



TRAFFORD SHOPPING CENTRE PREMIUM PARKING, UK



« Partnering with HUB at the Trafford Centre has significantly enhanced our Premium parking and valet service offerings. Their innovative ANPR and integrated booking systems deliver a seamless experience for our customers, reinforcing our commitment to excellence and convenience. We look forward to continuing this successful collaboration »

Lee Birko - Director for Premium Parking

CHALLENGE

The Trafford Centre opened in 1998 and is now one of the largest and most well-known shopping and leisure destinations in Trafford Park, Greater Manchester, UK.

The centre is known for its opulent architecture with grand columns and domed ceilings and hosts a mix of high-street shops and high-end shops and department stores, such as Selfridges and John Lewis. From 2011, Trafford Centre features **Europe's largest food court** and the UK's busiest cinema.

The Managing Agents Pradera Lateral contacted HUB UK based on previous projects other premium retail sites in the country, with the aim to create a **more elevate parking** experience within a dedicated area of the facility: **Premium Parking**, smoother and more rewarding.

BACKGROUND

The Trafford Centre covers over 2.2 million square feet; with **over 11,500 parking spaces**, it is one of the largest retail car parks in the UK.

Pradera Lateral recognised an opportunity to enhance the shopping experience by introducing a **Premium Parking** area tailored for guests seeking added convenience and exclusivity. This dedicated space located on the Peel 5 Upper car park offers now 200 spaces with quick access, larger bays (3x5m) for easier manoeuvring, and professional **car valeting** facilities, ensuring a seamless and elevated arrival experience.

Bays are color-coded in red (premium parking) and purple (premium valet services) to simplify the car park navigation.



CLIENT REQUIREMENTS

- Hybrid configuration with camera-based Automatic Number Plate Recognition (ANPR)
- Seamless integration with the Trafford Centre's website
- Pre-booking **reservation** with multiple options
- Advanced and efficient management capabilities through JMS software
- Contactless exit stations for a seamless leaving
- Valet parking service with simplified access for visitors
- Cashless pay stations
- Pay-at-exit option



SOLUTION

HUB UK provided a hybrid parking solution that seamlessly integrates ANPR (Automatic Number Plate Recognition) technology with a ticketed barrier entry system. This effective combination of access control configurations is fully integrated with the Trafford Centre's website, enabling visitors to **reserve parking in advance** with a few clicks.

With ANPR technology, the cameras automatically scan and log the vehicle's number plate upon arrival. If the vehicle has an active reservation, the system instantly recognises it and raises the barrier for seamless entry. If no pre-booking is detected, the entry station issues a ticket, granting access to the car park. Visitors without a pre-booking can pay at one of two **APC cashless payment stations** conveniently located at the shopping centre's exit or at the exit station that is equipped with a contactless CHIP & PIN terminal, allowing drivers to pay securely at the barrier before leaving.

In the exit process, for pre-booked vehicles, the ANPR system scans the number plate as the car approaches the exit, automatically raising the barrier. For vehicles without a pre-booking, the exit station displays the parking fee based on the duration of stay. A vehicle detection loop ensures smooth operation by triggering the exit station as the car enters the exit lane.

As part of the premium services offered by site operators H2O, visitors can take advantage of a **comprehensive vehicle valeting service**. Upon arrival at the valet booth, drivers simply hand over their keys to the professional staff and are free to enjoy the shopping and leisure facilities while their vehicle is expertly cleaned.

The service is managed by Lee Birko, Director of Premium Parking and franchisee of H2O Car Valeting, who brings extensive experience from managing multiple premium car care businesses across Greater Manchester. H2O ensures vehicles receive expert care by employing only top-quality tools and products, supported by a team of experienced detailers.

To guarantee security and efficiency, staff use key fob access to enter a **restricted valet area**, where vehicles are professionally cleaned. This controlled access system ensures that only authorised personnel can enter the valet service zone, safeguarding the vehicle security and maintaining top operational efficiency.

From the hybrid ANPR and ticketed entry system to premium parking and valet services, every aspect is designed to enhance convenience and efficiency. By **integrating smart technology** with **high-quality service** offerings, the Trafford Centre ensures a hassle-free arrival and departure experience, allowing visitors to focus on enjoying their time at one of the UK's premier shopping and leisure destinations.

