

smart **PARK**
useful information



Office of the
Deputy Prime Minister
Creating sustainable communities

An initiative supported by the
Office of the Deputy Prime Minister



Parkmobile
PARKING MADE SIMPLE™

What is smartPARK?

SmartPARK is an initiative to provide a better parking service for Hammersmith & Fulham's residents and businesses.

The new electronic parking permit card, which can also be used as a cashless alternative to pay and display, is supported by the Office of the Deputy Prime Minister through its e-innovation scheme.

Your parking service is still being provided by the London Borough of Hammersmith & Fulham, but this new technology which has been designed by Parkmobile, a market specialist, will improve the parking service for residents and businesses of the borough, making parking easier, quicker and smarter.



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What do I have to do?

The SmartPARK card needs to be displayed alongside the paper permit on the windscreen. The card number must be clearly visible from the outside. Our parking attendants will then scan the cards to verify their validity.

The permit should be attached to the inside of your windscreen. The arrows on the permit indicate which direction it needs to face. It is important that the permit faces in the right direction as this aids the process of scanning the permit. Our parking attendants will then scan the permit to verify its validity. If your permit is not positioned correctly, there is a likelihood that it will not scan correctly and that a Penalty Charge Notice (PCN) will be issued.

Zone R

Residents of Zone R still have electronic permits as infra-red devices, however, these are being phased out and will be replaced with the SmartPark Card detailed in this booklet.

What are the benefits of your smartPARK card?

The smartPARK card provides much greater protection against fraud and should eliminate misuse, thereby freeing up more spaces for genuine permit holders. We can change the details of the vehicle electronically. Your smartPARK card can be used as a cashless alternative to pay for parking outside your own zone throughout the borough.

How does the cashless system work?

The system allows you to park as you would normally but instead of finding a pay & display machine, you can, from the comfort of your car, call

020 3003 2523 where your mobile phone number will be recognised by our parking system. The interactive voice response system will prompt you to enter the four digit smartPARK code which corresponds to the Hammersmith & Fulham parking zone that you are in. This is displayed on the onstreet signs. You can find the appropriate smartPARK code by using the table provided on the back of your quick reference guide. Once activated, our parking attendants will scan the card, which will give them the information that would be displayed on a conventional pay and display ticket.

When you return to your car, you simply call the same telephone number again and the interactive voice response system will ask you to press "1" to end your parking session. Your parking transaction will stop immediately.

You can choose to stay on the line to hear the duration and cost of your parking transaction, or alternatively, you may choose to receive a text message (TXT) with these details.

As you get used to the system, you will find how quick and convenient it is to use.

What are the benefits of this cashless system?

The smartPARK system aims to make parking a less stressful experience. Not only do you no longer have to predict how long you need to park, but using the cashless system means you no longer need to get a ticket from a pay and display machine.

You can choose to receive regular TXT alerts to remind you that your parking transaction is still active, or, if you are in a zone with a maximum stay, you can have a TXT sent to warn you that your parking time is almost at an end. You can set your TXT alerts in your online personal page.

Your online personal page is where you can control your account, activate or deactivate your parking (without your mobile phone), view your parking history and invoices, set TXT alert services or change your personal details such as your mobile phone number.

From here you can control your account, activate or deactivate your parking, view your parking history and invoices, set TXT alert services or your personal details like your mobile phone number.

Last but not least, invoicing and payment collection of parking charges takes place once a month (or weekly if you pay by credit card), which makes paying your parking charges easy by offering ways to settle your account to suit you.

Who can use this cashless system to pay for parking throughout the borough?

At the moment, only Hammersmith & Fulham permit holders who possess a smartPARK card already (therefore all resident and business permit holders in zones K and L) can register to use this system. Zone R permit holders are also eligible under a separate system.

Where can I use this cashless system?

You can use your smartPARK card borough-wide in Hammersmith & Fulham. Each Hammersmith & Fulham parking zone corresponds to a four digit smartPARK code. Hammersmith & Fulham parking zones are clearly indicated on the on-street signs. Included in your pack is the smartPARK zone codes table.

How do I pay for my parking charges?

You can pay by the method that suits you best. Your parking charges and / or TXT alert costs will be added to your parking account.

Each parking transaction is stored in your parking history, which can be viewed on your online personal page.

