Agenda Item No:

Report To: Cabinet

Date of Meeting: 27<sup>th</sup> January 2022

Report Title: Automatic Number Plate Recognition Installation

Report Author &

Job Title:

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Community Safety and Wellbeing Manager

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Parking, Highways and Transportation Team Leader

**Portfolio Holder** 

Cllr. Peter Feacey

Portfolio Holder for: Community Safety and Wellbeing

Summary: To introduce an Automatic Number Plate Recognition and

barrier system at Park Mall car park and operate on a pilot

basis as a wholly cashless car park.

Subject to the pilot being successful, it is proposed to

implement within Edinburgh Road car park.

**Key Decision**: YES

Significantly
Affected Wards:

Victoria

Recommendations: The Cabinet is recommended to:-

Text agreed by Simon Talijancic on 13 January 2022

- I. Approve the installation of an Automatic Number Plate Recognition (ANPR) and barrier system within the Park Mall car park and operate on a pilot basis as a cashless car park.
- II. Approve expenditure of up to £53,000 from the previously agreed capital budget to deliver the ANPR solution within the Park Mall car park.
- III. Delegate authority to the Head of Community Safety and Wellbeing in consultation with the Portfolio Holder for Community Safety, to effect and complete all necessary steps for the implementation of ANPR at Park Mill car park.
- IV. Receive further update reports as necessary prior to potentially introducing a similar system and

## payment arrangements within Edinburgh Road car park.

#### **Policy Overview:**

Parking plays a crucial part of our transport infrastructure, especially given the link between transport accessibility and the vitality of our high streets and town centre.

The Council's Corporate Plan identifies Targeted Growth, (stimulating economic investment and growth) as a key priority. Ensuring our car parks are attractive to customers will ensure they are fully utilised and thus contribute positively to the council's economic position. ANPR installation is an important part of this.

ANPR systems and the associated technology provide visitors with a secure and efficient parking service. When combined with appropriate charging fees, ANPR provides the operator with opportunities for a greater return on investment and ongoing service improvement. The proposal supports the objectives of the Town Centre re-set.

The phased removal of cash from council business is an agreed council policy (minute reference CA240920/77) refers). This is in response to the wider changes we are seeing in society, namely the move to digital services and a response to the Covid-19 pandemic whereby many do not wish to handle cash or use terminals that may be contaminated with the virus.

## Financial Implications:

The capital cost of ANPR systems was approved in December 2019 for Elwick Place and Victoria Road. This funding was used to implement the ANPR system in Elwick Place but has not been utilised for Victoria Road due to this being used as a COVID-19 testing centre.

Following the recent purchase of the NCP car park in Park Mall it is considered that this and Edinburgh Road car park would be the next two car parks that are most appropriate for ANPR.

There remains sufficient capital within the budget earmarked for ANPR to cover the required equipment and ground works plus a provisional sum for miscellaneous equipment, third-party back office IT systems and a 10% contingency.

The cost of installing ANPR within Park Mall car park on a cashless basis is £52,885.

There will be on-going operational expenditure in the region of £22,000 per year (note this figure is for both car parks).

It is anticipated that the initial capital expenditure and ongoing annual operational expenditure will be covered by parking receipts and efficiencies achieved as a consequence of this and other digital transformation that is taking place within the parking service.

#### **Legal Implications:**

Planning permission is not required. The works are considered to have permitted development rights under the Town and Country Planning (General Permitted Development) (England) Order 2015 (Part 12 Class A).

Vehicle registrations marks are defined as personal data because the operator is able to identify an individual from the information held together with the ability to obtain keep details from the DVLA. A Data Protection Impact Assessment is required and will be completed shortly and any recommendations arising from the assessment will be complied with.

Equalities Impact Assessment:

See Appendix A

Other Material Implications:

The greatest staffing impact will be on the assigned Project Manager i.e. the Team Leader for Parking, Highways and Transportation, and the Senior Operations Officer.

The project implementation will be accommodated within existing resources.

There will be some changes associated with a move to ANPR for our civil enforcement officers (CEOs) as less enforcement is required within car parks covered by ANPR. The reduction is not, however, significant as only one additional car park is recommended for ANPR installation. The CEOs will be involved in the project roll out e.g. providing guidance to customers within the car parks and dealing with payment/barrier issues.

