

PROOF OF EVIDENCE

# Sairam (Holdings) Ltd

Stanmore and Edgware Golf Centre

**Brockley Hill** 

September 2022

Proof Of Evidence of David Bird BSc, CEng, MICE On Transport Issues

Volume 2 – Figures and Appendices

vectos.co.uk



### **Figures**

Figure 2.1 - Strategic Site Location
Figure 2.2 - Local Site Location
Figure 2.3 - 2km Walking Isochrone
Figure 2.4 - 8km Cycling Isochrone

#### **Appendices**

Appendix A – Standard Car Parking Layout

Appendix B – Valet Car Parking Layout

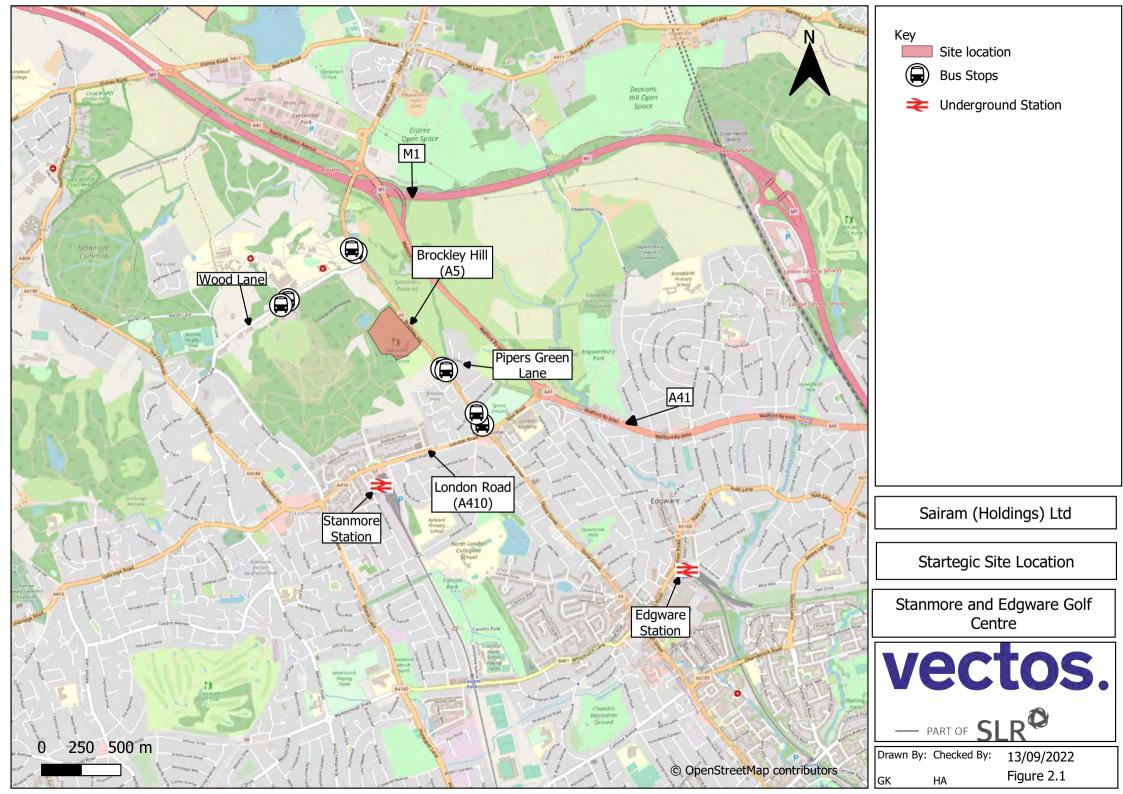
Appendix C – Coach Tracking Appendix D – Site Travel Surveys

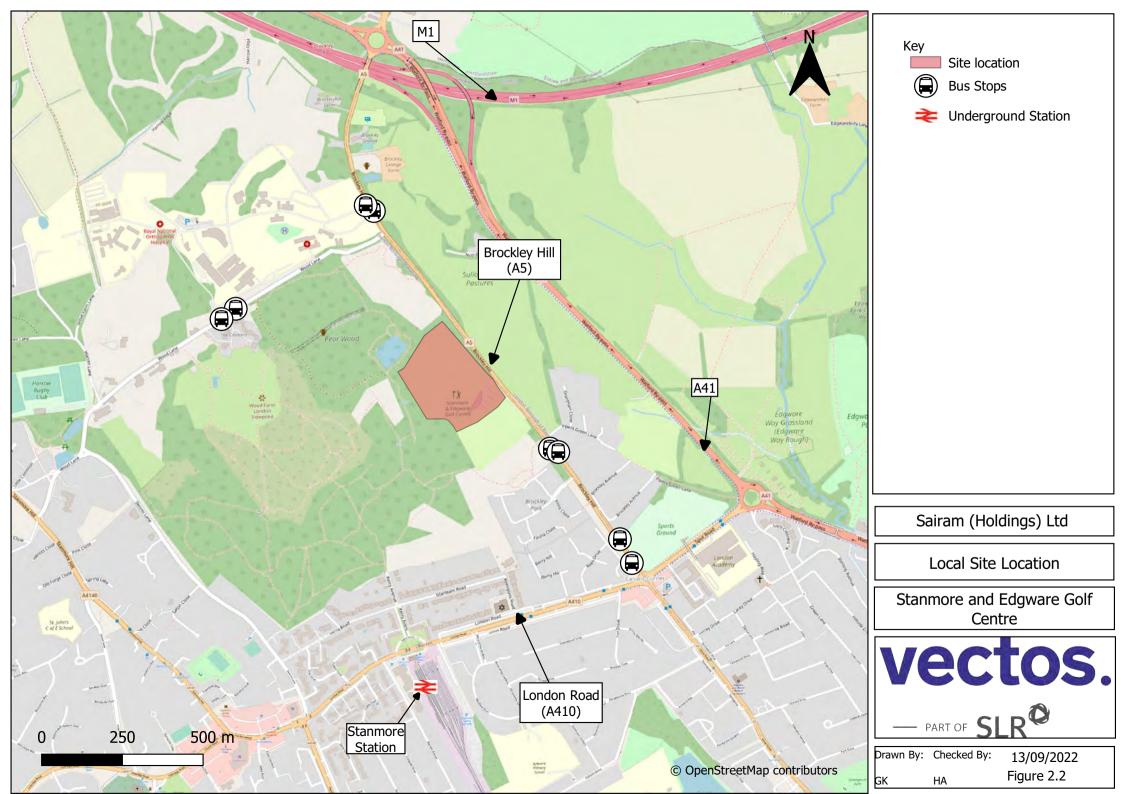
Appendix E – Chauntry Statement of Intent
Appendix F – ValetParked Statement of Intent

