Blackpool Council

Blackpool Strategic Parking Review

Final Strategy Report

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1. INTRODUCTION

1.1 Blackpool Strategic Parking Review

1.1.1 AECOM have been appointed by Blackpool Council to undertake a Strategic Parking Review with the end output being this document, a Final Strategy Report.

1.1.2 Blackpool Council had the aim of producing a comprehensive, long-term Parking Strategy which puts forward actions to ensure that parking provision in Blackpool plays a part in assisting the tourist economy, Blackpool as a shopping destination and as an attractive place for residents and businesses.

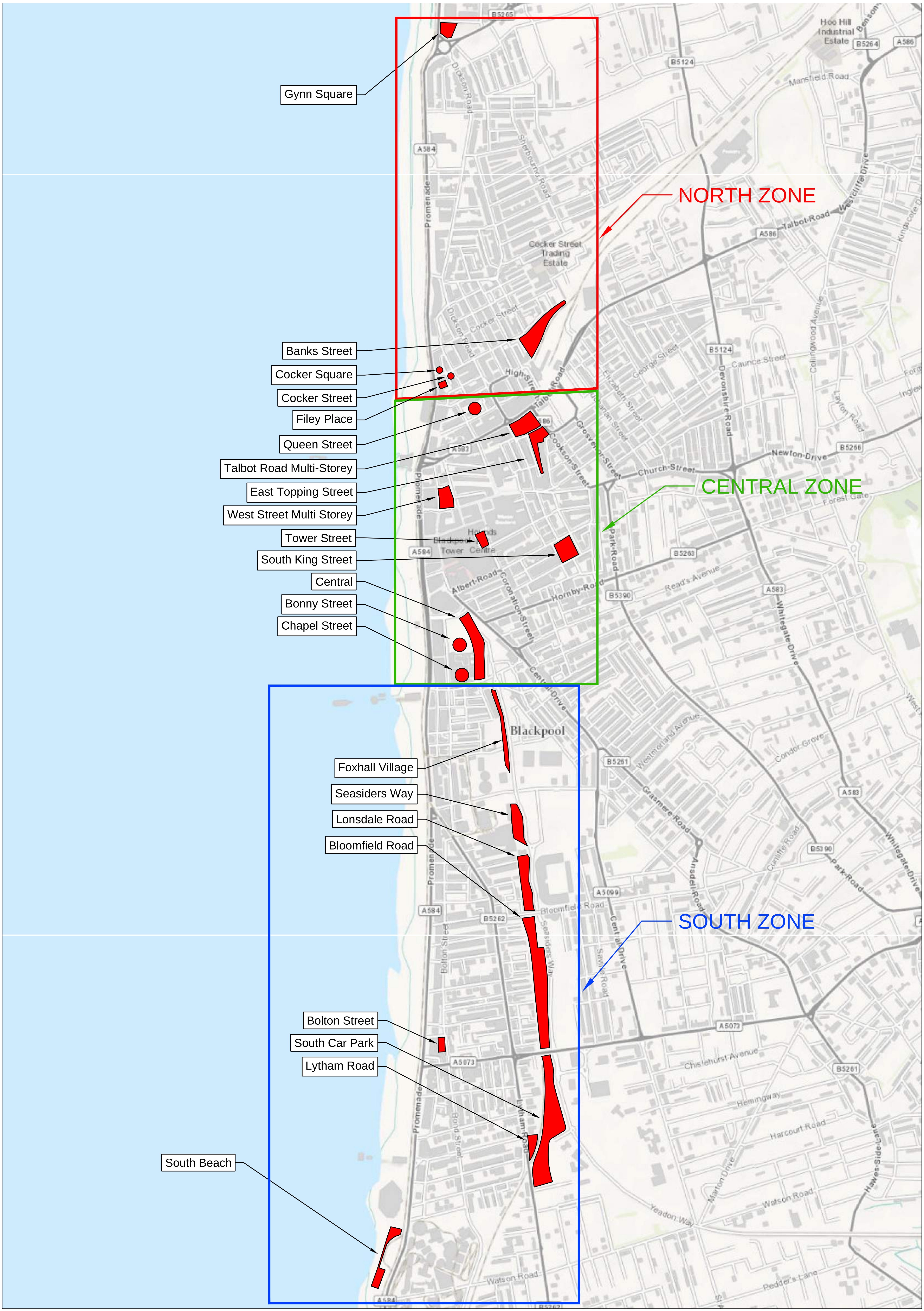
1.1.3 Four key considerations were outlined at the outset, as follows:

- To support the economic growth of the visitor economy;
- To support the local business community;
- To meet the needs of Blackpool residents when using Blackpool's commercial areas such as the Town Centre and the Resort Core; and
- To support the implementation of key strategy documents (the Council Plan, The Blackpool Local Plan Core Strategy, The Blackpool Local Transport Plan, Blackpool Destination Management Plan and Blackpool Town Centre Strategy).

1.2 Preparatory Work

1.2.1 This Final Strategy Report should be read in conjunction to previous documents produced in 2015. Considerable stakeholder engagement was undertaken, with a range of interests including; Council officers, the business community, elected members representing their local electorate, Blackpool Transport and the general public. This work is detailed in the **Stakeholder Engagement Paper** issued in October 2015.

1.2.2 As well as the Stakeholder engagement, significant observation and analysis of current parking supply, trends and benchmarking with other towns was undertaken in 2015. This is documented in the **End of Stage One Report** which was produced by AECOM in November 2015. This documented included an initial list of options which were discussed with a number of client officers in December 2015, and comments, suggestions and refinements have been incorporated into this Final Strategy Report. For reference, a plan showing all of the council-managed off-street car parks is shown in **Figure 1.1.**



NORTH ZONE
CENTRAL ZONE
SOUTH ZONE
Gynn Square
Banks Street
Cocker Square
Cocker Street
Filey Place
Queen Street
Talbot Road Multi-Storey
East Topping Street
West Street Multi Storey
Tower Street
South King Street
Central
Bonny Street
Chapel Street
Foxhall Village
Seasiders Way
Lonsdale Road
Bloomfield Road
Bolton Street
South Car Park
Lytham Road
South Beach
Blackpool

1.3 Structure of Report

1.3.1 Following this introduction, Chapters 2 and 3 of the Final Strategy Report summarise the Stakeholder Engagement Paper and End of Stage One Report respectively.

1.3.2 Chapters 4 and 5 review existing local policy and draw out the key policies that this Strategy has to both conform with and support, and then reviews the existing parking standards that apply to Blackpool.

1.3.3 Chapter 6 outlines the future developments earmarked for the town. These represent the best information available at the end of 2015, and have been agreed with Blackpool Council officers. The impact of these developments in terms of parking supply and demand in Blackpool is assessed.

1.3.4 Chapter 7 summarises the long list of options developed and included in the End of Stage One Report. Chapters 8 to 18 go into considerable detail on the range of options available on the following topics, in order; Demand, Routeing Access & Signage, Coaches, On Street Parking, Park & Ride, Disabled Parking, Special Events, Pricing, Payment Systems, Enforcement and Maintenance. Each topic chapter adopts a similar structure, with a stated 'Objective' outlined, reference made to stakeholder views and analysis in Stage One. From this, options are discussed, and finally preferred options are put forward at the end of each chapter.

1.3.5 Chapter 19 helps to summarise the measures within the Strategy relating to off-street parking by providing a summary for each individual car park.

1.3.6 Chapter 20 provides some high level outline cost estimates for the implementation of the Strategy. There are important caveats to note in this section, and further detail would need to be provided as measures are implemented. The Chapter also seeks to identify where revenue returns might be realised to justify such capital investment.

1.3.7 Finally, Chapter 21 outlines the Strategy Action Plan. This proposes measures to be implemented over three time periods, Short Term (2016-2018), Medium Term (2018-2021) and Long Term (2021-2024).

2. SUMMARY OF THE STAKEHOLDER ENGAGEMENT PAPER

2.1 Introduction

2.1.1 AECOM's full report on Stakeholder Engagement and Discussions was issued as a separate report in November 2015, the summary of those discussions and key themes and issues highlighted follow in this section. The

2.1.2 Stakeholders included: Blackpool Council Officers, Blackpool Council Elected Members, Blackpool Transport, The Blackpool Business Leadership Group (BBLG), Coach Providers, and the General Public.

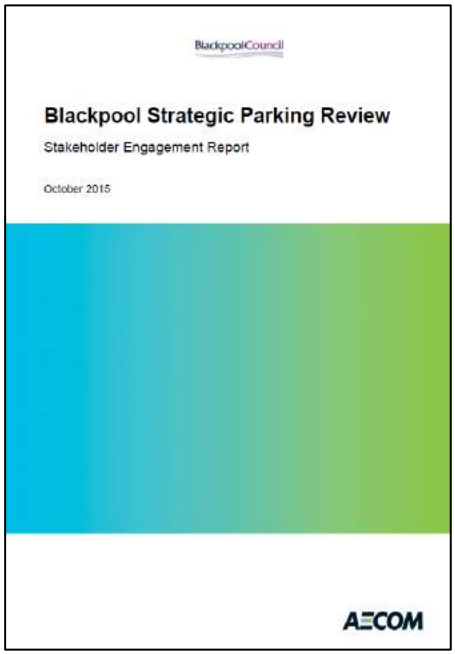
2.1.3 The methods in which these stakeholders were consulted included: presentations, consultations, and surveys.

2.2 Summary of Discussions

2.2.1 AECOM endeavoured to engage in discussions with a range of key stakeholders to ensure their views are considered in developing the Strategic Car Parking Strategy and Action Plan. Following this process, AECOM has been able to identify several issues / themes emerging from the discussions that are likely to shape any parking proposals moving forward.

2.2.2 User spot surveys were conducted on several dates between July and October 2015. Over 80 people were questioned across BC car parks with the key findings summarised and any emerging issues identified.

2.2.3 A presentation was also delivered to 17 of Blackpool's elected members with several key themes emerging from these discussions held on 16th September 2015. All councillors were advised to complete the SurveyMonkey in order to formally voice any concerns. The period for responding to the survey passed without receiving a response from the elected members.



2.2.4 A further presentation was delivered to the BBLG, which aimed to provide an outline of the work being undertaken by AECOM. This event was well attended with over 100 BBLG members present, representing a range of businesses across Blackpool. Following the presentation the link to the SurveyMonkey was distributed amongst the

members to provide them with a platform to record any suggestions / issues / concerns. Overall, 69 responses were received and a number of emerging themes have been identified for consideration in the development of the car parking strategy.

2.2.5 In 2014, Blackpool Council surveyed a total of 22 Operators / Organisations to gain an appreciation of their views relating to the provision of coach parking within Blackpool. The report of the survey recognises the significant contribution coaches make towards Blackpool's economy and the need to provide adequate facilities allowing for their successful operation within Blackpool.

2.2.6 AECOM also met with Blackpool Transport to discuss future proposals for Park & Ride infrastructure. It was considered that although there was currently a shortage of suitable sites within Blackpool, a seasonal Park & Ride service should be considered, although it would require investment and political will to both develop the necessary infrastructure, and implement the "stick" measures required to encourage a level usage of Park & Ride that would make the offer economically viable.

3. SUMMARY OF STAGE ONE REPORT

3.1 Introduction

3.1.1 Stage One of the SPR included the collation and review of considerable baseline data. On site audits of current parking supply have been undertaken, local policy documents have been reviewed, stakeholders have been met, and observations have been recorded on numerous occasions. All of this work is crucial in informing the development of the Parking Strategy.

3.1.2 Within the Stage One Report; the existing parking provision in Blackpool was reviewed and summarised, taking into account: the location, number of spaces available, and tariff structure at all publicly available car parks within the study area, both Council and privately managed.

3.1.3 Subsequently, an analysis of current utilisation and revenue generation of existing BC parking stock is provided. The outcome of initial discussions with key stakeholders is also summarised in the Stakeholder Engagement Paper. The views and opinions of these stakeholders formed a key part in shaping the direction and objectives of the overall strategy.

3.1.4 Following an inception meeting with BC and formally agreeing the scope of the study, AECOM undertook a series of site visits to establish the current position in terms of car parking availability in Blackpool. Car parking proformas were developed and completed for each car park **(Appendix A).** They aimed to capture key quantitative and qualitative information associated with each park. The data captured included; the quality of car parking facilities / infrastructure, a breakdown of the provision of spaces and a breakdown of occupancy at each of BC's car parks located within the study area.

3.1.5 Following the above, AECOM was able to identify the key issues / challenges faced by Blackpool in terms of the current parking provision and the opportunities that exist. Drawing from these issues and opportunities, AECOM has developed a long list of potential options for Blackpool's parking provision moving forward. Each option was scrutinised, with associated advantages and disadvantages outlined at the end of this report.

3.1.6 This section of the report will provide a summary of the: study baseline, ticket sales & revenue generation, occupancy surveys, benchmarking, and issues & opportunities.

3.2 Study Baseline

3.2.1 The study baseline summarises the existing situation regarding the availability of publicly available off-street car parking, both local authority and privately owned in addition to on street parking. It should be noted that this analysis does not include car parks which are not available to the public, such as those intended for customer use only e.g. supermarket car parks. The baseline assessments for each of the council managed car parks were undertaken in July 2015.

3.2.2 At the end of July 2015, 23 car parks were recognised to be under the management of Blackpool Council. **Table 3-1** provides an overview of all BC operated car parks along with a breakdown of capacity and type.

Table 3-1: Council Managed Car Parks

Ref.	Location	Management	Type	Capacity (all bays)	Standard Bays	Disabled Bays	Coach Parking / Motorhome	Motorcycle Bays (approx)	Permit Holder
1	Banks Street	Blackpool Council	Surface	**242**	217	16	9	0	0
2	Bloomfield Road	Blackpool Council	Surface	**648**	623	25	0	0	0
3	Bolton Street	Blackpool Council	Surface	**20**	17	3	0	0	0
4	Bonny Street	Blackpool Council	Surface	**149**	137	8	0	4	0
5	Central	Blackpool Council	Surface	**739**	697	31	0	11	0
6	Chapel Street	Blackpool Council	Multi-storey	**243**	208	5	0	30	0
7	Cocker Square	Blackpool Council	Surface	**24**	22	2	0	0	0
8	Cocker Street	Blackpool Council	Surface	**31**	27	4	0	0	0
9	East Topping Street	Blackpool Council	Surface	**132**	120	6	0	6	0
10	Filey Place	Blackpool Council	Surface	**38**	34	4	0	0	0
11	Foxhall Village	Blackpool Council	Surface	**179**	154	10	15	0	0
12	Gynn Square	Blackpool Council	Surface	**73**	51	4	12	6	0
13	Lonsdale Road	Blackpool Council	Surface	**190**	172	18	0	0	0
14	Lytham Road	Blackpool Council	Surface	**34**	20	5	4	5	0
15	Queen Street	Blackpool Council	Surface	**37**	36	1	0	0	0
16	Seasiders Way (Shared Coach and Car spaces)	Blackpool Council	Surface	**183**	141	0	42	0	0
17	South	Blackpool Council	Surface	**938**	910	18	10	0	0

18	South Beach	Blackpool Council	Surface	**212**	195	11	0	6	0
19	South King Street	Blackpool Council	Surface	**108**	76	3	0	6	23
20	Talbot Road	Blackpool Council	Multi-storey	**641**	488	38	0	0	115
21	Tower Street	Blackpool Council	Surface	**94**	88	6	0	0	0
22	West Street	Blackpool Council	Multi-storey	**200**	154	8	0	16	22
23*	Devonshire Road	Blackpool Council	Surface	**273**	-	-	-	-	273
			Total	**5428**	**4587**	**226**	**92**	**90**	**433**

* Devonshire Road Car Park was for BC staff only and was never publically available.

3.2.3 Altogether, these car parks provided a total of 5428 spaces (all bay types) with the total of publicly available standard bays standing at 4587 (84%). In terms of the overall council owned parking stock, of the gross figure (5428), 5334 offer the option for long stay parking, with only 94 offering short stay only (Tower Street). On top of this, there are in the region of upwards of 3,700 spaces in the form of non-council managed car parks.

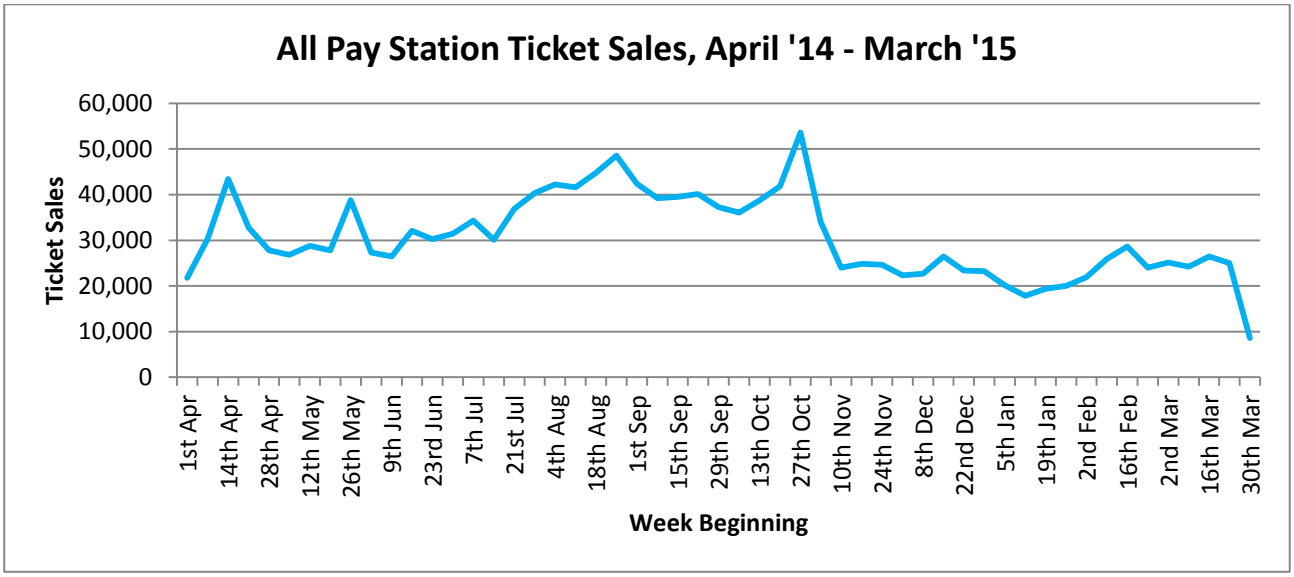
3.2.4 With regards to on street parking, It is difficult to calculate the exact number of on-street parking bays as individual spaces are not marked. Furthermore, the number of spaces available depends on the size of the vehicles parked within them; clearly larger vehicles will occupy more space than smaller ones. It is understood, following discussions with BC Parking Services, that the number of on-street P&D spaces ranges between 500 & 550.

3.3 Ticket Sales & Revenue Generation

3.3.1 The ticket sales & revenue generation section in the Stage One Report summarised the demand for each of the council managed car parks in terms of; utilisation, revenue, and occupancy. In addition to the latter, this section also summarised other means of revenue generated associated with parking, such as penalty charge notices.

3.3.2 BC provided car park utilisation data for the previous Financial Year (FY 14-15) taken from individual ticket sales. The overall ticket sales per month for all BC car parks are summarised in **Figure 3.1.**

Figure 3.1: FY 14-15 Weekly Ticket Sales (Source: BC)

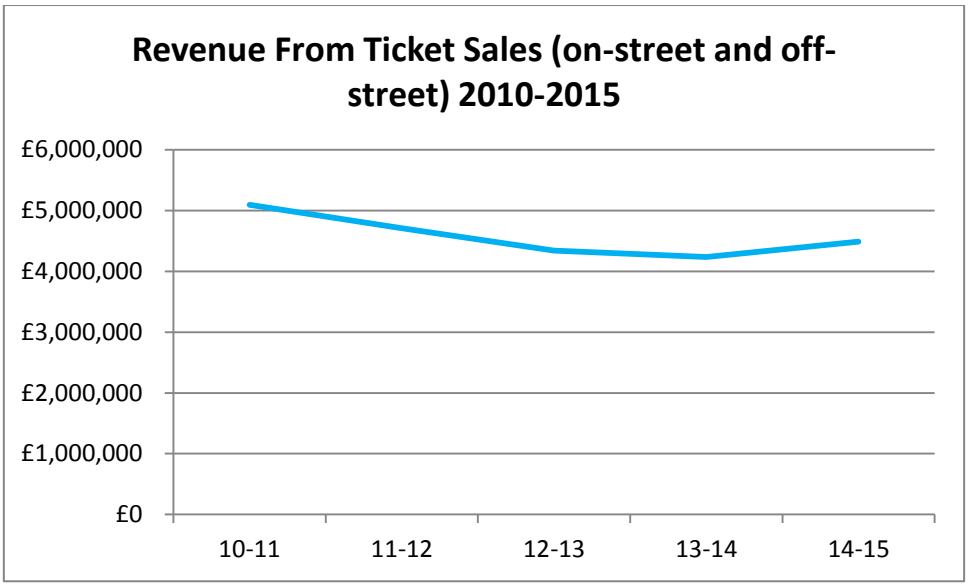


3.3.3 **Figure 3.1**, indicates that usage in the weeks between Jan 5th and Feb 2nd was lower than any other four week period. The other notable features are the peaks in ticket sales during mid to late April, the increase and summer ticket sale peak between July and the end of August and the peak during the final week of October that coincides with the October half term period. Discussions with BC highlighted this period as being particularly popular in terms of visitor numbers. Overall the graph highlights the seasonal nature of ticket sales across all BC pay stations, with notable increases during periods coinciding with school / public holidays.

3.3.4 **Figure 3.2** illustrates the revenue generated from ticket sales, whilst **Figure 3.3** presents the total revenue generated from both ticket sales and other income streams, including: Penalty Charge Notices (PCNs), business permits, residents parking permits, contributions from housing developments, and miscellaneous sources.

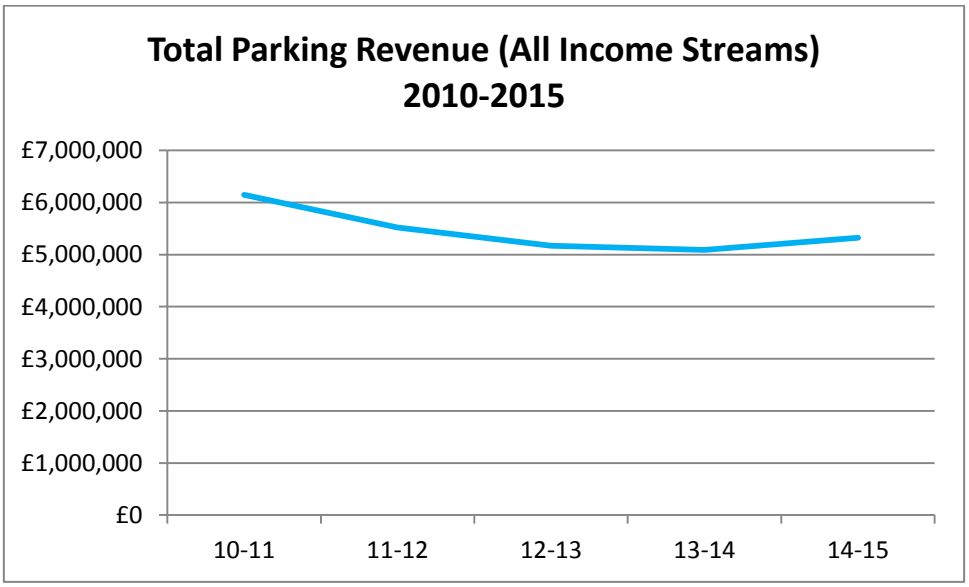
3.3.5 **Figure 3.2** highlights that revenue generated from ticket sales across all of BC car parks and on street ticking machines has decreased from just over £5,000,000 to slightly below £4,500,000. A steady decline in revenue was observed between April 2010 and March 2014; however, an increase in ticket sales of approximately £300,000 has been observed in the 2014/2015 financial period from the previous year (2013/2014).

Figure 3.2: Five Year Ticket Sales Revenue (Source: BC)



3.3.6 **Figure 3.3** illustrates the total revenue generated between 2010 and 2015. Similar to raw ticket sales, overall revenue has also declined over the same period from over £6,000,000 in 2010 to approximately £5,000,000 in 2014. However, similar to raw ticket sales, overall revenue has increased by over £250,000 to over £5,300,000. Whilst ticket sales increased by £300,000, it is worth highlighting that revenue from; business permits, decriminalised parking, and residents permits has decreased over the same financial period thus accounting for the £50,000 discrepancy,

Figure 3.3: Five Year Revenue including all Income Streams



3.4 Occupancy Surveys

3.4.1 AECOM undertook occupancy counts over nine dates between the 3rd of July and the 29th of October 2015 at all BC managed car parks. It should be noted that a minimum of six counts were undertaken at each car park with a maximum of eight counts conducted at some car parks.

3.4.2 The dates of the counts sought to coincide with periods of high demand and normal conditions as well as a range of days that included weekdays, evenings, weekends and events. As such, a range of dates were agreed with BC prior to commencing the surveys. The rationale behind each survey date is provided in **Table 3-2.**

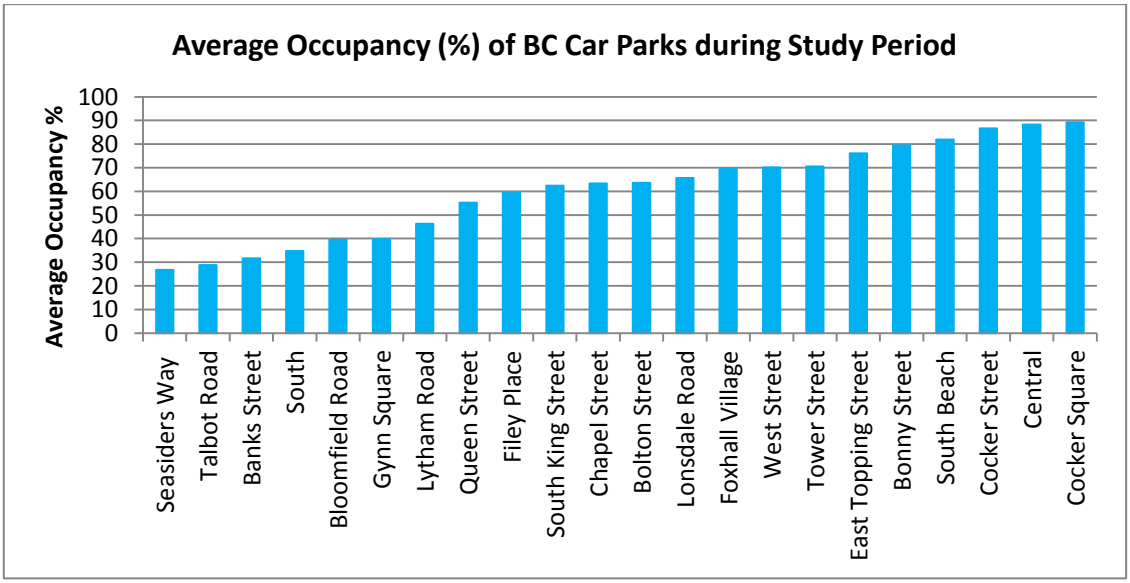
Table 3-2: AECOM Occupancy Counts

Date (2015)	Rationale Behind Selection
Friday 3rd July,	**Initial site visit undertaken on this date to coincide with inception meeting and a normal weekday.**
Thursday 9th July	**Follow on from initial site audit to capture the car parks where occupancy counts were not undertaken during a normal weekday.**
Thursday 30th July	**Observe conditions during a neutral weekday evening during the summer.**
Sunday 9th August	**Coincided with Blackpool Air Show.**
Friday 4th September	**Coincided with Illumination Switch-On event.**
Saturday 12th September	**Observe conditions on a Saturday in September.**
Sunday 27th September	**Observe conditions on a Sunday in September.**
Saturday 24th October	**Coincided with 1st weekend of October half-term and a Blackpool FC home game.**
Thursday 29th October	**Coincided with a weekday during October half-term.**

3.4.3 **Figure 3.4** presents the average occupancy (%) at each of the council owned car parks. Five car parks were observed to have an occupancy rate of less than 40%, these were: South, Seasiders Way, Talbot Road, Banks Street, and Bloomfield Road.

3.4.4 A further eight car parks; Lytham Road, Queen Street, Filey Place, South King Street, Chapel Street, Bolton Street, Lonsdale Road and Foxhall Village were observed to have an average occupancy between 40% and 70%. Average occupancy at the remaining eight car parks was observed to be above 70%. No surveys were undertaken at Devonshire Road due to its lack of publicly available parking.

