



land.digital

# Barrierless ANPR Parking & PUDO Platform

Replacing barrier infrastructure at  
airports and high-traffic transport hubs.

Platform Overview - April 2026 Ver 2.34

# Congestion. Revenue leakage. Staff tied up managing barriers. **There's a better model.**

*Airport forecourts are high-pressure, high-value environments. Every vehicle that dwells too long, every payment that isn't collected, every queue that forms, that's operational cost and lost revenue. Gateway removes all three.*

Traditional forecourt management relies on physical barriers, on-site payment hardware, and staffed enforcement. It's expensive to install, expensive to maintain, and creates the friction that passengers remember for the wrong reasons.

Gateway replaces that model entirely. Barrierless ANPR technology manages every vehicle from entry to exit, calculating dwell time, prompting payment, and recovering revenue from non-payers through integration with accredited enforcement partners.

No barriers. No kiosks. No wardens.

The forecourt moves. Revenue is protected.  
The airport team focuses on running the airport.



# Why Barrierless Wins Commercially

*The economics of a barrier estate don't work at scale.*

## Lower infrastructure cost

A barrier estate requires barriers, ticket machines, pay stations, induction loops, intercoms, and the civil works to install them — plus continuous maintenance. Gateway needs cameras and signage. Deployment cost and ongoing spend sit closer to a software line than a facilities line.

## Higher revenue capture

Barriers leak. Tailgating, waived "lost ticket" disputes, and barrier-down events all cost revenue. At PUDO and short-stay especially, barrierless processes the volume the airport actually has — not the volume the barrier can clear.

## Lower operating cost

Barrier estates need 24/7 on-site presence for faults, disputes, and hardware. Gateway doesn't. Cost-to-serve per transaction is structurally lower, and scales without adding heads.

## Configurable, not civil

Tariffs, zones, grace periods, and re-entry rules are configuration changes in Gateway — not civil works. Airports can yield-manage their estate in real time, not at the pace of a construction schedule.



## PLATFORM CAPABILITIES

# Built for high-traffic. Designed to run itself.

Gateway is purpose-built for high-traffic environments where reliability, accuracy, and automated revenue recovery are non-negotiable. Every component operates continuously without manual intervention.

Capability	What it delivers
ANPR Detection	High-accuracy plate reading at entry and exit, day and night, across operational conditions
Barrierless Operation	No physical infrastructure at entry or exit – reduces capital cost and removes forecourt bottlenecks
PUDO Management	Short-stay forecourt control with dwell tracking and predictive congestion management
Dynamic Pricing	Time-based and rules-based tariffs; configurable free periods, dwell zones, and rate tiers
Re-entry Logic	Anti-looping rules prevent short-stay abuse and protect forecourt capacity
Payment Channels	Online (credit & debit card, Apple & Google Pay) and Telephone payments via IVR
Enforcement Integration	Non-payers passed automatically to accredited enforcement partners who manage keeper lookup and PCN issuance
Audit & Reporting	Full event trail, dwell analytics, payment reconciliation, and revenue dashboards in real time

## HOW DYNAMIC PRICING WORKS

# The right charge, automatically applied.

Gateway's pricing logic runs continuously in the background. Free periods keep the forecourt moving. Flat fees capture standard dwell. Per-minute charges deter overstay and protect capacity — automatically, without staff intervention.

*The model below is illustrative. Tariffs are configured per deployment to suit the operator's specific requirements.*

<p><b>Free Period</b> <i>Quick drop-off &amp; pick-up</i></p> <p><b>0–10 mins</b></p> <p><b>Free</b></p> <p>Keeps the forecourt moving</p>	<p><b>Band 1</b> <i>Standard dwell</i></p> <p><b>10–20 mins</b></p> <p><b>£5 – £10</b></p> <p>Flat fee — predictable for passengers</p>	<p><b>Band 2</b> <i>Extended dwell</i></p> <p><b>20–30 mins</b></p> <p><b>£15 – £25</b></p> <p>Priced to encourage turnover</p>	<p><b>Overstay</b> <i>Extended overstay</i></p> <p><b>30+ mins</b></p> <p><b>£40+</b></p> <p>Charge escalates beyond 60 mins. Enforcement triggered if unpaid.</p>
--	---	---	--

Pricing rules are set by the operator and applied consistently across every vehicle event. Every charge is auditable. Every session is recorded. Non-payers are escalated to the enforcement partner.

