

Keeping Traffic Moving with Bournemouth Parking Services



Steve Eaton – Civil Enforcement Officer Supervisor

Capcom has successfully delivered radio communications solutions to Bournemouth Parking Services for over 25 years. We pride ourselves on always doing the right thing for our customers.

**Kevin Abraham –
Capcom Sales & Finance
Director**

THE CHALLENGE

With more than 185,000 residents and over 5,000,000 visitors a year, the South Coast town of Bournemouth is one of the UK's most popular and busiest destinations. With a web of narrow, hilly, twisting roads, keeping the Borough's roads clear and the traffic moving presents the Bournemouth Parking Services team with a considerable challenge.

Often characterised as a "revenue raiser" parking services is in reality a complex and demanding task and in Bournemouth, the priority is clear: keep the roads safe and the traffic moving. That means being able to respond quickly and effectively to a constant stream of fast changing information from members of the public, the business community, local authority colleagues and the police – and that demands rapid, effective and direct communications.

The Parking Services Team already understood the value of radio communications; they've been using a Capcom supplied and supported 'voice only' analogue system for twenty years. But increasing visitor and officer numbers as well as the age of the equipment meant that it was time to upgrade and improve the service. Building on the excellent existing reputation, Capcom was asked to design and implement a new radio system that would deliver clear advantages in efficiency and safety through better performance, management of information and staff communication from day one. There was particular emphasis placed on reliability, value for money, ease of operator use and a structured upgrade path to future-proof the investment.



// I cannot fault the responsive professional service and support we receive from Capcom. //

Margaret Leslie –
Operations Manager,
Bournemouth Parking
Services

THE CAPCOM SOLUTION

The hilly topography of the Bournemouth Borough area presented the first serious challenge. Providing an even and reliable service without dropouts or black spots required the use of a sophisticated coverage simulation tool, in order to identify the ideal locations for the IP networked sites. Our engineers installed a Digital repeater at each location, each delivering two voice slots and doubling the capacity of the previous analogue system at no additional cost.

Each Civil Enforcement Officer was trained in the use of their new rugged, waterproof and GPS enabled Motorola digital hand portable radios. The Capcom programmed units are equipped with both a display and an alphanumeric keypad, specially configured to match the customers' requirement, allowing both direct set-to-set voice and text communication.

The central control console gives managers an instant snapshot of all current and past activity. This includes the number and identity of officers on duty, their location (displayed on a live map) as well as instant access to records of any calls made, text messages sent, emergency alarms or requests for assistance. All information is available for playback whenever required, including (time and date stamped) "snail trails" that show routes taken, as well as activity records. The system was initially rolled out in 2009, with an establishment of 28 individual handsets covering three repeater zones and Capcom providing full staff training and 24/7 technical support.

BUSINESS VALUE AND BENEFITS

The range and sophistication of the facilities provided make the system simple, flexible and highly targetable. The ability to trace and analyse activity has delivered significant improvements in efficiency as well as proof of service. The GPS facility, coupled to the emergency button on each handset has already proved its value in improving staff and public safety, allowing rapid response to incidents, more accurate locational information and more effective use of officers in response.

The ability to create designated "geofenced" areas means that transient congestion hotspots can be targeted, activity levels on specific streets recorded and even the preferred location for coffee breaks becomes a matter of record. Safety can be further enhanced by an automated "loneworker" function that watches over staff and automatically alerts the control centre if assistance is required. Enforcement officers can also use their handset to perform certain tasks, such as opening car park barriers in an emergency.

The improvements in overall efficiency and staff safety have been so significant that Parking Services have extended their system to two further remote areas, centrally controlled via the IP network and now uses almost fifty handsets. Meanwhile, the second voice slot on the Parking Services network has been utilised by the Borough's Facilities Department, providing them with a cost effective solution with similar but independent central control benefits, enabling internal couriers to ensure prompt delivery of time-sensitive materials, refuse collection and road maintenance departments to improve efficiency, minimising congestion associated with road repairs.



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