and exit the car parks data is collected via our Connex hardware system and streams this in real-time to the Insight Parking platform.

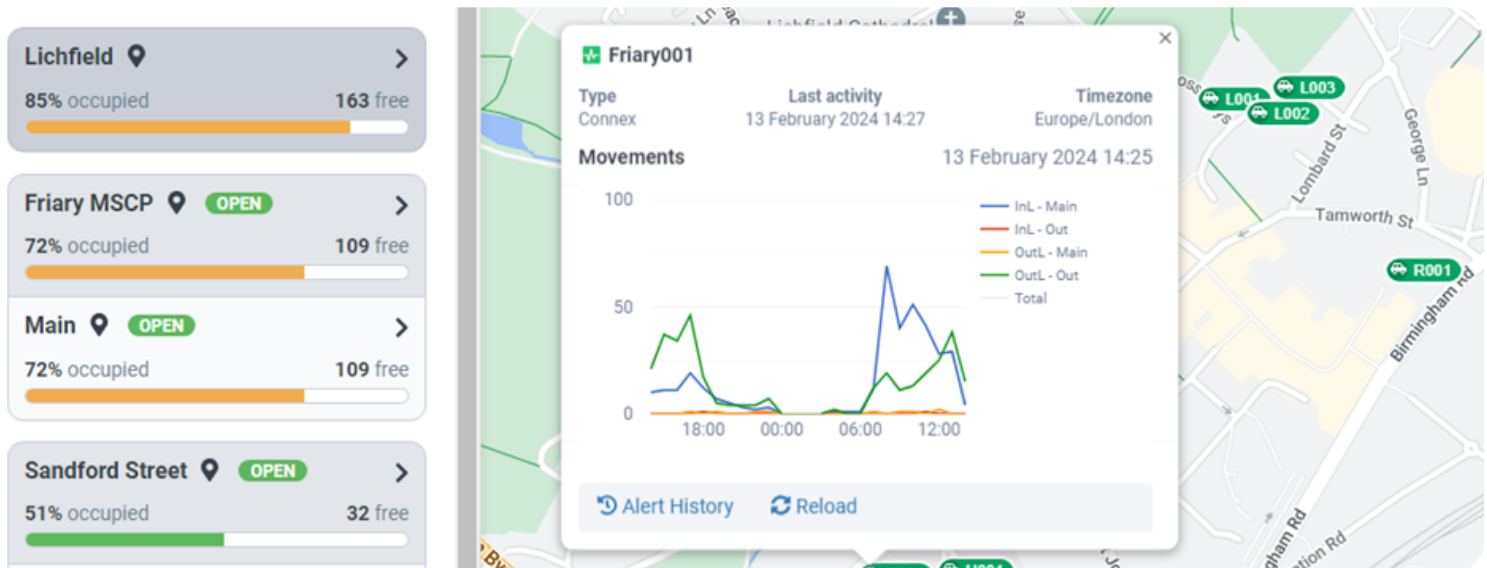
Insight Parking calculates the current occupancy based on the number of spaces within the car park and adjusted by the inbound/outbound vehicle detections in real-time. Strategically located Variable Message Signs (VMS) are controlled via the Insight platform to push messages and occupancy update to the roadside, which helps direct drivers to those car parks where spaces are available as they arrive in the city.

Collaborating closely with both Lichfield District Council and Staffordshire County Council, Clearview Intelligence successfully installed the Insight Parking technology on:

- The Friary outside Franciscan View
- Birmingham Road near the junction with Friary Avenue
- Church Street near Greenhill Health Centre]

This innovative technology displays (via Variable message signs, VMS) the number of spaces available at specific Lichfield car parks including:

- Friary Multi Storey
- Sandford Street
- Bird Street
- University
- Lombard Street
- Redcourt



## Key Benefits

- Better experience for users of your car park without the stress of searching for a space
- Lower congestion and better air quality by allowing drivers to park quickly rather than circling an already full car park
- More efficient use of car parks by drivers

Insight® Parking is part of our Data Management Platform and provides a suite of applications and tools in a single platform for device management, data collection and analysis.

For more information on our parking solutions including our Parking Guidance System, Car Park Monitoring and Parking Bay Occupancy please visit [www.clearview-intelligence.com/solutions/parking/](http://www.clearview-intelligence.com/solutions/parking/).