

How RingGo helped Lancaster University join the digital parking revolution



Lancaster University introduced digital cashless parking for the first time in September 2023 and chose to partner with RingGo, the UK's no. 1 parking app. The University wanted to further modernise its parking provision by offering a seamless, efficient and environmentally friendly solution.

The results have been transformational. As well as giving non-permit-holding students, visitors and conference delegates a quicker, easier parking experience, the move to digital parking has supported the University's sustainability goals, provided rich data to inform parking strategies and much more.



The challenges faced by Lancaster University

Lancaster University had a paper-based visitor parking system that was costly and inefficient, and did not align with the University's ambitious sustainability commitments. There was no phone parking provision, only pay and display machines and scratch cards. Cashless parking (via debit and credit card) had been introduced amid pandemic restrictions in 2020. However, pay and display machines are expensive to repair and maintain, and the University lost parking revenue whenever they were out of order. Thousands of paper scratch cards were distributed every year to delegates attending events at the on-site conference centre.



The solution provided by RingGo

Lancaster University wanted to partner with a well-recognised, trusted brand to introduce digital parking and reduce its reliance on pay and display machines and scratch cards. It chose RingGo, the UK's leading phone parking solution and the go-to choice for 19 million motorists, locally and nationally.

RingGo has helped Lancaster University to take control of its on-campus parking provision, while offering a fast and hassle-free parking experience to non-permit-holding students, visitors and conference delegates.

Drivers can pay for their parking via the app, by phone or on the RingGo website. Detailed instructions about how to use RingGo are signposted at all campus car parks.

The University still has paper permits for staff, resident companies and some students. Addressing this issue will be the next phase of the digital parking project.

The benefits of digitised parking for Lancaster University

- **Greater choice for motorists** with a wider range of payment options available at campus car parks
- **Cost savings** through reduced reliance on pay and display machines, with fewer repairs and less maintenance required, and lower quantities of scratch cards printed
- **Increased resilience** if pay and display machines are out of order – the University can continue to enforce parking fees via RingGo
- **Reduced carbon footprint** through fewer pay and display tickets and scratch cards, supporting the University's sustainability strategy and its aim to be carbon net zero by 2035
- **More flexible pricing** that can be adjusted to meet the University's needs through RingGo's smart tariff system
- **Data-driven insights** from digital payments can be used to inform pricing models and parking policy to maximise revenue and improve service delivery
- **Smoother parking experience** because the RingGo system works with automatic number plate recognition (ANPR) – drivers can enter and exit more quickly, and the University doesn't need to install costly parking barriers

Highly recommended solution for other universities

“The team was great to work with at every stage of the process and we're delighted with the results.”

Anthony Emmess, Security Operations Manager at Lancaster University



More information

To find out how RingGo can transform parking at your university, contact Tom Derrick, Business Development Executive:
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