Figure 3.4: Average Occupancy of Car Parks

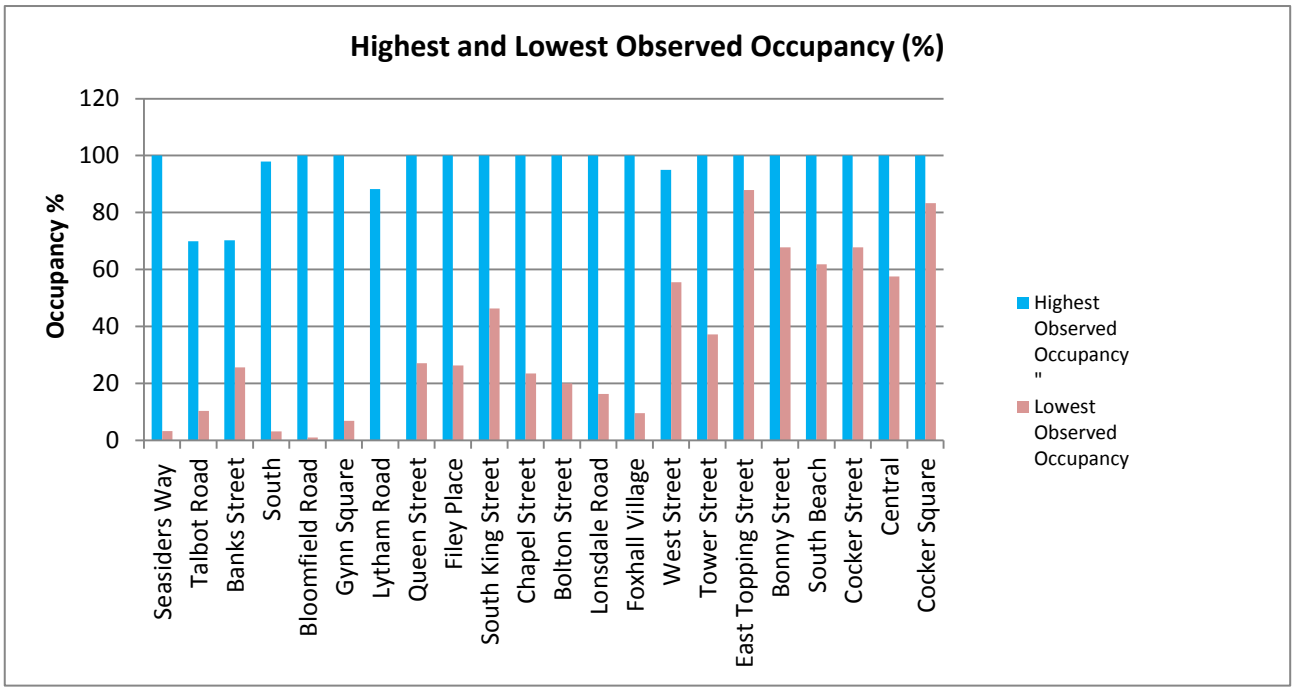


3.4.5 Some car parks were subject to large fluctuations in demand. This is highlighted by comparing the highest and lowest observed occupancy percentage throughout the surveys. An illustration of this is provided in **Figure 3.5** and provides a high level overview of the available capacity during different periods between July and November 2015.

3.4.6 Car parks located close to the Centre and in reasonable proximity to some of the key tourist attractions did not experience as severe fluctuations in demand for parking. Notably, East Topping Street, Cocker Square & Cocker Street, Bonny Street, West Street and Central, were not observed to be operating below 50% capacity across any of the daytime occupancy surveys.

3.4.7 Throughout the survey period, it was apparent that occupancy across Blackpool's car parks ranged considerably and was subject to large fluctuations in demand. In some instances, car parks were observed to be near empty during one audit, and operating at capacity during the next.

Figure 3.5: Comparison between Highest and Lowest Observed Daytime Occupancy



3.4.8 Throughout the audit period, all car parks were observed to be operating above 70% on at least one occasion. Several car parks were consistently observed to be operating above 70%, with others observed frequently as operating below 40%. On average, throughout the entire audit period, occupancy across all of BC's off-street parking stock was 55%. This rose to above 85% on occasions and fell to below 25% on others. This highlights the great disparities between demand levels at different periods during the audit process, which was undertaken during the end of summer and during the autumn season. No observations have been undertaken during the off season (as indicated in ticket sales) between November and March.

3.5 Benchmarking

3.5.1 An initial benchmarking exercise has been undertaken to assess Blackpool in comparison to its comparator seaside resorts. This benchmarking has been undertaken to gain a better understanding of the strategies and schemes employed elsewhere in the United Kingdom to respond to similar issues.

3.5.2 **Tables 3-3** and **3-4** illustrate how Blackpool's car parks are priced in comparison to comparator UK seaside resorts. The table observes the car parking charges over a 24 hour period on surface and multi-storey car parks. In instances where there were no comparable charges (for example 18 hours stays) the charges for the time period above (24 hours for example) were applied.

3.5.3 Please note that the lowest price parking is highlighted in green, with the highest priced parking shown in red, whilst yellow represents charges above the observed average.

Table 3-3: Tariff Benchmarking – Surface Car Parks

Town/ City	Blackpool	Brighton & Hove	Bournemouth	Scarborough	Weston Super Mare	Torbay	Average
Car Park	Central	Madeira Drive	Kings Park Car Park	Northstead Upper	Royal Sands	Clennon Valley	
1 hour	£2.50	£3.20	£1.10	£1.50	£5.00	£1.30	£2.43
2 hours	£2.50	£5.20	£2.60	£2.00	£5.00	£2.30	£3.27
3 hours	£3.50	£10.40	£2.60	£3.60	£5.00	£3.30	£4.73
4 hours	£4.50	£10.40	£2.60	£3.60	£5.00	£4.00	£5.02
5 hours	£9.00	£15.60	£3.60	£3.60	£7.00	£5.00	£7.30
6 hours	£9.00	£15.60	£3.60	£4.50	£7.00	£8.00	£7.95
8 hours	£9.00	£15.60	£4.00	£5.50	£7.00	£8.00	£8.18
12 hours	£12.00	£15.60	£4.00	£5.50	£7.00	£8.00	£8.68
18 hours	£13.00	Max stay	£4.00	£5.50	max stay	£8.00	£7.63
24 hours	£13.00	Max stay	£4.00	£5.50	max stay	£8.00	£7.63

3.5.4 Blackpool's Central (surface) car park has a higher than average car parking charge for the 1 hour, 5 hours, 6 hours, 8 hours and 12 hours charges. The charges associated with 18 and 24 hours are almost double the average price for the same period of time in addition to being the highest charges across the sample towns. Blackpool is not observed to have the lowest charge rate for any of the given time periods in **Table 3-3**.

Table 3-4: Tariff Benchmarking – Multi-Storey Car Parks

Town/ City	Blackpool	Brighton & Hove	Bournemouth	Scarborough	Weston Super Mare	Torbay	Average
Car Park	Talbot Road	Regency Square	BIC	Burniston Road	Carlton Street	Victoria Garfield Road	
1 hour	£2.50	£2.00	£1.50	£1.50	£1.20	£1.30	£1.67
2 hours	£2.50	£4.00	£2.70	£2.00	£2.20	£2.30	£2.62
3 hours	£3.50	£7.00	£4.50	£4.00	£3.00	£3.30	£4.22
4 hours	£4.50	£7.00	£6.50	£4.00	£5.00	£4.00	£5.17
5 hours	£9.00	Max Stay	£8.50	£5.00	£7.50	£5.00	£7.00
6 hours	£9.00	Max Stay	£8.50	£5.00	£10.00	£8.00	£8.10
8 hours	£9.00	Max Stay	£12.50	£5.00	£10.00	£8.00	£8.90
9 hours	£12.00	Max Stay	£12.50	£5.00	£10.00	£8.00	£9.50
12 hours	£12.00	Max Stay	£12.50	£5.00	£10.00	£8.00	£9.50
18 hours	£13.00	Max Stay	£12.50	£5.00	£10.00	£8.00	£9.70
24 hours	£13.00	Max Stay	£12.50	£5.00	£10.00	£8.00	£9.70

3.5.5 **Table 3-4** displays the observed charge rates over a 24 hour period for multi-storey car parks in Blackpool and other comparable sea side resorts across the United Kingdom. Blackpool's Talbot Road multi-storey carpark was chosen to be compared against other multi-storey carparks. Talbot Road has the highest charge rate for four of the time slots including 1 hour, 5 hours, 18 hours and 24 hours. The 6 hours, 8 hours, 9 hours, and 12 hours timeframes are above the observed average across the chosen resorts.

3.6 Issues and Opportunities

3.6.1 In order to inform possible options for inclusion in the parking strategy, it was considered necessary and helpful to outline key issues and opportunities arising from the Stage One work. The lists are by no means exhaustive but provide an overview of key considerations. The key issues are highlighted in **Table 3-5**, conversely the opportunities are expanded upon in **Table 3-6**.

Table 3-5: Observed Issues

Issue	Explanation
Congestion at peak times	During peak seasons Blackpool is likely to become congested due to the influx of visitors into the town.
Wayfinding	Although car parks are sign posted on approach to Blackpool and around the town centre, some of the central car parks such as West Street can still be hard to navigate to. Furthermore, these signs do not inform visitors as to which car parks are full or nearing capacities.
Under-utilised car parks	Some car parks are under-utilised in terms of the spaces on offer.
Lack of coach parking	Previous engagement with coach operators highlighted a lack of suitable facilities for coach drivers within convenient locations.
Antiquated payment systems	Not suitable for linkage with VMS advanced signage systems, rigid in operation as they do not allow for flexible methods of payment, and labour intensive for CEOs who collect the coins from the machines.
Highly seasonal trends	The seasonal nature of Blackpool's visitor economy lends itself to fluctuating visitor numbers; therefore it is difficult to facilitate a strategy which is all encompassing.
Confusing and limiting pricing structure	The pricing structure in Blackpool's car parks can be perceived to be limiting, for example there is no option for a 6 hour stay, instead the times range between a 4 and 8 hour stay.
Infrastructure (Poor Quality)	Old and outdated payment machines coupled with outdated surface and multi-storey car parks. Additionally, some car parks i.e. South Beach highlighted issues with vehicle circulation.
Limitations of equipment	Several car parks lack CCTV security systems, previous instances of vandalism to pay on exit barriers.
Lots of small car parks, labour intensive for CEOs	The number of small and dispersed car parks can be perceived to be detrimental to CEOs, as their time is spread between these areas, rather than

	concentrating on the larger or more popular car parks in close proximity to one another.
Information only on arrival	Information as to whether car parks are reaching their capacity or not is only displayed upon arrival, once a member of staff has produced a sign which says “Car Park Full”.
Observations only in terms of demand / capacity	There is no method to monitor the number of vehicles occupying each car park; therefore CEOs are responsible for diverting users to other car parks. This was observed to cause delays on approaches to Blackpool, namely Yeadon Way.
Poor circulation / design	South Beach car park is one such example where traffic circulation is poor, with vehicles finding it difficult to manoeuvre around spaces.
Primarily pay and display	Labour intensive for CEOs to enforce and visitors will have to estimate the amounts of time they will spend in the resort.
Poor links to the town/ resort from southern car parks	The larger car parks to the south do not have direct or easy to navigate pedestrian routes to the town centre attractions.
Tram connection to the car parks is poor	Improved tram connections would allow for greater flow of visitors from the southern car parks to the attractions. This also has the potential to improve congestion issues in the town.
Limited Space due to the built up nature of the town	Due to the built up nature of the town, there is not much scope to increase capacity on town centre roads, or to build new parking infrastructure without land acquisition and building demolition.
Lack of route choice	Yeadon Way is the main way into the town from the motorway.
Some of the time bands are not accounted for	Lack of tariff options available, which leads to users being reluctant to pay the additional costs of a higher time band, therefore they may not maximise their length of stay in Blackpool.
Some poor quality car parks	Several existing car parks do not adhere to the quality of stock expected of a leading seaside resort.
Better quality provision is usually under-utilised	Talbot Road multi-storey provides the most modern facilities with advanced flexible payment methods available; however this report highlights consistently low occupancy levels considering its prominent location within the town centre.
Devonshire Road car park	Exclusive for council staff, however this was underutilised by the staff leading to public criticism.
Security	There is the perception that car parks are not safe, especially to be left over night.
CEOs manpower	18 (16 + 2 Supervisors) CEOs to cover all of Blackpool makes enforcement and revenue capture very challenging.

Table 3-6: Observed Opportunities:

Opportunity:	Explanation:
Designated disabled car parks	Consolidating disabled parking to one accessible facility within a prominent area of the town. Present the opportunity to increase revenue generated from car park/ on street ticket sales.
Devonshire Road car park options*	Devonshire Road car park could be opened up to the public, or sold to a developer or private car parking company.
Available footprint for development	Due to the large amounts of space currently taken by car parks, some of this could be released for developers if alternatives can be found.
Redesigning / Maximising spaces	Redesigning the car park layouts, could allow for extra spaces to be utilised in the existing car parks.
Signage and wayfinding	AECOM recently completed a signage and wayfinding strategy on behalf of BC. The report highlighted the potential interface with HE's SRN, the application of VMS to improve traffic flow and explored the potential opportunities for locating future VMS.
Introducing advanced technology	Improvements to existing payment systems which will allow for the monitoring of occupancy and provide a flexible user interface.
Event management	Deploying a team of CEOs to effectively and efficiently manage parking during significant events that generate high levels of parking demand.
Alternative uses during low demand season	Car parks could be given for alternative uses in the low season, such as hosting a Christmas Market or Ice Rink; this itself would be a visitor attraction to the town.
Seasonal pricing	Encourage off-season visitors to increase the duration of stay/ encourage more off season visitors.
Update on-street signing / lining	Introduce marked bays to increase off street capacity.
Increase demand for under-utilised parking	Incentives associated with parking away from the centre through potential collaboration with public transport operators.
Local tourist information map in each car park	Provide first time visitors with information to assist with navigation to the main attractions.
Link car parking tickets to the tram	Discounted tram tickets to encourage tram use and reduce traffic congestion.
Link car parking tickets to local attractions	Encourage parking with money off offers to local attractions.
Link new developments to parking needs of the town	New developments should be responsible for providing ample amounts of parking for their attractions. Opportunity to revise existing parking standards.
Park and Ride	Park and Ride has the potential to alleviate congestion issued related to visitor influxes, by providing a tram or bus service from the car parks into the town or to the attractions.

*Since the completion of the end of Stage One Report Devonshire Road has been confirmed as being developed for residential use and is no longer an option in terms of car parking.

4. REVIEW OF EXISTING POLICY

4.1 Preamble

4.1.1 The Strategic Parking Review (SPR) is designed to link to other National, Regional, and Local strategies and policies, particularly those that have aligned priorities or objectives. This will mean that achieving objectives developed for the SPR will contribute towards achieving the wider policy objectives of Blackpool Council.

4.2 The National Planning Policy Framework

4.2.1 The National Planning Policy Framework (NPPF) provides the opportunity to produce amendments to parking standards for use in Blackpool that support any proposed regeneration proposals and future developments whilst deterring unnecessary car use, preventing commuter parking pressure and reducing congestion.

4.3 Local Planning Policy Context

Blackpool Local Plan

4.3.1 Blackpool Local Plan Part 1: Core Strategy (2012-2027) was adopted by the Council on 20 January 2016. The Core Strategy along with the 'saved policies' currently provide the statutory local planning policy framework for the Borough. The 'saved policies' will eventually be replaced by Blackpool Local Plan Part 2: Site Allocations and Development Management Policies. The timetable for Part 2 of the Local Plan is set out in the Council's Local Development Scheme document.

4.3.2 The Core Strategy will facilitate the physical, economic and social change which is seen by the Council and its partners as essential to Blackpool's future. It sets out where new development including housing and employment, retail and leisure should be located to meet Blackpool's future needs to 2027; identifies areas which will be regenerated, protected or enhanced; and sets out key development principles such as for design and affordable housing. The Core Strategy will be used to determine planning applications and priorities for the Borough over the next 12 years.

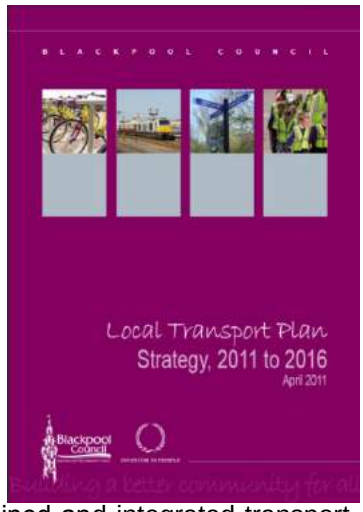
4.3.3 The Council's approach to transport and parking issues is set out in Core Policy CS5 – Connectivity. Part 1 (d) of the policy specifically relates to coach parking whilst Part 5 relates to addressing parking capacity issues and acknowledges the need to provide sufficient high quality and conveniently located car parks to support Blackpool Town Centre and resort economy as well as addressing wider issues of parking provision across the Borough. Policy CS5 provides further explanation of the Council's approach with the provision and management of parking seen as

having a key part to play in ensuring Blackpool remains a tourist destination of choice and being instrumental in determining where Fylde coast residents choose to shop.

4.4 Blackpool Local Transport Plan (Strategy, 2011-2016)

4.4.1 Blackpool's third Local Transport Plan (LTP) is a strategic document for transport between 2011 and 2016. The Plan addresses the key issues of: highway maintenance, road safety, congestion, the visitor economy, parking, and accessibility with a view to ensuring Blackpool is a great place to visit and live.

4.4.2 The plan recognises Blackpool as a significant transport hub given its prominent and central location on the Fylde Coast. The LTP aims to manage the high number of car-based visitors to ensure they have a good experience in Blackpool by efficiently directing them to safe well located parking and giving them every opportunity to enjoy the resort using more sustainable modes of transport. One example is the upgraded Blackpool – Fleetwood Tramway which has provided cleaner, faster and more sustainable mode of transport since completion in 2012. An extension of the tramway to Blackpool North Station is planned further to the LTP.



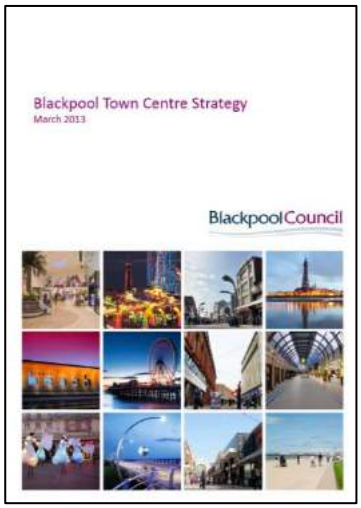
4.4.3 The vision of the LTP is: "By 2016 Blackpool will have a well maintained and integrated transport network, which will be safer and more secure for all users. Journeys will be more reliable and less affected by congestion, which will contribute to sustained economic growth and a reduction in carbon emissions. There will be improved access to Blackpool by all transport modes to support the local economy, with more sustainable travel within the resort as part of an improved visitor experience. People will have more travel choices and better access to their destinations, particularly by walking, cycling and improved public transport, and will be healthier due to greater use of active travel options. Higher quality parking will be more efficient and effective in providing for the needs of residents and visitors".

4.4.4 Additionally, the LTP highlights the key transport issues which include; highway maintenance, road safety, congestion, the visitor economy, **car parking**, accessibility, greenhouse gas emissions & air quality, health and well-being, and travel behaviour.

4.4.5 The LTP recognises the importance of parking in supporting the tourist-orientated economy and the clear need for a more strategic direction in the provision and management of town centre and resort parking. The LTP also highlights the **necessity for the development and implementation of a parking strategy** to address how the various and competing demands of resort day visitors, staying visitors, residents, shoppers and commuters can be met in the best possible way.

4.4.6 The Town Centre Strategy (TCS) recognises the importance of Blackpool Town Centre to the successful regeneration of the resort and the economic prosperity of the Fylde Coast.

4.4.7 The TCS outlines a vision for Blackpool Town Centre in 15 years (i.e. 2028) and is supported by six key objectives. The TCS also provides a description of the existing town centre situation and the opportunities for change. Through the identification of priority improvements and the management of the town centre in line with the six objectives the TCS develops a five-year action plan along with delivery mechanisms.



4.4.8 The six key objectives for the town centre included in the TCS are provided below:

- Re-establish the town centre as the first choice shopping destination for the Fylde Coast residents;
- Strengthen the town centre as a vibrant leisure, entertainment, cultural and business tourism destination for residents and visitors;
- Grow the town centre as a place to do business by creating a Central business District and creative industries hub;
- Create a choice of high quality homes within and around the town centre;
- Improve the quality of buildings, streets, and spaces in addition to their maintenance and management; and
- Provide convenient access to the town centre by all modes of travel and enable easier pedestrian movement.

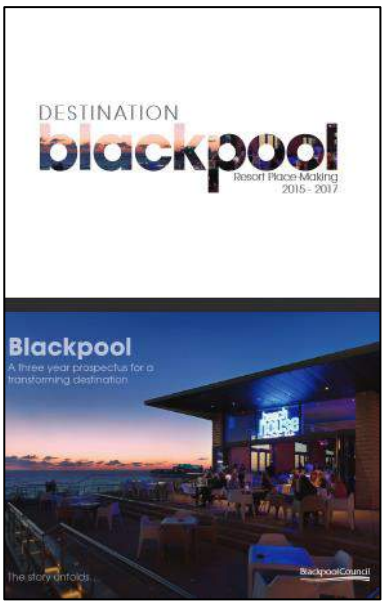
4.4.9 The TCS provides an analysis of the existing situation relating to access and movement making reference to some of the issues highlighted in the LTP such as the provision of signage as well as referencing the **emerging parking strategy**. The TCS highlights the importance of efficiency when addressing the existing provision of parking and its maintenance as well as considering the long term car and coach parking solutions.

4.5 Destination Blackpool: Resort Place-Making (Destination Management Plan 2015 – 2017)

4.5.1 The Destination Management Plan (DMP), recognises the progress Blackpool has made over recent years in re-establishing itself as a contemporary, family orientated beach resort and outlines a vision and strategic direction for Blackpool moving forward.

4.5.2 The DMP sets out a plan to change the deep-rooted negative perceptions of Blackpool and create a place that emulates a modern resort destination attracting higher spending leisure seekers, moving away from the low-budget 'stag and hen do' culture.

4.5.3 The DMP highlights the importance of the tourist economy, not only to the town itself, but also to Lancashire as a whole, and it outlines some of the landmark achievements the town council have made in recent times.



4.5.4 Through a SWOT analysis the DMP highlights some of the existing and future challenges facing the town, providing a foundation to successfully shape Blackpool in the forthcoming years:

- Product – Physical development of key sites, attractions and facilities that contribute to an unrivalled destination experience;
- Place - Provision of a visitor-friendly experience in terms of infrastructure and environmental management; and
- Promotion – Setting out a comprehensive marketing activity to promote the 'New Blackpool' to existing and new visitors across the UK and overseas.

4.5.5 The final chapter of the DMP outlines the key growth targets to be achieved over the coming years, and sets out an objective timeline for projects / developments which will ultimately lead to the continued transformation of Blackpool into a contemporary UK beach resort.

4.5.6 As far as parking is concerned, the DMP states that a more user friendly car park pricing policy will be implemented alongside the introduction of **enhanced ticketing machines** and payment facilities in an effort to improve the user-experience. In addition to this, the DMP identifies that the potential loss of spaces at both East Topping Street and South car park will need to be accounted for elsewhere in the town.

5. REVIEW OF EXISTING PARKING STANDARDS

5.1 Introduction

5.1.1 The NPPF provides scope for local planning authorities (LPAs) to develop parking standards for both residential and non-residential developments, taking into consideration the following factors:

- Development accessibility;
- Development type, mix and use;
- Public transport provision and opportunities;
- Local car ownership levels ; and
- A requirement to reduce the usage of high emission vehicles.

5.1.2 The NPPF provides further guidance for LPAs, stating; car parking within towns should be convenient, safe and secure, with appropriate provision for alternative motorised vehicles such as motorcycles. Additionally, national guidance recognises the importance establishing a charging system that does not jeopardise the vitality of the town centre and also acknowledges the necessity for proportionate parking enforcement.

5.1.3 LPAs should also be responsible for the identification and protection, where robust evidence suggests, of routes and sites that could be crucial for the development of infrastructure to enhance transport options.

5.1.4 In summary, the NPPF places the responsibility with the LPAs for the development of parking standards that support the principles of sustainable development and satisfy the demands and objectives of each authority. Whilst it is considered essential that developments provide adequate levels of parking based on the criteria above, the parking standards should seek to provide the right level of parking and not detract from the attractiveness of more sustainable modes such as public transport and pedal cycles. This is achieved by formulating a set of robust guidelines to regulate the supply of parking to avoid oversupply.

5.2 Existing Standards

5.2.1 The existing parking standards for Blackpool are included in the Local Plan 2001-2016. This is an extract from the Joint Lancashire Structure Plan (2005) which outlines parking standards for both residential and non-residential land uses in areas across Lancashire.

5.2.2 Adopted in 2005, these standards adopt a uniform approach to parking in locations across the county outlining the most appropriate ratio of parking based on settlement location, land use, floor area and accessibility.

5.2.3 To the best of AECOM's knowledge, the existing standards (**Appendix B**) have not been updated or amended since 2005 and the following issues with these standards are summarised in the following bullet points:

- Existing standards do not consider Blackpool's role as a major tourist resort attracting visitors from locations across the UK. They fail to differentiate between the nature of land uses in Blackpool compared with those associated with other towns across the county. Although encouraging travel by more sustainable transport modes such as public transport is desirable and achievable, Blackpool will predominantly generate car-based trips as tourists often require flexibility of their vehicles for travelling around destinations in the vicinity of the resort and carrying large quantities of luggage.

- The existing standards which propose ratios of parking supply based on accessibility do not compliment some of the existing land uses in Blackpool. For example, the Pleasure Beach generates trips from across the UK, the existing standards would recommend a reduction in parking by 15% to 35% due to its location in relation to public transport facilities. In reality, a reduction of this amount is likely to raise further issues such as overspill parking.

- The existing standards set for Lancashire attempt to establish a maximum ratio of parking spaces for a given development as opposed to a minimum proportion dependent on floor area, land use and accessibility. By adopting a 'minimum supply' approach, significant developments that generate countrywide car-based trips such as Pleasure Beach, could provide evidence to justify the ratio of spaces required without having to apply significant relaxations of the standards.

- Although it is acknowledged that Blackpool Council can deviate away from the existing standards, it would be beneficial to develop standards specific to Blackpool to accommodate existing and future parking demand.

5.3 Development of Blackpool Parking Standards

5.3.1 It is accepted that the availability of parking within towns has a major bearing on travel behaviour and providing high levels of accessible parking in convenient locations within close proximity to major developments is likely to impact negatively upon the number of people utilising sustainable

modes of travel. Policy CS5 of the Core Strategy reinforces this principle. However, it should also be recognised that Blackpool's economy relies heavily upon visitors from destinations across the UK with huge numbers embarking on the town during certain periods of the year. The visitor economy is what drives Blackpool and it is therefore of paramount importance that this market is catered for.

5.3.2 As previously highlighted, regardless of accessibility by public transport, visitors making long journeys will in most cases do so by car. Having enough secure parking for major developments to facilitate this demand is essential if overspill parking and associated impacts are to be kept to a minimum. Additionally, major employers can seek to reduce private car usage amongst employees through careful implementation and monitoring of workplace travel plans.

5.3.3 It is not recommended that sustainable modes of transport be discouraged. For land uses that generate more local trips such as supermarkets and offices, it is recommended that the standards encourage the use of alternative modes where possible by ensuring new developments do not exceed the minimum ratios. However, where modal switch is unlikely to be achieved, and the costs associated with displaced parking are high, the standards should ensure that any negative impacts associated with private car usage are mitigated and adequate levels of parking are provided.

5.3.4 In line with NPPF guidance, AECOM recommends Blackpool Council develop their own parking standards for development across the town. This will ensure a uniform approach to parking provision, tailored to Blackpool's current and future demand, that does not compromise targets related to sustainable travel or exacerbate issues associated with displaced parking. Such an approach could be regularly monitored for success. It is understood that Blackpool Council intends to review the parking standards for the Borough in Part 2 of the Blackpool Local Plan: Site Allocations and Development Management policies document.

6. FUTURE DEVELOPMENT PROPOSALS

6.1 Introduction

6.1.1 The Core Strategy, Town Centre Strategy and the Destination Management Plan (DMP) recognises the progress Blackpool has made over recent years in re-establishing itself as a contemporary, family orientated beach resort and outlines a vision and strategic direction for Blackpool moving forward. The DMP sets out a plan to change the deep-rooted negative perceptions of Blackpool and create a place that emulates a modern resort destination attracting higher spending leisure seekers.

6.1.2 The final chapter of the DMP outlines the key growth targets to be achieved over the coming years, and sets out an objective timeline for projects / developments which will ultimately lead to the continued transformation of Blackpool into a contemporary UK beach resort.

6.1.3 There are a number of known and potential future developments that are planned to be brought forward in Blackpool Town Centre over the short and medium term, with varying degrees of certainty. Each of these developments is likely to have an impact on the supply of car parking in Blackpool, either in terms of reducing the number of spaces through developments being constructed on existing car parks, increasing the demand for parking by creating a growth in visitor numbers, or both.

6.1.4 The development sites that have been taken into account in the SPR have been agreed through discussion with BC. Through these discussions, baseline assumptions of development location, type, size, and likelihood of completion have been established. **Table 6-1** summarises the known and potential developments that will impact on parking supply and demand in Blackpool.