Exempt from Publication:

No

Background

Papers: None

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# Report Title: Automatic Number Plate Recognition Installation

### Introduction and Background

#### **ANPR**

- 1. The council is keen to constantly develop its parking service and enhance customer experience. The introduction of Automatic Number Plate Recognition (ANPR) at Elwick Place car park in November 2020 allowed customers to leave their vehicles for as long as they wish. They are able to pay for time used via their online accounts (whereby they do not need to use a payment machine at all), using a credit card payment at a terminal or via the contactless card machine at the barrier.
- 2. ANPR parking systems provide more extensive back office management tools to monitor and evaluate car park usage. This is also an opportunity to go wholly cashless from implementation for any new ANPR car parks. Cashless payments are now 93% in Elwick Place car park, demonstrating the popularity of this payment method.
- 3. The aspiration over time is to implement ANPR in all suitable car parks, providing an operating system that is as flexible as possible. Upgrading to a state-of-the-art technology solution will enable this to be achieved. This report, however, only relates to installing in Park Mall car park immediately and Edinburgh Road car park to follow on next.
- 4. This initiative goes hand in hand with the economic development of the town centre which will continue at pace with a number of major development schemes already underway. It is in line with:
  - Projected year on year growth in the local population
  - Demand for off-street parking
  - Need for greater on-street controls which consequently increases demand of off-street facilities
- 5. In order to respond to the above factors, the council's parking strategy needs to:
  - Manage the supply, location and pricing of parking to support local economic growth and the prosperity of the town centre.
  - Manage the direction of short and long stay parking to meet the needs of town centre developments.
  - Upgrade to state-of-the-art technology solution to enable this to be achieved, making our car parks as easy and simple for customers to use as they can be.
  - Provide high quality parking facilities that create demand and attract usage.
  - Engage with the public so they are a part of our developing parking policies.

- 6. As highlighted in the Government's Build Back Better High Streets Report<sup>1</sup>, parking has a crucial part to play in protecting and promoting the vitality of our high streets and town centre. This includes:
  - moving cars from on-street parking into car parks,
  - · making high streets more accessible to shoppers,
  - ensuring that parking space supply and parking tariffs support high street strategies and are joined up with local transport plans,
  - tackling local air pollution and reducing emissions affecting schools, businesses and residents.

#### A cashless operation

- 7. As previously stated, the phased removal of cash from council business is an agreed council policy. This is in response to the wider changes we are seeing in society, namely the move to digital services and a response to the Covid-19 pandemic whereby many do not wish to handle cash or use terminals that may be contaminated with the virus.
- 8. Operating a cashless system also avoids collection costs and reduces installation and maintenance cost. The removal of cash payments is of benefit to our customers, as it maximises convenience and satisfaction, through ease of use and a streamlined payment process. It also mirrors the processes put in place by many retailers in response to Covid-19, where they are actively discouraging cash payments at the till. It supports the safety of those involved in removing cash from the payment machines, not only in terms of exposure to the virus but also in terms of reducing the risk of physical threats when removing cash. It will aid social distancing by reducing queuing and contact with machines, another potential source of transmission. The majority of the public have adapted to the behavioural changes that have been accelerated by the pandemic and have embraced technology and cashless payment options. It should be noted that removing cash from the parking machines is a phased process and is being closely monitored.

## **Proposal**

- 9. To introduce ANPR and a barrier system within Park Mall car park.
- 10. It is further proposed that Park Mall car park be operated cashless from the point of ANPR installation. ANPR will enable customers to pay easily for their parking via pay-by-phone (i.e. RingGo) or via an online account. It is stressed that customers will not be required to have an online account; they will be able to pay by credit card on exiting the car park.
- 11. In making this proposal it should be noted that the following Ashford town centre car parks still have the facility for payment using cash:
  - Edinburgh Road (located immediately next door to Park Mall car park)
  - Civic/Stour Centre,
  - Dover Place,

<sup>&</sup>lt;sup>1</sup> Build Back Better High Streets Report (publishing.service.gov.uk)

- Elwick Place,
- Elwick Road,
- Station Road and
- Vicarage Lane.
- 12. The intention is to start the ANPR and barrier installation in Park Mall car park upon cabinet approval i.e. Spring 2022.
- 13. The success or not of the cashless pilot will be carefully monitored and the outcome reported to a future cabinet meeting. It is our aspiration to also install an ANPR system within the Edinburgh Road car park and operate on a cashless basis but this decision will be made in light of the Park Mall pilot.

