



FLEMINGATE SHOPPING CENTER



« From start to finish, the team at HUB have been fantastic. They took the time to understand our needs, proposed solutions that worked efficiently for us, and their after-sales support has been nothing short of exemplary. The entire process was handled with professionalism and care, and we've felt fully supported every step of the way. »

Shaun Dart, Flemingate Facility Manager

BACKGROUND

Flemingate Shopping Center, located in Beverley, UK, is a vibrant retail and leisure destination that opened in November 2015. Developed with a £70 million investment on a 16-acre site, it transformed a former industrial area into a bustling hub for shopping, dining, and entertainment.

Flemingate has been a **long-standing customer of HUB** Parking Technology. Their impressive 500-space multi-storey car park, constructed in 2013, officially opened to the public in 2015, equipped with HUB's Parcube system. In 2023, HUB UK was invited to re-tender for the site with a proposal to **modernize the facility** using the latest parking technology. HUB successfully secured the contract and

upgraded the site with state-of-the-art Jupiter hardware, JMS software, and LPR (License Plate Recognition) technology – transforming the car park into a **fully cashless operation**.

With an **annual influx of over 2.5 million visitors**, the Flemingate shopping center goes from strength to strength due to its ongoing development and addition of new stories, amenities, and modern customer services, like **EV charging bays** supporting the growing adoption of electric vehicles. The car park renovation has proved to be an equally future-forward upgrade, to **enhance customer convenience** and maintain efficient operations.



CLIENT REQUIREMENTS

- **Mixed access capabilities**, integrating both **contactless (proximity) card** technology and **automatic license plate recognition (LPR)** for seamless vehicle identification.
- Integration with JPass Pre-Booking system
- Cashless payment station
- J4M **web validation platform** for a tailored custom experience
- JMS **advanced management system** monitoring all features, integrated with payments and access media, to provide reporting on all operations
- Robust QR code panels for safer mobile payments (**scan to pay function**)
- **Pay-by-plate and exit lane payment** terminals for streamlined departure
- Flexible lane stations set-up with a **bi-directional lane**



SOLUTION

The car park now operates as a hybrid system that combines License Plate Recognition (LPR) with a traditional ticket-based system. This setup enhances efficiency while ensuring **reliability and choice for users**.

LPR cameras grant seamless access, automatically capturing vehicle number plates, logging the entry time and triggering the barrier to open. For users who prefer a ticket, one can be issued by pressing the button at the entry station. The exit station also includes a **contactless Chip & Pin terminal** allowing payment to be made at the exit, upon LPR camera reading.

The site is totally cashless and the payment process is smooth and practical. Customers enter their plate number at one of the **two APC pay stations**, and a fee is calculated on length of stay; alternatively they can scan their ticket, and the fee will be displayed on the terminal screen.

For a more convenient customer experience, J4Pay – HUB's Mobile Payment Platform – offers a **scan-to-pay option**. Customers who prefer not to download an App can easily scan the QR codes displayed throughout the car park. To ensure a secure payment experience, it was essential to **address the rising threat of cyber criminals** exploiting these codes for payment fraud, phishing, and malware distribution, creating a robust solution by **3D-printing QR codes** with highly durable weather resistant material. These QR codes are now embedded in all payment signage, providing a reliable and secure method for customers to make transactions and safer revenue for operators.

The system integrates J4M – HUB's web validation platform – that enables merchants to **issue parking discounts and vouchers**. Given the wide range of facilities on site, the car park serves many different types of users. J4M **empowers merchants** to use the voucher system as a **powerful marketing tool** – offering discounted parking as an incentive to attract footfall, encourage longer visits, and increase customer spend.

The hardware system setup has been designed with flexibility in mind, with a **bi-directional lane**: the system can have 2 entry lanes operational in the morning when entry traffic is far higher, then switch to making one of them an exit lane in the afternoon, to keep vehicles moving smoothly, thus creating a superior customer experience through adaptability.

The new parking solution has brought noticeable improvements to the customer experience. The system is more intuitive, efficient, and user-friendly, helping to **modernize day-to-day operations**. In its first full month, the system handled **nearly 19,000 transactions** – proof that customers are quickly getting on board and using it with confidence. By introducing this upgraded parking technology, Flemington car park now meets modern expectations – not just in terms of performance, but also in how it looks and feels.