Table 6-1: Summary of Known and Potential Developments Impacting Parking Supply & Demand in Blackpool – Updated September 2015

Ref No:	Development Name	Land Use	Dwellings	Size	Units	Expected Year of Opening	Likelihood	Notes
Known Developments affecting Existing Car Parks								
1	Central Station Leisure Quarter	D2	-	7.51	Ha	2020	More than likely	Likely opening year identified as 2020
2	Talbot Gateway CBD Phase 2	C1	-	130	Bed	2019	Reasonably foreseeable	Proposed hotel on E. Topping St CP not currently likely, but proposals could also include development of

								former Syndicate site adjacent to CP. The site next to Bickerstaffe House (currently grassed) is potentially available for longer term office development.
3	Houndshill Shopping Centre Phase 2	A1	-			2017	More than likely	Relocation of Wilko's is not additional development, and actually represents a slight reduction in retail floorspace compared to existing. However, the change in location could potentially increase pressure on different car parks.
5	Tramway Extension Talbot Rd.					2017-2019	More than likely	Likely to result in demolition of existing Wilkinson's store and APCOA car park. CP and store to close from 2017.
6	Filey Place Car Park	C1?				Beyond 2020	Hypothetical	Privately owned car park. Could potentially be redeveloped, but no firm proposals at present.
7	Princess Street Bridge refurbishment work	-				2016?	Near Certain	Refurbishment of bridge will result in loss of ~5% of spaces in Foxhall Village car park.
Known Developments Likely to Increase Visitor Numbers (not directly impacting on parking provision)								
8	Winter Gardens Museum Project	D1	-			2019	More than likely	
9	Former Yate's site	A1 to A3	-	5,605 (150)	Sqm (Bedrooms)	2016	Near certain	Planning application

								submitted for redevelopment of this site. No car parking is included in the proposed development.
Potential Future Developments								
10	Former Syndicate site	A3				2017/18	Reasonably foreseeable	Potential hotel development, linked to Talbot Gateway Phase 2. Could also be used to accommodate County Courts.
11	Former Post Office Abingdon St.	D1/A1/C3	-			2018	Reasonably foreseeable	
12	Leopold St. (private car park)	A3 or C3				Beyond 2020	Hypothetical	
13	Former Tram Depot on Rigby Road	D1/C3				Beyond 2020	Hypothetical	Possible Heritage Museum, or extension of Foxhall Village (residential use)
Developments Currently Under Construction / Recently Completed								
14	Foxhall Village	C3	400	-		2016 onwards	Certain	Construction currently still in progress
15	Talbot Gateway CBD Phase 1	A1 / B1	-	10	Ha	2014	Certain	Development complete but not yet fully leased.

Key to likelihood:

Near certain = construction underway or likely to commence within 2 years

More than likely = Will commence in next 2 – 4 years

Reasonably foreseeable – Will be brought forward within 5-10 years

Hypothetical = Development potential uncertain, or unlikely to be brought forward within 10 years

6.1.5 The locations of these developments are shown in **Figure 6.1**.

6.2 Impact of Future Developments on Parking Demand

6.2.1 As summarised in **Table 6-1**, details of 15 current or potential developments within Blackpool Town Centre have been identified through discussion with Blackpool Council.

6.2.2 In order to assess the likely impact on the future parking stock of these developments, as well as the impact of likely future background growth in the number of visitors travelling to Blackpool by car, the following methodology has been developed.

6.2.3 The first step was to establish the relationship between existing visitor footfall and car park ticket sales. This was done using the Blackpool Visitor Economy Performance Indicator (VEPI) dashboard reports for 2014-15. This data provides a baseline against which the potential impact on car parking as a result of additional visitor numbers generated by the proposed developments could be assessed.

6.2.4 The likely increase in visitor numbers resulting from each of the developments identified in **Table 6-1** was estimated by using the industry-standard TRICS trip generation software to provide person trip rates for each of the developments which might realistically be expected to generate additional visitor numbers. This therefore excluded developments 5 and 7 (Talbot Road tramway extension and Princess Street Bridge), since the primary impact of these developments will be to reduce available parking provision, rather than directly create additional demand.

6.2.5 The TRICS trip rates were then extrapolated into annual visitor numbers, and disaggregated across the year using a monthly visitor profile derived from the VEPI figures. The baseline ratio of visitor footfall to car park ticket sales was then used to estimate the likely increase in demand for car parking that would be generated by the proposed developments.

6.2.6 Three development growth scenarios have been developed, to take into account the varying degree of certainty surrounding the proposed developments. These are as follows:

- High Growth – Assumes all proposed developments come forward;
- Medium Growth – Assumes all developments except those identified as ‘Hypothetical’; and
- Low Growth – Only includes developments classed as ‘Near Certain’ or ‘More than Likely’.

6.2.7 Each of these scenarios was then split further into a ‘High PT’ and ‘Low PT’ variant. This takes into account the potential for the level of car use by visitors to fall as a result of improvements to public transport services (specifically rail improvements linked to the electrification of the Preston – Blackpool North line). For the Low PT scenario, it was assumed that the level of rail patronage as a proportion of overall footfall would remain in line with current numbers. For the High PT scenario, it was assumed that the level of rail patronage would double.

6.2.8 Since the VEPI rail usage figures counted individual passengers, whereas the car park ticket sales only reflected individual vehicles, to estimate the potential impact on car park usage as a result of increased public transport usage the additional rail trips in the High PT scenario were divided by 2.5, to reflect the average car occupancy. This figure was then subtracted from the number of car park ticket sales.

6.2.9 Using the above methodology, the estimated additional demand for car parking resulting from the proposed developments shown in **Table 6-1** is summarised in **Table 6-2** below.

Table 6-2: Summary of Estimated Increase in Parking Demand Generated by Proposed Developments

Scenario	High Growth		Medium Growth		Low Growth	
	Low PT	*High PT*	*Low PT*	*High PT*	*Low PT*	*High PT*
Average Increase in Car Parking Demand	+20%	+16%	+14%	+11%	+11%	+9%
Seasonal Maximum Increase in Car Parking Demand	+21%	+18%	+15%	+14%	+13%	+11%
Seasonal Minimum Increase in Car Parking Demand	+19%	+14%	+14%	+9%	+10%	+7%

6.2.10 The figures in **Table 6-3** indicate that in the worst-case scenario, the additional visitor trips generated by the proposed developments could result in demand for car parking increasing by approximately 20%. This is a long-term projection, however, since this includes visitor numbers associated with a number of developments which are not certain to come forward. The more realistic, shorter-term impact is an increase of approximately 11% on average, increasing to around 13% in the high season.

6.2.11 The figures indicate that the impact of a higher proportion of visitors arriving by public transport would in general only result in a 1-2% decrease in the demand for car parking. In any case, the proposed electrification of the rail line to Blackpool North is currently not scheduled to be completed until 2019, so in the short term there is unlikely to be a significant modal shift away from car usage towards public transport.

6.3 Impact of Proposed Developments on Parking Provision

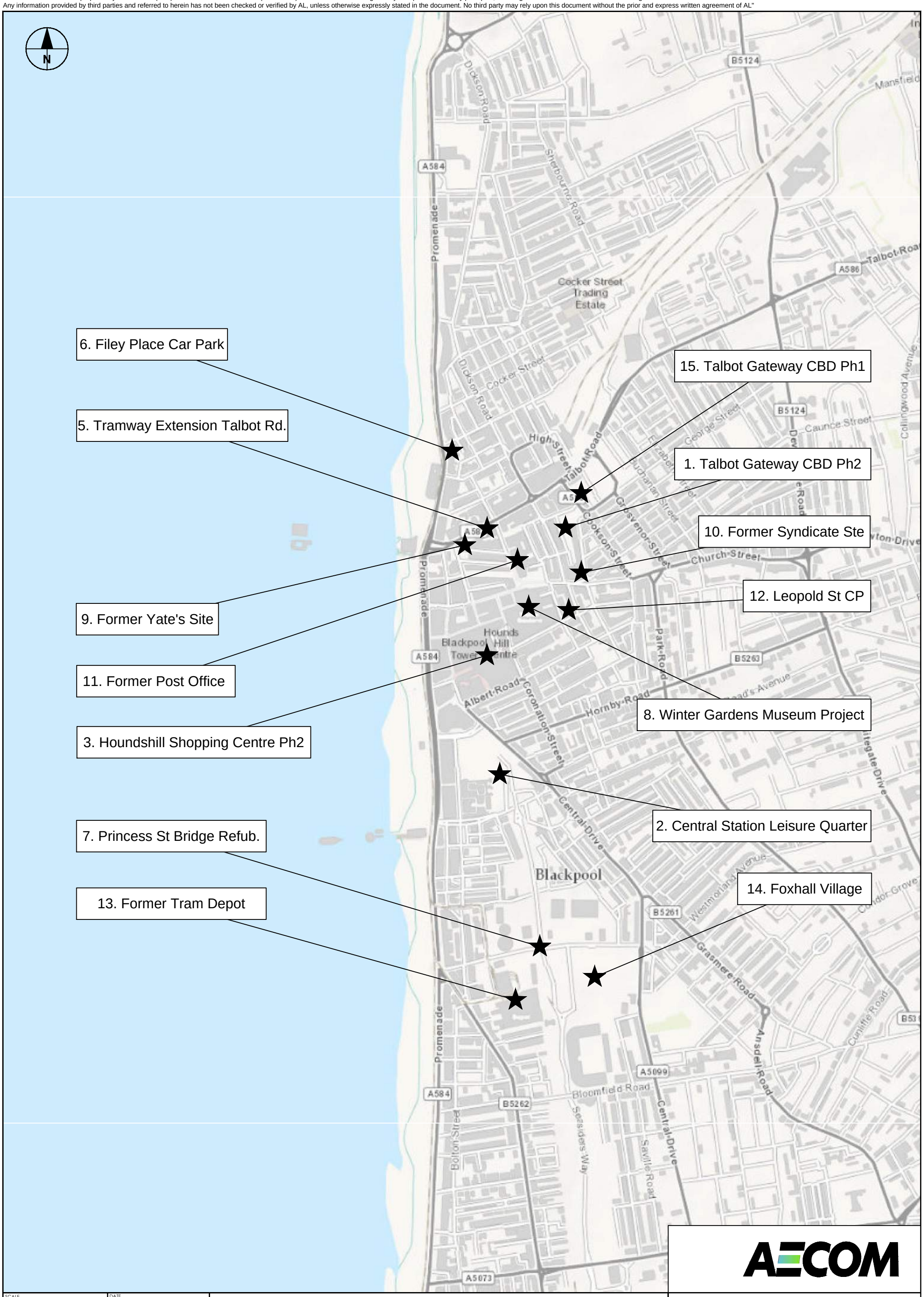
6.3.1 In addition to generating an increase in demand for car parking, a number of the proposed developments will also have a direct impact on the available parking stock in Blackpool, predominantly as a result of the proposed development sites being located on existing car parks, thus reducing the available number of spaces.

6.3.2 **Table 6-3** below identifies the likely impact of proposed developments on parking provision.

Table 6-3: Impact of Proposed Developments on Parking Provision

Development	No. Town Centre Spaces Displaced	No. Town Centre Spaces Provided	Net Impact on Town Centre Parking Stock	Timeframe	Likelihood
Central Station Leisure Quarter	-1,131	+800	-331	By 2020	More than Likely
Talbot Gateway CBD Phase 2	-132	+0	-132	By 2016	Reasonably Foreseeable
Houndshill Shopping Centre Phase 2	-94	+0	-94	By 2017	More than Likely
Talbot Road Tramway Extension	-460	+0	-460	By 2017	More than Likely
Filey Place Car Park	-39	+0	-39	Beyond 2020	Hypothetical
Princess Street Bridge	-10	+0	-10	By 2016	Near Certain
Leopold Grove	-81	+0	-81	Beyond 2020	Hypothetical
Total	**-1,947**	**+800**	**-1,147**		

6.3.3 Based on the figures in the above table, the proposed developments are likely to result in the loss of just over 1,000 parking spaces by 2020. This equates to approximately 10% of the existing Council-managed parking stock, and 13% of the privately operated parking stock by 2020. In the worst-case scenario (taking into account those developments with a hypothetical likelihood), the total reduction in spaces will be around 1,150, comprising approximately 11% of the existing Council-managed parking stock, and 15% of the privately operated car parking capacity.



SCALE	DATE	TITLE	FIGURE NO.
NTS	05.01.16	Proposed Developments	6.1
LOCATION			
BLACKPOOL			

7. LONG LIST OF OPTIONS

7.1 Introduction

7.1.1 Following on from the previously outlined Stage One work an initial Long List of Options and their envisaged pros and cons follow in **Table 7-1.** The individual options haven been grouped into similar categories, these categories are: Infrastructure, Tickets, Finance, Human Resources, Promotions, and Standards.

7.1.2 This list was not exhaustive or definitive and was intended to stimulate further debate and investigation.

Table 7-1: AECOM's Long List of Options

Options	Pros	Cons
Infrastructure		
Do nothing	No additional costs incurred.	No resolution of existing issues and no mitigation of future issues.
Build new car parks	Provides resilience in high demand seasons.	Expensive and not needed for the majority of the year.
Deck existing car parks	Provides resilience in high demand seasons, using existing land.	Temporary loss of space whilst being constructed. Expensive and not required for the majority of the year
Park and Ride	Capturing visitors on approach to the town and reducing congestion, free up land for development and other attractions.	Lack of sites, routes, bus priority, and question marks over economic viability.
Make on-street parking more efficient	Maximising available spaces, improving spaces, and improving revenue.	Cost, administration, and complexity in amending TROs.
Pay on Exit	Encouraging people to stay longer, potentially less of an everyday burden on CEOs in terms of needing to check tickets.	Vandalism of the barriers, costs of implementing.
Create additional coach parking	Reduces congestion and improves visitor experience	Lack of sites and road infrastructure limitations.
Cycle parking / cycle hub.	In line with sustainable transport objectives outlined in the LTP. Improves facilities for local commuters.	Vast majority of visitors arrive via car.
Security Consultation	Hold discussions with regular users regarding key issues relating to safety.	
Maintenance contracts for equipment*	Greater reliability and long term maintenance.	Expense of implementing
Competitive tendering of new machinery	Best choice of pricing and products	Administration and costs involved with the purchase and installation of new machinery.
Redesign car parks to be more space efficient	Greater efficiency, safety, and an alternative to building new car parks.	Engage someone to design, costs associated, short term loss of spaces.
Pay by app or phone	Allows flexible payment methods and encourages increased durations of stay.	Initial costs of implementation and ongoing administrative/marketing costs.
Tickets		
Overhaul of software and ticketing systems hardware	Introduction of flexible payment methods and linkage to VMS.	Potential for vandalism, initial costs.

Overhaul ticket machines	Increase efficiency, reduce pressure on CEOs. Standardising all ticket machine operations.	Expense.
Validate Parking – money off offers linked to attractions	Maximises visitor duration of stay.	Complex administration and liaising with interested parties.
Finance		
Sell off underutilised car parks	Increases council funds, increase development opportunities.	Greater pressure on car parks in peak times.
Raise prices	Increases revenue	Deter visitors, upset business community, and political sensitivity
Lower prices	Potential to increase visitor numbers	Potential loss of revenue
Adjust pricing	Increase the number of tariff options available.	Administration
Sell off certain car parks to private companies	Greater potential to increase supply across the town and reduces the burden on the council.	Loss of long term revenue and loss of control of parking supply.
Contract parking enforcement externally.	Should improve efficiencies	Could be too draconian in approach, losing control and flexibility, politically sensitive and potential job losses.
Charging for disabled blue badge holders	Increases revenue	Politically sensitive.
Human Resources		
Seasonal Staffing	Enhanced user experience during busy periods, less burden on CEOs, and a short term solution.	Informal working arrangements, financial costs, giving away control to an external contractor.
Promotions		
Event Management	Greater event management knowledge and experience.	As above and initial teething problems.
Seasonal Tariffs	Increased carpark usage and increased visitor numbers.	Administration, programming the ticket machine, and defining when the seasons start and end.
Encourage sustainable transport to Blackpool	In line with LTP aspirations, reduce congestion and improve public health.	Could impact upon revenue generated by off street and on street car parking.
Parking app for Blackpool	Advertise less significant car parks, potential for a more dispersed parking trend across Blackpool, and pay for parking ticket in advance.	Ongoing administration.
Blackpool online parking tools	As above.	As above.
Alternative uses for car parks	Car park is used and potential to increase visitor numbers in the low season.	Linkage to promotion of events.
Standards		
Disabled parking review	Utilise under-utilised car parks, extra standard bays in car parks	Politically sensitive, proposals need to make sense to all parties
Review parking standards	Ensure they are fit for purpose, puts pressure on private suppliers to increase private parking too	Linked to the policy cycle, would require a consultant to do it, or someone in house - admin heavy
Review of zones for on-street parking	Efficiency of spaces and revenue	Admin heavy
Review permit holder usage	Permit holders are parked in the right spaces, increased efficiency, improved utilisation of under demand car parks	Unpopular with council staff, could lead to confusion
Flexible allocations	Improves efficiency	Administration, resistance from permit holders

*After submitting this Long List of Options in the End of Stage One report it was noted that Blackpool Council have maintenance contracts in place with their ticket machine suppliers.

7.2 Conclusion

7.2.1 Many of the long-list of options presented in the End of Stage One report have been developed within the Final Strategy Report. Key Strategy topics have been established, and a dedicated chapter in this report have been developed for each topic, as follows:

- Demand;
- Routing, Access and Signing;
- Coaches;
- On Street Parking;
- Park and Ride;
- Disabled Parking;
- Special Events;
- Pricing;
- Payment Systems; and
- Enforcement

7.2.2 Each of the chapters follows a similar format; the chapter commencing with a stated objective that the Strategy aims to meet. The chapter then summarises the stakeholder views in relation to the topic, and the considerations AECOM have following our work in Stage One.

7.2.3 The chapter then goes on to discuss potential options for consideration, discussing advantages and disadvantages for them, and then concludes by outlining the preferred option or options that will be included in the Action Plan later in this report.

8. DEMAND

8.1 Objective

"To provide a spread of car parking options around Blackpool accounting for variable seasonal demand – ensuring sufficient parking provision for peak periods and considering the future economic growth aspirations for the town"

8.2 Stakeholder Views

8.2.1 The principal source of feedback from the stakeholder consultation with regard to demand was the Blackpool Business Leadership Group (BBLG).

8.2.2 In general, opinions on parking provision were mixed. There were a number of comments stating that there was a lack of capacity at peak times, but also a few responses saying that capacity is adequate. The comments suggesting a lack of capacity was generally directed at town centre parking (i.e. parking provision in the Central zone).

8.2.3 There were very few responses which suggested potential improvements to address capacity shortfalls. Those that were received all suggested that the solution was to construct more MSCPs.

8.3 Stage One Views

8.3.1 The Stage 1 baseline analysis of the occupancy surveys at each car park indicated that a total of 8 car parks had an average occupancy greater than 70% across all survey dates. These were: West Street (average occupancy 70%), Tower Street (71%), East Topping Street (76%), Bonny Street (79%), South Beach (82%), Cocker Street (87%), Central (88%), and Cocker Square (89%).

8.3.2 All of these apart from Tower Street had a minimum occupancy (i.e. the lowest observed occupancy during all surveys) of 55%. The minimum observed occupancy at Tower Street was 15%, which was recorded on an average weekday evening. However, across all of the weekend surveys, the average observed occupancy at Tower Street was in excess of 90%.

8.3.3 At the other end of the scale, there were 7 car parks where the average observed utilisation was less than 50%: Seasiders Way (27%), Talbot Road (29%), Banks Street (32%), South (35%),

Bloomfield Road (40%), Lytham Road (46%), and Gynn Square (47%). Of these, the most striking is the apparent under-utilisation of the Talbot Road MSCP in comparison to West Street MSCP.

8.3.4 It should be noted that the observed occupancy levels do not a wholly reliable indicator as to the availability of spaces. For example, Talbot Road MSCP is home to a number of permit holders who restrict the number of available spaces, even when the permit holders themselves are not present in the car park.

8.3.5 The occupancy data indicates that visitors try to park as close to their intended destination as possible. Therefore even though there are three times as many spaces at Talbot Road, there is a higher demand for West Street since it is located approximately 400m closer to the Promenade. Likewise, the other low-occupancy car parks are those furthest from the town centre retail core and the principal visitor attractions. This is evidenced by the high demand for South Beach car park in comparison to South car park, for example. In this case, even though South car park is larger and relatively easier to access, the proximity of South Beach car park to the Pleasure Beach and Sandcastle appears to be more important for visitors when deciding where to park.

8.3.6 The main issues and opportunities identified from the Stage One report were:

- Issues: Under-utilised car parks;
- Opportunities: Increase demand for under-utilised car parks; Alternative uses during low demand season.

8.3.7 As discussed in Chapter 6 of this report, the future demand for town centre car parking will also be influenced by proposed developments. In the short to medium term, there will potentially be an increase in demand for parking of up to 15% during the high season. Concurrent with this will be a reduction in the number of available parking spaces. By 2020, proposed developments will result in the loss of up to 10% of the existing Council-managed parking stock, and 13% of the privately operated parking stock. The majority of spaces which will be lost are located in the Central zone, around the main retail core where parking demand is currently highest. There is therefore a need to identify options to replace this parking provision.

8.4 Discussion of Options

8.4.1 The long list of options includes a number of potential solutions for addressing the issues associated with demand for car parking. These are:

- Build new car parks;
- Deck existing car parks;
- Sell off under-utilised car parks;
- Alternative uses for car parks;
- Flexible allocations.

8.4.2 The pros and cons of each of these potential options, together with an indication of how each option could feasibly be implemented, is considered below.

Build New Car Parks

Pros: Provides resilience in high demand times. Cons: Expensive; Not needed for majority of year.

8.4.3 There are two potential options for the construction of new car parks: One would be to construct a new multi-storey car park in either the north or central zones. The other would be to utilise vacant plots of land to create smaller surface car parks.

8.4.4 The construction of a new MSCP would require a substantial plot of land, which could otherwise be used for development. A new MSCP would also be expensive, and would also result in additional cars travelling in to the town centre area, which would further increase congestion. Given the relative under-utilisation (noting the number of permit holders which reduces the practical capacity) of the Talbot Road MSCP, as well as the relatively large Banks Street surface car park, the case for the construction of a new MSCP in the short term is not particularly strong.

8.4.5 However, as discussed in Chapter 6, proposed developments are likely to result in a significant reduction in the existing town centre parking stock, in addition to generating an increase in demand for parking. In the medium to long term, therefore, it is likely that the case for constructing one or more new MSCPs will be more viable.

8.4.6 The prime candidate for construction of a new MSCP would be on Central car park. The Development Brief for the proposed Central Station Leisure Quarter stipulates that the development should provide 800 car parking spaces to serve the wider town centre, in addition to those required for the development itself. This figure was set out in the Leisure Quarter

Development Brief, and was based on 2007/08 data which indicated that approximately 81% of visits to Central Car Park were short-stay (less than 4 hours).

8.4.7 It is likely that this data is now out-of-date, since ticket sales data provided by Blackpool Council for 2014/15 indicates that across Central, Bonny Street and Chapel Street car parks, the proportion of short-stay ticket sales was approximately 90%. This would indicate that there is a need for at least 1,000 spaces, rather than 800, to be provided at the Leisure Quarter for town centre use, in addition to the number of spaces required for the development itself. Therefore there is an option to work with a developer to further increase the size of the new car park on this site, to provide this additional capacity.

8.4.8 As well as the Leisure Quarter development, the other principal future loss of parking spaces is likely to result from the proposed extension of the tramway to Blackpool North Station. This will involve the demolition of the existing Wilkinson's/APCOA MSCP. Concurrent with this, the existing Wilkinson's store is likely to be relocated onto Tower Street car park. Overall this will reduce the number of parking spaces by around 535.

8.4.9 One option for providing a new car park to replace the spaces lost to the tramway extension/Wilkinson's relocation, while avoiding the need for significant land purchase, would be to construct a new MSCP on Banks Street car park. This is located in close proximity to the proposed new tramway terminus, and in theory could provide a multi-modal solution to allow visitors to access shops and attractions without the need to park as close as possible to their destination.

8.4.10 However, the main drawback with Banks Street is the difficult access to the car park, which is currently via narrow residential streets, a number of which are one-way. It is likely that this is the main reason why the current Banks Street surface car park is under-utilised, and the access route to the car park would be even more unsuitable for the increased volume of traffic associated with a MSCP. There is also no direct walking route between the car park and Talbot Road. This would need to be provided as a minimum to enable visitors to access the tramway extension terminus.

8.4.11 The high demand for Tower Street and East Topping Street car parks highlights the popularity of smaller, surface short-stay car parks. One potential option would therefore be to lease vacant plots of land for use as temporary surface car parks. This would represent a short-term measure to provide additional parking capacity in the retail core. One or more such car parks would also be likely to return a high level of revenue generation comparative to the cost of construction.

8.4.12 The main drawback of this option would be that provision of additional car parks in the Central zone would further increase congestion in the town centre. However, both Tower Street and East Topping Street car parks will potentially be lost to new developments. Therefore it is important that locations for providing suitable replacement are identified.

Deck Existing car parks

Pros: Provides resilience in high demand times; Use of existing available land. Cons: Temporary loss of parking space during construction, costs involved to deck existing car parks.

8.4.13 Rather than providing additional capacity through the construction of a new MSCP, an alternative option would be to install deck parking on one or more existing surface car parks. This would be less expensive in terms of land purchase and construction costs, and would make better use of existing car parks.

8.4.14 Tower Street car park would appear to be the most appropriate location for the provision of deck parking. This is likely to only be a short-term option, however, since this car park has been identified for future development. Alternatively, deck parking could be provided at East Topping Street, either prior to or as part of the proposed Phase 2 of the Talbot Gateway CBD development.

8.4.15 Another potential option would be to provide deck parking at Banks Street. There is larger area within this car park on which to provide decking, thereby allowing for the provision of a greater number of additional spaces. The downside of this option is the relatively poor accessibility of Banks Street, both by car and on foot, as noted previously.

Sell off under-utilised car parks

Pros: Increase Council funds; Increase development opportunities; Reduce burden on Parking Services workforce. Cons: Greater pressure on car parks in peak times.

8.4.16 This option would involve releasing one or more of the Council-managed car parks that experience the lowest demand into private sector ownership. This would reduce the financial burden on the Council by reducing the costs associated with car park maintenance and monitoring. The downside is that it will reduce the Council's overall control of the parking stock. Selling off car parks would increase the land available for development, which would in turn potentially generate additional visitor numbers and revenue for the town as a whole. Capital could be reinvested into other proposed Parking Strategy measures, and is therefore worthy of consideration. However the loss of car parks for development would also greatly increase the pressure on the remaining parking stock during busy periods. Any disposal of

car parks should therefore be carefully managed to mitigate against this.

8.4.17 The most under-utilised car parks in Blackpool are the large tourist car parks along Yeadon Way, for example South, Bloomfield Road and Seasiders Way. For a large proportion of the year these are scarcely used. However, these car parks are heavily used in high season, and particularly during special events. It is therefore important that this parking provision remains available. As such it is not recommended that these car parks are sold off to the private sector, which may result in some or all of the spaces at these car parks being lost to development.

8.4.18 The main options for car parks which could be sold to the private sector are therefore Talbot Road and Banks Street. However, as noted above these car parks are likely to have an important role in addressing the future shortfall in capacity in the Central zone and current BC staff parking which would need to be relocated. Taking these car parks out of the Council's ownership could also impact upon the commercial viability of letting office and retail units within the Talbot Gateway development.

Alternative Uses for Car Parks

Pros: Car park is used; Increased visitor numbers in low season. Cons: Linkage to promotion of events.

8.4.19 This option is to identify and encourage alternative uses for the large tourist car parks along Yeadon Way, which are largely unused for much of the year. Providing alternative uses for these car parks would help to increase the patronage during traditionally quieter periods, while still retaining the availability of the overall parking capacity at periods of high demand.

8.4.20 Potential options for alternative uses include car boot sales and farmers' markets. Seasonal or occasional alternative uses could include a circus, or a Christmas Market and/or an ice rink, suggestions which were put forward through the stakeholder consultation process.

Flexible Allocations

Pros: Improves efficiency. Cons: Administration; Resistance from permit holders.

8.4.21 At present there are whole rows, or even entire floors, of certain car parks, specifically Talbot Road and West Street MSCPs, which are reserved for permit holders only. This restricts the availability of spaces for other users, particularly at weekends, and in turn reduces the appeal of these car parks, causing visitors to seek a parking space elsewhere.

8.4.22 This option would introduce a flexible system of allocated parking spaces. A moderate form of this would be to allocate parking spaces only during weekday working hours (e.g. 8am to 6pm). Spaces

would be freely available to all users outside of these core hours. This would require the installation of clear signage in car parks to indicate the availability of spaces. Alternatively, no allocated parking would be provided. Permit holders would be eligible to park in specific car parks, but would have to find a space within that car park in the same manner as any other user.

8.4.23 It is acknowledged that there is likely to be a revenue implication to removing allocated parking from private companies who pay for the privilege of reserving spaces for exclusive use. However, spaces reserved for Council staff permit holders could be re-allocated for general use.

8.5 Preferred Option/Options

8.5.1 The fluctuating, seasonal nature of parking demand in Blackpool, coupled with a degree of uncertainty over the likely impact of parking provision and increase in demand resulting from future developments, means that there is no single preferred option for addressing demand issues. Instead, it is recommended that a Demand Management Strategy is adopted that takes in elements of all the potential options outlined above, since all have some relevance at particular car parks.

8.5.2 The Demand Management Strategy should therefore be a combination of long-term permanent replenishment of parking stock to a level adequate to accommodate the expected future demand, as well as short-term contingency planning to address fluctuations in supply and demand. Ample consideration should be given to of residents, businesses and visitors to ensure a demand management strategy is all encompassing benefiting all users within the town.

