

# Discover the Open Market in parking

In an Open Market, motorists choose which parking app is best for their needs: quality of service, user experience, unique features, value – and in the future, additional services such as EV charging.

It's a big shift in mobility that unleashes competition between cashless parking providers and drives innovation. Parking operators benefit from lower implementation and operating costs, creating a nationwide infrastructure for parking payments that benefits motorists – no matter where they park.



Historically, operators have relied on tender-based procurement processes to choose a single phone parking provider. However, with the development of new technology, funded by the Department for Transport (DfT), parking operators can now get the most value from providers, while giving motorists better choice.



## Benefits of the Open Market

### Operators

- Provide a greater choice for drivers: happier motorists
- Create fair competition: lower barrier to entry for new providers
- Increase resilience: multiple suppliers to rely on
- Save money: increase cashless adoption.

### Motorists

- Let motorists choose their preferred app for parking
- Ease of use: reduces inconvenience of downloading multiple apps
- Better customer experience powered by additional services.

### Service providers

- Gain focus: creating value for motorists
- Deliver innovation: investment powered by competition
- Simpler, more sustainable business models.

## The Open Market is already here

The National Parking Platform (NPP) is a DfT-funded parking hub. It's currently operating in Manchester, Oxfordshire, and Cheshire West and Chester, with notable results.

The NPP allows approved providers to seamlessly integrate their services, reducing local authority implementation, management and procurement costs. As more operators tap into the NPP, and unlock the benefits, cashless parking providers will invest in developing improved features and integrated services to attract more motorists to make the switch to digital payments.

## How the Open Market works

Operators need to implement 'parking hub' technology to allow multiple providers to compete in a dynamic, local marketplace. A parking hub simplifies the exchange of data and digital payments, offering a transformative new way of delivering better parking and mobility services.

Popular in the Nordics, the Netherlands and Germany, the UK will join the many European countries already benefiting from an Open Market model.

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To find out how your area can benefit, contact Andy Stott, Commercial Director: [andy.stott@ringgo.co.uk](mailto:andy.stott@ringgo.co.uk)