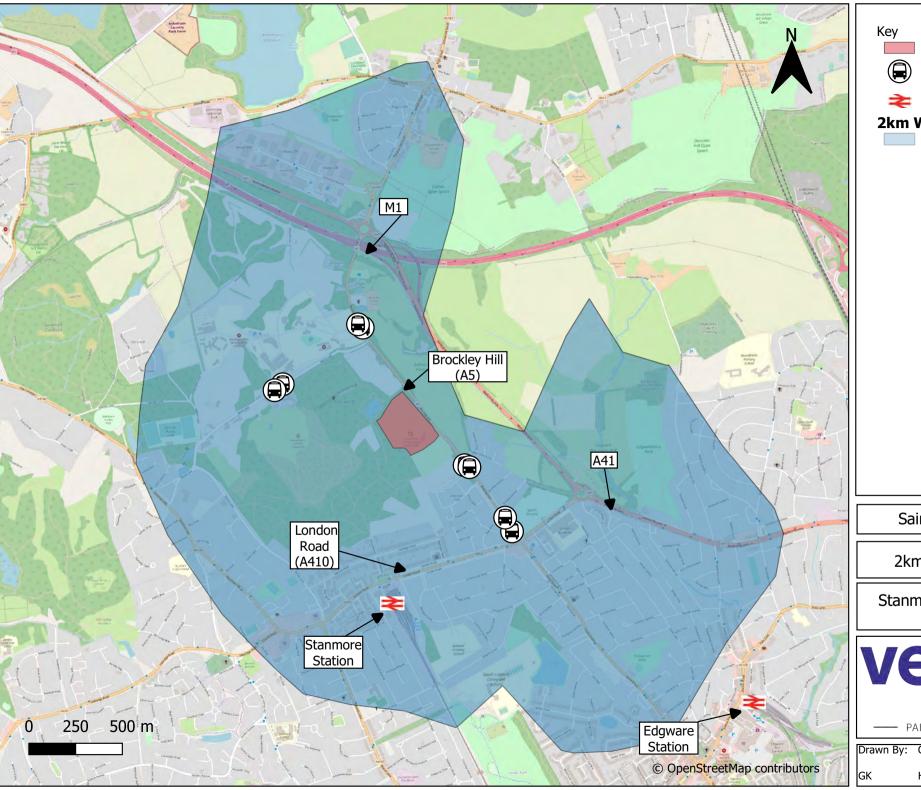
Project title, Topic Name vectos.co.uk



## Figures







Site location **Bus Stops** Underground Station **2km Walking Isochrones** 2000 m