8.5.3 The recommended approach for each car parking zone is as follows:

South

8.5.4 The car parks in the South zone are forecast to remain relatively unaffected by the impact of new developments, in terms of spaces lost, and expected future increase in demand. The large tourist car parks are therefore likely to have sufficient spare capacity to cope with the forecast increase in demand in this zone during all but the busiest periods. At peak times, the proposed Special Event Management strategy (see Chapter 15) will cater for excess demand.

8.5.5 In the short term, the spare capacity in the southern car parks can be used to capture displaced demand from the Central and North zones as car parks are closed to accommodate new development. This would require the provision of clear mapping and signage to indicate to visitors that the central attractions and town centre are readily accessible via a short walk to the tram line and bus routes along the Promenade. In tandem with improved payment systems (Chapter 17), it could also be possible to provide a joint car park and tram / bus ticket option to further encourage the uptake of this ‘park and ride’ connection.

8.5.6 Given the fact that the southern spine car parks do get full to capacity at busy periods, coupled with the aspiration to increase the visitor footfall, making it likely that these peak demand periods will occur more frequently, it is not recommended that under-utilised car parks should be sold off. Instead, it is recommended that alternative uses should be found for these car parks, particularly South car park, in order to increase visitor numbers at periods of low demand.

Central

8.5.7 As shown in **Figure 8.1,** There are three significant car parks in the Central zone that are proposed to be closed by 2020, to be replaced by the proposed Central Leisure Quarter development. Both the forecast increase in demand for parking in the Central zone, and the anticipated reduction in the number of spaces in this area, remain consistent in all of the demand scenarios (High, Medium and Low) outlined in Chapter 6.

8.5.8 In the long term, it is recommended that the proposed Leisure Quarter development should provide at least 1,000 parking spaces for use as general town centre and visitor parking, in order to adequately replace the number of parking spaces that are lost to the development. In the medium term, it is recommended that the construction of the Leisure Quarter development is phased to occur out of season, if possible, to reduce the impact resulting from the temporary loss of parking capacity.

8.5.9 Further North, but within the Central Zone, the main impact on parking provision will be a relatively significant reduction in car parking spaces resulting from the loss of the Wilkinson's/APCOA and Tower Street car parks as a result of the tramway extension, and the consequent relocation of the Wilkinson's store. However, in the low demand scenario, the corresponding increase in demand for parking is forecast to be comparatively slight. In this scenario, the following measures are recommended:

- Short-term: Explore opportunities to develop temporary short-stay car parks on vacant plots that adhere to the advice note on temporary car parks included in **Appendix C** ; Implement flexibly allocated parking spaces at Talbot Road and West Street MSCPs to increase capacity at evenings and weekends; Introduce incentives for visitors to use South zone car parks and travel onwards to North zone using tram / bus; and

- Medium-term: Introduce deck parking on East Topping Street.

8.5.10 In the medium demand scenario, the forecast growth in demand in the Central zone is approximately 2% per annum higher than in the low growth scenario. However, significantly this scenario takes into account the potential closure of East Topping Street car park. As such, the medium-term measure above is removed. The short term measures outlined above are still valid.

8.5.11 In the high demand scenario, the additional anticipated decrease in capacity over and above the medium growth scenario is only around 120 spaces. However, the forecast growth in demand in this scenario is roughly an additional 4% per annum compared to the medium growth scenario. This is likely to create a long-term need to fully replace the spaces lost to development, as well as displacing some of the demand into under-utilised car parks elsewhere. As such, the recommended measures in this scenario are as outlined above. Greater emphasis will need to be given to developing car parks in the southern part of the North Zone, as outlined below.

North

8.5.12 The North Zone is comprised of a number of small surface car parks and as a general trend, tend to be difficult to access for the majority of tourists and visitors. In terms of strategic importance, Banks Street car park offers capacity and is convenient in terms of access to Blackpool North Station and the Talbot Gateway.

8.5.13 Strategy measures for the North Zone are important to alleviating potential demand issues within the Central Zone. Recommended short-term measures are as follows:

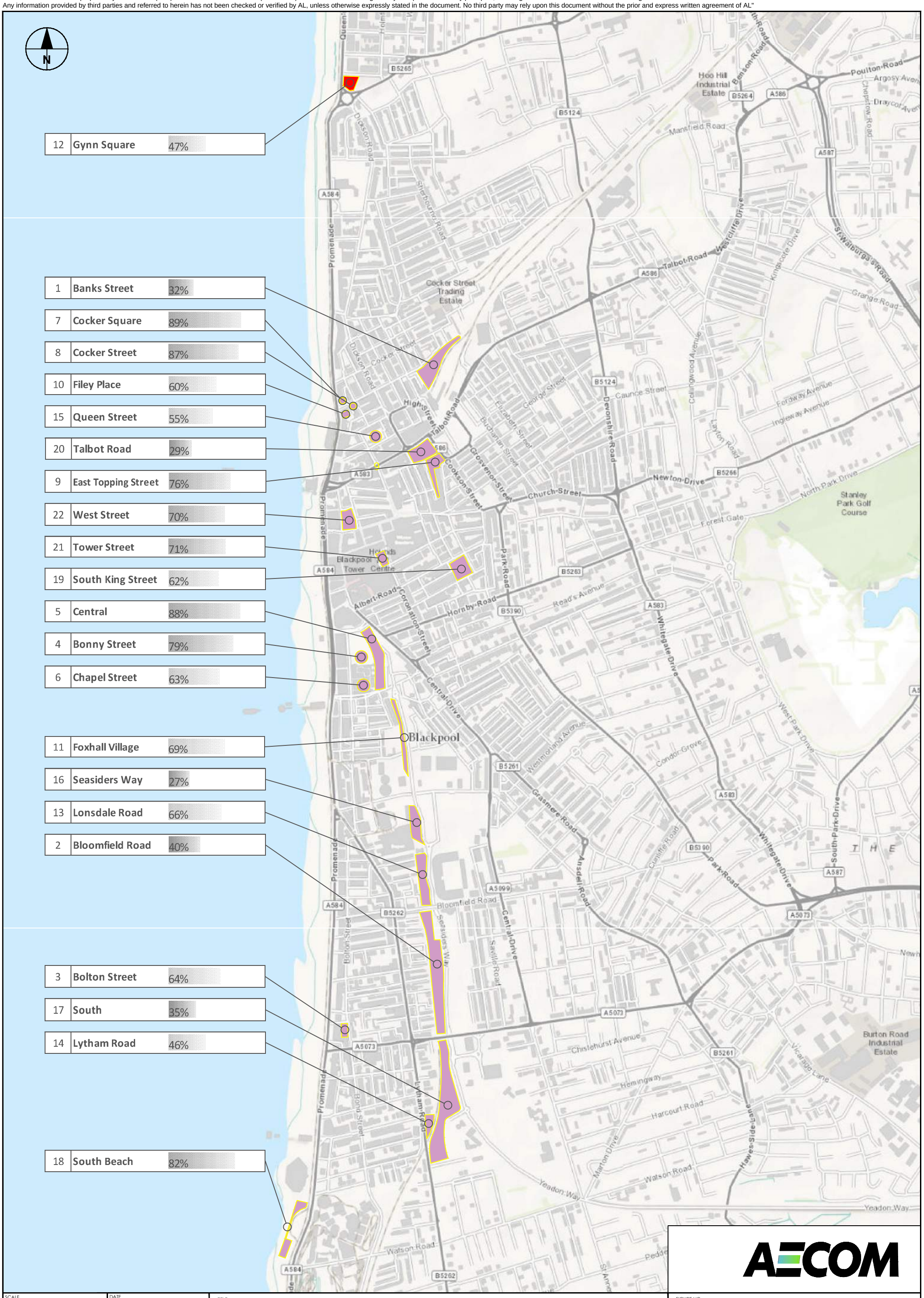
- Include Banks Street in parking guidance signing to promote usage of this car park in conjunction with tram connection to North station; Create direct pedestrian access to Banks Street car park from Talbot Road and the tram and rail stations.

8.5.14 In the medium term, the recommended measures are as follows:

- Introduce deck parking on Banks Street; Include Banks Street in parking guidance signing to promote usage of this car park in conjunction with tram connection to North station; Create direct pedestrian access to Banks Street car park from Talbot Road and the tram and rail stations.

8.5.15 Long-term, assuming the high demand scenarios are realised within the Central Zone, the recommended measures for implementation are as follows:

- Long-term: Construct new MSCP on Banks Street (perhaps as part of a revamped Blackpool Station), in conjunction with improved vehicle access; Continue to monitor car park occupancy and identify options providing additional new car parks if necessary.



SCALE	DATE	TITLE	FIGURE NO.
NTS	05.01.16	Average Occupancy (Survey Periods July 2015 - November 2015)	8.1
LOCATION	BLACKPOOL		

9. ROUTEING, ACCESS, AND SIGNING

9.1 Objective

9.1.1 *"To ensure that car parks managed by the Council are easy to locate and access for residents and visitors, reducing the need for unnecessary traffic circulation in the centre of town"*

9.2 Stakeholder Views

9.2.1 Through the stakeholder engagement, a number of comments were received in relation to wayfinding and access to car parks.

9.2.2 Blackpool Parking Services staff highlighted an issue with directing traffic to car parks during busy periods. Currently, simple A-board signs are used to advise traffic along Yeadon Way that car parks ahead are full. These are not always clearly visible, or are ignored by visitors determined to park as close as possible to the central attractions. In addition, putting out A-board signs is labour-intensive, and diverts parking staff from other duties, such as enforcement. It was therefore felt that VMS signage was needed to display relevant parking information.

9.2.3 The Blackpool Business Leadership Group also provided a number of responses relating to signage and access. There was a relatively even split of comments relating to signage, access to specific car parks, and access to parking areas in general. The majority of comments were negative, suggesting that the overall perception of businesses is that car park access and signage is confusing and inadequate. Confusion seemingly arises surrounding navigating to some car parks, such as West Street multi-storey in the town centre, or the signage does not adequately direct traffic to sufficient overflow sites if car parks such Central reach capacity.

9.2.4 Several comments were also provided by the general public through the user spot surveys. These suggestions included improved car park signage on the approaches to Blackpool, and better signs to indicate when car parks ahead are full. There were also comments on this subject in relation to perceived difficulties with accessing and navigating around specific car parks. Predominantly, South Beach was seen as having a poor layout, and there were a few comments suggesting better directional signage was needed, in particular to West Street, Foxhall Village and Filey Place.

9.3 Stage One Views

9.3.1 A number of issues were highlighted through the Stage One review relating to access and wayfinding. It was identified that although all the principal car parks are signposted both on the approach to Blackpool and around the town centre, some of the central car parks can still be hard to navigate to, for example West Street. Furthermore, these signs do not inform visitors as to which car parks are full or close to capacity. Information as to whether car parks are near or at capacity is only displayed upon arrival through the manual placement of "Car Park Full" signs.

9.3.2 There is also an issue in relation to the potential implementation of VMS signage, since the existing payment machines and monitoring equipment carried by CEOs are fairly dated, and as such are not suitable for linkage with VMS signage.

9.3.3 The lack of advance signs to warn drivers when car parks are full means that CEOs are responsible for diverting users to alternative car parks. This was observed to cause delays on approaches to the town centre, in particular Yeadon Way. This also highlighted a related issue, which is that there are relatively few alternative routes into Blackpool other than Yeadon Way. However, linked to this is the fact that the built-up nature of the town means there is limited scope for increasing the capacity of the road network or providing new routes without land acquisition and building demolition.

9.3.4 In summary, the main issues and opportunities identified from the Stage One report were:

- Issues: Wayfinding; Information only on arrival; Poor circulation/design; Poor links to the town/resort from southern car parks; Lack of route choice.
- Opportunities: Signage and wayfinding; Local tourist information map in each car park

9.4 Discussion of Options

9.4.1 The long list of options set out in chapter 7 does not contain any potential options specifically aimed at addressing issues related to directional signage and routeing. The key issues in this regard are the perceived lack of route choice to alternative car parks at times of high demand, the lack of advance information regarding the number of available spaces in each car park at busy periods, and the limitations of directional signage to certain specific car parks.

9.4.2 A signage and wayfinding strategy was prepared by AECOM on behalf of Blackpool Council in 2010, which included a detailed review of static directional signage along key corridors into Blackpool. It also provided recommendations for the application of VMS to improving network efficiency and driver experience implementing, as well as a Parking Guidance Information (PGI) and event management system, aimed at helping drivers to navigate to the most appropriate car park for their preferred destination.

9.4.3 The PGI element of this strategy was updated by AECOM in 2015, principally to include updated car park names and capacities, as well as revised costings and liaison with Highways England regarding the feasibility of placing full-message VMS signs on the M55. It is noted, however, that the 2015 revision of the Wayfinding Strategy constituted a simple update to reflect the current situation with regard to the main parking areas. The underlying recommendations from the 2010 report were not updated.

9.4.4 For the purpose of the SPR, therefore, the appropriateness of the original recommendations set out in the 2010 Wayfinding Strategy has been reviewed. It is considered that in general, the recommendations set out in the Wayfinding Strategy remain fit for purpose, and will help to address the current perceived issues with car park routeing and access to the main tourist car parks through improved signage and provision of visitor information.

9.4.5 However, changes to the highway network and town centre land use since 2010, principally as a result of the Talbot Gateway and Foxhall Village developments, mean that the 2010 recommendations for routeing and signage to the car parks in the Town Centre and main retail core are not necessarily appropriate to the current situation, or make best use of the available parking capacity in the Town Centre, particularly at Talbot Road and Banks Street. The recommended general route to the Town Centre car parks is via Yeadon Way and Seasiders Way to Central car park, with a proposed comprehensive system of full-message VMS to be implemented to direct traffic to alternative parking areas at busy periods.

9.4.6 Potential limitations of the recommendations set out in the 2010 Wayfinding Strategy are as follows:

- The main signed route directing visitors to 'Town Centre' from the M55 is via Yeadon Way and Seasiders Way, directing all traffic to the one-way system along Albert Road via

Chapel Street or through Central car park. This does not necessarily make best use of the existing road network, by directing all traffic down a single route through a bottleneck at two constrained junctions. Alternative, and potentially more appropriate, routes to the Town Centre are available via the A583/B5390 from M55 Junction 4, or along the A5099 from Yeadon Way via Bloomfield Road, or via Sands Way.

- The proposed parking guidance signs included in the Wayfinding Strategy provide limited signage to Talbot Road MSCP. The only proposed VMS displaying available spaces at Talbot Road is located at the western end of Talbot Road, whereas available spaces at West Street and Houndshill are signed from Yeadon Way.

- There is also limited directional signage to Banks Street, meaning visitors are not made aware of the car park until they reach the Cookson Street/Talbot Road junction. This could be contributing to the under-utilisation of this car park.

9.4.7 Three potential options to address these limitations have been identified, namely:

- Option 1: Retain current recommendations from Wayfinding Strategy;

- Option 2: Minor amendments to Wayfinding Strategy recommendations to better utilise available capacity at Talbot Road and Banks Street; and

- Option 3: Review and amend recommended signed route to town centre car parks.

Option 1: Retain the current recommendations set out in the Wayfinding Strategy

9.4.8 Under this option the main route to the Town Centre would continue to be via Yeadon Way, with limited advance signing of specific town centre car parks. Full message VMS to be implemented to direct traffic to alternative car parks at busy periods.

9.4.9 This option offers the most cost-effective, being effectively a “do minimum” option to implement the proposed Wayfinding Strategy recommendations as detailed in the 2010 report, and 2015 update.

Option 2: Minor amendments to Wayfinding Strategy recommendations to better utilise available capacity at Talbot Road and Banks Street

9.4.10 With this option, the primary routeing strategy for accessing the town centre car parks would remain as recommended in the Wayfinding Strategy. Minor amendments would include modifying the proposed parking information signs so that the signs displaying available spaces at West Street and Houndshill would also display Talbot Road. Specific directional signage to Banks Street car park to be provided to capture traffic arriving from the north along the Promenade, via Cocker

Street and/or Springfield Road. Minor amendments also to the location of proposed full message VMS sign locations, specifically VMS 8 (NB) to make better use of the 'escape road' from Seasiders Way via Sands Way. At present, the location of this VMS sign is proposed to be just north of the bridge over Rigby Road. This means that in the event of congestion, traffic would be required to u-turn around the mini-roundabout at the Foxhall Village car park exit. Moving the sign south of Sands Way would remove the need to undertake this manoeuvre, and would allow use of the sign for displaying the availability of spaces for cars or coaches at Lonsdale Road car park.

9.4.11 Alternatively, the directional signs could be amended to permanently route traffic heading for 'Town Centre' car parks onto the A5099 from Yeadon Way via Sands Way or Bloomfield Road. This would help to reduce the conflict, and hence reduce congestion, at the Chapel Street / A5099 junction.

Option 3: Review and amend recommended signed route to town centre car parks

9.4.12 This option would involve a full review of the proposed routeing and directional signage for 'Town Centre' destinations. Traffic for 'Town Centre' destinations would be signed from the M55 along the A583 Preston New Road. The signed route for central attractions (including the Tower) would remain via Yeadon Way. This option could also include the reconfiguration of the Springfield Road / High Street / Blackpool North station access junction, to provide a direct route to Banks Street car park from Talbot Road, thus removing the current need to travel though the one-way system via Dickson Road and Springfield Road. In tandem with the proposed tramway extension to Blackpool North station, a reconfiguration of this junction could also involve provision of a direct access to Banks Street car park at this point.

9.5 Preferred Option/Options

9.5.1 In the short to medium term, the most appropriate option would be to amend the existing recommendations of the Wayfinding Strategy to better utilise the Talbot Road MSCP, as well as implement minor modifications to make better use of the existing road layout and improve the efficiency of the proposed VMS system (Option 2). Although discussed as a potential option above, permanently re-directing Town Centre traffic to use either Sands Way or Bloomfield Road is not considered to be necessary, since the route via Chapel Street is only an issue when there is high demand for Central car park. During these periods, the full-message VMS will be adequate to direct traffic to alternative routes.

9.5.2 In the long-term, it is recommended that the suitability of Option 3 is reviewed. The proposed development of the Central Leisure Quarter is likely to impact on the layout of the road network, as well as increasing demand for parking in that area. In this case, it may become necessary to reconsider the need to re-route traffic heading for the Town Centre away from Yeadon Way, and

instead utilise the A583/B5390 route. This would ensure the flow of traffic within central locations is optimised and the implications of congestion and increased circulatory traffic in the centre are reduced, thus improving access for visitors and residents. Furthermore, the tramway extension to Blackpool North Station will result in changes to parking provision in the Town Centre, specifically the loss of the APCOA (Wilkinson's) MSCP. Building on the options set out in Chapter 8 above, this could in turn increase the importance of Banks Street thanks to the improved connectivity provided by the extended tram line, and potentially due to increasing the available capacity at the car park.

9.5.3 In this case it is recommended that the Parking Guidance Information VMS is expanded to display the number of available spaces at Banks Street in appropriate locations. It also recommended that the access route to Banks Street car park is improved , the current access routes through residential areas where limited carriageway width and tight turning radii present potential hazards between vehicles and pedestrians, particularly local residents who utilise these routes to access town centre amenities. As a minimum this would require the construction of a direct pedestrian route through to Blackpool North Station and the tramway. A further step would be to create a new vehicular access that avoids the need to route through the one-way system, thus allowing the car park to cater for higher volumes of traffic.

10. COACHES

10.1 Objective

10.1.1 *"To ensure that coaches, so vital for the visitor economy, are able to park in convenient locations with appropriate facilities. Routes to coach parks should be convenient and designed to reduce the need for coaches to circulate within the Town Centre as much as possible".*

10.2 Stakeholder Views

10.2.1 The stakeholder engagement report issued in December 2015 sought to understand the opinions that Blackpool Coach operators had towards coach parking provision in Blackpool. Operators were questioned in a survey conducted by BC in 2014 and the key findings / issues emerging from the report are summarised below:

- Improvement of pick-up and drop off facilities were of greatest importance to the majority of coach operators;
- The need to improve or provide secure layover coach parking in convenient locations to alleviate congestion associated with travel from pick-up and drop off-locations; and

- Continue to support the coach industry and maintain good relations with all operators.

10.2.2 Coaches are vital to the success of Blackpool's future as they provide more sustainable access to the town and contribute significantly to the visitor economy.

10.3 Stage One Views

10.3.1 Coach parking facilities are provided across several car parks in the north, south and central areas of Blackpool. The existing coach station, located adjacent to Central Car Park is operational and provides a pick-up and drop-off facility in a prominent area of Blackpool in close proximity to the central tourist attractions.

10.3.2 Coach drivers then have the option to park at five car parks across the town and there is not a recognised strategy in place to remove coaches conveniently from the central areas once customers have been dropped-off.

10.3.3 There is also a consistent tariff structure in place which sees all coach parks priced identically, regardless of location. This does not incentivise using the car parks towards the outskirts of the town such as South Car Park and could therefore see coaches descending on central locations for layover parking and lead to greater circulation of coach traffic within the town centre.

10.3.4 It should be noted that the improved coach parking facility at Banks Street is a positive idea in principle. However, access to the car park from the north and south sees coaches routing along residential streets that facilitate on-street parking. The existing arrangement also sees coaches manoeuvring through priority junctions with tight turning radii. This gives rise to safety implications as the potential for conflict with other road users is increased.

10.3.5 Future proposals for layover coach parking should give greater consideration to safe routing from the drop off facilities and minimise the potential for conflict and the need to travel within the central areas where carriageway width is restricted.

10.4 Discussion of Options

10.4.1 A number of options are available in terms of Coach Parking. This section discusses available options, outlining advantages and disadvantages of each.

Reallocation of Coach parking from Central sites to North and South

10.4.2 This would see a removal of the existing coach parking areas located within the central zone to the existing coach parks located within the northern and southern zones. This option would also seek to facilitate on-site driver convenience facilities in response to the issues arising during the stakeholder engagement process.

10.4.3 South Car Park and Gynn Square have the potential to provide such a facility as both currently provide existing coach parking in non-central locations.

10.4.4 Coaches approaching from the north, east and south would utilise existing strategic routes into the centre of Blackpool to the drop-off facility adjacent to central car park. Visitors would alight there and coaches would proceed to travel out of the centre to car parks accessed directly from the strategic routes, with South car park accessed from Yeadon Way, and Gynn Square accessed from the Promenade and the B5265.

10.4.5 Coaches would be required to exit the central areas to travel to the layover a site and this is likely to increase overall journey time for those who park predominantly in the central locations.

10.4.6 The Stakeholder Engagement Report highlighted driver demand for on-site convenience facilities at layover coach parking sites. AECOM propose that any reallocation of parking to both South and Gynn Square would be accompanied by the construction of on-site driver facilities to ensure their basic needs are accommodated. This might also provide an opportunity for BC to generate revenue through the sale of refreshments.

10.4.7 It is assumed that coaches would access the centre of Blackpool along one of the routes outlined in **Figure 10.1** to the coach station, where visitors would alight. Following this, coaches would proceed along either the Promenade to Gynn Square or along Yeadon Way to South Car Park. Unlike the existing arrangement, where coaches have a choice of several central parking facilities, this proposal would reduce this to one option. Minimising the potential for coaches to conflict with other road users along narrow roads thus eliminating the requirement for routing through residential areas and junctions with tight turning radii.

10.4.8 Routing coaches out of the centre along direct strategic routes will significantly reduce the number of coaches circulating within central areas. Reduction in centrally circulating coaches has the potential to increase capacity on the road network, subsequently improving the flow of traffic.

10.4.9 This proposal utilises existing parking areas and therefore additional surfacing would not be required. The number of car parking spaces might need to be reduced and therefore amendments and additions to the lining and road markings could be required. However, in terms of cost, this is likely to be significantly less that constructing a brand new facility.

10.4.10 The construction of on-site driver facilities is dependent on the quality and permanence of the proposals, which could range from a simple Portakabin type-facility with WCs and vending machines, to a bespoke building which might require architects designs, planning permission and a more onerous procurement and construction programme. Notwithstanding the facilities, the remainder of the proposal could be implemented with immediate effect, as long as these changes are communicated to coach operators efficiently and effectively.

10.4.11 South and Gynn Square could remain operational whilst options for the driver facilities are being developed and therefore BC should not experience a loss of revenue initially. Whilst the facility is

being constructed, some of the spaces may be lost temporarily. However, it understood that the overspill parking could be facilitated through provision of parking at Blackpool Transport's Rigby Road depot during periods of peak demand.

Reallocation of all coach parking to South Car Park

10.4.12 This would see a removal of the existing coach parking areas located within the central zone and re-allocated to South Car Park. This option would also seek to facilitate on-site driver convenience facilities in response to the issues arising during the stakeholder engagement process.

10.4.13 South Car Park has the potential to accommodate this re-allocation coach parking as there is sufficient land available and coach parking provision currently exists.

10.4.14 South car park is located to the south of Blackpool town centre along Yeadon Way, a strategic route to and from the town centre. The arrangement as highlighted previously would see coaches routed towards the coach station in the centre of Blackpool; allowing visitors to alight and then routed south along Yeadon Way where layover parking at South Car Park would be provided.

10.4.15 Coaches would be required to exit the central areas to travel to the layover a site and this is likely increase overall journey time for those who park predominantly in the central locations.

10.4.16 Coach parking is currently facilitated at South Car Park and this option would seek to utilise the existing provision. Although, it is accepted that the number of spaces provided at this site would need to accommodate the coach parking lost at the other sites.

10.4.17 This proposal recommends the construction of on-site facilities to accommodate the basic needs of the drivers in one accessible location. Furthermore, the facility would have the potential to generate revenue for BC to re-coop some of the costs incurred during increase of the coach parking capacity and construction of new facilities.

10.4.18 It is assumed that coaches would access the centre of Blackpool along one of the routes outlined in **Figure 10.1** to the coach station, where visitors would alight. Following this, coaches would proceed along Yeadon Way to South Car Park. Unlike the existing arrangement, where coaches have a choice of several central parking facilities, this proposal would reduce this to one option. Minimising the potential for coaches to conflict with other road users along narrow roads and eliminating the requirement for routing through residential areas and junctions with tight turning radii.

10.4.19 A disadvantage is that all coach traffic would be routed along the same corridor and therefore unlike the previous proposal, trips would not be distributed along other routes in and out of

Blackpool. Hence, Yeadon Way could experience issues with capacity and delay. Further capacity testing would be required to asses this overall impact on the network.

10.4.20 Routeing coaches out of the centre along direct strategic routes will significantly reduce the number of coaches circulating within central areas. Reduction in centrally circulating coaches has the potential to increase capacity on the road network, subsequently improving the flow of traffic.

10.4.21 This option would significantly reduce the options for coach operators to park in the most desirable central locations and would increase the distance operators would be required to travel.

10.4.22 The advantage of having one dedicated coach park is that only one driver facility would need to be constructed, and in terms of space, South car park has greater availability of land than Gynn Square, reducing the potential for purchase of additional land.

10.4.23 On the other hand, a facility at a site accommodating all of Blackpool's coach parking would inevitably require construction of a larger unit and more spaces might need to close temporarily during construction.

10.4.24 South Car Park could remain operational whilst options for the driver facilities are being developed and therefore BC should not experience a loss of revenue initially. Whilst the facility is being constructed, some of the spaces may be lost temporarily. However, it understood that the overspill parking could be facilitated through provision of parking at Blackpool Transport's Rigby Road depot during periods of peak demand.

Create a brand new coach park outside of the Central Zone

10.4.25 This proposal comprises of a brand new facility to be constructed outside of the central zone that provides modern facilities for drivers and a suitable number of spaces to accommodate all of Blackpool's coach traffic. This would also see the existing coach parking transferred to one facility in an accessible part of the town, minimising the requirement for coaches to route through the centre, reduce delay and minimise conflict with other road users.

10.4.26 The site identified, included in **Figure 10.1,** has also been discussed as a potential park and ride site. In practice, it would be BC's decision to determine the most efficient, profitable and suitable use for this site.

10.4.27 The most appropriate site is located adjacent to Blackpool Airport within Sycamore Trading Estate and is accessed to the south of the town via the A5230. There is a clear route into the centre of Blackpool for pick-up and drop-off along Lytham Road.

10.4.28 The arrangement would operate similarly to those outlined in the first two proposals.

10.4.29 Although journey time for coaches would be increased as a result of travelling into the centre to allow customers to alight and out towards the south to park. There would be little interaction and negotiation with general traffic and all coaches would essentially operate under this arrangement.

10.4.30 It is envisaged that the site would consist of a modern coach park with ample parking and on-site driver convenience facilities. This piece of infrastructure would cater for all coaches travelling to Blackpool and would therefore be substantial enough to accommodate demand during peak periods.

10.4.31 A consistent approach to routing would be adopted as per **Figure 10.1.** Depending on their approach, coach drivers could route into the centre of Blackpool allowing visitors to alight at the coach station. Following this, coaches would be routed along Lytham Road towards the facility in the south and the reverse would occur for pick-ups.

10.4.32 The existing coach operation in Blackpool will undergo significant change as a result of this proposal. Any change of this magnitude is likely to generate issues with some coach operators; however, provision of facilities in accordance with the comments received during stakeholder engagement is likely to have some positive outcome for relations with coach operators.

