

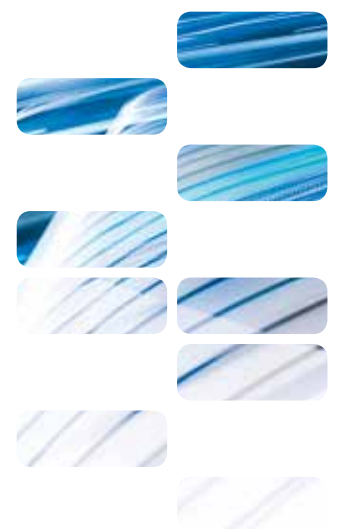
NCPS – The Shopping Centre Service Specialists

NCPS recently conducted a survey for a Shopping Centre in Cork concerning the abuse of their car park. We found that on average each space being abused by non shoppers was costing the centre an average of €600 per day. This was calculated based on the average turnover of each space and the average spend of a straw poll of visitors to the centre and therefore the average opportunity cost to the centre caused by a space being occupied all day long by a non shopper.

Given the competition for shopping centre customers no business no matter what its nature can afford to sacrifice earnings on this level.

How then can Shopping Centres protect the valuable resource that is their car park and provide a welcome for customers whilst deterring Park “n” Riders? The traditional method employed by many centres is to have an operative patrol the site on foot to identify parkers that have overstayed a maximum stay period e.g. 3 hours. This is an effective tool and has the added advantage of providing extra customer service if the operative is trained to a high level. NCPS provide this service in centres around the country and due to our Security licensing our operatives can provide a dual role if required.

Whilst there is an advantage to this type of system it may not suit the needs or budgets of all centres. This is why NCPS has been working with our customers to provide a range of options that suits every need. The following highlights the type of solutions we have delivered in different centres around the country.



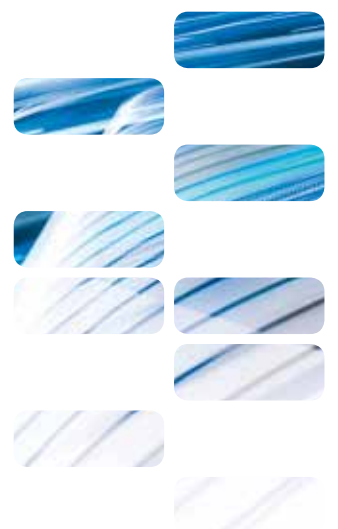
Option 1: Mobile Patrols

NCPS are in a position to provide a patrol service 7 days a week 24 hours a day due to our large nationwide fleet.

The attendants will patrol the car park with a Handheld Computer and log vehicles to ascertain their duration of stay. The objective being (but not necessarily confined to):

- 1 / To relocate staff to the designated parking areas
- 2 / To stop long stay parking i.e. max stay 3 hours
- 3 / To keep loading areas / double yellow lines and access areas clear

To achieve this tenants/staff are educated to the changes by way of informative leaflets. NCPS also erect signage to inform motorists of the maximum stay and our highly visible staff members are able to inform customers of the rules should they have any query. Any exceptions to the rules are made by using special permits.



Option 2: Parking Bay Sensors

A Parking Bay sensor is fitted into each bay in the car park. This sensor communicates to the control centre by wireless technology. It is battery powered and no large scale civil works are required.

When a car enters a bay– that space is signified as occupied and appears as such on the control centre's computer. If the occupant exceeds the maximum stay period then an email will be sent to our operative in his patrol van and he can apply a clamp and or warning sticker to the offending vehicle.

Other useful data such as length of stay in the bay and number of times the bay turns can also be gleaned as well of course as allowing data such as what are the busiest times of day and of the week etc.

Sensors are particularly useful as another means of audit trail if paid parking is in effect.



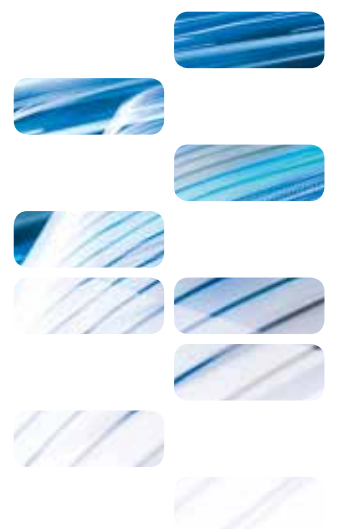
Option 3: Vehicle Recognition Cameras

Vehicle recognition systems give all the data of the sensors above but isn't space specific.

What it does show however is when a vehicle enters and leaves the centre. Ideally it should be linked to a customer service operatives handheld to allow an instant message to be sent to the operative when a car exceeds the maximum stay period.

It will also prevent people from simply moving one space up and availing of another period of maximum stay parking.

Vehicle recognition systems are particularly useful as another means of audit trail if paid parking was ever introduced.

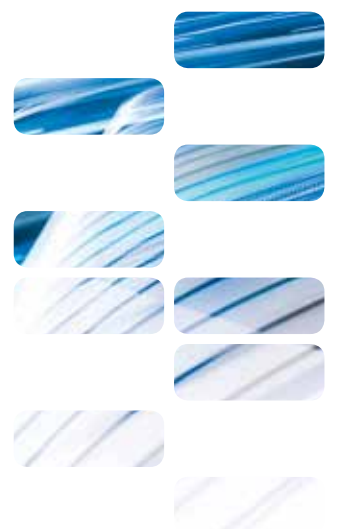


OPTION 4: Car Stackers

If the centre wishes to let staff remain on site then in order to minimise the amount of space they are occupying then car stackers may be an option.

Our technical team are more than happy to meet and discuss how these systems work. Essentially a ground space of 8 bays can be adapted to store up to 40 vehicles.

People would need to be trained in their use but NCPS are happy to provide such training or to provide a lease / buy back system. We would recommend however that stackers are not used in an area accessed by the general public.



OPTION 5: Paid Parking

The simplest way to ensure that people do not abuse the car park is to introduce paid parking. A free period and or a very low minimum tariff could be used so as not to affect genuine customers with the tariff rising sharply to prevent those staying for example three or more hours.

We have introduced just such systems in several centres around the country with the result being increased revenue for the centre not just in terms of parking revenue but also in an increased customer throughput.

NCPS would be happy to provide you with a proposal for paid parking in a format that suits your needs e.g. Pay & Display or Pay on Foot etc.

NCPS financial team are also happy to put together options that involve no capital outlay.

For a free appraisal of how you can protect your Shopping Centres car park and to join some 50 other retail sites throughout the country in choosing NCPS as your service provider please don't hesitate to contact Tom Harrington on +353-1-6349805