#### Benefits of ANPR

- 14. The following benefits are anticipated:
  - Provides the customer with a reliable, accessible, easy to use and flexible parking solution and therefore protects the council's parking income stream.
  - Lower system maintenance costs.
  - Reduced ASB and criminal behaviour.
  - A parking payment system that is secure and compliant with industry standards.
  - A technology platform that is in line with the council's digital transformation strategy.
  - An on-line account facility that has the potential to drive customer signup to the council's wider on-line portal providing links to other services across the council and potential commercialisation opportunities.
  - The payment machines can be fully integrated with powerful ANPR data to match vehicle details inputted to reduce manual entry errors. Not only does this provide confidence to the motorist and an easy-to-use system but also allows us to monitor the duration of the stay along with the ability to identify whether they have paid or not
  - A fully integrated system between our pay-by-phone system and the ANPR back office systems which will ensure an efficient service for our customers.

#### Financial and resource issues

- 15. Our ANPR provider (Sagoss) have quoted capital expenditure totalling £137,500 for both car parks. This is broken down as follows:
  - £103,000 for equipment, including £25,000 for installation and ground works
  - £22,000 annual expenditure for licences and back office maintenance and monitoring
  - 10% contingency
- 16. The cost of only installing within Park Mall car park and operating on a cashless basis is £52,885.

- 17. The required funding is within the council's capital budget. Approximately £233,000 is available for ANPR for this project and subsequent ANPR installations.
- 18. The funds requested for this project cover the ANPR and barrier systems plus card payment terminals (in the car parks) and signage. It also covers groundwork and installation, back office systems and integration with relevant third party systems such as on-line accounts and payments. An example of the type of equipment that will be installed is provided Appendix B.
- 19. There will be on-going revenue expenditure in the region of £22,000 (for both Park Mall and Edinburgh Road car parks). It is anticipated that this will be offset by additional parking income and efficiencies, such as reducing cash handling payments and other associated costs.
- 20. ANPR information can drive continual business improvement. Camera data can provide insights into user behaviour that allows for more informed decision-making and consequent efficiency savings. Back-office staffing costs may increase e.g. intercom calls, but decrease in terms of off-street enforcement once ANPR installation and the move to a cashless operational model has taken place.

#### **Procurement arrangements**

21. The council is able to draw on an existing agreement with its current supplier, SAGOSS, to implement the ANPR systems in Park Mall car park and subsequently Edinburgh Road car park.

#### **Expected Programme of works**

- 22. Subject to the approval of the recommendations contained within this report, the aim is to align the ANPR installation with the improvement and repair work that is being managed by the Corporate Property and Projects Service. The plan is to install the ANPR system in Park Mall in early 2022 ready to open in May 2022.
- 23. As this car park is currently closed for the above mentioned improvement and repair work, there will be no disruption to existing users or local businesses during this period.
- 24. The delivery programme key milestones are currently planned as follows:

Activity	Target completion date
Cabinet approval	January 2022
Site visits	January 2022
Instruction to Sagoss (supplier) and	January 2022
contract to be amended to reflect	
these two new car parks	
Equipment manufactured / configured	February 2022
Systems installed / tested and training	March 2022
Construction completion and	April 2022
commissioning	
ANPR live	Late April 2022

