



## **'THE SAFEST CAR PARK IN THE WORLD' REOPENS AFTER EXTENSIVE REFURBISHMENT!**

Parksafe Car Park in Bold Lane, Derby was officially re-opened on Thursday 28<sup>th</sup> October 2010 after a programme of extensive refurbishment and local customers can once again enjoy the 24 hour high-security benefits that Parksafe offers, only this time with an even more pleasurable parking experience!

The official opening ceremony was undertaken by Fiona Cannon, High Sheriff of Derbyshire and also present were local retailers, Parksafe customers, members of Derby City Council and representatives from Derby City Centre management and the Cathedral Quarter Business Improvement District initiative.

The interior of the 315 space car park has been completely refurbished and improvements include: wider parking bays (one and a half normal parking bay widths), a brand new cutting edge security system, state-of-the-art 'smart card' tickets, innovative new payment machines (with video communications link to control room), stylish modernised toilet facilities with baby changing facilities, customer rest area with coffee machine, a new more customer-friendly control room, subtle background music, umbrellas for customer use in inclement weather, flexible bollards and helpful 'free-bay' indicators to guide customers to empty parking spaces

Fiona Cannon commented: "They have thought of everything. I look forward to using this car park with full confidence in the day or at night and I think it does Derby and the Cathedral Quarter proud."

The previously crime-ridden car park in Bold Lane, Derby was transformed by Parksafe Systems Ltd in 1998 and quickly became a well loved household name with an impressive reputation for 24hr security, zero-crime and a no-quibble guarantee against vehicle related thefts. The car park was voted '10<sup>th</sup> Safest Place in the World' by Science and Technology magazine and is deemed to be 'The Safest Car Park in the World'. Parksafe also operate car parks in Lancaster and Workington. Derby City Centre Sergeant Nick Allgood said: "Parksafe is an excellent facility and it has gained World wide acknowledgement as being one of the safest places to park".

The re-opening of the car park in Derby has been greatly welcomed by customers and local retailers alike who have greatly missed it while closed. Customer Ann Gates said: "I have used the car park since it first opened and have always felt safe. It's clean, criminal-proof and easy to use and I use it specifically as it's the safest car park in Derby" and local retailer Dawn Monk of Madoka Laser and Beauty on Sadlergate, Derby said: "We feel very lucky to have Bold Lane Parksafe as our closest car park. It is very safe, clean, modern and great value. Many of our clients are female and really appreciate such an invaluable asset to Derby City Centre."

Mr Kenneth Wigley, Chairman of Parksafe said: "We are very proud of the service we offer at Parksafe and we have built a world-wide reputation for safety and customer comfort. We hope customers will be very impressed with the new facilities and will continue to enjoy the ultimate parking experience in Derby."

*Dated: 23<sup>rd</sup> October 2010*