



WESTFIELD LONDON & STRATFORD CITY

HUB



"We see HUB Parking as one of our technology partners. The flexibility of the system has allowed further innovative progression in offering totally ticketless solutions to our customers, creating effortless interaction. Enabling us to improve efficiency and reduce costs."

Joe Katona - Car Park and Estate Manager, Unibail-Rodamco-Westfield

BACKGROUND

Unibail-Rodamco-Westfield owns and operates 102 shopping centres across 12 countries.

Since its opening in 2008, **Westfield London** has transformed London's retail landscape, with a unique blend of fashion, beauty, dining, leisure and entertainment, just three miles from the West End. Westfield London is now the largest shopping centre in Europe at 2.6m square feet.

Westfield Stratford City opened in September 2011. The development comprises approx. 1.9m square feet of retail and leisure. It also features 1.1m square feet of current and future office space, as well as three hotels and 1,200 new homes which will be delivered in future phases.

The sites' parking operations are monitored from a single control room through **JMS Janus Management System**, which allows Westfield parking staff to easily access a dynamic and adaptable set of real-time information from all parking lots, and generate complex and rich statistical analyses of both.

CHALLENGE

In 2018 HUB Parking UK designed and installed a highly tailored and digitally advanced parking solution at both Westfield sites: Stratford City first, then London. On these sites, the reporting options are customizable, in so far as **JMS business intelligence** integrates operational data from the parking equipment, the mobile payment options as well as the third-party services that are integrated.

As testament of the forward thinking of the company and their partnership, in 2021 the progress to a full **ticketless system** was fulfilled first at Westfield London and will be rolled out to Westfield Stratford imminently.

The ticketless system integrates with 3rd party providers, **Smart Parking** and **Park Assist** who worked closely with HUB to create and implement the software update to make the system fully functional in January 2021. It uses **ANPR** to identify vehicles on entry to the car park, the end user experiences a smooth, seamless experience, and the **8,000 transactions daily** have become paperless.