25. The programme may also need to be adjusted in light of the repair works are being planned for Park Mall car park.

#### **Customer arrangements**

- 26. The ultimate aim is to operate all our car parks without tickets and not to take cash. This will however take time and Cabinet has previously acknowledged the need to support our customers during this transition period. Ideally, we want our regular customers to set up online accounts. Those with online accounts never have to go near a payment terminal.
- 27. For those visitors who do not have accounts, as previously mentioned, they will be able to pay when exiting the car park using a credit card. It is important to understand that all customers can still pay this way and they do not need the app or an account. We are only removing cash as a payment method. Customers can also pay by phone (i.e. RingGo).
- 28. Users will be encouraged to sign up for an account with the council as the most convenient way to pay. By providing their vehicle and payment details they will be able to pay automatically. Signing up is easy, fast and safe.
- 29. While it is likely that there will a high level of satisfaction with the new arrangements, there will be a need to interact with our customers if difficulties are experienced. They will be able to speak to the back office parking team during regular office hours or the CEOs who operate over an extended shift. When the CEOs are not on duty, the calls will be handed by the Ashford Monitoring Centre (AMC) thus ensuring 24/7 support is available for customers. The back office, CEOs and AMC can remotely lift the barrier to enable a car to leave the car park.
- 30. Customers that wish to use cash have a number of alternative car parks within the town that will enable them to continue paying that way.
- 31. There will be a marketing campaign in the lead up to implementation in order to build confidence in the system and encourage cashless payment take-up. The campaign will include machine signage, street advertisement, website pages, social media posts and other communication methods. The alternative payment methods will also be advertised as well as ensuring customers know that our other car parks currently take cash.

### Implications and Risk Assessment

32. The risk assessment for this project is under regular review, however, a summary of the current position is provided as follows:

#### Risk 1 – Disruption for existing customers during the installation of ANPR

While the physical installation of ANPR is unlikely to cause problems for our customers, there will no doubt be teething problems as people get used to the new payment arrangements. Additional support will be provided by our parking staff in the early days and guidance provided on-line.

#### Risk 2 - Financial risks

An economic downturn could affect income streams if demand for parking drops. This is, however, a risk relevant to all our car parks and is not exacerbated by introducing an ANPR system. Such systems enable dynamic parking charges and therefore are a positive in terms of encouraging use and being flexible to changing customer demand. Changing social behaviour could see a shift from car usage which again results in less demand for public parking.

It is a potential risk that money spent on the ANPR equipment would be wasted if this car park was taken out of use as part of wider town centre development plans. The equipment can however be moved to alternative car parks and therefore this risk is mitigated.

#### Risk 3 – Technology/system risk

The technology is well tested and currently operating successfully in Elwick Place.

#### Risk 4 – Reputational risk

Customers may not want to move away from cash and feel that they are being forced to do so. This could affect those without bank accounts and those who struggle with new cashless technology. A marketing campaign, run alongside this project, will provide details of where customers can still park and pay by cash.

The risk is also mitigated by making the system as easy to use as possible so that any fears over cashless are dispelled. Customers who experience problems will also be able use a contactless pay-at-the-barrier terminal that will let customers know that they have not paid yet, indicate how much they owe, and explain how to quickly pay.

## **Equalities Impact Assessment**

- 33. An equality impact assessment (EIA) as provided at Appendix A. The only negative impact identified is on those who wish to, or are unable to, pay other than by using cash. While this is highlighted for the elderly, other groups and indeed individuals may be negatively impacted by removing cash as a payment method. Credit and debit cards can also be used, so there is no requirement to download apps, sign up for accounts etc. Retaining provision for cash payment at other car parks further reduces this impact. It is also the reason for recommending the cash free element be introduced as a pilot so that the impact can be fully assessed.
- 34. A positive impact has been identified for customers with physical and mental disabilities in that parking can be paid for without having to use a payment terminal. The use of ANPR in car parks in particular is a technology that enables the delivery of many new customer friendly systems and improves accessibility for the elderly and disabled motorists by enabling hands-free entry and exit and the use of internet based pre-booking systems and parking accounts.

- 35. The decision to introduce ANPR will not give rise to unlawful discrimination.
- 36. The Project Manager will monitor the equality impact implications as the project progresses.
- 37. The Ashford Disabled Access Group will be contacted prior to implementation with a view to mitigating any currently unidentified negative consequences of the decision to implement the technology and payment methods.

#### **Consultation Planned or Undertaken**

38. The ANPR system being recommended is the same system that has been operating in Elwick Place since November 2020. The effectiveness and popularity of the system is demonstrated by the positive feedback from customers and the high percentage take up of pay by phone.

### **Other Options Considered**

#### 39. Do Nothing i.e. no ANPR at Park Mall or Edinburgh Road

There is a need, especially in the launch of the Park Mall car park, to introduce a system that allows for dynamic parking payment arrangements in line with the potential mixed usage of this car park. We know that ANPR and pay-by-phone systems are accepted by many customers and are increasingly offered in many private car parking situations. It is also believed that ANPR will maximise the potential of this and other car parks. For these reasons to do nothing is not a sensible option.

