

Case study: Bluewater



Introduction

Motorclean has established very successful partnerships with retailers and car park operators to provide an enhanced service to drivers, which at the same time monetises otherwise inactive parking space. Bluewater, Europe's largest retail centre, is the site of an exclusive valeting service for private drivers run by Motorclean.

The opportunity

Bluewater is located 45 minutes southeast of London in Kent and offers visitors 330 shops and restaurants under one roof.

It benefits from its proximity to major road transport routes and its 13,000 berth car parks are often filled to capacity at busy times of year. Visitors spend an average of three hours at Bluewater and are treated as 'Guests' corresponding to its philosophy of making shopping an enjoyable, stress-free experience. Guests are offered a variety of services to enhance this experience.

In 2005 Motorclean approached Bluewater and proposed opening a valeting service on site for private drivers. Once a feasibility study was completed, which satisfied both parties that site drainage and health and safety requirements would be met, the partnership commenced.



X marks the location of Bluewater



Motorclean's area is distinctively and well signposted

How it works

Visitors arriving at Bluewater can simply turn up at the designated Motorclean-branded car park (the Lower Blue Car Park behind Marks & Spencer). They select the valeting services they require and leave their cars in the safe hands of Motorclean's reception.

Alternatively, they can prebook their valet 24hrs in advance and receive a discount.

Once cars have been valeted in one of the 28 berths available, drivers are informed by text message that they can return to pick up their vehicle. The service is open from 9-6 on weekdays, 8:30-6 on Saturday and 10-5 on Sunday.

November and December are the busiest times for Motorclean, thanks to the Xmas shopping rush.

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Services

The most common combination of services is 'Interior' and 'Exterior', whereby the bodywork and interior surfaces are given a comprehensive clean. Customers have the option of upgrading the 'Exterior' to include a full body wax (the 'Gleam Supreme'). They can upgrade the 'Interior' to a 'Superior Interior', which comprises a detailed clean with upholstery and leather treatments. Prices for single services or combinations range from £23 to £77.

Motorclean also offers a range of advanced and newly developed car care treatments. The interior or exterior 'Vehicle Protection' services apply Silver Seal coatings to ensure vehicle surfaces are resistant to environmental or accidental damage. Further, 'Aroma Care' uses the most advanced ionizing and ozone technology to effectively neutralise unpleasant odours caused by bacteria and pollutants.

All products used are biodegradable and the run-off from exterior treatments is safely captured in a specially adapted drainage system.

Promotion

Motorclean's valeting service is given a high prominence by Bluewater because it has a stake in its success. Motorclean rents the space in the car park and Bluewater shares a proportion of the revenue from work undertaken.

Drivers are made aware of the service with eight strategically placed signs in the car parks. Areas of high footfall within the centre feature Motorclean on posters and plasma screen displays. Further, leaflets are available at carousels and at information points (Bluewater does not allow the direct distribution of leaflets to Guests).

Bluewater also publicises the service on its website, www.Bluewater.co.uk along with a price list and further details on the options.

The future

Both Motorclean and Bluewater have benefited from their partnership.

Applying its experience, Motorclean opened a second site at Bluewater in September 2007 to double its capacity. Motorclean is also opening further large concessions across the UK into 2008.



"Motorclean's services are a valuable addition for Bluewater and our Guests." Chris Meredith, commercial manager at Bluewater