Sairam (Holdings) Ltd

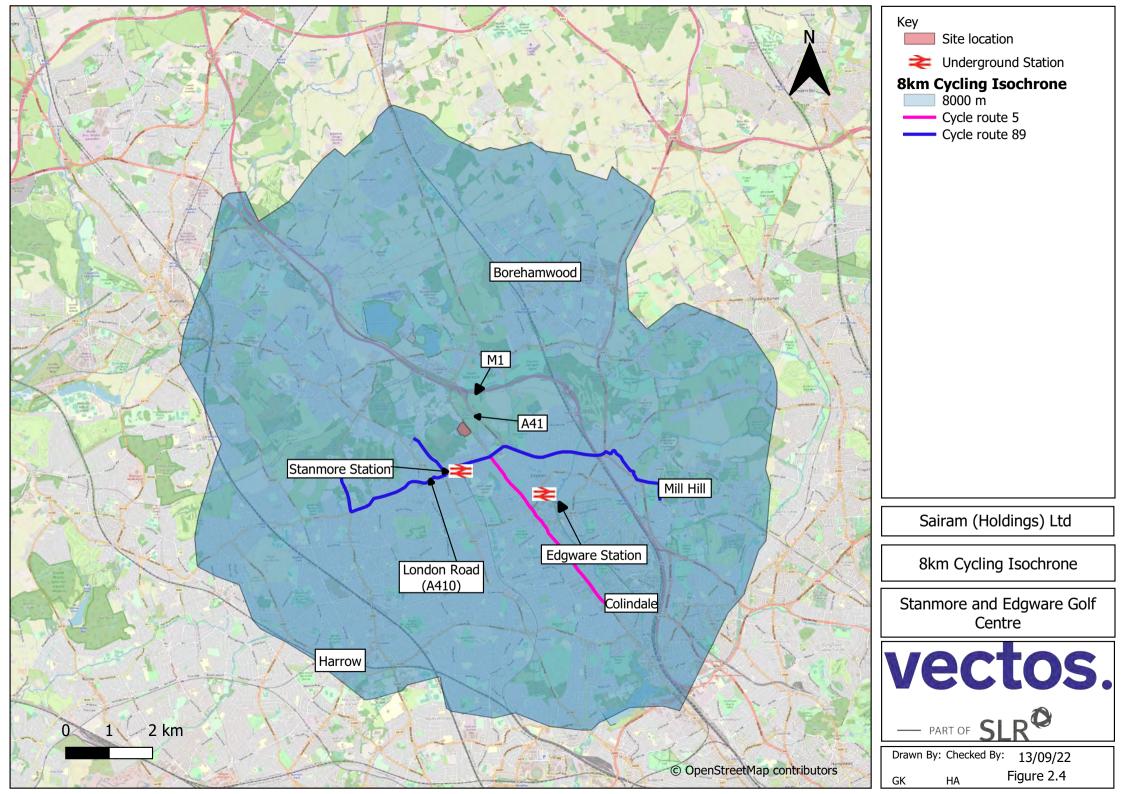
2km Walking Isochrone

Stanmore and Edgware Golf Centre

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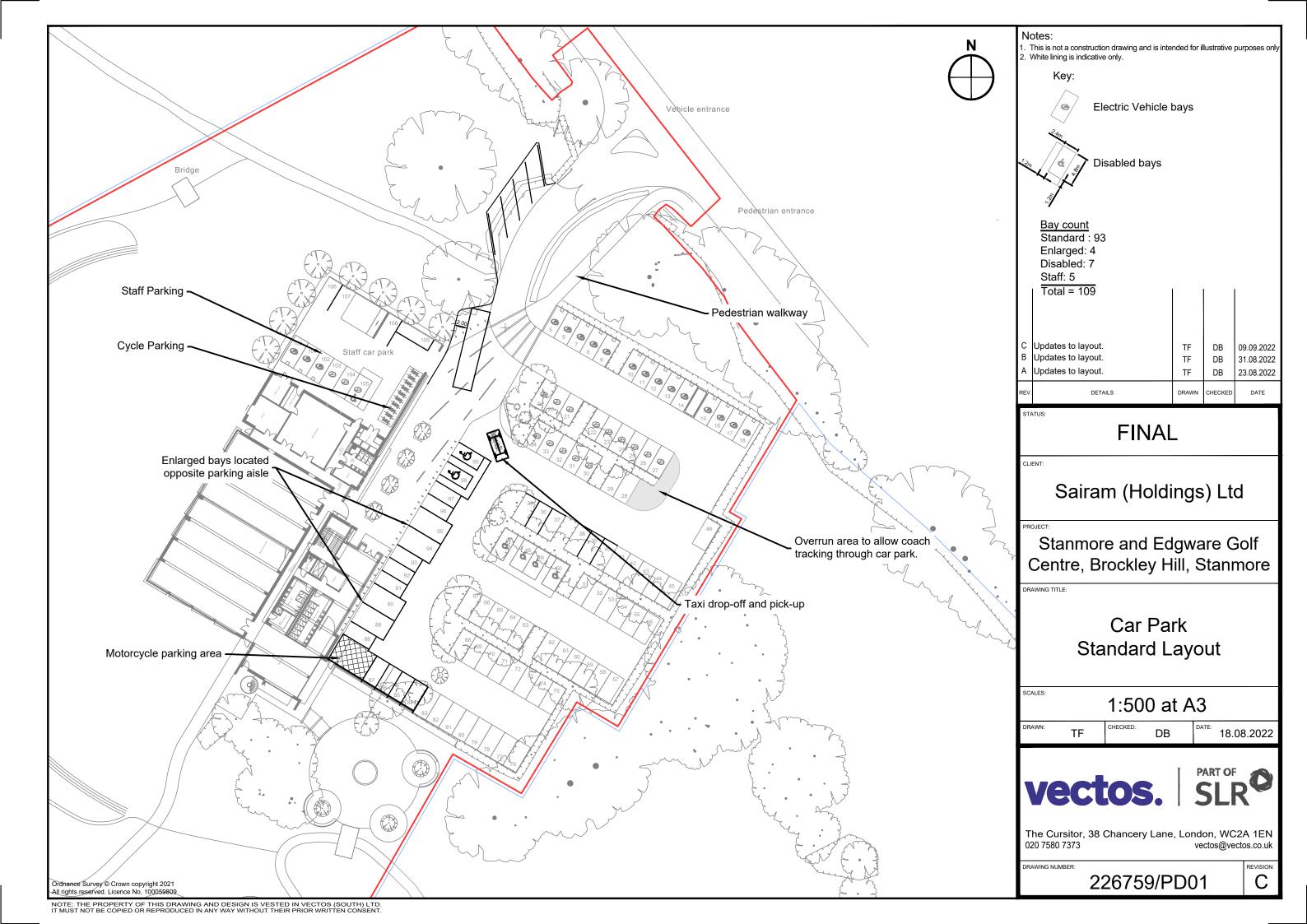
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Figure 2.3