10.4.33 This proposal requires the construction of a completely new coach parking site and is therefore likely have significantly higher cost implications than the measures identified previously. In addition to the construction of the parking infrastructure other costs will certainly be incurred, such as; site clearance, landscaping, drainage and design fees. All of these features are expected to be much higher than they would be for the previous proposals, which use existing parking areas.

10.4.34 It is expected that during the construction phase, the existing coach parking arrangements would be retained and no loss of revenue would be experienced as a result of a temporary loss in coach parking spaces.

10.4.35 Furthermore, once the new facility is operational, BC could potentially convert existing coach parking spaces into car parking spaces, thus increasing the existing capacity at each of the sites and potentially increase revenue. Additionally, any on-site refreshment facilities could also generate revenue for the council and help reimburse some of the construction capital costs as well as contributing towards operational costs.

10.4.36 This proposal should be considered as a long-term option as considerable planning, consultation, design and construction work would need to be undertaken. In the meantime, one of the above proposals such as, routing all coaches to park in South Car Park, could be adopted to as part of a phased transition to the new site. Consequently, any initial issues in terms of routing and practicality could be addressed before the new site becomes operational.

Reduce the cost of coach parking outside of the central area but retain existing coach parking arrangements and provide facilities for drivers at South Car Park

10.4.37 This proposed arrangement will retain all of the existing coach parking sites in Blackpool, but proposes amendments to the pricing structure and facilities at some of the coach park. This involves increasing the cost of parking in centrally located coach parks and reductions in prices at those located outside of the central area. This seeks to encourage parking outside of the centre, without enforcing any physical restrictions. This ensures that operators have an equal choice in terms of parking as currently exists.

10.4.38 There will be no change to the existing location of coach parking across Blackpool except for changes concerning tariff structure. It is accepted that the existing provision provides a good spread of coach parking across the entire town although greater efficiencies of this could be realised.

10.4.39 The existing infrastructure at the car parks would remain the same initially, however, depending on the effect of the tariff changes, further dedicated coach spaces might have to be provided at South Car Park with spaces at centrally located car parks reduced and replaced with car parking bays.

10.4.40 Along with decreasing the tariffs outside of the central zone, It is anticipated that provision of driver facilities would encourage those parking more centrally to transfer to car parks further away from the town centre.

10.4.41 Depending on the effect of the proposals, the amount of coach traffic circulating in the central areas could remain at similar levels, or reduce. In theory, increasing prices in the central areas and providing a convenient facility in South Car Park should encourage coach operators to adopt less central locations for layover parking.

10.4.42 The proposed tariffs would need to be justified to ensure that the council do not lose revenue from coach parking. Therefore, the prices in the centre must be high enough to cover the likely reduction in coaches parking there. South car park must be priced correctly to ensure it is attractive and generates the revenue to cover the potential losses at other sites.

Common considerations across options

10.4.43 The Stakeholder Engagement Report highlighted the importance of providing on-site driver facilities and these options respond to these recommendations.

10.4.44 In terms of cost for these driver convenience facilities, a lot depends upon the quality and size of the facility provided. Therefore construction costs have the potential to vary significantly. Besides the cost of the structure, several factors should also be considered including; site clearance, landscaping, drainage and design fees.

10.4.45 The construction of on-site driver facilities is dependent on the quality and permanence of the proposals, which could range from a simple Portakabin type-facility with WC's and vending machines, to a bespoke building which might require architects designs, planning permission and a more onerous procurement and construction programme.

10.5 Preferred Option/Options

10.5.1 It is recommended that in the short-term Blackpool Council re-allocate the coach parking to South Car Park and construct new driver facilities on site. It is envisaged that the success of this transition would be monitored to understand whether the proposals have impacted positively on the overall coach parking objectives and whether the allocation of coach parking provision is sufficient to satisfy the existing and future demand.

10.5.2 The existing coach parking should still be operational until the conversion of spaces and construction of driver facilities have been finalised. Consequently, BC could continue to generate revenue from coach parking to recover some of the costs associated with the re-allocation, as well as ensuring demand for coach parking is accommodated whilst the re-allocation takes place.

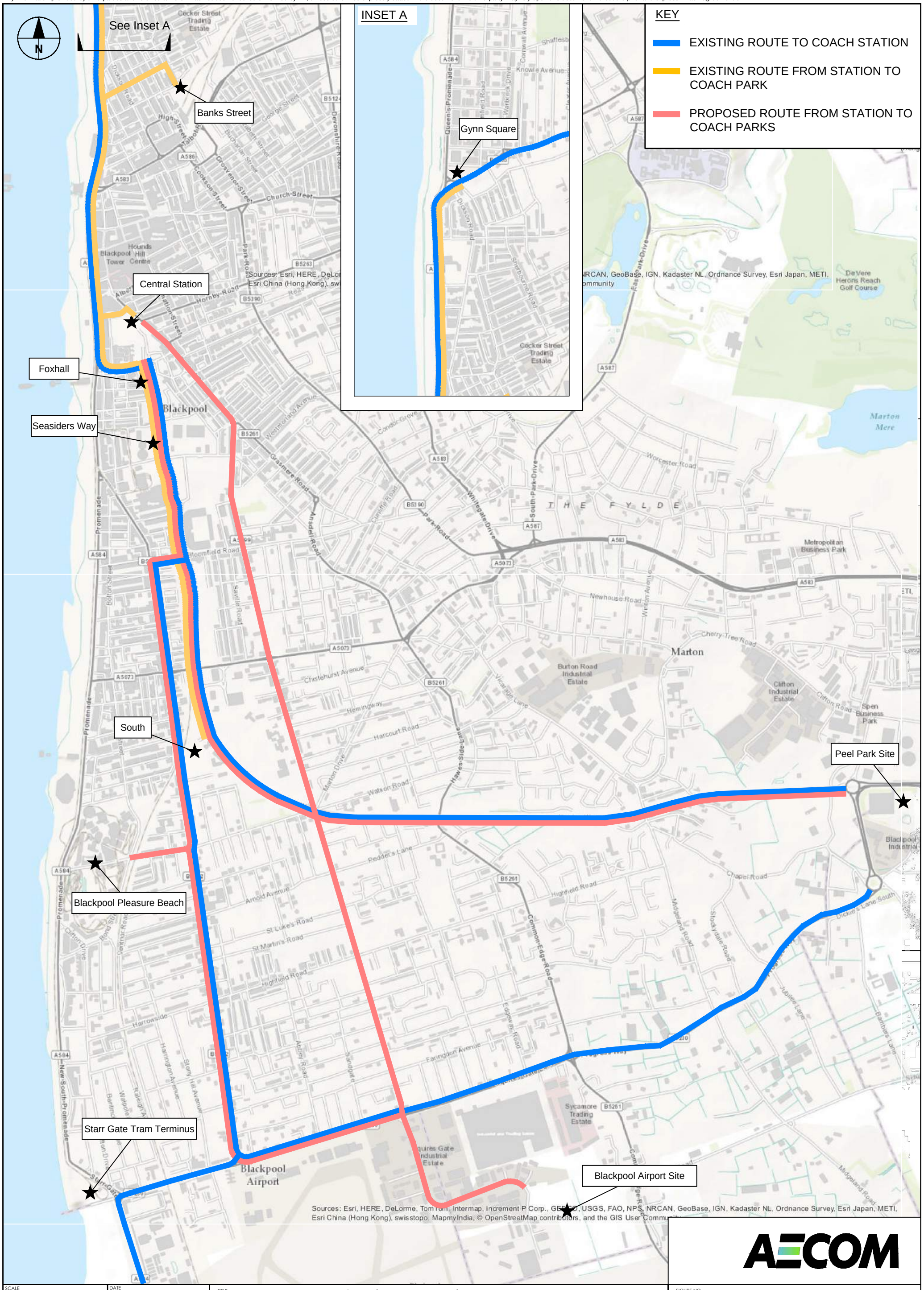
10.5.3 If shortfalls exist or are predicted to exist as a consequence of future development proposals and forecast future growth, the long term coach parking strategy should seek to create additional coach parking capacity at a new coach parking site outside of the central zone.

10.5.4 This would ensure that the approach to coach parking provision considers both short-term and long-term demand implications. Whilst Chapter 8 of this report provides some analysis of forecast future demand in the town as a result of new development, demand for coach parking has not been specifically analysed.

10.5.5 Re-allocation of coach parking to south car park would also free up additional capacity for regular vehicles in the central zone when spaces are lost temporarily during the re-development of central car park. Reducing circulatory coach traffic and coach parking close to the centre will maintain an

acceptable level of parking provision for local residents and visitors accessing centrally located amenities and attractions.

10.5.6 Once overall parking demand is forecast to outstrip supply, the new coach parking site could be constructed to accommodate coach parking demand and the existing spaces at South Car Park can be easily converted back into vehicle bays.



SCALE	DATE	TITLE	FIGURE NO.
NTS	05.01.16	Coach Routes to the Resort	10.1
LOCATION			
BLACKPOOL			

11. ON STREET PARKING

11.1 Objective

11.1.1 *"To ensure that on-street parking is provided to meet the needs of local traders, both in terms of convenient, short stay customer parking, and in terms of providing opportunities to load and unload."*

11.2 Stakeholder Views

11.2.1 The Stakeholder Engagement Report issued in October 2015 sought to understand the attitudes of key Stakeholders towards parking in Blackpool. Several key themes emerged from the report relating to on-street parking in the town. Those consulted as part of this report included BC Parking Services, members of the Blackpool Business Leadership Group (BBLG), Blackpool Transport, Coach Operators and the General Public. The key themes and issues emerging from the report relating to on-street parking are summarised below:

- In some zones, Disabled Blue Badge parking is permitted for an unlimited period, resulting in on-street parking shortages for non-Blue Badge holders. (This will be further discussed in section 13);
- As there are no individual marked on-street parking bays in any of the zones vehicles often take up more than one regular-sized space which restricts the available capacity;
- Inconsistencies exist regarding the permitted parking duration between adjoining streets and in some cases at different ends of the same street. Additionally, signing and lining in Blackpool is administered by a different department to Parking Services and work is not often inspected by Highways and Traffic when changes are implemented;
- On-street parking zones require a thorough review and consolidation, linked to signage and TRO's; and
- Local traders would like to see the removal of No Waiting at Any Time (NWaAT) restrictions in the town centre to facilitate more on–street parking in close proximity to local businesses, reducing the attractiveness of out of town-centre retail parks.

11.3 Stage One Views

11.3.1 Blackpool provides both publically available on-street parking and resident on-street parking across the town. These parking areas are illustrated in **Figure 11.1** which also distinguishes between the types of on-street parking available.

11.3.2 Consistent with the Stakeholder Report, the Stage One Report identifies similar issues relating to the absence of marked individual bays. Consequently, the number of available spaces depends on the size of the vehicles parked within them, and often the driving skill of individual drivers in manoeuvring into spaces. It is understood that then number of publically available on-street spaces ranges between 500 & 550.

11.3.3 A large proportion of the publically available on-street parking is provided along the promenade (including Bond Street and Watson Road); this stretch of parking is governed by its own tariff structure and allows parking for up to 12 hours. In other on-street parking areas, the maximum duration of stay is 90 minutes. The non-promenade locations can be separated into both the Inner Zone (1, 2 & 3) and Outer Zone (1, 2 & 3). Each of the zones and sub-zones operate during varying time periods. However, the tariff structure remains consistent across the board.

11.3.4 The most recent ticket sale data available from BC indicates that on-street parking sold more tickets during 2014-15 than any BC car park, with over 500,000 ticket sales, selling over 150,000 more tickets than Central car park and representing a high turnover of spaces. These figures placed on-street parking the third highest in terms of ticket sales per space behind Tower Street and West Street car parks with the average number of ticket sales over 1000 per parking space.

11.3.5 In terms of revenue generation, the Stage One Report details the contribution from on-street parking between 2010 and 2015. The data analysed highlights a positive trend in revenue generation during this period. Between 2013 and 2015 On-street generated in excess of £1.5 million which meant that it ranked 5th in terms of revenue generation across all BC car parks during this period, highlighting its importance as a key income source for BC.

11.4 On-Street Parking Overview

11.4.1 On-street parking is considered in many cases as the most convenient option for motorists as it allows parking accessed directly from the highway in convenient locations often in close proximity to local businesses and traders. Consequently, adequate provision of this parking proves popular with traders and customers alike. On-street parking is usually undertaken for short periods and allows people to conveniently access nearby premises during an allocated time period which in Blackpool is up to a period of 90 minutes in non-promenade locations. However, due to the location of accommodation and tourist attractions, such as Blackpool's Pleasure Beach, on-street parking is

facilitated along the Promenade, Bond Street and Watson Road for a maximum duration of 12 hours.

11.4.2 AECOM have been advised that the existing tariffs for on-street parking are likely to change with new tariffs proposed for 2016-17 (although it is understood that these charges have yet to be signed off by the Council). The new tariffs include four separate time bands, and the impact of these changes on revenue generated and the number of tickets sold. **Table 11-1** provides an overview of the existing and the proposed on-street tariffs in Blackpool.

Table 11-1: Existing 2015-16 and Proposed 2016-17 On-street Tariffs (Source: BC, Jan 2016)

On Street Parking Zone	Existing Tariff (£)		Proposed Tariff (£)	
Promenade / Watson Road / Bond Street	Up to 90 Mins	£1.50	Up to 2 Hrs	£2.00
	Up to 3 Hrs	£5.00	Up to 4 Hrs	£4.00
	Up to 12 Hrs	£7.50	Up to 8 Hrs	£7.00
			Up to 10 Hrs	£8.00
Town Centre On-Street Parking	Up to 30 Mins	£0.50	Up to 20 Mins	£0.50
	Up to 60 Mins	£1.00	Up to 40 Mins	£0.70
	Up to 90 Mins	£1.50	Up to 60 Mins	£1.00
			Up to 90 Mins	£2.00

11.4.3 Regular enforcement of on-street spaces and clear time / return restrictions are required to ensure a high turnover of spaces. This seeks to increase the likelihood of a space being available for short stay visitors, especially to areas that fall outside of the Promenade Zone.

11.4.4 On-street parking is also essential if the town, especially if central locations are to function effectively. On-street parking allocation, monitoring and enforcement can dictate the success of how a town centre operates in terms of traffic flow, unobstructed bus stops and taxi ranks as well the space available for loading and unloading deliveries to local businesses.

11.4.5 The allocation of on-street parking requires regular monitoring and enforcement which comes at a cost to the council. Therefore, in some areas of high demand it is necessary to charge for parking to recoup these costs. However, it is important to ensure that these prices represent an affordable option if positive relations with traders and customers are to be maintained.

11.5 Discussion of Options

11.5.1 A number of options are available in terms of On-Street parking. This section discusses the available options, outlining advantages and disadvantages of each.

11.5.2 Any amendments to the existing provision of on-street parking must be justified by robust evidence. It is recommended that prior to any measures being implemented that the processes outlined below should be commenced to gain an comprehensive understanding of the existing conditions in terms of the existing TRO's and on-street parking demand. This would be used as the basis to form, shape, support and amend existing and future on-street parking policy:

Undertake a thorough review the existing TRO's, signs and lines to identify areas where restrictions could be removed and the on-street parking supply maximised

Following this:

Review demand for existing on-street parking and seek to identify further areas where charges could be introduced

11.5.3 The initial review will seek to establish a baseline situation in terms of on-street parking and evaluate the likely success of the options proposed in the following paragraphs. Without this evidence base, it will be difficult to establish whether any major discrepancies exist between what is written in the TRO and the actual operation on the ground.

11.5.4 Blackpool has seen many changes to the management, routing and restriction of traffic in the centre in recent years and in some cases it is possible that the orders might not be completely accurate. Therefore, this review process is considered essential if maximising the current on-street parking supply involves amending the existing TRO's.

11.5.5 The two initial proposals would provide an evidence base to inform the decision making process. In the absence of this, amendments to the existing policy or operation could not be justified. This process would ensure a true representation of the current situation and identify areas where the following options could be implemented successfully.

11.5.6 The demand analysis element of this proposal would again establish a baseline position and highlight particular areas of the town where demand issues exist or where the supply is surplus. Simultaneously, the proposals would allow an analysis of the situation with regards to loading and unloading and identify where surpluses, shortfalls and conflicts exist.

11.5.7 Establishing a baseline position in terms of demand would allow for more accurate sensitivity tests to be applied across the town and to areas where on-street parking could become chargeable.

11.5.8 AECOM recognise the proposed amendments in terms of the tariff structure, as shown in **Table 11-1** and appreciate that these proposals have been justified by BC. Future tariff changes would be able to draw on this baseline information in order to establish a pricing structure which generates the maximum amount of revenue possible without compromising the needs of consumers and local

traders. It is our understanding that tariffs are reviewed annually and it is recommended that this is continued during the lifetime of this strategy.

11.5.9 It is reasonable to assume that this proposal would incur some internal or external costs. If internal resources are unavailable, and consultancy services are required to undertake the survey work, then AECOM can estimate that this task would fall within the region of £40,000 to £60,000. This figure is based on experience elsewhere however a detailed brief and tender process would be required in order to refine these costs. It is possible to phase the survey work as well, or cover certain key areas rather than the whole of the town.

11.5.10 The extent of the existing TRO's and on-street parking across the town are likely to dictate the amount of time taken to complete the work. A three-phase approach could be adopted which aims to review in isolation the existing on-street parking within the Promenade parking zone, the existing on-street town centre parking zones and areas where known on-street parking demand is high, however is currently uncharged.

11.5.11 If the work is to be commissioned by BC to a transport consultancy, the total time period for completion could take up to 12 months. This assumes that Phases One, Two and Three are allocated a completion time of three months each whilst producing a brief, inviting consultants to tender, evaluating tender, appointment and agreeing the scope of work follow a similar timeframe of approximately three months collectively.

11.5.12 Following completion of the initial stages outlined above and establishing a strong evidence base, the following proposals could potentially be progressed.

Where new residential developments are proposed in central locations, introduce on-street resident parking zones to facilitate new demand and generate revenue through resident parking permits.

11.5.13 This proposal aims to adopt a pro-active approach to parking provision, especially where developments are likely to require additional parking spaces within the central areas. Planning ahead could maximise the revenue generated from parking permits and combat potential issues associated with displaced residential parking within central zones which could compete with on-street customer parking and impact negatively on local residents, businesses and traders.

11.5.14 A pro-active approach to increasing the provision of residential parking zones in close proximity to new residential developments will lead to fewer conflicts between residential parking and parking associated with leisure, shopping and business. Thus, the type of parking is clearly defined and conflicting uses do not compete for the same spaces.

11.5.15 Any revenue generated by these schemes could be re-invested into BC's parking services for monitoring and enforcement of on and off street parking.

11.5.16 Overall the scheme is not likely to incur substantial costs as major infrastructure improvements might not be required. There are likely to be administrative costs associated with processing applications and granting new permits, as well as some costs associated with new signing and lining. Furthermore, the new zones would increase the workload for CEO's, the cost of which might be recouped from permit revenue generation and issuing parking fines.

In response to demand analysis, identify areas where demand is high, introduce parking charges if possible and consult with local traders regarding the proportions of customer parking to servicing bays. Explore the viability of maximising parking supply through providing dual use parking / serving bays.

11.5.17 This proposal is dependent on the outcomes of the TRO review and establishing a baseline of evidence. Where areas of high demand are not considered elastic to pricing then charging should be introduced to maximise revenue generation. Simultaneously, the suggested changes to on-street parking should be communicated with local businesses and discussions should be held regarding their servicing requirements. Should the outcome of these discussions indicate a surplus of loading space, further analysis should be undertaken to explore the potential for dual use loading and parking bays. This would see the introduction of designated time periods for loading, outside of this period, members of the public would be permitted to park in these bays.

11.5.18 The proposal would ensure that the servicing requirements of local businesses are not compromised and the supply / capacity of on-street parking can be maximised.

11.5.19 Agreeing suitable hours for servicing could present a challenge as servicing requirements across a range of businesses will inevitably vary. However, reducing the number of goods vehicles (particularly HGV's) circulating in the centre is likely to maximise traffic flow and improve safety for motorists, pedestrians and cyclists. Consultation with local traders is considered as an imperative element of this proposal to ensure their requirements are facilitated in any future amendments to on-street parking.

11.5.20 Should charging be introduced for parking in areas in high demand, BC would seek to implement a pricing / tariff that are in-line with comparable areas across the town. This would ensure that charges are fair and do not deter members of the public from using these bays thus allowing BC to increase their parking revenue which could contribute to monitoring, enforcement and maintenance.

11.5.21 Where charging is introduced, costs associated with new ticketing machines, amendments to signing, lining and formalising new / existing parking or servicing bays would be incurred. It is alsp expected that the engagement with local businesses will incur administrative costs and potentially the preparation of materials to assist at consultation events.

11.5.22 The viability of this proposal should be informed by the initial baseline review. However, once the initial findings have been understood, it is reasonable to suggest that this proposal could be introduced in the short to medium term.

Mark out individual parking bays to maximise on-street capacity and introduce specific spaces set aside for low emission vehicles with reduced tariffs and vehicle charging points.

11.5.23 This proposal would see all the on-street parking marked out with individual vehicle bays. Therefore, on-street parking capacity could be maximised. Furthermore, with the existing advancements in electrical vehicle technology, Blackpool should seek to facilitate and accommodate where possible, charging points and dedicated electrical vehicle bays.

11.5.24 Formalising individual bays would also allow more regular vehicle bays to be converted into electrical vehicle bays once demand for these spaces increases.

11.5.25 As an incentive for visitors to use more sustainable modes, electrical bays should be subject to reduced parking charges. Furthermore, in terms of BC's aspirations outlined in local policy documents, provision of modern infrastructure would represent a positive step towards modernising the supply of parking in Blackpool.

11.5.26 This proposal would allow the maximum capacity of on-street parking to be calculated and maximised to accommodate standard vehicles. Parking for larger vehicles such as motorhomes and LGV's could be facilitated in other parking areas across the town.

11.5.27 The proposal presents the opportunity to revolutionise on-street parking. Marking out individual bays would allow for more accurate revenue forecasting against which sensitivity tests could be applied when changes to on-street tariffs are proposed.

11.5.28 The proposal would represent a phased approach to the introduction of electrical vehicle bays which responds to demand. As demand increases, further electric vehicle bays could be introduced. The introduction of these bays has been witnessed across some UK authorities and charging infrastructure currently exists in Blackpool at Gynn Square.

11.5.29 It is possible to extend the technology to residential areas, where residents might not have access to charging facilities and offer discounted / free residential parking permits for registered electric vehicles.

11.5.30 It is envisaged that the revised tariff for electrical vehicles would be consistent across the town based on the existing or an adopted zoning system.

11.5.31 Significant cost implications could be associated with this option, particularly as more regular bays are converted to electrical bays, and additional infrastructure is required. Further costs will be incurred from contractors for amendments to signing and lining as parking areas are converted to individual bays.

11.5.32 It is reasonable to suggest that this is a short, medium and long term proposal. The short term could be the introduction of several on-street charging bays. The medium term, would be the phased conversion of the on-street parking areas to individual bays and in the long term, additional bays could be converted from regular to electric to reflect future demand.

11.6 Preferred Option/Options

11.6.1 It is recommended a thorough audit of existing on-street parking areas is undertaken to establish a robust evidence base in terms of the existing operation, on-street parking demand and the application of existing TRO's. The evidence obtained during this element of work will be used to assess the suitability of the further proposals and justify their implementation.

11.6.2 Whilst Chapter 8 of this report provides some analysis of forecast future demand in the town as a result of new development, demand for on-street parking has not been specifically analysed.

11.6.3 As the subsequent proposals do not conflict, the opportunity to implement more than one simultaneously is certainly viable. The implementation of subsequent measures can only be justified by the review demonstrating that changes are worthwhile and represent a cost effective measure which contributes to the overall strategy objectives and objectives outlined in overarching policy documents.

N

KEY

- ON-STREET NON-RESIDENTIAL PARKING AREAS
- PROMENADE ON-STREET PARKING AREAS
- RESIDENTIAL ON-STREET PARKING AREAS

SCALE: 1:20000	DATE: 05.01.16
LOCATION: BLACKPOOL	
TITLE: Existing On-Street Parking	FIGURE NO.: 11.1

AECOM

12. PARK AND RIDE

12.1 Objective

12.1.1 *"To help reduce car travel and associated traffic congestion in the centre of Blackpool, by providing a convenient and attractive alternative from a site on the outskirts of town. The Park and Ride would need to offer commercial viability, and will need to be supported by bus priority measures to enhance on board journey times."*

12.2 Stakeholder Views

12.2.1 The Stakeholder Engagement undertaken within Stage One of the Strategic Parking Review saw a number of responses related to Park and Ride. The development of a Park and Ride system in Blackpool was referred to at the Elected Member briefing on 16 September 2015, as being a desirable option.

12.2.2 A number of responses from the Blackpool Business Leadership Group (BBLG) also pointed to Park and Ride as one of the three improvements that respondents would be keen to see improve parking in Blackpool. Responses referred to this being a desirable initiative to implement during peak times, and something that should interchange with bus, rail and tram.

12.2.3 One more detailed response referred to the possible location of a Park and Ride Site. A site near to Starr Gate tram terminus was suggested, with either a bus based or tram based system adopted.

12.2.4 A meeting was also held with Blackpool Transport on 29th October 2015. Blackpool Transport were keen to outline the benefits of a successful Park and Ride system, either on a permanent or seasonal basis. Their view was that Park and Ride was most likely to be seasonal due to question marks over the financial viability of a service outside of peak periods.

12.2.5 Discussion was had with Blackpool Transport over appropriate sites, and it was considered that a site at the end of the M55 on the approach to Blackpool would be the optimal location in terms of a catchment for park and ride.

12.3 Stage One Views

12.3.1 Upon reviewing the existing car parking supply, it is logical to conclude that Blackpool would benefit from the successful implementation of a Park and Ride system. Park and Ride schemes lie at the heart of good practice transport planning, as implementing them successfully can help to ensure that a core urban area remains accessible and attractive for those arriving by car.

12.3.2 On a general level, Park and Ride helps to reduce all day commuter and other long stay parking in town centres which can therefore free up on and off street space for the shorter stays of other visitors, such as shoppers and tourists. These short stay customers are often likely to be more valuable in terms of paying premium charges, and therefore contributing to the revenue income for local authorities, with the long stay customers generally more likely to be loyal customers who choose to park in a cheaper location for financial reasons.

12.3.3 With specific regard to Blackpool, whilst there is an active business community in the town, the town is heavily dependent on visitors for leisure and tourism. As a consequence, Park and Ride could be a viable option, particularly for those on day trips, as more occasional visitors tend to rely on signage of parking options. Were a site to be found and developed for Park and Ride on the main approach to Blackpool, at the western end of the M55, with the presence of clear directional signage, then a Park and Ride site would be viable in terms of potential demand.

12.3.4 The Chartered Institute for Transportation is in the process of launching a Park and Ride Network Management Guidance Note which will provide an overview of factors critical to the success of a Park and Ride scheme. This note is likely to include the following, which are demonstrated elsewhere as being key to successful schemes:

- Included within a comprehensive parking policy;
- Part of an integrated transport and land use strategy;
- Attractive facilities in convenient locations;
- Dedicated, fast, frequent (ideally 10 minute service headways), reliable, high quality services;
- Attractive and secure car parks;
- Bus priority measures on approaches to provide journey time benefits; and
- Competitive pricing to incentivise use over more expensive central car parks.

12.3.5 Of the above features, some are more straightforward to achieve than others in the case of Blackpool. The next section in this chapter discusses potential park and ride options for consideration.

12.4 Discussion of Options

Options from the South

Peel Park

12.4.1 Blackpool Transport put forward the idea of Peel Park as a possible site for a park and ride car park. The site has several advantages in terms of location, in that it is convenient to the end of the M55, and looks to have ample space in terms of car parking capacity, both in terms of some existing provision and some opportunity to expand, should demand require it.

12.4.2 In terms of routes into Blackpool from Peel Park, the most direct route available would be via Yeadon Way/Seasiders Way. Ideally, a drop off point would be established on the site of the existing Central Car Park, with return journeys to the Park and Ride site departing from this location. Yeadon Way/Seasiders Way is not currently used by existing bus services and as a consequence no bus priority measures can be found along the route. It might be advantageous to include these measures to decrease journey time benefits. One positive of this route into town is that there will be no issues of competition with other existing bus services.

12.4.3 The pick-up and drop off point would need to be established in the context of the emerging proposals for the Central Station development. The development itself would benefit from the existence of a Park and Ride however it should be noted that this might impact upon parking revenue generated by the Central Station development car park. Further work would be required to look into demand forecasting for this development and a possible Park and Ride service.

12.4.4 There are some negatives associated with using Peel Park as a location for a Park and Ride car park. At present, the site is a Government controlled secure site, and is as such unavailable to the public. Peel Park is also located outside the Blackpool Council boundary, within Fylde, and as such cooperation and agreement would need to be reached with the local authority and the landowner.

Airport Site

12.4.5 A further potential option for a Park and Ride site to the south of Blackpool is located on the Sycamore Trading Estate close to Blackpool Airport. Whilst not as convenient as Peel Park, the site is within the Blackpool Council administrative boundaries and would be relatively straightforward to develop into a Park and Ride car park.

12.4.6 In terms of routes into the centre of Blackpool, it is possible to utilise the Yeadon Way/Seasiders Way route outlined for the possible Peel Park site, however the site would be at a journey time disadvantage to Peel Park due to distance and the need to travel through busy road junctions such as Squires Gate Lane/Common Edge Road. Following this route with give the impression to passengers that they would be doubling back towards the M55 rather than taking the more direct route into Blackpool.