Fair pricing. Full recovery. Fully auditable.

## LAND INTELLIGENCE — AI LAYER

# Intelligence built into the platform.

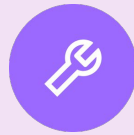
Gateway is built on Land's event-driven platform architecture.

Land Intelligence sits across it — an AI layer that drives automation, reduces operational load, and improves decision making without replacing the people who run the operation.



## The Oracle

Predicts and identifies system issues before they affect operations. Reduces incorrectly issued charges.



## Support Agent

Internal AI assistant for operational teams. Faster query resolution, less manual investigation.



## Customer Agent

AI-powered customer support interface. Handles common queries and transactions, improving self-service.



## Insights Agent

Natural language reporting and analytics. Converts platform data into operational and commercial insight.

Land Intelligence is available as a modular addition to Gateway, deployed at the pace that suits the operation, not forced as a day-one requirement.

WHY LAND

# Infrastructure-grade. Without the overhead.

Land is a product-led platform business — not a managed parking operator, not a systems integrator. Gateway is a platform that operators run, not a service that replaces them. That distinction shapes everything: how the platform is built, how it's deployed, and how it performs over time.

**99.5%+ Uptime**

Sustained across live infrastructure deployments. Not a target — a track record.

**Competitive Tender Wins**

Every Land deployment has been secured through competitive tender. We win on capability, not incumbency.

**BPA Accredited**

Land holds British Parking Association accreditation — the industry standard for private parking operators.

**ISO 9001 Certified**

Quality management certified to ISO 9001 — operational standards that protect your deployment and your reputation.



Traditional parking operators are legacy businesses, built around physical infrastructure, with technology layered on top over time. That cost base is structural, and it shapes everything about how they price, operate, and scale.

Gateway is a barrierless-native platform. Different architecture, different economics, different outcome for the airport. We don't compete to be the next operator in a long line — we replace the model that line is locked into.

## CASE STUDY — GATEWAY IN PRODUCTION

# London Southend Airport



### THE SITUATION

London Southend Airport established a new PUDO operation and chose to build it fully barrierless right from the start, without on-site payment hardware, and without six figure infrastructure investment before a single passenger arrived. Gateway was selected through competitive tender as the platform to make that possible.

### WHAT WE DELIVERED

- Full barrierless ANPR operation across the forecourt from day one
- Dynamic dwell-based pricing with configurable free periods and tariff rules
- Re-entry and anti-looping logic to protect forecourt capacity
- Clear on-site signage directing customers to online or IVR payment channels
- Non-payers identified automatically and passed to accredited enforcement partners for processing
- Real-time dwell analytics and revenue dashboards for airport operations

### THE OUTCOME

Southend launched a new PUDO operation without barriers, kiosks, or on-site enforcement — and without the capital cost that traditionally comes with any of them. Gateway has been running the forecourt continuously since launch, managing dwell, payment, and revenue recovery as a platform service. The airport team operates the airport. Gateway operates the forecourt.

## LAND PLATFORMS — OPERATIONAL TRACK RECORD

# Proven platform. Live at scale.



Gateway sits within Land's platform family, alongside Passage — our open road tolling platform live across Tyne Tunnel and Warburton Bridge. The same architecture that processes millions of toll transactions annually now powers airport forecourt operations at London Southend.

## 100,000+

Daily journeys  
Across Land platforms

## 14,000+

Payments per day  
Across Land platforms

## 99.5%+

Platforms uptime  
Across Land platforms

## 5 Years

Longest live Land deployment

*All figures from live production environments.*

NEXT STEP

## See Gateway in action.

The best way to understand what Gateway delivers is to see it working. We'll walk you through the platform in a live environment — how dwell is tracked, how pricing is applied, how non-payers are recovered, and what the operator dashboard looks like in practice.

No obligation. No slides. Just the platform.

## Arrange a platform walkthrough

See Gateway running in a live airport environment.

Email

jon@land.digital

Web

www.land.digital

Phone

0191 511 1014