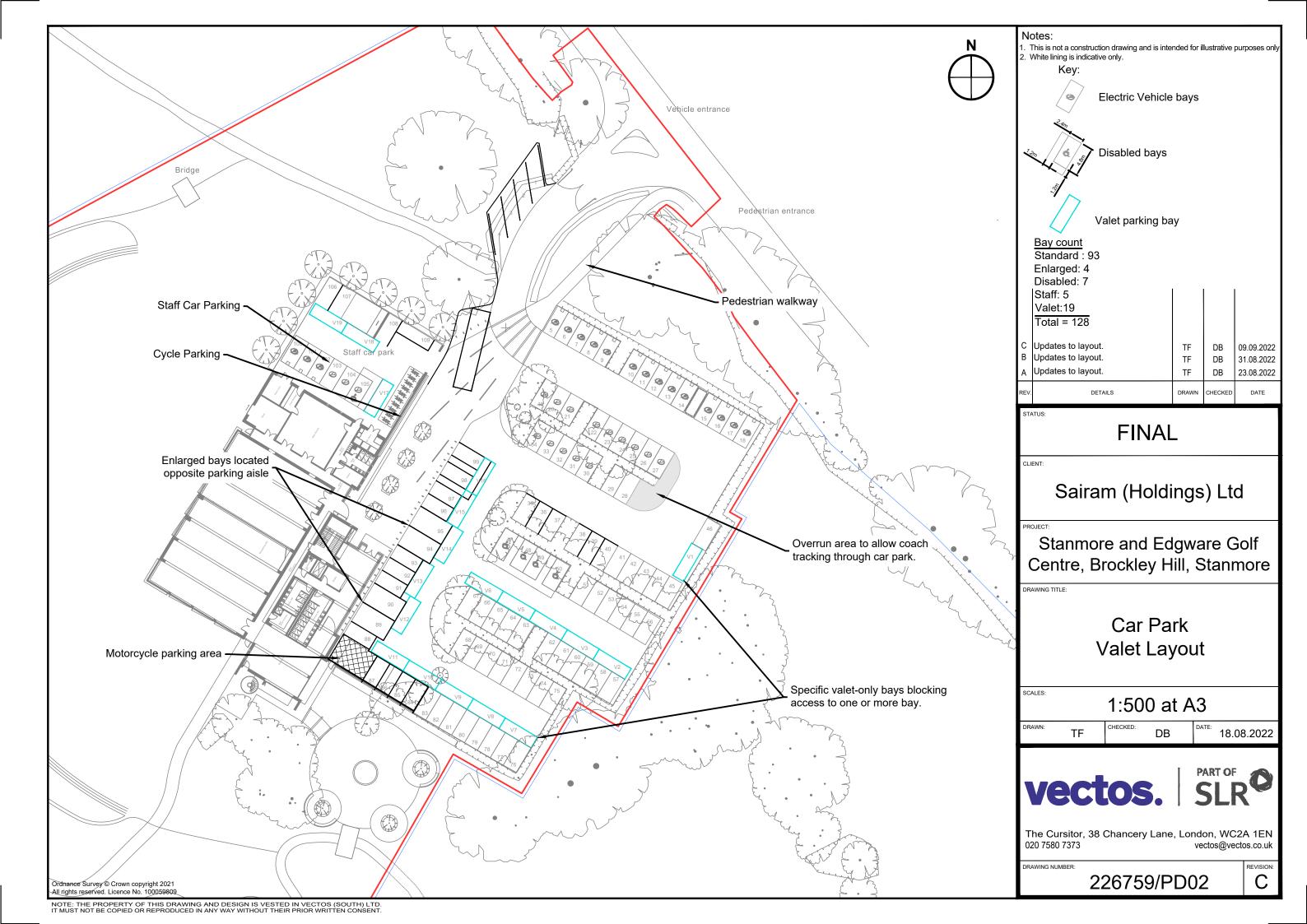


### Appendix A



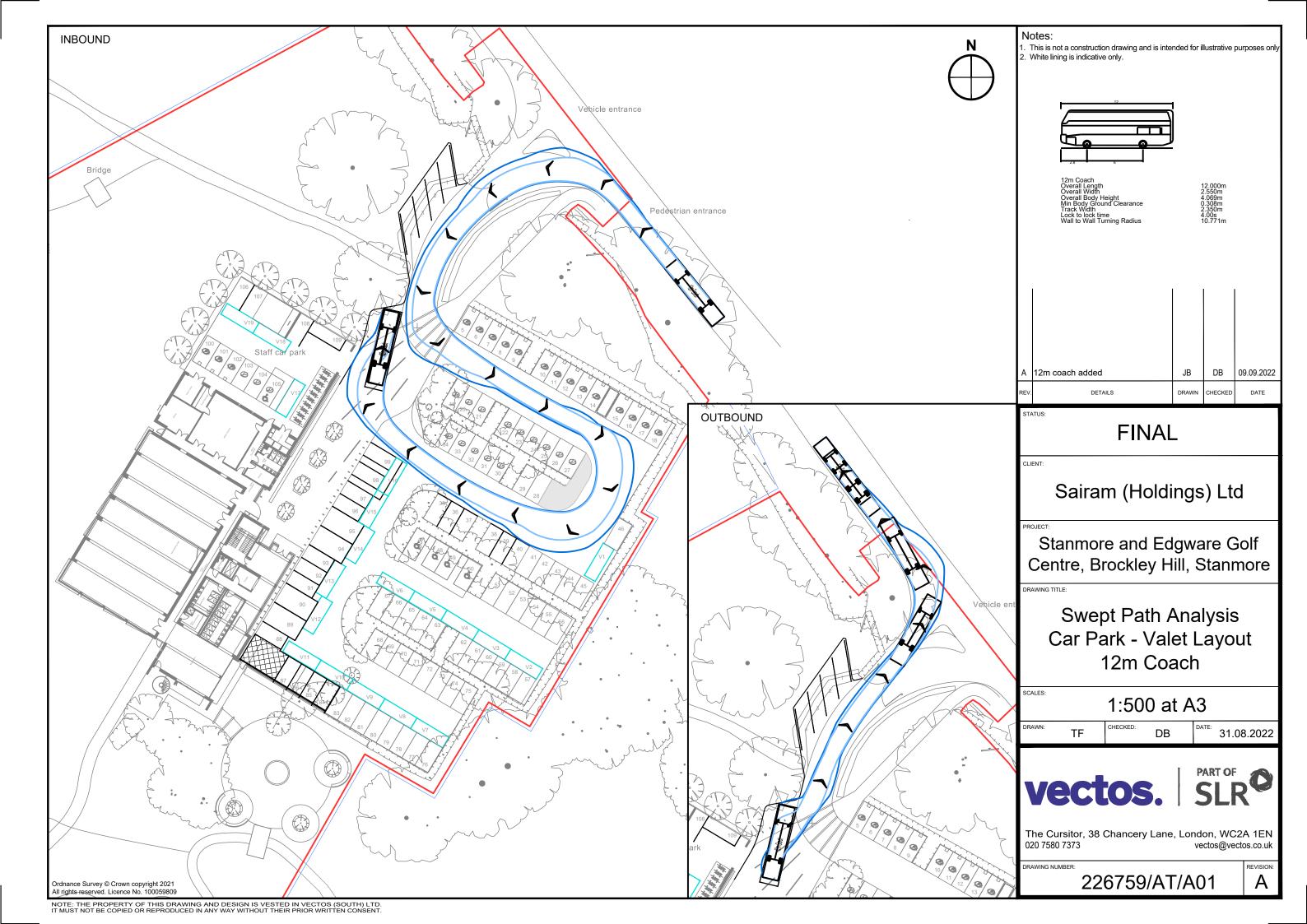


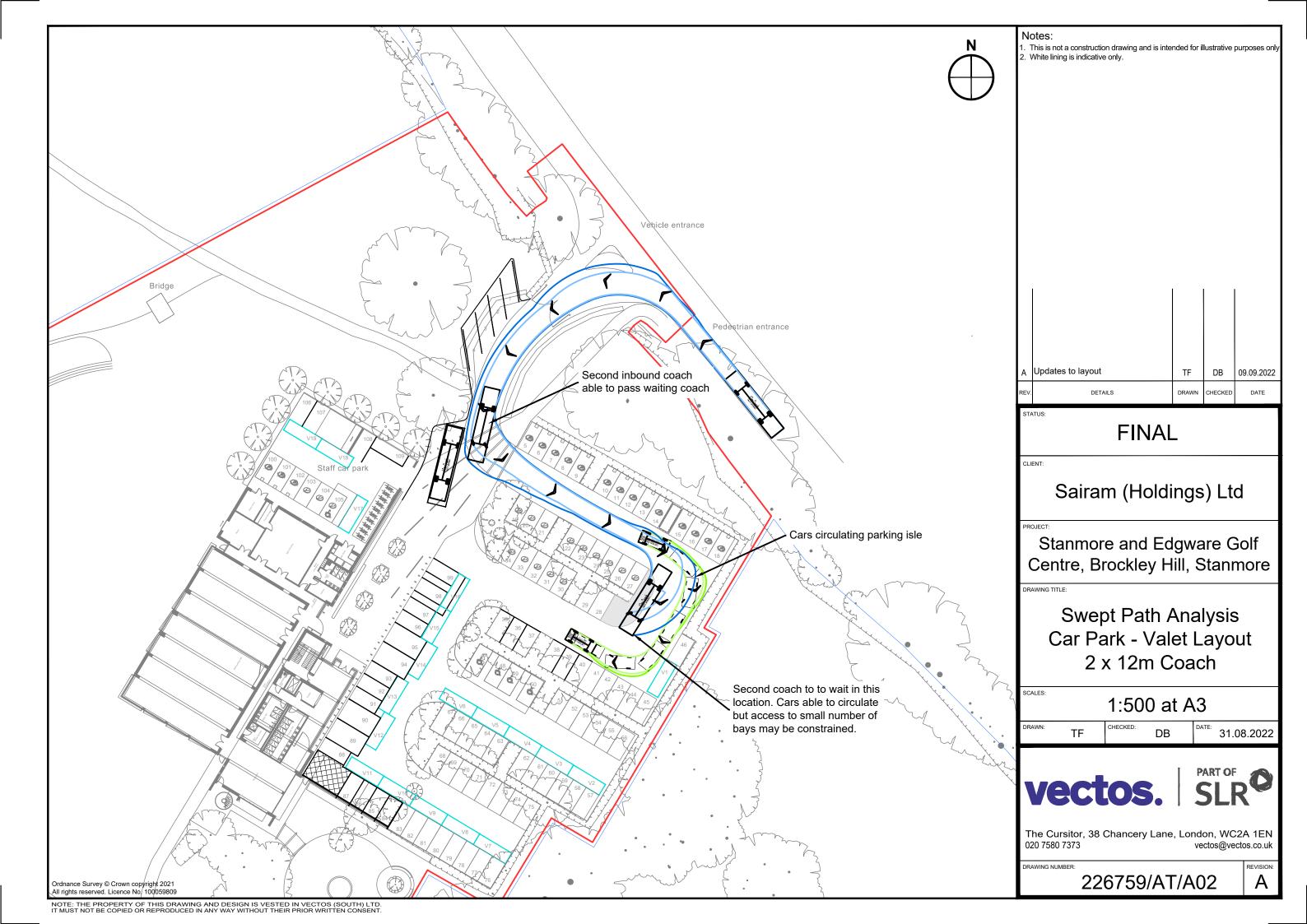
## Appendix B

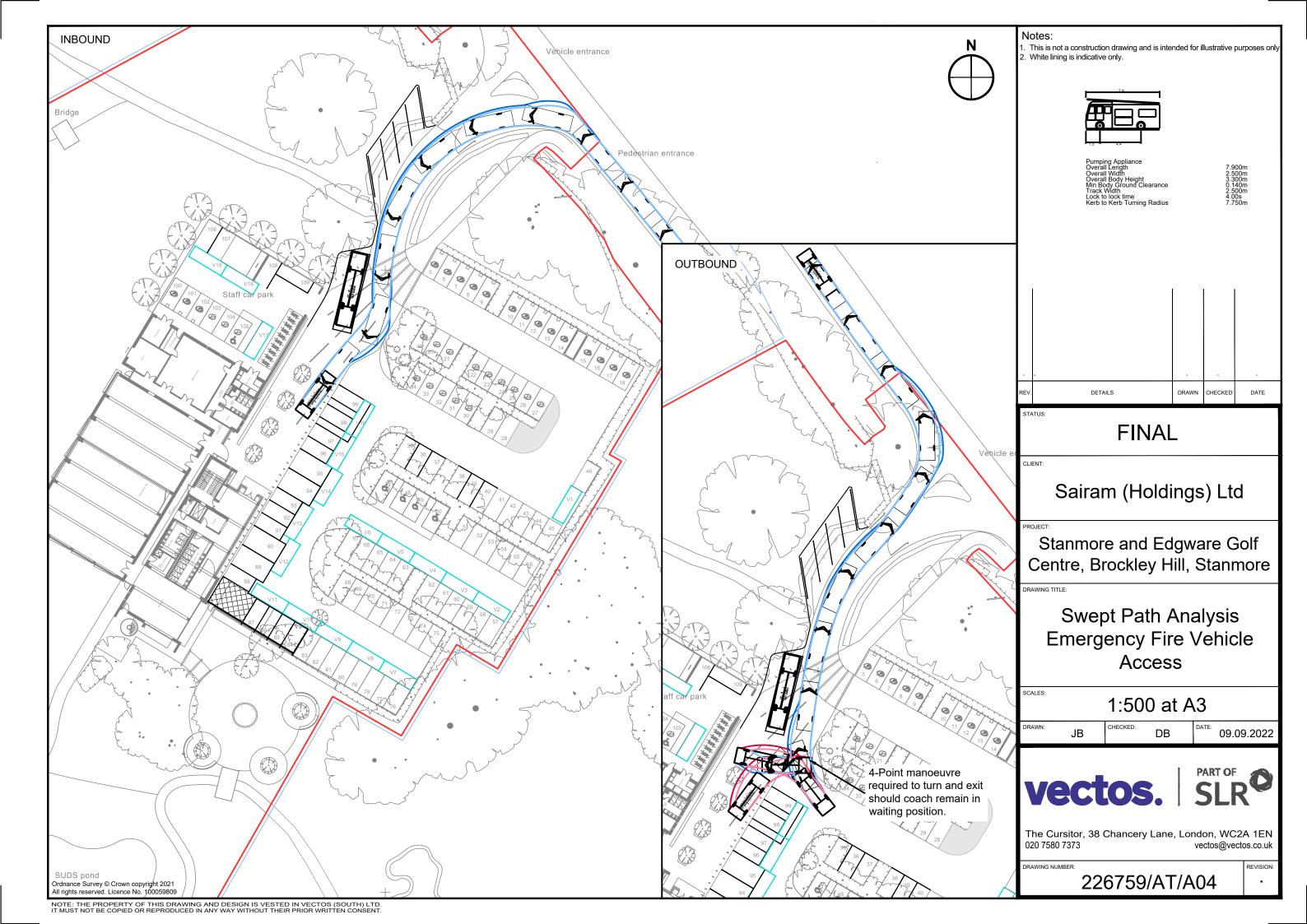




## Appendix C









## Appendix D

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Travel Survey Questionnaire. Prem travel patterns of our guests to help with o fully as possible.	nier Banquetin our planning ap	g Londor oplication	n Ltd will b n. Please h	e relocating elp us by a	g. We are trying the que	to det
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re you staying overnight as part of your ttendance at this event?	No	Wit	h family/	friends	Elswhere e.g Hotel
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Vill you be dining out (other than at this event) yes, on how many occassions will you be spending.	ng on food and	drink?			