Credit card. If you choose to pay by credit card, a one time registration fee of £1 will be debited from your card upon registration. Future payments will be debited from your nominated credit card every Monday - the invoices can be viewed through your online personal page.

Debit card. If you choose to pay by debit card, a one time registration fee of £1 will be debited from your card upon registration. Future payments will be made automatically on the first working day of each month - the invoice can be viewed through your online personal page.

Direct debit. If you choose to pay by direct debit, a one time registration fee of £1 will be added to your parking account upon registration. You will be invoiced on the first of the month and your direct debit taken approximately ten days later. The invoice can be viewed through your online personal page.

Collection of payments is very secure and operated in cooperation with HSBC bank. Normal banking procedures, regulations and infrastructure apply.

Do standard parking regulations and tariffs still apply if I use this system?

Yes, parking tariffs in the borough, existing traffic orders, parking policies and regulations remain the same. This cashless system serves as an alternative way of paying for parking. You must still obey the regulations as signed on street.

What are the costs to use the cashless system?

Only smartPARK holders can register to use this system at this time.

SmartPARK card holders will pay a one time registration fee of £1 to sign-up for this system.

For users who opt to receive TXT alerts, each TXT message costs 20p.

The costs of calling **020 3003 2530** will vary as the tariff is set by your mobile phone provider.

I have a smartPARK card already, so what do I have to do to use the cashless parking facility?

You can register your details and nominate your payment method online at www.lbhf.gov.uk by clicking on the smartPARK link or by calling the Parkmobile helpdesk on

0844 248 8050.

As you hold a smartPARK card already, you will be asked to fill in your eight digit smartPARK card number (1000xxxx) in the vehicle details section where it asks for your existing card

number. Once registered, you will be able to use your smartPARK card for cashless parking within hours.

Following registration, your username and password, to access your online personal page, will be posted to you.

Can I still get a parking fine?

If you have displayed and activated your smartPARK card correctly and have obeyed other parking regulations, you should not receive a parking fine.

Parking attendants will scan your card to check that it is valid - as they would a pay & display ticket - and to ensure that your car registration details match those held on the system.

If you do get a parking fine while your smartPARK card is displayed and activated please call parking services **020 7371 5678** and we will investigate immediately.

How secure is this system?

The cashless system is proven to be safe and secure. The system has been tried and tested for many years in other countries and the satisfaction level amongst those who have used the system is very high.

The smartPARK card is fraud proof as the only information held on the card is the card number itself. All of the data, such as registration number, is held on our system which connects the card number and the vehicle registration number when scanned so your details stay secure. The smartPARK card can be deactivated immediately if you report

it lost or stolen to ensure that only you can use the card.

All transactions are made using maximum security technology and the system is monitored daily.

Important information

You must complete a parking permit replacement form and return it to us if you change your vehicle or your details. Your permit will not be replaced - we will simply update the details electronically. If you do not notify us of any changes, you may be issued with a PCN as your details will not match the permit when it is scanned by a civil enforcement officer. For Zones K and L, paper permits must be returned.

Zone codes

Start / stop parking: **020 3003 2523**

Hammersmith & Fulham Zones	SmartPARK codes
A	1111
B	1112
C	1113
D	1114
E	1115
F	1116
G	1117
H	1118
I	1119
J	1120
K	1121
L	1122
M	1123
N	1124
O	1125
Q	1126
R	1127
S	1128
T	1129
U	1130
V	1131
W	1132
X	1133
Y	1134
Z	1135
AA	1136
CC	1137
White City Estate off-street car park*	1138
Scrubs Lane off-street car park	1139
Wormwood Scrubs off-street car park	1140

* A White City Estate visitor parking permit must also be displayed in order to park legally.

To start or stop a parking session, call 020 3003 2523 from your mobile phone. In case of difficulty with your SmartPARK account, please call the Parkmobile helpdesk on 08442 488 050.

For enquiries about smartPARK services

To renew your smartPARK electronic resident parking permit, please contact the Pay and Park office on **0845 803 1020**.

For more information about smartPARK cashless parking, please call **020 7371 5678** or visit our website at **www.lbhf.gov.uk** and click on the smartPARK link.

If you have received a penalty charge notice while using the smartPARK cashless system, please call **020 7371 5678** and we will look into it.

If you would like any part of this document produced in large print or Braille, please telephone 020 8753 1418



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