12.4.7 More direct routes are likely to be realised by following St Anne's Road (following the route of the existing number 11 bus service) or Lytham Road (Number 7). As with Peel Park, the ideal terminus point would be on the site of the existing Central Car Park.

Gas Holder Site on Clifton Road

12.4.8 The possibility of the former Gas holder site located on Clifton Road being used as a Park and Ride site has been recently mooted by Officers. The location of this site is good, at the end of the M55 corridor, and access to the site for cars would be either via Junction 4 and then onto Clifton Road, or via Ashworth Road/Clifton Road. Park and Ride buses would be able to easily route into the Centre of town via Yeadon Way. This site would be an excellent location for a successful park and ride site.

Pleasure Beach Park and Ride

12.4.9 As a key destination, it is possible that the Pleasure Beach might also be considered as a Park and Ride terminus. This would work very well in terms of providing a Park and Ride car park at Peel Park, and the Pleasure Beach could be encouraged to contribute financially to the running of the service. If successful, this could potentially free up land currently used as Car Parks for the to meet any expansion and growth aspirations for the Pleasure Beach.

Tram Based Park and Ride – Starr Gate

12.4.10 There is, in theory, an opportunity to promote tram based park and ride services to help alleviate parking pressure in the centre of Blackpool. Theoretically, the ideal location for this would be at the tram terminus at Squires Gate. There are no locations that are currently offer parking close to Starr Gate, however there might be opportunities to develop existing open space along Clifton Drive, however it should be noted that this falls outside of the Blackpool Council boundary.

12.4.11 Starr Gate is a considerable distance from the M55 and as a consequence, it might be that by the time motorists make their way to the site they would continue to Central destinations via The Promenade, or would have found their way to Central car parks via Yeadon Way/Seasiders Way.

There are also concerns as to whether the existing tram network would be able to meet the demand for park and ride, and further work would be required to establish this.

Options from the North

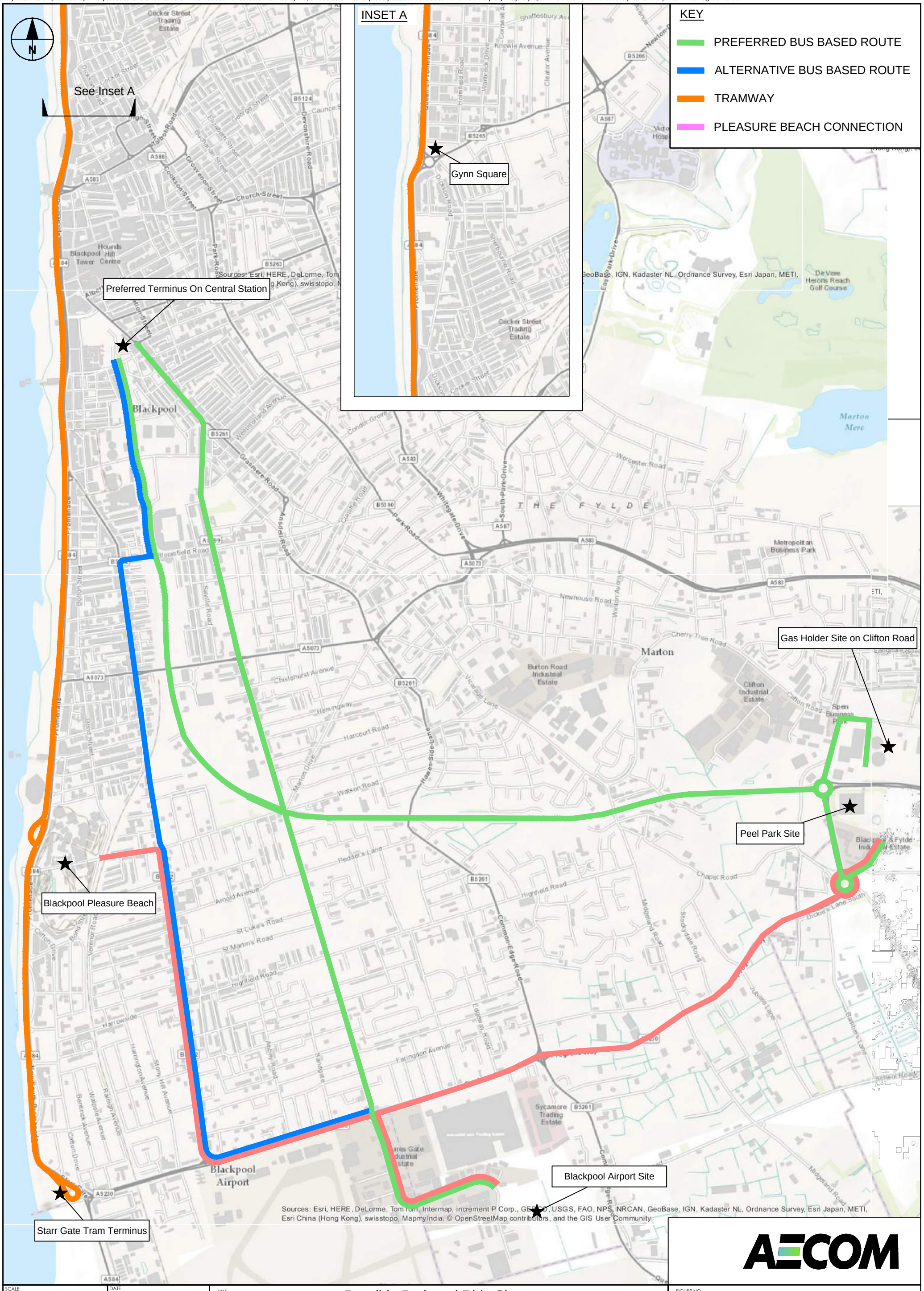
12.4.12 There are few opportunities to locate sites for Park and Ride on the northern approach to Blackpool. There are potential opportunities for tram based park and ride outside of Blackpool, within Wyre, however within Blackpool Council's boundary itself options would be limited towards the promotion of Gynn Square as a Park and Ride site. Given the site's current dual function of serving cars and coaches, it is difficult to justify active promotion of a Park and Ride site.

12.4.13 There are also issues with routing complexity for any potential bus-based Park and Ride Services in the north of the town. Terminus points are less obvious and routes into town are likely to be via The Promenade, which is congested and slow moving during peak periods.

12.5 Preferred Option/Options

12.5.1 The most appropriate option would be to develop a bus-based Park and Ride scheme with buses running between a location in the southern outskirts of Blackpool (i.e. Peel Park, Clifton Road or Blackpool Airport) and the Central car park site. It is acknowledged that the develop of such a scheme may take some time and a robust business case would need to be developed to justify what would be a significant initial outlay in terms of capital funding.

12.5.2 Given the preparatory work required, and the more immediate investment in other areas in terms of parking in Blackpool, it is recommended that this is considered as a measure within the Long Term Action Plan later in this report.



SCALE	DATE	TITLE	FIGURE NO.
NTS	05.01.16	Possible Park and Ride Site and Route Options	12.1
LOCATION			
BLACKPOOL			

13. DISABLED PARKING

13.1 Objective

13.1.1 *"To ensure that disabled people are afforded opportunities to park in convenient locations close to their end destination, and to ensure that the needs of disabled motorists are aligned to those of Blackpool more generally".*

13.2 Stakeholder Views

13.2.1 The Stakeholder Engagement sought to understand the current state of operations of the disabled parking within Blackpool Town Centre.

13.2.2 Discussions with Blackpool Council Parking Services outlined a concern that as blue badge holders currently have no time limit on how long they are allowed to stay in an on street parking space, this can be detrimental to the intended high turnover of users associated with on street parking spaces.

13.2.3 Blue badge holders have been observed to use standard on street parking spaces for long periods of time, in standard bays as well as disabled parking spaces forcing other potential paying users to look elsewhere.

13.3 Stage One Views

13.3.1 One of the key themes in the spot surveys undertaken within Stage One was car park infrastructure; users suggested there was a need for better located disabled spaces, this would allow more blue badge holders to easily frequent the town centre.

13.4 Discussion of Options

13.4.1 There are a number of potential options which could be implemented to address the issues raised by the Stakeholders. These include a centralised car park available for blue badge holders only, a time restriction for blue badge holders to be enforced, a review of the parking standards and the option to charge disabled users to park in on-street parking bays.

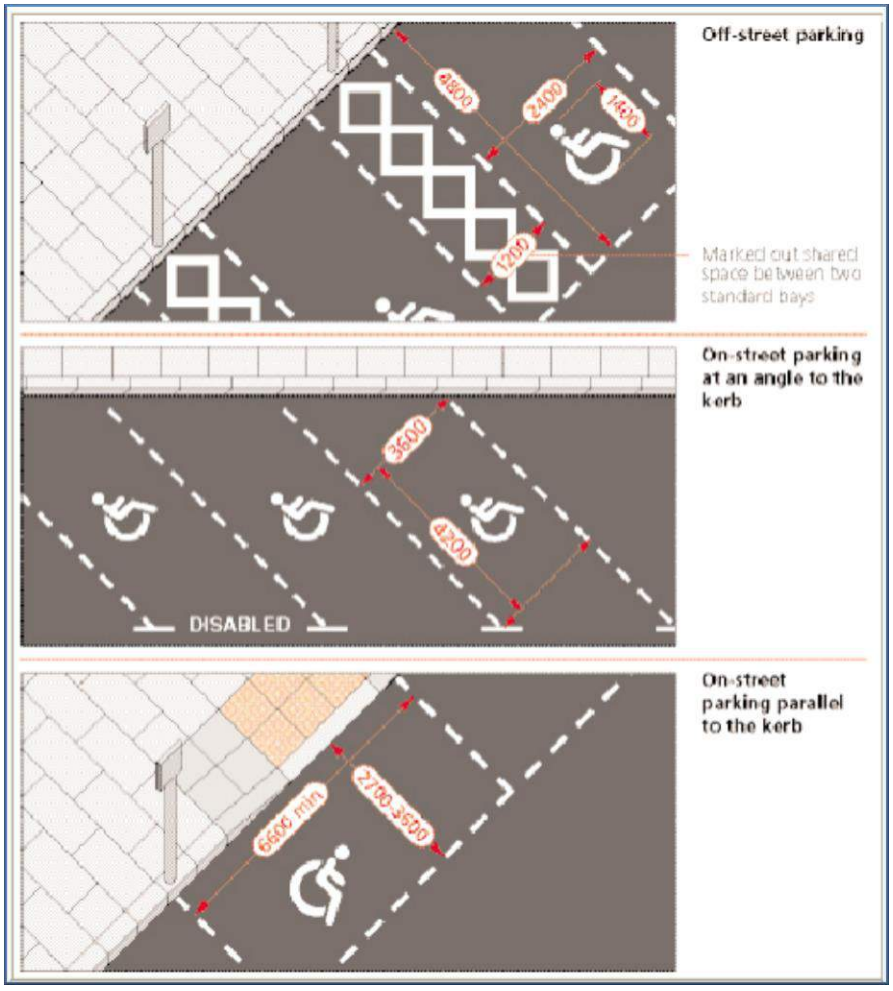
13.4.2 The introduction of a centralised car park purposely for blue badge holders only would potentially address the issue of disabled parking for long stays in existing on street parking bays, and could also provide a higher number of disabled bays than what are currently available in a centralised location.

13.4.3 A time restriction similar to those found at the surface car parks for disabled parking would address the current concerns that some spaces are being used by single blue badge holders for longer periods than desired for on street city centre parking. The surface car parks currently allow 3 hours

free parking for blue badge holders, then an hourly charge is applied afterwards. This would encourage blue badge holders to vacate the space before the hourly charge is enforced allowing for potential new visitors to use these facilities.

13.4.4 In conjunction with any review of parking standards as mentioned in chapter 5. All disabled bays should be brought up to the correct standards if they are not already. 'Inclusive Mobility' states disabled bays should at least adhere to the following;

- Standard on street disabled bays - 2.4m x 4.8m with additional space.
- When at an angle to the kerb - 4.2m x 3.6m.
- When parallel to the kerb - 6.6m x 2.7m.



13.4.5 A review of the parking standards currently applied by Blackpool Council would give the opportunity to increase the number of disabled parking spaces required in conjunction with new developments, this may give the opportunity to cater for the blue badge holders currently parking on street to park

within these new developments. Modifying the on street disabled parking facilities into standard bays as a result could also generate revenue from chargeable users and encourage a potential higher turnover of visitors to the town centre.

13.4.6 Charging for blue badge holders to park in on street facilities would potentially reduce the average number of hours disabled spaces are occupied by a single user, currently as there is no charge blue badge holders who can stay as long as they wish without incurring any additional charges. Enforcing an hourly charge would generate a higher turnover of users using the on street parking and also generate revenue as a result.

13.4.7 Disadvantages of implementing this would be the political sensitivity of changing the operation of disabled parking, which is often an emotive subject.

13.5 Preferred Option/Options

13.5.1 It is proposed that disabled parking is given appropriate priority in the forthcoming revised parking standards for Blackpool. Standards should specify the proportion of disabled spaces to standard bays, and outline the design specifications.

13.5.2 In the medium-term, subject to member approval, it is proposed that on-street payment exemptions for blue badge holders are removed. This will help to increase the turnover of parking spaces at times of high demand, and will raise additional revenue which can potentially be re-invested into delivering other elements of the Parking Strategy.

14. SPECIAL EVENTS

14.1 Objective

14.1.1 *"To ensure that Blackpool's capability of delivering regular special events is not jeopardised by a lack of available car parking, and to help ensure that car parking does not make the visit to Blackpool for a special event a negative experience."*

14.2 Stakeholder Views

14.2.1 During the Stakeholder Engagement, it was made clear from consultations with parking services, members, the business community and the general public that many of the parking issues in Blackpool are highlighted during the hosting of special events.

14.2.2 Special Events are integral to the visitor economy and Blackpool Council often organises and finances these events in order to raise the profile of the town as a visitor destination. These events often attract visitors who would not normally visit Blackpool, and, as such, often highlight issues over capacity, payment systems, signage and car park quality which this Strategy seeks to address.

14.2.3 Parking services officers commented that during busy periods when special events are taking place their list of duties becomes more onerous. Alongside revenue collection from payment machines and checking pay and display tickets, Parking services officers are often required to erect car park full signs, direct stationery traffic to other car parks, answer queries from the public and provide other assistance. This increase in responsibility can result in tickets being unchecked and potentially reducing the income from parking as a consequence.

14.2.4 A response from the Blackpool Business Leadership Group (BBLG) was that there should be some provision to allow parking spaces to be pre-booked in advance for those attending events.

14.3 Stage One Views

14.3.1 Whilst some special events are organised privately (for example, concerts at Bloomfield Road Stadium), many of the events are organised and promoted by Blackpool Council. It is reasonable to expect that Private Events would develop their own bespoke traffic and parking management plans in order to ensure safe and convenient access to these events.

14.3.2 It is desirable for events organised by the Council to develop similar traffic and parking management plans. Whilst there are a range of events with different levels of visitors and visitor profiles, annual events such as the Airshow, Illuminations switch on and the International Fireworks competition all attract large numbers and would benefit from such plans. These events are

confirmed months in advance, and therefore have a lead in time which will enable plans to be developed.

14.3.3 It may be desirable/necessary for the Council to commission traffic and event management companies to help plan these events, and to deliver on the day. This would enable trained traffic marshals to be present on the day to help direct and inform visitors as to the appropriate locations to park in and help to relieve the burden on parking services officers, who can concentrate on revenue collection and enforcement.

14.4 Discussion of Options

14.4.1 Special events are, by definition, irregular in terms of how frequently they occur and therefore should be treated as unique cases that require specific planning. Therefore, this Strategic Parking Review is not able to go into the level of detail that will be required for each of these event plans. However, there are a number of implementation measures that could form part of these event plans.

14.4.2 One measure that could prove to be effective in providing temporary additional parking capacity for events is to seek arrangements with local schools and colleges which might be able to provide car parking capacity outside of operational hours, which typically is when there special events take place (i.e. evenings and weekends). Locations that could provide additional parking capacity, subject to agreement, could be:

- Palatine Community Sports College, St Anne's Road;
- AKS Blackpool School, Arnold Avenue;
- Waterloo Primary Academy, Waterloo Road;
- Blackpool & The Fylde College Central Blackpool Campus, Salisbury Road;
- Blackpool & The Fylde College Gateway Campus, Read's Avenue;
- Devonshire Primary School, Devonshire Road;
- Holy Family Catholic Primary School, Leckhampton Road;

14.4.3 For the annual events in Blackpool that are likely to command large numbers of visitors, it is recommended that the Council consider engaging an Event Management Company to plan and implement an event management strategy. Services these companies can provide is not limited to parking, with the following offered by several companies which might help to add value to the hosting of the event and improve both the organisation and the visitor experience;

- Event Parking Management;
- Event Traffic Management;
- Event Signage (both vehicular and pedestrian);
- Event admissions;
- Access regulation;
- Planning services including consideration of traffic routing;
- Advising on any road closure requirements and Temporary Traffic Regulation Order (TTRO) requirements;
- Cleaning, portering and Waste Management; and
- Stewarding and marshalling.

14.4.4 The final bullet point is an area where added value can be realised through engaging with an event management company. Much of the feedback from the stakeholder engagement with parking services officers was that their duties extended to traffic marshalling once car parks had filled. The Council should look to engage a company accredited under the Community Safety Accreditation Scheme (CSAS). Under this scheme, Police Accredited Traffic Officers (PATO) can be licensed by local police forces to actively direct and restrict traffic movements on the public highway.

14.4.5 Providing additional parking capacity for special events across the town should reduce displaced visitor parking in residential areas. Thus ensuring residents benefit from a high level of access to their homes throughout periods of high demand.

14.4.6 Enlisting an event management company will This PATO service will:

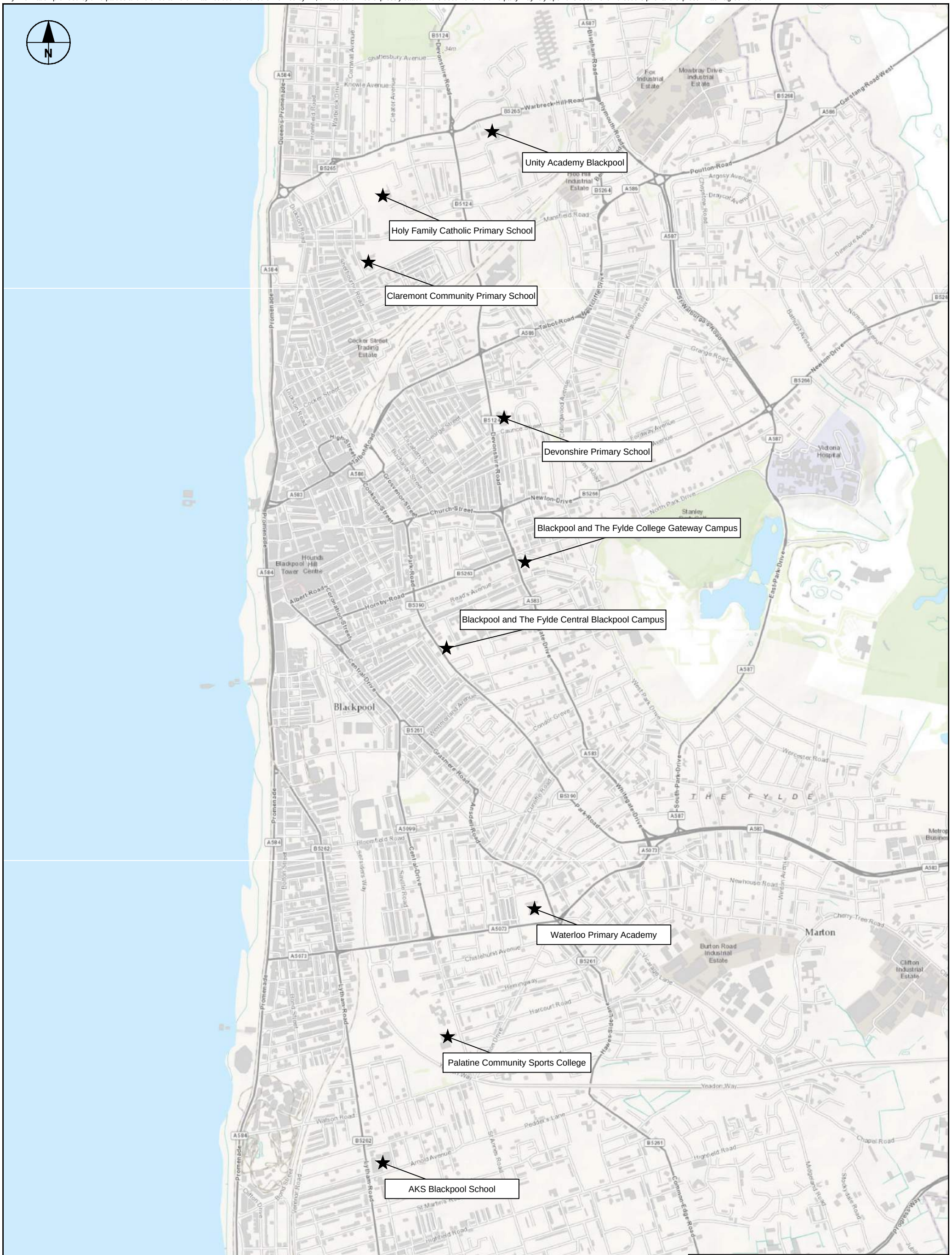
- Create a strong first impression for those attending the event and those passing by;
- Limit traffic congestion surrounding an event, benefitting visitors and the local community;

- Allow coordination of highway traffic with parking site traffic – helping to reduce delays into and out of the event;
- Enables rapid response to traffic issues arising, minimising the impact on the event and the local community;
- Proactively controls traffic to make way for 'blue light' emergency services; and
- Enable Blackpool Council Parking services staff to concentrate on parking enforcement and revenue collection.

14.5 Preferred Option/Options

14.5.1 It is recommended that the Council seek to strike agreement with local schools and colleges with regards to using their land as overspill car parking for special events. First priority, given its location adjacent to Yeadon Way and South Car Park, should be the Pallatine Community Sports College.

14.5.2 It is also recommended that the Council seek to liaise with a Traffic and Event Management company with a view to developing a trial arrangement for one of the scheduled Special Events in 2016. There are a number of companies that can provide this service, such as SEP Events, CTM, CSP, DC Site Services and STORM Event Management, and Blackpool Council should seek to develop a brief in order to undertake a competitive tender process, perhaps with a capped fee budget in order to control costs.



SCALE	DATE	TITLE	FIGURE NO.
NTS	05.01.16	Possible Temporary Additional Parking for Special Events (subject to agreement)	14.1
LOCATION			
BLACKPOOL			

15. PRICING

15.1 Objective

15.1.1 *"To create a flexible tariff structure that promotes an even spread of parking throughout the town, with more popular and central car parks being charged at a premium to those which are more peripheral and subject to lower demand. Pricing should reflect the mixed nature of those wishing to park in the town, local residents, shoppers and tourists and look to provide a key source of income to Blackpool Council."*

15.2 Stakeholder Views

15.2.1 Perhaps unsurprisingly, there were a large number of comments received from both the general public and the Blackpool business community on the subject of pricing. The general theme arising from the majority of comments was that existing car park tariffs were too expensive. This perception was echoed in the discussion held following the presentation to Elected Members.

15.2.2 Other than these general comments, there were also a number of more specific comments relating to the existing tariff bands. The consensus from these comments was that the jump in tariff from 0-4 hours to 0-8 hours was a little inflexible, and there should be a tariff band in between this.

15.2.3 Finally, several comments were received suggesting the possibility of introducing variable parking charges, for example reduced or free parking in the evenings or on Sundays.

15.2.4 Discussions with Blackpool Parking Services indicated that tariff reductions had been tried in the past, but did not result in a significant increase in usage. However, it was felt that the existing tariff bands could be more flexible, and that a lower-priced off-season tariff might be a good idea, if the payment equipment was capable of implementing this.

15.3 Stage One Views

15.3.1 The existing car park tariffs at Council-managed car parks are broken down into three distinct tariff structures, with separate tariff structures for car parks in the North, Central and South zones. Within each zone, the tariff structure and charges are generally consistent across all of the car parks within that zone.

15.3.2 The existing tariff structure is relatively inflexible with regards to options for duration of stay. In the North and Central zones, the tariff bands step up from 0-4 hours to 0-8 hours (with a related doubling in price). Visitors who may wish to park for an intermediate duration either have to pay the higher charge for the full 8 hours, or return to their car after 4 hours to buy an additional ticket.

15.3.3 In the South car parks, this inflexibility is even more pronounced, with the tariff structure stepping up straight from 0-3 hours to 0-18 hours. However, in the South zone the price differential between the 0-3 and 0-18 hour tariff bands is lower than between the 0-4 and 0-8 hour bands in the Central zone.

15.3.4 A benchmarking exercise indicated that in comparison with similar seaside resorts across England the existing car parking charges in Blackpool were generally higher than the average charge elsewhere. In particular, the nearest direct competitor to Blackpool of the comparator towns examined, Scarborough, was found to have significantly lower car parking charges, with a maximum fee of £4 for 24 hours on surface car parks, and £5 for 24 hours at MSCPs.

15.3.5 In summary, the main issues and opportunities identified from the Stage One report were:

- Issues: Confusing and limiting price structure; Lack of tariff options in certain car parks.
- Opportunities: Seasonal pricing; Link car parking tickets to the tram / local attractions.

15.3.6 It is noted, however, that since the Stage One baseline review was undertaken, proposed new parking charges and tariff structures have been developed by Blackpool Council, for introduction in 2016. These proposed tariffs have been taken into account in the analysis and discussion of options below.

15.4 Discussion of Options

15.4.1 There are two principal options identified in the long-list presented in **Table 7-1** with regard pricing. One is to increase, reduce, or otherwise adjust parking charges and tariff structures. The second is the potential adoption of a seasonal tariff structure.

15.4.2 The potential impact that each of these options would have on revenue has been analysed by comparing the revenue for individual car parks based on the existing tariffs, against the forecast revenue using a potential alternative tariff structure.

15.4.3 As noted above, for 2016/17 Blackpool Council have derived a new set of car park tariffs, which represents the first increase in parking charges for approximately 5 years. The new tariffs not only represent a slight increase in charges, but also attempt to provide more logical groupings of car parks, and introduce a greater diversity of payment options, thus addressing one of the main comments raised in the stakeholder consultation.

15.4.4 In order to identify the forecast impact of the proposed new parking charges, as well as assess the likely impact of further adjusting these charges, a comparison of expected revenue against existing revenue for a range of usage levels has been undertaken.

15.4.5 The existing revenue per tariff band at each car park was calculated based on ticket sales data provided by Blackpool Council. The forecast revenue for alternative tariff structures was then calculated using the same methodology. Where additional tariff bands have been introduced, the demand for each new tariff band was estimated based on feedback from the user surveys that were undertaken across various car parks.

15.4.6 The forecast revenue was calculated assuming no change in the current level of usage, in order to allow a direct comparison with the 2014/15 tariffs. In addition, a number of sensitivity tests were calculated in order to forecast likely revenue returns in the event that usage levels should increase or decrease.

15.4.7 A total of 4 scenarios have been assessed:

- Proposed 2016/17 Tariffs;
- Option 1 (Low): Proposed 2016/17 Tariffs reduced by 10%;
- Option 2 (High): Proposed 2016/17 Tariffs increased by 10%; and
- Option 3 (Seasonal): Proposed 2016/17 Tariffs during high season, with reduced tariffs during off-season.

15.4.8 For the purposes of assessing Option 3, the following alternative tariff structure was assumed:

Table 15-1: Proposed Tariffs

Tariff Group	Tariff Band	Charge
Tariff Group 1: (Bonny St, Central, Chapel St, East Topping St, Queen St, Talbot Rd, West St)	0 – 4 Hours	£2.50
	0 – 12 Hours	£5.00
	0 – 24 Hours	£7.50
	0 – 48 Hours	£10.00
	0 – 96 Hours	£15.00
Tariff Group 2: (Cocker Sq, Cocker St, South King St, Banks St)	0 – 4 Hours	£2.00
	0 – 8 Hours	£4.00
	0 – 24 Hours	£6.00
	0 – 96 Hours	£10.00
Tariff Group 3: (Bolton St, Lytham Rd, Bloomfield Rd, Foxhall Village, Lonsdale Rd, Seasiders Way, South)	0 – 6 Hours	£3.00
	0 – 24 Hours	£7.50
	0 – 48 Hours	£10.00
	0 – 96 Hours	£15.00
South Beach	0 – 3 Hours	£2.50

	0 – 24 Hours	£5.00
	0 – 96 Hours	£15.00
Gynn Square	0 – 4 Hours	£1.50
	0 – 12 Hours	£3.50
	0 – 24 Hours	£5.00
	0 – 96 Hours	£10.00
Filey Place	0 – 4 Hours	£5.00
	0 – 12 Hours	£7.50
	0 – 24 Hours	£10.00
On-Street (Promenade)	0 – 4 Hours	£2.00
	0 – 10 Hours	£5.00

15.4.9 Due to the short-stay nature of Tower Street car park and the Town Centre on-street parking zones, no seasonal tariff was applied to these parking areas.

