



SMARTER PARKING for  
SMART COMMUNITIES.™

**INNOVATION**

**COLLABORATION**

**ACCOUNTABILITY**

**TRANSPARENCY**

**INTEGRITY**

**East Lindsay District Council**

## Service Issues & Card Option Requirements Solved with IPS Group, UK

### About East Lindsey:

East Lindsey is geographically one of the largest district councils in the country, covering some 700 square miles, with a population of around 142,300 (Source:- Census 2021). In the heart of the district lies the Lincolnshire Wolds, a designated area of outstanding natural beauty.



### Issue And Solution:

East Lindsey had been experiencing service issues with their current parking terminal supplier. Due to public demand, they required card payment functionality on their terminals, and looked to the market for an alternative supplier.

The council had a mix of Pay & Display terminals. They originally considered new IPS MS1 terminals, mixed with some of our Revolution Upgrades, but decided to go for all brand new MS1 terminals, to be delivered, installed and commissioned, in 4 phases, using our recommended installation provider.

### Benefits:

- Stainless Steel as Standard
- Embedded True Roaming Sims
- Strength & Durability
- Improved Security
- 100% Recyclable

### Customer Comments:

*We had IPS machines installed in 2021. I have to say the machines have performed very well. With prompt attendance to all issues, the engineers are very knowledgeable and helpful with all aspects of the machines. The back Office System is excellent and the do it yourself is a bonus, with always back up from Gus and the Team.*

Paul Harrison, Principal Civil Enforcement Officer, Parking Services, East Lindsey District Council.