



Innovation Trail Finalist

JustPark – Stand E46 Predictive Availability

Using machine learning algorithms and occupancy data, JustPark’s Data Science team have built an industry-first system for predicting availability of on-street parking bays in collaboration with Westminster City Council.

The solution is the only one of its kind, representing a significant technological step forward and a huge improvement to the parking experience offering not only real-time availability information, but 90% accurate predictions for future trips, plus integrating with leading navigation apps to direct drivers to an empty bay.

What makes JustPark’s system unique is twofold: it uses occupancy data (from sensors, cashless payments, and GPS) to predict parking bay availability at specific times in the future, and its predictions are highly granular, relating to individual bays rather than general area trends.

Drivers can check availability in advance via the JustPark app removing stress, saving time and aiding journey planning. Providing a positive parking experience, this also reduces congestion (with 30% attributed to cars circling for a space) and increases productivity with the potential to save millions of hours (the BPA estimate that drivers waste 4 days a year looking for parking).

The solution also enables intelligent management of supply helping local authorities to predict future demand and respond more effectively to lulls and surges (e.g. directing cars into less congested areas), and collecting valuable data on car journeys to inform transport and traffic strategy.

Winner of a British Parking Award and a Smart Cities UK Award, JustPark are seeking new partners for the service whilst constantly improving its functionality and increasing its accuracy. As mobile payments provider for several councils, JustPark is already integrated with a large supply of parking at which the system could have huge benefits for drivers, local authorities, and cities at a wider level.