15.4.10 It was assumed that the seasonal tariffs would apply during the off-season. For the purpose of this analysis, the off-season was defined as November-March (inclusive), based on average monthly car park ticket sales data for the period 2013-2015.

15.5 Analysis of Alternative Parking Charges

15.5.1 The resultant comparison between each of the alternative tariff structures in shown in **Appendix D**. It should be noted that the revenue forecasts simply demonstrate the likely variance in revenues based on the existing parking provision in Blackpool. The calculations assume no change to the number of available parking spaces. The revenue totals do take account of VAT.

Proposed 2016/17 Tariffs

15.5.2 The analysis indicates that across all parking areas, the introduction of the proposed new tariffs for 2016/17 will result in a marginal increase in annual revenue of around 1%, assuming no change in the level of usage.

15.5.3 The main source of this additional revenue is from the car parks in Tariff Group 1, since the proposed tariffs at these car parks are simply a minor increase on the existing charges, with little or no restructuring of the tariff bands.

15.5.4 In contrast, the calculations indicate a large decrease in revenue from the car parks in Tariff Group 3. This is due to the restructuring of the tariff bands to provide more flexibility, and the reduction of fees for shorter duration stays, which make up a significant proportion of ticket sales at these car parks despite their intended use as long-stay visitor car parks. The results indicate that the new pricing structure would need to attract an increase in usage of around 40% in order to match the

revenue provided by the existing tariffs. The proposed tariff structure for on-street Promenade parking is also indicated to result in a reduction in revenue compared to existing.

Option 1 (Low)

15.5.5 Option 1 explores the impact of implementing a blanket 10% reduction in tariffs, based on the proposed 2016/17 charges and tariff bands (with prices rounded to the nearest 10p).

15.5.6 The results indicate that if the proposed tariffs were reduced by 10% across all zones, there would be an overall reduction in annual revenue of 10%, based on current usage. If the reduced tariffs were to result in a 50% increase in usage, this would return only a 35% increase in revenue.

15.5.7 However, there could potentially be a justification for lower tariffs if applied strategically. The car parks in Tariff Group 2 are indicated to return a 10% increase in revenue even with reduced charges. With a 10% increase in usage, the revenue return would increase by 21%. Applying a tariff reduction to these car parks could therefore be a viable option if the proposed 2016/17 tariffs result in a decrease in usage.

Option 2 (High)

15.5.8 In the same vein as Option 1, Option 2 assesses the likely impact of a blanket 10% increase in charges. The analysis indicates that this option would return an increase in revenue of 11% based on existing usage. It also shows that if the increased charges resulted in a 10% decrease in usage, the annual revenue would be no different to the existing situation (although this would not fit with the Council's broader aims of increasing visitor numbers.

15.5.9 As with Option 1, however, there are specific areas where an increase in tariffs may be beneficial. For Tariff Group 1, Tariff Group 2, and the Town Centre On-Street parking, increasing the tariffs by 10% results in a greater than 10% return compared to the proposed 2016/17 tariffs, based on current usage. The same is true for the individual car parks of Tower Street, South Beach, Gynn Square and Filey Place.

Option 3 (Seasonal)

15.5.10 Analysis indicates that, overall, the introduction of a seasonal pricing structure would have a similar impact to a blanket reduction in tariffs, resulting in a 10% decrease in revenue based on existing usage. However, for On-street parking, the results indicate that Option 3 would result in less of a reduction in revenue than Option 1, assisted by the fact that no seasonal tariff was applied to the Town Centre On-Street zone. The overall On-Street revenue return is still lower than that generated by the proposed 2016/17 tariffs, though.

15.5.11 In general, the results indicate that if a seasonal tariff were to be implemented, it would need to be in conjunction with an increase in prices during the high-season.

15.6 Preferred Option/Options

15.6.1 The analysis of alternative options indicates that there is no strong evidence to support blanket alterations to the proposed 2016/17 tariffs. Although the proposed tariffs are only shown to return a similar level of revenue to the existing tariffs based on existing usage, it is considered that the more flexible tariff bands offered will help to increase usage, and therefore revenue. The proposed tariff structure also remains affordable for local residents, ensuring a high level of accessibility to parking across Blackpool is maintained for this user group.

15.6.2 Of the three alternative options assessed, Option 2 was the only one to offer an increasingly beneficial return compared to the proposed 2016/17 tariffs, based on existing levels of usage, and in the event that usage levels were to increase. However, the results also indicated that if usage fell as a result of increased tariffs, the resultant annual revenue would be no different that if there had been no change in tariffs or usage.

15.6.3 In the short term, therefore, it is recommended that there is no further amendment to the proposed 2016/17 tariffs. The level of usage should continue to be monitored to assess the impact of the more flexible tariff bands. In the medium to long-term, the tariffs should continue to be reviewed annually, and adjusted accordingly.

16. PAYMENT SYSTEMS

16.1 Objective

16.1.1 *"To provide a range of payment options designed to make payment for parking as straightforward as possible, reflecting current market trends and designed to help boost the visitor economy rather than restricting motorists to strict time periods in terms of duration of stay."*

16.2 Stakeholder Views

16.2.1 The Stakeholder Engagement Report issued in October 2015 sought to understand the attitudes of key Stakeholders towards parking in Blackpool. Several key themes emerged from the report relating to the current parking systems across the town. Those consulted as part of this report included: BC Parking Services, members of the Blackpool Business Leadership Group (BBLG), Blackpool Transport, Coach Operators and the General Public. The key themes and issues emerging from the report relating to parking systems are summarised below:

- The BBLG's concerns included; antiquated payment systems and the prominence of pay and display, the need for a pay on exit system which encourages longer stays, and the potential for pay by phone or mobile app in certain locations across Blackpool which could encourage cashless transactions.

- Whilst on a separate note members of the BBLG did make reference to "local" or "workers" parking rates or permits, which offers discounted parking for those who work within the town centre. This option could be an additional revenue stream for the council and encourage additional town centre parking during the working week.

- Discussions with the BBLG also highlighted a Pay on Exit (PoE) system to also be a popular option, citing that they perceived a PoE system to encourage longer stays for both tourists and local visitors.

- Discussions with Blackpool Parking Services have also highlighted concerns regarding payment systems, most notably the labour intensiveness of emptying and processing the cash which has accumulated throughout the day, in addition to the safety issues associated with the task. This issue was further noted to detract from the CEOs ability to

properly monitor parking violations and if necessary distribute PCNs. This is covered in further detail in Chapter 17.

- Survey results from the general public noted that the public were open to a range of payment options, including contactless card payments and pay by phone or app.

16.3 Stage One Views

16.3.1 The opinions and concerns from the Stakeholder Engagement Paper were further expanded upon with the End of Stage One Report.

16.3.2 The antiquated payment systems and machines referred to by the BBLG and parking services do not have the capability to feed information regarding ticket sales / availability back to the proposed PGI and VMS systems. Therefore, the existing systems are a potential hurdle for the implementation of an efficient parking guidance system and the improvement to traffic circulation across Blackpool, should a system be adopted that links VMS to payment systems as opposed to sensors / counters on entry and exist to the car park.

16.3.3 Pay on Exit is perceived to be a popular option with the BBLG, as the system is perceived to encourage longer stays as visitors are not restricted by the time on the parking ticket they have purchased. However, discussions with Blackpool Council officers did reveal some hesitation towards implementing a pay on exit system. The Council officers cited previous problems with barrier vandalism, and a perceived issue with vehicle queueing in and out of the car parks, thus effecting network congestion. However, Sainsbury's in Talbot Square operates a pay on exit system linked to ANPR and therefore no barriers are present. This appears to operate successfully and could be explored further for implementation in BC car parks.

16.3.4 Pay by Phone and App options were also raised by the surveyed members of the BBLG and also proved to be a popular option with the Blackpool Council Officers. There is a wide range of pay by phone or app service providers currently operating within the United Kingdom. A breakdown of their associated merits and costs are summarised in **Appendix E**.

16.4 Discussion of Options

16.4.1 The options listed below will be discussed and the most appropriate recommended for progression. The list of options is not exhaustive and the final option may involve a hybrid, where more than one option is combined and progressed.

16.4.2 Each option must be assessed in terms of the objective outlined for the Payment Systems currently in operation in Blackpool. This is included at the beginning of the chapter. Furthermore, the key findings and outcomes from the Stakeholder Engagement Report and the Stage One Report must also be addressed alongside this objective. Other factors will also need to be considered, most notably, cost and time.

Update Payment Systems to encourage a range of cashless payment options

16.4.3 Providing a range of payment methods such as contactless card acceptance and pay by phone or app would allow for a quicker and more convenient way to pay for tickets; making this technology available would also decrease the waiting times of visitors to Blackpool queuing to buy pay and display tickets.

16.4.4 In addition to the above, updating the payment machines to be able to recycle coins and cash (offer change)), and be more readily available to accept card payments would also reduce the need for CEOs to collect cash which has accumulated throughout the course of the day. Removing the cash collecting element allows the CEOs to focus their efforts on other parking enforcement and management issues.

16.4.5 Contactless payments, through either contactless credit and debit cards or mobile applications such as ApplePay are on the rise across the UK, with the majority of major retailers accepting this method of payment. Transport for London (TfL) allows for contactless payments to be used on the underground and buses across the capital. This is being replicated across travel systems up and down the UK, allowing for a more efficient form of payment. By adopting and embracing this method of payment Blackpool would be adhering to current market trends thus aiding in boosting the visitor economy. Furthermore, this method of payment could be encapsulated in car park ticket machines and could also be adopted on Blackpool's existing public transport infrastructure, including the tram for a more efficient method of payment.

16.4.6 Cashless transactions are proving to be evermore popular in the United Kingdom, 2015 bore witness to the first year in retail history wherein payments by card or contactless cards out spent cash transactions. This increasing trend to pay by card has been boosted by the increase in contactless payment limits from £20 to £30 in 2015.

16.4.7 Whilst updating the payment systems to accept contactless card payments, the pay and display element of the current car parking arrangements would still restrict motorists to strict time periods in terms of duration of stay.

16.4.8 It is reasonable to assume that this work would incur some internal and external costs, including the purchasing of new ticket machinery and training so that the outputs are monitored succinctly.

16.4.9 Adopting a phased approach to machinery upgrades would aid in the dispersal of overall costings, further upgrades could be made in line with maintenance needs or cycles. Machinery that favours card usage but also disperses change alleviates the need for periodical cash collection and processing. Although there is the initial cost outlay in terms of new machinery and the dispersal of change, in terms of CEO working hours, their time can now focus upon other parking enforcement and management issues.

16.4.10 As an example, estimated costings for the updated machinery follow (without VAT):

- Pay station accepting coins, notes, Chip & Pin, Wave & Pay - £9,500

16.4.11 In addition to the machine costings, it is also important to consider the extra costs associated:

- Shelter if necessary – Estimated £2,000;
- Back office software - £4,000; and
- Electricity supply - £ variable.

16.4.12 It would be AECOM's recommendation that a staged approach be taken with regards to the upgrades of ticket machinery. In the first instance it would be recommended that each car park over the capacity of *35 have at least one of the upgraded payment machines capable of handling all card transactions and provide change to users. Following on from this, the more popular car parks such as South should start to have older machines phased out and replaced with the upgraded machinery.

*35 is an arbitrary figure that is believed to represent a small car park relative to the existing car park capacities that currently exist in Blackpool.

Introduce Pay by Phone or App options for varying locations across Blackpool

16.4.13 Allowing for the introduction of a pay by phone or a pay by app system has the potential to provide a wider range of payment options beyond the conventional cash or card methods of payment. Paying by app or phone would require the user to register their vehicle and card details with the appropriate party. Once registered, the user would then quote the car park's pin number or reference number and select a time period in which they would like to stay for. If the user would like to extend their length of stay, this can be

done through the app or over the phone without needing to return to their vehicle and pay for an additional ticket.

16.4.14 However, it has been noted that the pay by phone or app providers do add a service charge to the price of the parking tariff, this could be absorbed by the car park user or by the council. Cheshire East is one example where the council absorbs the 10p charge on behalf of the visitor. Another option would to be to advertise the tariff at a rate which includes the approximate service charge to the visitor.

16.4.15 Modern cashless systems which have been adopted by numerous local authorities now shift the onus of providing new technology to the motorists (in the form of modern mobile phones) and service provider, so removing the cost implications to the Council of providing new pay and display machines.

16.4.16 The majority of the providers have systems which operate in a similar way and enable users to pay for their parking by first registering with the system operator relevant to the car park they want to use. This process creates a user account which is able to be monitored and updated, for example with changes to vehicle registration numbers (VRNs), contact and payment details. The accounts typically also provide access to receipts, invoices and details of the user's history of parking events.

16.4.17 Once registration is complete, users are then able to pay using their phone, either by ringing a number, sending a text, using a free app or going on the internet. By providing information on the car park identification code, their proposed duration and typically confirmation of the three digit security code from their pre-registered payment card (CVV2 code), payment for parking can be undertaken whilst on the move with confirmation generally provided either verbally over the phone or via a text message (this is optional on some systems and at extra cost).

16.4.18 Pay by phone or app does allow for a degree of flexibility for car park users with regards to their length of stay. Some of the providers operate a SMS text messaging system or an app push notification with a reminder of how long is left on their parking ticket (it is understood that the texts can incur a 10p charge to the user), these operators also provide the option to extend the length of stay without having to return to their vehicle.

16.4.19 It is reasonable to assume that this work would incur some internal and external costs, including the set up and marketing of the pay by phone/ app options. Whilst it is possible that cost savings may also be realised.

16.4.20 Pay by phone costs include:

- Likely costs integrating with the Council's operating systems.

16.4.21 Some providers do not charge for signage, it is worth noting that there may be additional costs if Blackpool Council would like branded signage. Costs may also be involved in marketing the systems to the general public.

16.4.22 Pay by phone parking offers the opportunity for decreasing costs for the operators which can be achieved through the reduction of the following:

- Operational cost with tickets and printing ink no longer required;
- Risk of holding cash on the street;
- Vandalism and theft; and
- Risk of receiving counterfeit coins.

16.4.23 Pay by phone parking also presents the opportunity for removing parking machines. These machines have several disadvantages:

- They are costly to maintain, with older models likely to require more maintenance;
- They lead to cash being stored on the street or in the car park which has security concerns and can lead to theft and vandalism;
- They attract costs associated with the collection and processing of cash on a regular basis; and
- There is a cost associated with the provision of tickets and printing.

16.4.24 It is important to note that these savings are only realised if cashless parking replaces pay and display parking, with the two systems operating in tandem not presenting cost reductions to the operator.

16.4.25 It is AECOM's recommendation that a pay by phone system be established in car parks with less than 35 spaces in conjunction with the existing pay and display regime. When the existing machines in these locations require maintenance or replacement, it is recommended that the machines are removed and the pay by phone or app system is the only method of payment in those car parks. It is accepted that not all users will have smart phones or the proficiency to pay via mobile, therefore in some instances those able to use these car parks will be limited.

16.4.26 It is however worth noting that for phone based parking systems where no physical ticket is issued, it can be more time consuming for CEOs to cross check vehicles whose owners have paid by phone, in comparison to checking a ticket which has been displayed. Typically either individual

VRNs are entered into the CEO's hand held machines or alternatively lists of valid VRNs are downloaded to cross check against the parked vehicles, which is difficult in a large parking area. This is something which could be overcome through the use of ANPR technology or through the use of hand held devices which allow CEOs to scan number plates which are then automatically checked against the list of approved vehicles to quickly identify if the vehicle has paid or not. It is understood that Sainsbury's within the Talbot Road development use an ANPR system which does not require exit barriers.

Establishing a Pay on Exit system in high demand car parks across Blackpool

16.4.27 Pay on Exit barrier systems are commonly used in large car parks, including both surface and multi-storey. Pay on Exit systems can be utilised in a variety of ways, including: manned barriers, ticket payment machines using a range or payment methods, or a pay by phone or app system using VRN cameras.

16.4.28 Adopting a Pay on Exit barrier system as a standalone solution would not strictly provide a range of straightforward payment options. However, if coupled with ticket machines that accept a range of payment options upon returning to the motorist's vehicle, or by using a pay by phone system linked to VRN cameras a wide range of options are foreseeable.

16.4.29 A Pay on Exit system would allow for a greater amount of flexibility for a visitor's length of stay and is perceived to encourage longer stays in a tourist resort.

16.4.30 A Pay on Exit system would allow for greater flexibility regarding length of stay, visitors would not be tied to a predetermined length, and risking receiving a PCN for overstaying their designated ticket length.

16.4.31 A Pay on Exit system also has the potential to remove the need for a CEO to monitor the car park, as the barriers and linked VRN systems have the potential to be self-enforcing, only allowing vehicles to leave once they have paid the appropriate amounts. If a violation does occur, the vehicle will not be able to pass the barriers, or a PCN could be dispatched to their address linked to the VNP captured by the VRN.

16.4.32 Conversely to pay and display machines, pay on exit systems may experience queues forming at the ticket machines when attempting to leave the car park, rather than after arrival. If a large amount of people are choosing to leave at the same or similar time, they may be likely to experience queues. However, the benefit of the pay on exit system allows for flexibility in time, and may encourage some visitors to stay longer to avoid queueing at the ticket machines.

16.4.33 It is reasonable to assume that this work would incur some internal and external costs, including the purchasing of barrier machinery and associated extra costs. These costs are estimated to include:

- Barrier systems – £1300;
- Entry and Exit Terminals – £3500 each;
- ANPR (if deemed necessary) - £3000; and
- Integration with existing software.

16.4.34 It is AECOM's recommendation that pay on exit systems be installed in West Street MSCP and South Beach surface car park.

Integrating Payment Systems with VMS or PGI infrastructure

16.4.35 Integrating payment systems such as Pay on Exit and pay by phone should be linked to a parking guidance information system. This system would update in real time information which guides visitors to car parks with remaining spaces. Integration with this system has the potential to reduce congestion around Blackpool, and guide motorists to under-utilised car parks.

16.4.36 Integration with a VMS or PGI system has the potential to boost the visitor economy by reducing congestion and creating a positive first impression for visitors. PGI systems are not uncommon to major tourist attractions or shopping centres, they are perceived to improve traffic flows and congestion and also create an efficient use of the existing car parking stock.

16.4.37 Integration with the PGI system could also direct visitors to the more expensive central car parks with pay on exit systems wherein longer stays are encouraged, therefore generating more revenue. This option has already been highlighted in Chapter 9 of this report.

Updating Payment Systems to allow for Electronic Permits or Smartcard usage

16.4.38 Updating payment systems to incorporate electronic permits and smart card usage present a new range of options for the user and have the potential to create additional revenue streams for the council whilst promoting administration efficiencies.

16.4.39 Cashless parking and smart card usage presents the opportunity in the future to combine paying for travel and other transport costs (such as public transport and Park and Ride) which would increase its utility since the transport cards are generally pre-paid. This would be especially useful to motorists at stations who could pay for their parking, train, and tram or bus tickets in one. Payment could be made either through Near Field Communication (NFC), (such as the Oyster card system or a Contactless Credit or Debit Card) or via phones (NFC stickers stuck to the back) with text confirmations being shown to the driver on board the bus or conductor on the train etc.

16.4.40 Electronic smartcards and permits could come in a host of guises, including: Blue Badge passes, business permits, season tickets, and tourist passes.

16.4.41 Blue Badge holders could be given a smart card which would entitle them to a predetermined time of free parking, this could be beneficial in car parks using a pay on exit system.

16.4.42 Permits allocated to business or workers could be provided by the use of a smart card. These cards could also be subject to flexible time allocations, for example council staff who are provided with a parking permit could see their permit valid for the working hours during a working week, and not valid over a weekend or bank holiday period.

16.4.43 There is also the potential to create a series of discounted permits for those who work in the town centre, this was a topic raised by the BBLG who were concerned that high tariffs are preventing town centre workers from parking within the town centre. The creation of these permits could create an additional revenue stream and boost central car park utilisation during the working week.

16.4.44 The creation of pre-paid electronic visitor passes could be an additional option supplied by the council, a visitor could pre-order a visitors card which allows them a stay in a car park and could be used in conjunction with public transport systems or visitor attractions for either discounts, or be pre-loaded with tickets bought in advance.

16.4.45 Furthermore, a large number of councils across the UK are ceasing to issue paper resident's permits and are opting for online or electronic permits instead. The councils which have made this change have cited savings in administration and back office processes, in addition to the reduction of permit frauds and crimes. By shifting permits online, residents can register their cars easily, and if their vehicle changes, they can update their own profiles.

16.4.46 Electronic resident's permits could also offer different rates dependent of the car's CO2 emissions, with lower emitting cars paying less.

16.4.47 A smart card or electronic pass could operate on a tap in tap out system, with the motorist being charged for their amount of time to the card. Similar to an Oyster Card style of card, these cards could be topped up at parking payment machines across Blackpool, online, or linked directly to a payment card. Similar to a PoE system, with an Oyster style of card, the motorist would not be restricted by a predetermined amount of time.

16.4.48 Conversely, a permit would be restrictive in the amount of time a motorist could stay in the car park; with reference to the council workers, their permits would only be valid for the allocated amount of time prescribed to them.

16.4.49 It is reasonable to assume that this work would incur some internal and external costs, including:

- Creation of smart card systems and infrastructure;
- Marketing costs surrounding smart card usage; and
- Potential loss of revenue encouraging discounted permits.

16.4.50 Conversely the introduction of smart card systems and electronic permits could also save the council some expenditure, including:

- Administration savings through electronic permits;
- Reduced risk for fraud;
- Flexible allocations discourage the abuse of parking permit privileges, for example council staff would not be able to park for free on a weekend period.

16.4.51 Smart card development can work in tandem with upgraded ticket machinery, therefore a staged approach could be adopted for smart card usage, allowing them to be used in specific car parks at first and expanded upon dependent upon their success.

16.4.52 Electronic permits could be developed and enforced in the short term. The phasing out of existing paper permits may take an additional 12 months, however once the paper permits have been phased out the electronic permits will be easier to manage and monitor.

16.5 Preferred Option/Options

16.5.1 AECOM recommends the following as our preferred options for Parking Systems across Blackpool:

16.5.2 Updating machinery to accept chip & pin and contactless payments, whilst also giving change and recycling cash. This would reduce the need for CEOs to collect and process cash payments so that they can concentrate their efforts on enforcement and management issues.

16.5.3 Introduce pay by phone system or app to car parks with 35 spaces or less, in so doing begin the staged removal of pay and display machines from these locations in line with maintenance and life cycles. It is worth noting that not all members of the public may be comfortable using a smartphone or phone to pay for their parking, a phased approach would help in easing members of the public in to the new payment regimes in the smaller car parks.

16.5.4 Establish pay on exit systems for West Street MSCP and South Beach car parks, to encourage longer stays and improve circulation within South Beach.

16.5.5 It is also recommended that the upgraded ticket machinery is linked to the VMS and PGI systems to improve circulation around Blackpool and encourage the use of pay on exit car parks.

17. ENFORCEMENT

17.1 Objective

17.1.1 *"To ensure that parking offences that can cause obstruction and safety issues are dealt with appropriately and fairly, as well as to ensure that sufficient resources are deployed to capture much needed revenue as efficiently as possible."*

17.2 Stakeholder Views

17.2.1 Stakeholders (primarily Blackpool Council Parking Services) were consulted on what they perceive could be improved with the current enforcement processes; and if there are any specific issues which in their opinion should be addressed.

17.2.2 Issues identified by the Stakeholders with the current process are;

- Emptying the pay and display machines – This is seen as time consuming and labour intensive for the CEOs, there are also security concerns with regards to the presence of large sums of cash needing to be transported.
- Heavy equipment currently issued to CEOs – The current equipment used by the CEOs is outdated and bulky, this is seen to be potentially reducing the effectiveness of the CEOs to efficiently perform their duties.
- Pay on exit barrier issues – It has been observed that on occasion a CEO has needed to be called out to a location to deal with an issue regarding the pay on exit barrier. Issues of this nature potentially reduce available resources for enforcement for the duration of time the CEO is needed to assist.

17.3 Stage One Views

17.3.1 The issues raised by the stakeholders are acknowledged as being detrimental to operational efficiency, and the Strategy needs to look to address these issues. In addition, it was noted that the number of CEOs working in the town had reduced over recent years with a skeletal staff of 18 (including 2 supervisors) responsible for overseeing 22 car parks and over 5,000 spaces. This equates to each CEO being responsible for approximately 280 off street spaces each, assuming all are working at the same time (which rarely if ever occurs). This is in addition to the monitoring of on-street parking supply, which is more onerous for officers to monitor in terms of short stay duration in the town centre and the greater turnover of cars in spaces.

17.4 Discussion of Options

17.4.1 The need for an efficient enforcement operation that works for CEOs as well as car park users is crucial to the performance the Blackpool carparks. A number of potential options are available address the issues above.

- Payment Systems – As discussed in chapter 16, updated payment systems which include the options to pay by mobile or card, would reduce the need for CEOs to empty the machines of cash on a regular basis. This frees up CEOs to perform other duties and removes the potential security risk of CEO's transporting large sums of cash.

- Latest equipment – The most efficient and user friendly equipment issued would potentially benefit the CEOs greatly. The current equipment is heavy and can be time consuming to operate. New equipment could speed up the time it takes CEOs to check tickets potentially increasing revenue generated and freeing up time to assist with other duties.

- Pay on Exit – Pay on exit eradicates the need for CEOs to manually check each car to see if their ticket has expired. This would free up a significant portion of CEOs time and also potentially capture a large amount of currently lost revenue.

- Outsourcing/Additional Staff Intake – More resources available would alleviate pressures on current CEOs, allowing for a more visible presence in car parks and a greater more efficient coverage, particularly during peak demand periods.

17.5 Preferred Option/Options

17.5.1 It is recommended that Blackpool Council, in the short term, apply no further reductions to the number of CEOs employed. Linked to the Special Events measures outlined in Chapter 14, it is recommended that the Council look to recruit additional CEO staff during peak periods.

17.5.2 Introduction of new technology in terms of payment systems needs to be implemented to assist with efficiencies. Blackpool Council should seek the most appropriate and cost effective system based on specific requirements. Parking services should be heavily involved in drawing up the specification for this system so it can assist with their daily enforcement roles.

17.5.3 This strategy recommends the conversion of West Street MSCP from a pay and display to pay on exit system. Whilst the possible downsides of pay on exit systems are acknowledged, and documented elsewhere, introducing this system into West Street should reduce the need for beat surveys within this car park, freeing up CEOs to cover other on and off street parking areas.

18. MAINTENANCE

18.1 Introduction

18.1.1 An appropriate maintenance regime can assure the asset reaches its design life, and can potentially extend it. A longer serviceability life will deliver greater economic return from operating the car parks. A lack of maintenance will initially cause minor visual or quality issues, but later, if not addressed, they will lead to more serious structural failures. Some of these issues as discussed in the previous sections can affect not only the appearance of the car parks, but affect the usability and endanger the safety of the user.

18.1.2 A maintenance strategy should be straightforward and management regimes should ensure that there are clear lines of responsibility. Regularly maintaining the road surface, managing vegetation, cutting grass and shrub plants, and tackling any defects in the surfacing as soon as they appear to avoid increased repair costs later. The aim of a maintenance strategy should seek to obtain best value from the funding available to keep all assets fit for purpose and safe for use.

18.1.3 The current maintenance strategy and programme should be reviewed and ensured that all car parks comply with the following high level objectives:

- To optimise maintenance works of the car parks through good planning and co-ordination to ensure full accessibility and availability;
- To maintain all assets in a safe for use and fit for purpose condition;
- To optimise the safety and quality of car parks through implementing an effective management stagey and maintenance programme; and
- To ensure that routine inspections and maintenance works are carried out in a timely manner to achieve optimal performance and prevent early deterioration of assets.

18.2 Condition Monitoring

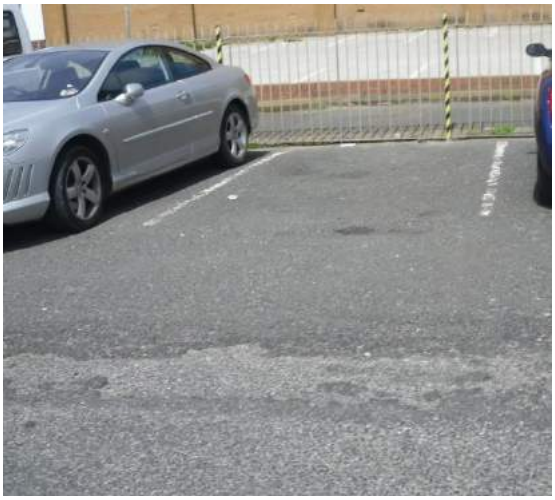
18.2.1 It would also be recommended that all car parks should be inspected regularly, the condition of assets quantified and documented. The inspection should include site facilities and street furniture, such as barriers, headroom warning notices, signs, road markings notices, lamp posts and pavements and payment machines

18.3 Inventory

18.3.1 As asset owner, Blackpool Council should have a full record of all assets and street furniture to facilitate thorough inspections and enable a more efficient maintenance programme.

18.4 Routine Maintenance

18.4.1 Routine maintenance is the regular ongoing day-to-day work that is necessary to keep the parking assets operating. Depending on the response time and type of work this includes planned and reactive maintenance.