Travel Surve travel patterns of fully as possible	of our gue	ests to he	e. Prem	ier Banquetinį ur planning ap	g London plication	Ltd will be Please he	e relocating elp us by a	g. We are tryin nswering the q	g to determin uestions belo
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# Appendix E



Michael Jakacki, Associate Director Unit 23, The Maltings Roydon Road Stanstead Abbotts Hertfordshire SG12 8HG

Dear Michael,

### Provision of Chauntry Parkspace service at proposed wedding venue, LB Harrow

Thank you for requesting a Statement of Intent to confirm the suitability of the use of our Parkspace system for the proposed wedding venue located in LB Harrow, as discussed, and our intention to provide this service for the venue.

Our Parkspace platform was originally designed for airport parking. Over the last 4 years we have significantly invested in the product and created a version specifically designed for arenas, event stadiums and conference centres. Parkspace is an event driven solution allowing visitors to the venue to select single or multi day passes as well as booking multiple vehicles in the same transaction.

Here are some of the reasons our customers choose Chauntry.

#### Reduced risk

We are a proven supplier with more than 30 years of experience.

We have a skilled team of staff who are experienced in supporting customers and can lead the way through project management to achieve rapid delivery of the required solution.

#### Providing the best online customer experience

As the most experienced supplier in the marketplace for pre-booking systems we know what works for your customers and are best placed to deliver the best experience.

#### **Robust & secure solutions**

Our solutions are extremely robust – they need to be able to handle more than 10 million cars a year. We have refined and developed the software to create operational efficiency and reduce risk of error or fraud. They provide visibility of action and audit trails.

We are a PCI Level 1 accredited Service Provider and have been since 2010. We are externally audited yearly and approved by NCC.

#### A hosted solution

Our solution is a Software as a Service (SaaS) and is fully hosted. This means it is very easy for you to implement into your business.

#### A 24/7 support desk

We recognise that our clients work 24 hours a day and likewise we provide a 24/7 service to all our clients. Providing the highest level of service is the very foundation our whole organisation is built upon.

Please find attached a Datasheet indicating some of the general features and credentials of our Parkspace system, including its intuitive design, 24/7 support, and data security.



As per our existing contracts, the Chauntry Parkspace booking system is web based, allowing both easy access for guests (rather than, for instance, guests being required to download an app) and ensuring non-guests do not book a parking space at the site.

The spaces would be listed as 'free' to guests, with the venue management paying the necessary implementation and subscription fees to Chauntry to operate the system. Guests would select the day of the event they are attending and then proceed to book their space, with the process completed in just a few clicks. Their space would then be booked for the appropriate duration of the event, with guests receiving email confirmation of their booking, having provided an email address; all inputted data would be securely held in line with GDPR requirements.

The venue management would be able to manage the number of parking spaces available to be booked.

If necessary, an ANPR system linked to the software could be implemented so that only guests that have booked a space are able to access the site. Although, as I understand, the specific circumstances of the venue may dictate the use of personnel – provided by the venue management either directly or via a separate contractor (i.e. not provided by Chauntry) – to manage access and parking at the site. Any integrations, such as to an ANPR system, would be at additional cost to the indicative fees provided below.

For indicative purposes, the fees for our provision of the parking booking service described above would be circa £15,000 for implementation of the system, plus maintenance costs of circa £1,000 per month. The matter of fees can be discussed further in due course, but for now, please take this letter and the information provided herein as confirmation of the suitability of our Parkspace system to facilitate the smooth operation of parking at the venue, and our intention to provide this service to the venue management.

We look to forward to working with you.

Yours sincerely,

Theresa Hughes

Managing Director



# Parkspace Solution

Chauntry Parkspace™ is the world's most successful online reservation system for parking. It gives you the tools you need to have real control of your car park.

Delivering both immediate and long-term improvements in your parking revenue, car park utilisation and customer satisfaction.

# **Suitable For**

Airports



**Shopping Centres** 



**Event Centres** 



Sports Arenas



**Parking Operators** 



# **Why Introduce Pre-Book?**

# **Know Your Customers**

Understand who your customers are, when they travel and how often. Once you know who your customers are you can regularly communicate with them.

# **Best Customer Experience**

Simplifies the car park experience for the customer. There is no ticket to take, no money to find to pay.

# **Increase Revenues**

With greater visibility of your bookings. You can sell more, at a better price.

# **Sell More**

Offer upgrades, valet parking and other ancillary products or services.



# **Chauntry Parkspace Solution Features**



## **Intuitive Booking Tool**

Simple booking tool that allows consumers to check availability and prepay for their parking. Attractively designed, and compatible with the look and feel of your website it reinforces your brand values.



#### Upsell

Parkspace™ is optimised to increase the value of the basket. We provide sophisticated functionality to offer customers the opportunity to purchase a higher priced product or to add additional items, such as valet pick up to the booking.



## **Yield Management Tools**

Parkspace<sup>™</sup> has a full range of options to ensure you price pre-book products at the most effective rates.



#### **Business Analytics**

Comprehensive reporting options. Real time performance dashboard. Transaction, occupancy and conversion report are just some readily available. Plus, with the ability to build your own reports, you have full visibility.



### **Customer Self-Management**

A full 'Manage my Booking' tool, which allows your customers to manage their purchases online, whenever they like and wherever they are.



