



Simplifying your journey

# **Cashless Parking Service**

## **Digital Marketplace**

### **Marketplace (ID 590766391598259)**

## **Pricing Document**

### **G-Cloud 14**



# Pricing

## Features

Feature	Cost to Parking Operator
Registration	Free
Enforcement Integration	Free
Motorist Support	Free
Client Account Management	Free
Dynamic Labelling	£500 (Per Label – optional)
Management Information Reporting	Standard – Free
Rate Setting	Initial set up – Free

## Implementation

Service	Cost to Parking Operator
Back-Office System Set Up	Free
Bespoke B2C Marketing Plan	Free

## Service charges

Service	Cost (Excluding VAT)	Cost (Including VAT)
Transaction - App	12.5p	15p
Transaction – IVR	12.5p	15p
Transaction – Web	12.5p	15p
Transaction – SMS	12.5p	15p
Transaction – Call Centre	12.5p	15p
Transaction – Cash	16.7p	20p
Confirmation Text – SMS	16.7p	20p
Reminder Text - SMS	16.7p	20p

## Promotional Offer - (Time Limited Discount between 21/01/2026 and 03/02/2026)

### Features

Feature	Cost to Parking Operator
Registration	Free
Enforcement Integration	Free
Motorist Support	Free
Client Account Management	Free
Dynamic Labelling	£500 (Per Label – optional)
Management Information Reporting	Standard – Free
Rate Setting	Initial set up – Free
Cash Payments (PayPoint)	£5,000.00 set up £495 per month
Emitless (emissions-based charging)	£6,600.00 set up £595.00 per month
Virtual Visitor Vouchers	£4,800.00 set up, £595.00 per month
Rights & Rates	£1,500.00 set up, £250.00 per month per policy

### Implementation

Service	Cost to Parking Operator
Back-Office System Set Up	Free
Signs/Stickers	Initial set free
Signs/Stickers Installation	Client to install
Bespoke B2C Marketing Plan	Free

### Service charges (retained by PayByPhone)

Service	Cost (Excluding VAT)	Cost (Including VAT)
Transaction - App	5p	6p
Transaction – IVR	5p	6p
Transaction – Web	5p	6p
Transaction – Call Centre	5p	6p
Confirmation Text – SMS	6.25p	7.5p
Reminder Text - SMS	6.25p	7.5p

### Notes:

The payment service provider fees are not included in these charges.

If PayByPhone acts as the merchant, then our merchant acquiring fee will be set at 3% of the total value of each transaction. If the client acts as the merchant, then they will be responsible for these fees.

## Invoicing

If PayByPhone acts as the merchant, then we will transfer the funds to the client's account at an agreed frequency and on a "net settled" basis. This means that the parking fees will be paid to the client less any agreed service fees.

For example, if the client pays for the service fee, then we will deduct the total value of the service fees before transferring the funds. If the client acts as the merchant, then the parking fees will be paid directly to the client.

In addition to the parking fee, the client will also receive our service fees (for transactions, SMS reminders, etc). In this case, we will invoice the client for the total value of our service fees at an agreed frequency.