#### 40. Install ANPR in both car parks and operate as wholly cashless

While there are advantages in installing ANPR in both car parks and operating cashless from day one, we do however need to be mindful of the risks as highlighted in the report, especially operating cashless in both car parks at the same time. By starting in just Park Mall we are able to minimise risks and avoid unnecessary expenditure. If it works then we will roll it out to Edinburgh Road and if not we will adapt the arrangement for any subsequent car parks.

## 41. Install ANPR in <u>both</u> car parks but operate Park Mall only as a "pilot" cashless car park (i.e. cash payment still permitted in Edinburgh Road)

This option has the advantage of bringing another ANPR car park on line sooner rather than later, however, the desire to test cashless parking in a single car park means that we need to see the outcome of this pilot before purchasing equipment tailored to a cashless method of operation. Edinburgh Road would still permit cash payments for this option.

## 42. Install ANPR in both car parks, continuing to allow cash payments but only at a restricted number of terminal(s)

This option would enable us to benefit from the ANPR technology and move more gradually towards cashless operation. Due to the number of floors within multi-storey car parks, several coin payment machines would have to be installed. This would increase the cost of installing ANPR, as the quote provided does not include coin payment machines.

### **Reasons for Supporting Option Recommended**

- 43. Whilst officers would ideally like to see ANPR installed in both car parks at the same time, it is sensible to see the results of the pilot before a decision is made regarding Edinburgh Road and that treating just Park Mall as a pilot cashless car park is a sensible way forward. It will allow us to see whether the policy is successful or not before extending to other car parks.
- 44. This option reduces the ANPR installation cost at this point in time as we would only need to draw on the capital budget for Park Mall car park.
- 45. This option supports the council's vision of operating a parking service that embrace new technologies and is moving towards a cashless parking service.

### **Next Steps in Process**

- 46. Following agreement, work would commence to install ANPR and have it functioning by May 2022.
- 47. Working with our Communications & Marketing Team we can encourage, promote and influence users through signage, communications and social media to use both car parks and be aware of the changes that are being made.

#### Conclusion

48. ANPR will improve customer experience and has the potential to maximise income streams for the council as well as leading to operational efficiencies. The recommendation is to introduce ANPR as per the programme detailed within the report. There is no doubt that use of this technology will greatly improve the off-street parking service. By employing the system already in use at Elwick Place we are able to build on that success. Our aspiration is to introduce ANPR in all appropriate car parks across the Borough in due course. Where necessary, additional reports will be provided to cabinet.

#### Portfolio Holder's Views

49. Every day, businesses spanning the private and public sectors are struggling to improve the quality and convenience of their car parks. They are doing this through ANPR providing a simple, cost effective and reliable approach to parking for their customers. No longer will customers have to worry about the stress of ticket loss or returning to top-up, and when they are ready to leave they have lots of choice as to how to pay for their parking session. With online accounts they never have to go near a terminal again. I am supportive of the gradual move towards cashless parking as recommended and see the pilot an

opportunity to check that it works for our customers. Hopefully we then be able to build on the success of this project.

Cllr Peter Feacey, Portfolio Holder for Community Safety and Wellbeing

## **Contact and Email**

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## Appendix A – Equality Impact Assessment

Lead officer:	Alison Oates/Sheila Davison	
Decision maker:	Cabinet	
<ul> <li>Policy, project, service, contract</li> <li>Review, change, new, stop</li> </ul>	Approval in principle to proceed with proposed installation of ANPR in Park Mall Car Park and pilot as a cashless car park	
Date of decision:	27 January 2022	
The date when the final decision is made. The EIA must be complete before this point and inform the final decision.	27 January 2022	
Summary of the proposed decision:	The proposed decision will be to introduce an ANPR and barrier system at Park Mall car park.	
<ul> <li>Aims and objectives</li> <li>Key actions</li> <li>Expected outcomes</li> <li>Who will be affected and how?</li> <li>How many people will be affected?</li> </ul>	Use of this technology provides visitors with a secure and efficient parking service. When combined with appropriate charging fees, ANPR provides the operator with opportunities for a greater return on investment.  The expected outcomes and benefits of an ANPR system are:  • An increase in satisfaction with parking for our residents, business and visitors and for customers to report that the ANPR parking experience was better than the previous pay and display system.  • Greater protection of existing parking revenue streams by providing the customer with a reliable, accessible, easy to use and flexible parking solution.  • Lower system maintenance costs and more automated parking solution.  • A parking payment system that remains secure and compliant with industry standards.  • A technology platform for parking that is in line with our digital transformation strategy.  • An on-line account facility that has the potential to drive customer sign-up to the council's wider on-line portal i.e. links to other services across the council.  All current and new users of the car park will be affected in that the method of paying will change.	