# **Email Marketing**

Inbuilt marketing tools enable you to simply and quickly promote products, generate demand, upsell from your customer database.



## **Ticketless Parking**

Parkspace™ integrates with your existing barrier equipment to allow for ticketless entry and exit via Credit Card, LPR, Bar Code or PIN code.

# **Why Choose Chauntry For Pre-Book Parking?**



#### **Seamless Booking Experience**

Optimised for all devices, of all sizes, on any platform. If you want full control utilise our full suite of APIs to manage your own front end



# **Leading Technology Integrator**

We are already integrated with with countless barrier suppliers, payment service providers and other 3rd party systems. We give you the choice and flexibility to decide what is best for your



## **Proven Technology**

With over 80 clients worldwide, from major international airport groups to small car park operators, our solution is demonstrably scalable, robust and reliable.



#### The Experience

Our team has unrivalled experience in the design, development and support of reservation systems for parking.



# 24x7 Support

We are on hand to offer help and assistance 24x7.



#### **PCI Compliant**

We provide complete security of all your data and are PCI Level 1 compliant

# **About Chauntry**

Chauntry is the world's leading provider of online booking systems for parking. We've made more money for more airports, shopping centres, event venues and car parks than any other system supplier.

Running car parks can be very simple. But running one well, at the highest possible yield is a complex job.

Chauntry has a 30 year track record of building systems that not only allow you to maximise your parking revenues but also engage with your customers ahead of their arrival.

We work with major companies across the world and as a result we have considerable expertise and knowledge to help you make parking your most significant revenue stream.

#### **Get In Touch**

Email: enquire@chauntry.com Telephone: +44 (0)1628 778 900 Website: www.chauntry.com



# Appendix F

 08006 985 589
 sales an

 08448 735620
 all other

 08448 735621
 fax

 www.valetparked.co.uk
 website

 sales@valetparked.co.uk
 email

sales and bookings all other enquiries fax website email valetparked.co.uk

505 london road camberley surrey gu15 3je

valetparked.co.uk Ltd - Co No:-10636020

For the attention of Ben McKeown EAS Transport Planning Ltd **Senior Transport Planner** Unit 23, The Maltings, Roydon Road, Stanstead Abbotts, Hertfordshire, SG12 8HG

BY EMAIL ONLY ben.mckeown@eastp.co.uk

May 16, 2022

Dear Ben,

Re: Valet parking service for West London venue.

Ref: RJMVALETPARKEDMCKEOWNBEN160522

Thank you for your enquiry concerning the services we offer for the venue in West London, I am very pleased to hear from you.

We would be very happy to provide our services, with specific focus on this venue. As we outlined our service is entirely bespoke, this means that we quote precisely upon the specific needs of the client.

However, our services do have some fundamentals that remain, regardless of the event size, location or timescales.

#### For example:

- We have an extensive track record of managing and executing a variety of long term, short term and various sized fixed site valet parking solutions.
- Our expertise means we plan meticulously, execute precisely and perform efficiently.
- All events are specific location/event insured using our valet parking insurance and so NOT a (invalid for this profession) motor trade policy
- We can provide fully qualified advanced drivers for specific clients/cars
- We work on a tried and tested formula of 1 parker for every 8 cars arriving
- We offer a full traffic management system, where arriving cars, taxis and coaches are directed, stacked, parked and exited to help prevent both public road disruption and traffic congestion.
- Our service includes a car park management system, where we are able to achieve an enhanced parking capacity through innovative use of the available space and resources, thus eliminating the need for enlarged hardstanding spaces.
- We can provide temporary and protective covers to allow parking on grass and other delicate surfaces, whilst protecting the long term condition of the grass/ surface.
- We provide transport to and from the venue for all our staff to ensure simultaneous and uninterrupted arrival for events, always 2 hours before the official event start. This also allows for a staff briefing, venue walk around, equipment set up and run through of the pre-dispatched event planner
- All our parkers are uniformed, over 25, fully licensed, experienced with us and fully comfortable with both HNW and Ultra HNW clients and their usual types of cars
- All parkers are provided with foldable e-bikes that allow efficient, stress free and a
  presentable appearance of moving to and from parking and meet and greet points

- We provide all necessary (including radio communication for all parkers, bespoke signage, podiums, ropes and stanchions, individual key boxes, bespoke tickets and lighting and local useful information for attending guests) equipment and furniture during events
- We provide our own food, drink (we have our own fridge and power station) and meals to our staff throughout events
- We can provide a number of optional extras, including separate parking locations, cloakroom services, chauffeurs (for Brides, grooms etc), boutique fully licensed and SIA approved security personnel, outdoor heating, traffic marshals and much more
- We are very keen to take full ownership of booked events when on site so that we can organise, manage and efficiently expedite the arriving and departing traffic, guests, taxis/Ubers and other non event traffic and efficiently overcome any challenges that occur on the day with minimum if any disruption, to the client.

I do hope this is of interest and indeed provides a sufficient overview of our service. We would be very pleased to provide a more in-depth analysis with drawings where neccesary shiould you wish.

If there are any queries, please do not hesitate to contact me personally.

We look forward to serving you.

Kind regards, valetparked.co.uk Ltd

matt Williams

manager

valetparked.co.uk ltd sales@valetparked.co.uk



# Contact

#### London

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#### Exeter

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#### **Birmingham**

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