#### Information and research:

- Outline the information and research that has informed the decision.
- Include sources and key findings.

Information on ANPR systems and the experience of other car park operators and other council's has informed the decision to recommend that a further ANPR system is introduced.

Data on takeup of pay-by-phone and feedback from customers has also informed the decision.

Assess the relevance of the decision to people with different protected characteristics and assess the impact of the decision on people with different protected characteristics.

When assessing relevance and impact, make it clear whom the assessment applies to within the protected characteristic category. For example, a decision may have high relevance for young people but low relevance for older people; it may have a positive impact on women but a neutral impact on men.

Protected characteristic	Relevance to Decision High/Medium/Low/None	Impact of Decision Positive (Major/Minor) Negative (Major/Minor) Neutral
AGE		
Elderly	Medium	Positive & Negative – Minor
Middle age	Low	Positive & Negative – Minor
Young adult	Low	Positive & Negative – Minor
Children	Low	Positive - Minor
DISABILITY		
Physical	High	Positive – Major
Mental	Medium	Positive – Minor
Sensory	Low	Neutral
GENDER RE- ASSIGNMENT	None	Neutral
MARRIAGE/CIVIL PARTNERSHIP	None	Neutral
PREGNANCY/MATERNITY	Low	Positive – Minor

RACE	None	Neutral
RELIGION OR BELIEF	None	Neutral
<u>SEX</u>		
Men	Low	Positive – Minor
Women	Low	Positive – Minor
SEXUAL ORIENTATION	None	Neutral
ARMED FORCES COMMUNITY		
Regular/Reserve personnel	None	Neutral
Former service personnel	None	Neutral
Service families	None	Neutral

## Mitigating negative impact:

Where any negative impact has been identified, outline the measures taken to mitigate against it.

The only negative impacts identified are on those who wish to pay by cash. This is mitigated by retaining provision for cash payment at other car parks.

#### Is the decision relevant to the aims of the equality duty?

Guidance on the aims can be found in the EHRC's <u>Essential Guide</u>, alongside fuller <u>PSED Technical Guidance</u>.

Aim	Yes / No / N/A
1) Eliminate discrimination, harassment and victimisation	N/A
Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it	Yes
Foster good relations between persons who share a relevant protected characteristic and persons who do not share it	N/A

#### Conclusion:

 Consider how due regard has been had to the equality duty, from start to finish. Technology is an enabler of equality and improved access and services in parking. The use of ANPR in car parks in particular is a technology that enables

- There should be no unlawful discrimination arising from the decision (see guidance above).
- Advice on whether the proposal meets the aims of the equality duty or whether adjustments have been made or need to be made or whether any residual impacts are justified.
- How will monitoring of the policy, procedure or decision and its implementation be undertaken and reported?

the delivery of many new customer friendly systems and improves accessibility for the elderly and disabled motorists by enabling hands-free entry and exit and the use of internet based pre-booking systems and parking accounts.

The wider improvement to this car park will promote the safety of all users. Park Mall car park has dedicated parking spaces for the disabled and there will be no reduction in the number of such spaces, although adjustments may prove necessary. Consultation with relevant stakeholders will take place should this be necessary.

The decision to install ANPR and cashless parking will not give rise to unlawful discrimination.

Ongoing monitoring for the project will be undertaken by the Project Manager.

**EIA** completion date:

10 January 2022

## Appendix B - Examples of ANPR equipment



**Flow Plates** 



**Barrier** 



Payment machine on exit



Pay machine



**ANPR** camera



Signage