- Planned Preventative Maintenance - includes activities such as condition inspections and safety inspections and planned preventative maintenance such as painting, surfacing, management of vegetation, sweeping and clearing;

- Reactive Maintenance – is also known as corrective maintenance to put right minor failures, such as response to of emergencies, incidents and vandalism, responding to inspections and unexpected failures of assets;

18.5 Maintenance Priorities

18.5.1 RTA Associates Ltd (RTAA) undertook a Car Park Asset Management Review in March 2014. This report included a car park condition survey for each of BC owned car parks.

18.5.2 Given that this report was produced in 2014 it was considered prudent to revisit the car parks and re-establish maintenance priorities.

18.5.3 During AECOMs initial audit process undertaken during the Summer / Autumn 2015, car parking proformas were completed detailing information on the quality of infrastructure and facilities. Of the 21 sites audited, a final list of maintenance priorities has been formulated.

18.5.4 Maintenance priorities have been assessed under the following headings:

- Lighting;

- Surfacing;

- Signage;
- Lining;
- Security (CCTV, Street Surveillance);
- Payment Machines, and
- General Appearance

18.5.5 A scoring system has been adopted to identify priority car parks. This scoring system will rate each car park against the criteria above from 1 to 5 (1 = Excellent, 5 = Very Poor).

18.6 Maintenance Scoring & Cost Estimates

18.6.1 Full maintenance scoring for each of the car parks is included in **Table 18-1.** A score has been assigned to each car park, based on the scoring system outlined previously, against the criteria for assessing maintenance requirements; Lighting, Surfacing, Signage, Lining, Security and General Appearance.

18.6.2 AECOM has also sought to provide unit cost estimates for recommended maintenance works as shown in **Table 18-2**. These estimates are based on those provided in the RTAA (2014) report, previous AECOM experiences and SPON's 2015. It should be noted that these costs are purely estimates.

Table 18-1: Maintenance Scoring

Car Park	Lighting Score	Surfacing Score	Signage Score	Lining Score	Security Score	General Appearance Score	Total
Banks Street	1	1	2	1	1	1	7
Bloomfield Road	2	1	1	1	2	1	8
Bolton Street	1	2	2	1	2	3	11
Bonny Street	3	3	3	2	1	3	15
Central	2	2	1	2	1	3	11

Chapel Street	3	2	2	2	2	5	16
Cocker Square	3	2	2	2	2	1	12
Cocker Street	2	1	2	1	2	1	9
East Topping Street	1	2	1	2	2	3	11
Filey Place	2	1	2	1	2	2	10
Foxhall Village	3	2	1	2	3	3	14
Gynn Square	1	3	2	3	2	2	13
Lonsdale Road	1	2	1	1	2	1	8
Lytham Road	1	1	3	1	2	1	9
Queen Street	3	1	2	2	2	1	11
Seasiders Way	2	3	2	1	3	3	14
South	1	2	1	1	1	2	8
South Beach	1	1	1	1	2	1	7
South King Street	2	3	2	2	1	2	12
Talbot Road	1	1	1	1	1	1	6
Tower Street	1	1	2	1	1	1	7
West Street	2	1	2	1	2	4	12

Table 18-2: Unit Cost Estimates

Lighting		
Item	**Unit**	**Rate**
Lighting Column	no	£450.00
Ducting	m	£15
Surfacing		
Item	**Unit**	**Rate**
Dense bitumen macadam, binder, 60mm	m 2	£13.00

Dense bitumen macadam, surface, 40mm	m 2	£10.00
Signage		
Item	**Unit**	**Rate**
Reflective Traffic Signs 0.25m2 area on steel post	no	£140.00
Internally illuminated traffic signs	no	£230.00
Lining		
Item	**Unit**	**Rate**
Thermoplastic screed or spray. Continuous Line in reflectorized white. / yellow	m	£1.50

18.7 Preferred Option/Options

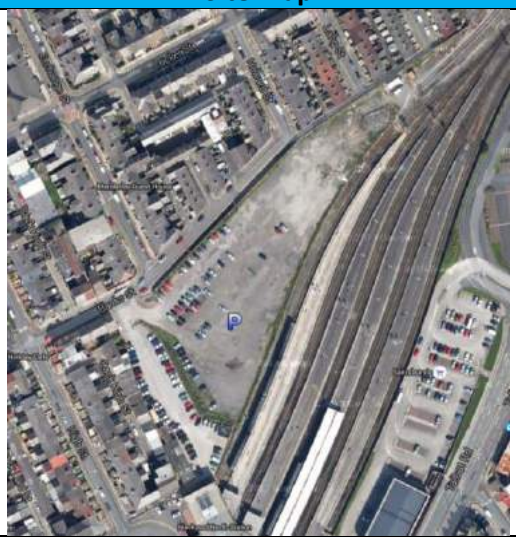
18.7.1 It is recommended that Blackpool Council continue to undertake routine maintenance of their off-street parking supply. Car parks such as Chapel Street, New Bonny Street and Central should be subject to minimal maintenance due the plans to close them in the medium-term. Coach parks such as South Car Park that are earmarked in the Strategy as being used to provide coach parking are recommended to be prioritised in terms of maintenance, tying in with proposals to provide driver welfare facilities.

18.7.2 Chapter 8 of the report recommends that car parks in the South Zone are promoted for use whilst Central Station development is constructed, and therefore prioritising them for maintenance expenditure would help to encourage their attractiveness.

19. CAR PARK PROFILES

19.1 Objective

19.1.1 This section describes the existing car parks assessed in Blackpool Town Centre. Detailing existing usage and capacity; also included are any anticipated future changes to the car parks and how this potentially impacts capacity and tariffs.

<table>
<tr><th colspan="2">Banks Street Car Park</th></tr>
<tr><td>Existing Capacity</td><td>242</td></tr>
<tr><td>Existing Use</td><td>Surface car park, mainly used by station patrons.</td></tr>
<tr><td>Anticipated Future Changes</td><td>Electrification of the line to Preston and the wider network and tram integration may result in a higher demand for the car park.
Possible need to enhance capacity whilst Central Station is being developed.</td></tr>
<tr><td>Future Capacity</td><td>Requirement to Increase</td></tr>
<tr><td>Strategy Proposals</td><td>Possible removal of coach parking to enhance capacity. Consideration of decking or even MSCP linked to station development and Talbot Gateway Phase 2</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td><table><tr><th>Tariff Band</th><th>Charge</th></tr><tr><td>0 – 4 Hours</td><td>£2.00</td></tr><tr><td>0 – 8 Hours</td><td>£4.00</td></tr><tr><td>0 – 24 Hours</td><td>£6.00</td></tr><tr><td>0 – 96 Hours</td><td>£10.00</td></tr></table></td></tr>
<tr><th colspan="2">Site Map</th></tr>
<tr><td colspan="2">  </td></tr>
</table>

Bloomfield Road	
Existing Capacity	648
Existing Use	Surface car park, pay and display.
Anticipated Future Changes	Upgrade to payment systems.
Future Capacity	No change
Strategy Proposals	Seek to maximise use during construction of Central Station development.
Existing Tariffs	Refer to **Appendix E**
Proposed Tariffs	see tariff table below

Proposed Tariffs:

Tariff Band	Charge
0 – 6 Hours	£3.00
0 – 24 Hours	£7.50
0 – 48 Hours	£10.00
0 – 96 Hours	£15.00

Site Map

Bolton Street Car Park	
Existing Capacity	20

Existing Use	Surface car park, pay and display.
Anticipated Future Changes	n/a
Future Capacity	20
Strategy Proposals	Removal of P&D Machines and Pay by mobile system to be introduced.
Existing Tariffs	Refer to **Appendix E**
Proposed Tariffs	

Tariff Band	Charge
0 – 6 Hours	£3.00
0 – 24 Hours	£7.50
0 – 48 Hours	£10.00
0 – 96 Hours	£15.00

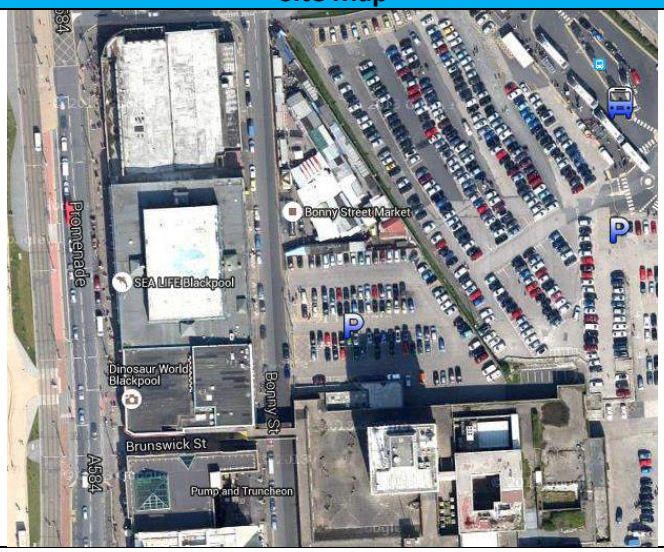
Site Map

Bonny Street

Existing Capacity	149
Existing Use	Surface car park, pay and display.
Anticipated Future Changes	Lost to the new Central Station Development, however the new MSCP should make up for the loss of spaces.
Future Capacity	0
Strategy Proposals	None other than to minimise expenditure on maintenance
Existing Tariffs	Refer to **Appendix E**
Proposed Tariffs	

Tariff Band	Charge
0 – 4 Hours	£2.50
0 – 12 Hours	£5.00
0 – 24 Hours	£7.50
0 – 48 Hours	£10.00
0 – 96 Hours	£15.00

Site Map



Central

Existing Capacity	739
Existing Use	Surface car park, pay and display.
Anticipated Future Changes	Central Station Development leisure complex will see the construction of a new multi-storey car park.
Future Capacity	0
Strategy Proposals	None other than to minimise expenditure on maintenance
Existing Tariffs	Refer to **Appendix E**
Proposed Tariffs	

Tariff Band	Charge
0 – 4 Hours	£2.50
0 – 12 Hours	£5.00
0 – 24 Hours	£7.50
0 – 48 Hours	£10.00
0 – 96 Hours	£15.00

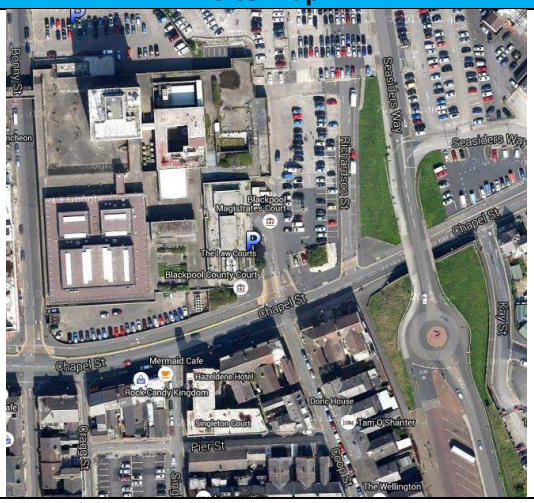
Site Map

Chapel Street

Existing Capacity	243
Existing Use	Surface car park, pay and display.
Anticipated Future Changes	Lost to the new Central Station Development, however the new MSCP should make up for the loss of spaces.
Future Capacity	0
Strategy Proposals	None other than to minimise expenditure on maintenance
Existing Tariffs	Refer to **Appendix E**
Proposed Tariffs	

Tariff Band	Charge
0 – 4 Hours	£2.50
0 – 12 Hours	£5.00
0 – 24 Hours	£7.50
0 – 48 Hours	£10.00
0 – 96 Hours	£15.00

Site Map



<table>
<tr><th colspan="2">Cocker Square</th></tr>
<tr><td>Existing Capacity</td><td>24</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>n/a</td></tr>
<tr><td>Future Capacity</td><td>24</td></tr>
<tr><td>Strategy Proposals</td><td>Removal of P&D Machines and Pay by mobile system to be introduced.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 4 Hours</td><td>£2.00</td></tr>
<tr><td>0 – 8 Hours</td><td>£4.00</td></tr>
<tr><td>0 – 24 Hours</td><td>£6.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£10.00</td></tr>
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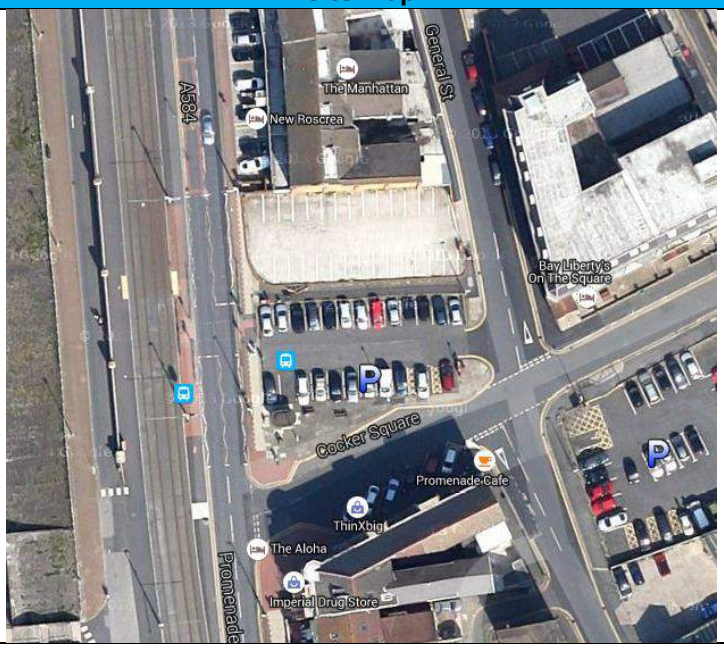
<tr><th colspan="2">Site Map</th></tr>
<tr><td colspan="2"> 
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<table>
<tr><th colspan="2">Cocker Street</th></tr>
<tr><td>Existing Capacity</td><td>31</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>n/a</td></tr>
<tr><td>Future Capacity</td><td>31</td></tr>
<tr><td>Strategy Proposals</td><td>Removal of P&D Machines and Pay by mobile system to be introduced.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 4 Hours</td><td>£2.00</td></tr>
<tr><td>0 – 8 Hours</td><td>£4.00</td></tr>
<tr><td>0 – 24 Hours</td><td>£6.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£10.00</td></tr>
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</td></tr>
<tr><th colspan="2">Site Map</th></tr>
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<table>
<tr><th colspan="2">East Topping Street</th></tr>
<tr><td>Existing Capacity</td><td>132</td></tr>
<tr><td>Existing Use</td><td>Surface car park, mixed use of permit holders and visitors.</td></tr>
<tr><td>Anticipated Future Changes</td><td>No Longer earmarked for development as part of Talbot Gateway Phase 2.</td></tr>
<tr><td>Future Capacity</td><td>Dependent on development of Talbot Gateway Phase 2. Could increase if car park is decked or could decrease if the land is developed upon.</td></tr>
<tr><td>Strategy Proposals</td><td>Potential to deck car park and increase capacity but dependent on development aspirations</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 4 Hours</td><td>£2.50</td></tr>
<tr><td>0 – 12 Hours</td><td>£5.00</td></tr>
<tr><td>0 – 24 Hours</td><td>£7.50</td></tr>
<tr><td>0 – 48 Hours</td><td>£10.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£15.00</td></tr>
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<table>
<tr><th colspan="2">Filey Place</th></tr>
<tr><td>Existing Capacity</td><td>38</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>n/a</td></tr>
<tr><td>Future Capacity</td><td>38</td></tr>
<tr><td>Strategy Proposals</td><td>If successful elsewhere - removal of P&D Machines and Pay by mobile system to be introduced.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td><table><tr><th>Tariff Band</th><th>Charge</th></tr><tr><td>0 – 4 Hours</td><td>£5.00</td></tr><tr><td>0 – 12 Hours</td><td>£7.50</td></tr></table></td></tr>
<tr><th colspan="2">Site Map</th></tr>
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</table>

<table>
<tr><th colspan="2">Foxhall Village</th></tr>
<tr><td>Existing Capacity</td><td>179</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>Will see increases in demand during construction of central Station development</td></tr>
<tr><td>Future Capacity</td><td>179 (although removal of coaches would increase car capacity)</td></tr>
<tr><td>Strategy Proposals</td><td>Removal of coach spaces and relocation to South Car Park. Seek to maximise use during construction of Central Station development.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td><table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 6 Hours</td><td>£3.00</td></tr>
<tr><td>0 – 24 Hours</td><td>£7.50</td></tr>
<tr><td>0 – 48 Hours</td><td>£10.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£15.00</td></tr>
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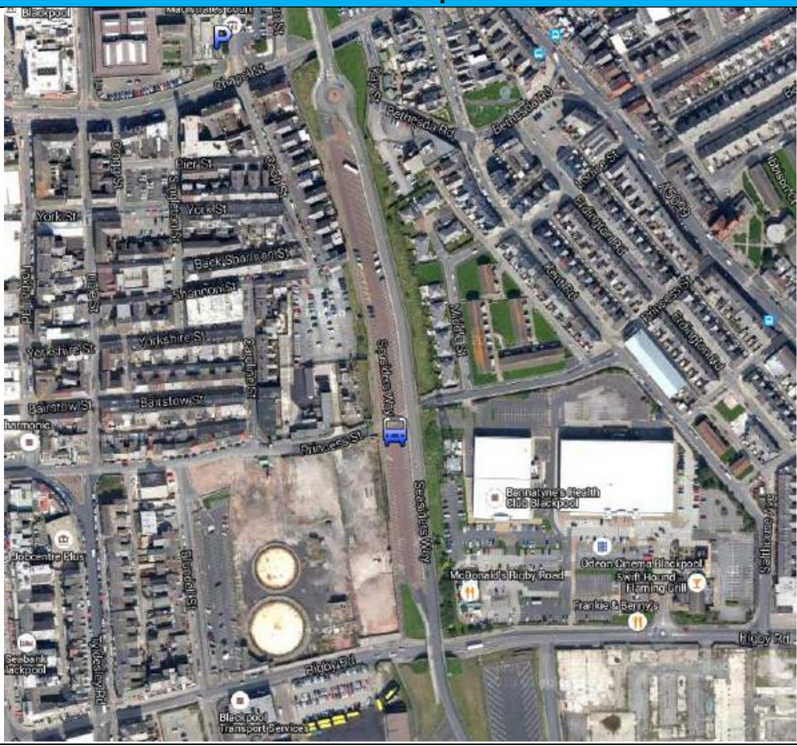

<table>
<tr><th colspan="2">Gynn Square</th></tr>
<tr><td>Existing Capacity</td><td>73</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>n/a</td></tr>
<tr><td>Future Capacity</td><td>73 (although car capacity will increase if coaches removed)</td></tr>
<tr><td>Strategy Proposals</td><td>Removal of coach spaces and relocation to South Car Park. Seek to maximise use during construction of Central Station development.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 4 Hours</td><td>£1.50</td></tr>
<tr><td>0 – 12 Hours</td><td>£3.50</td></tr>
<tr><td>0 – 24 Hours</td><td>£5.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£10.00</td></tr>
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<tr><th colspan="2">Site Map</th></tr>
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<table>
<tr><th colspan="2">Lonsdale Road</th></tr>
<tr><td>Existing Capacity</td><td>190</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>Increase in demand due to temporary loss of spaces during construction of the Central Station Development.</td></tr>
<tr><td>Future Capacity</td><td>190</td></tr>
<tr><td>Strategy Proposals</td><td>Seek to maximise use during construction of Central Station development.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
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<tr><td>0 – 24 Hours</td><td>£7.50</td></tr>
<tr><td>0 – 48 Hours</td><td>£10.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£15.00</td></tr>
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<tr><th colspan="2">Site Map</th></tr>
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<table>
<tr><th colspan="2">Lytham Road</th></tr>
<tr><td>Existing Capacity</td><td>34</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>n/a</td></tr>
<tr><td>Future Capacity</td><td>34</td></tr>
<tr><td>Strategy Proposals</td><td>Removal of P&D Machines and Pay by mobile system to be introduced.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
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<tr><td>0 – 96 Hours</td><td>£15.00</td></tr>
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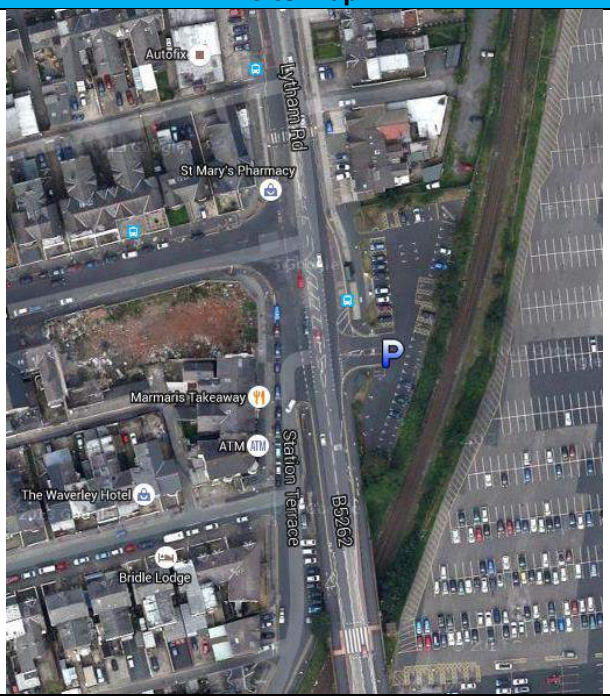
<tr><td colspan="2"> 
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<table>
<tr><th colspan="2">Queen Street</th></tr>
<tr><td>Existing Capacity</td><td>37</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>n/a</td></tr>
<tr><td>Future Capacity</td><td>37</td></tr>
<tr><td>Strategy Proposals</td><td>If successful elsewhere - removal of P&D Machines and Pay by mobile system to be introduced.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 4 Hours</td><td>£2.50</td></tr>
<tr><td>0 – 12 Hours</td><td>£5.00</td></tr>
<tr><td>0 – 24 Hours</td><td>£7.50</td></tr>
<tr><td>0 – 48 Hours</td><td>£10.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£15.00</td></tr>
</table>
</td></tr>
<tr><th colspan="2">Site Map</th></tr>
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</table>

<table>
<tr><th colspan="2">Seasiders Way</th></tr>
<tr><td>Existing Capacity</td><td>183</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>Could see increase in demand due to temporary loss of spaces during construction of the Central Station Development.</td></tr>
<tr><td>Future Capacity</td><td>183</td></tr>
<tr><td>Strategy Proposals</td><td>Removal of coach parking to be re-allocated to South Car Park. Need to promote use during construction of Central Station.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td><table><tr><th>Tariff Band</th><th>Charge</th></tr><tr><td>0 – 6 Hours</td><td>£3.00</td></tr><tr><td>0 – 24 Hours</td><td>£7.50</td></tr><tr><td>0 – 48 Hours</td><td>£10.00</td></tr><tr><td>0 – 96 Hours</td><td>£15.00</td></tr></table></td></tr>
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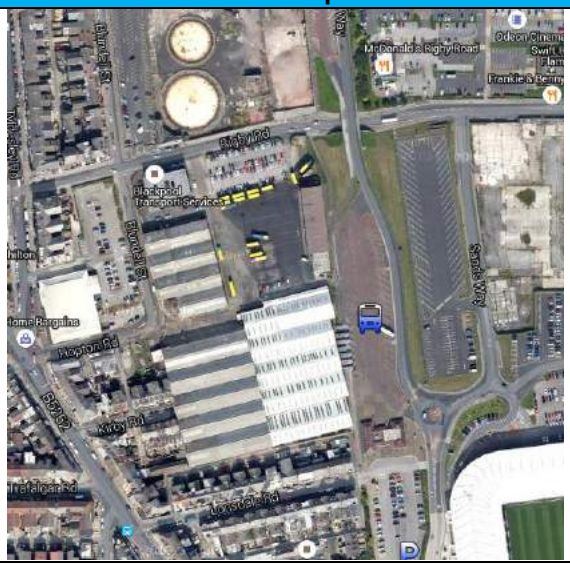
<tr><td colspan="2">  </td></tr>
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<table>
<tr><th colspan="2">South Beach</th></tr>
<tr><td>Existing Capacity</td><td>212</td></tr>
<tr><td>Existing Use</td><td>Surface car park servicing the predominantly servicing the Pleasure Beach.</td></tr>
<tr><td>Anticipated Future Changes</td><td>Pay on Exit, with linkage to PGI.</td></tr>
<tr><td>Future Capacity</td><td>212</td></tr>
<tr><td>Strategy Proposals</td><td>Recommended that car park coverts to a pay on exit system.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 3 Hours</td><td>£2.50</td></tr>
<tr><td>0 – 24 Hours</td><td>£5.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£15.00</td></tr>
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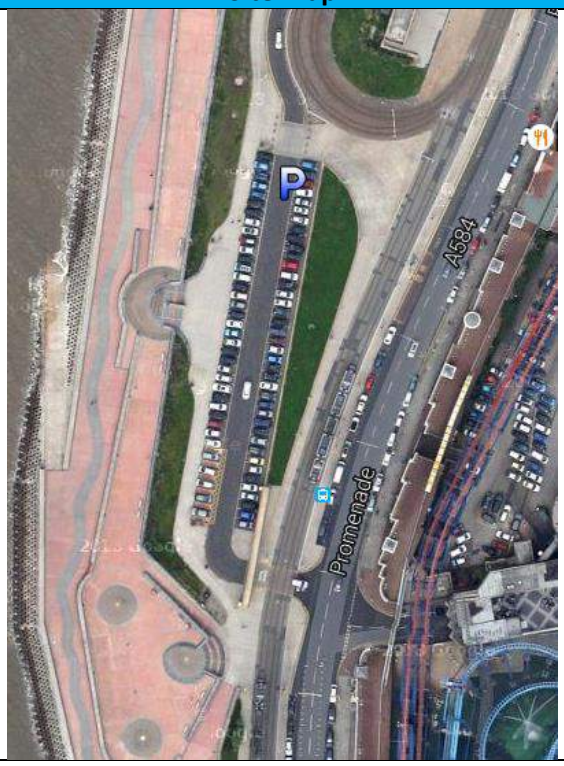
<tr><td colspan="2"> 
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<table>
<tr><th colspan="2">South King Street</th></tr>
<tr><td>Existing Capacity</td><td>108</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>None</td></tr>
<tr><td>Future Capacity</td><td>108</td></tr>
<tr><td>Strategy Proposals</td><td>Upgrade to payment systems</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 4 Hours</td><td>£2.00</td></tr>
<tr><td>0 – 8 Hours</td><td>£4.00</td></tr>
<tr><td>0 – 24 Hours</td><td>£6.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£10.00</td></tr>
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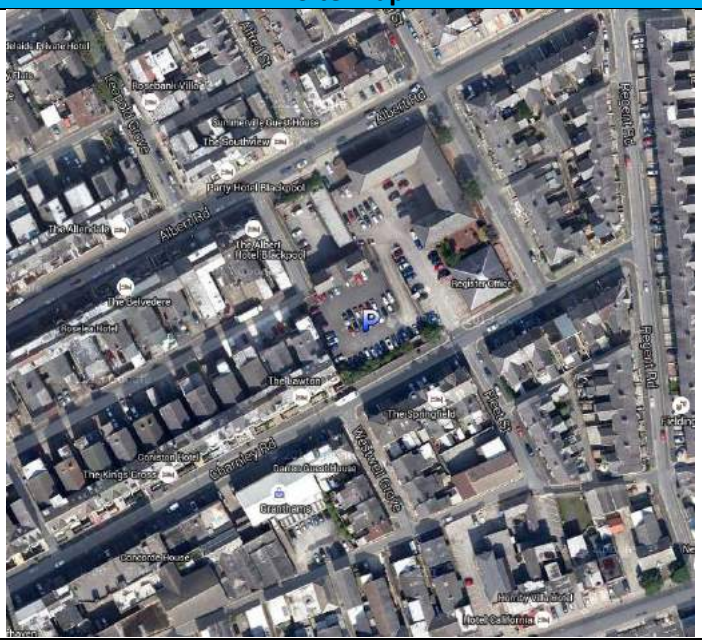
<tr><td colspan="2"> 
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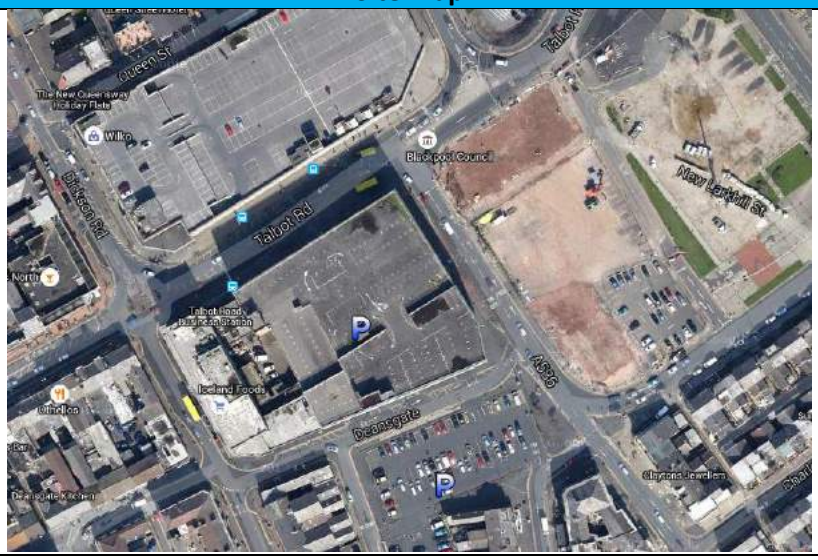
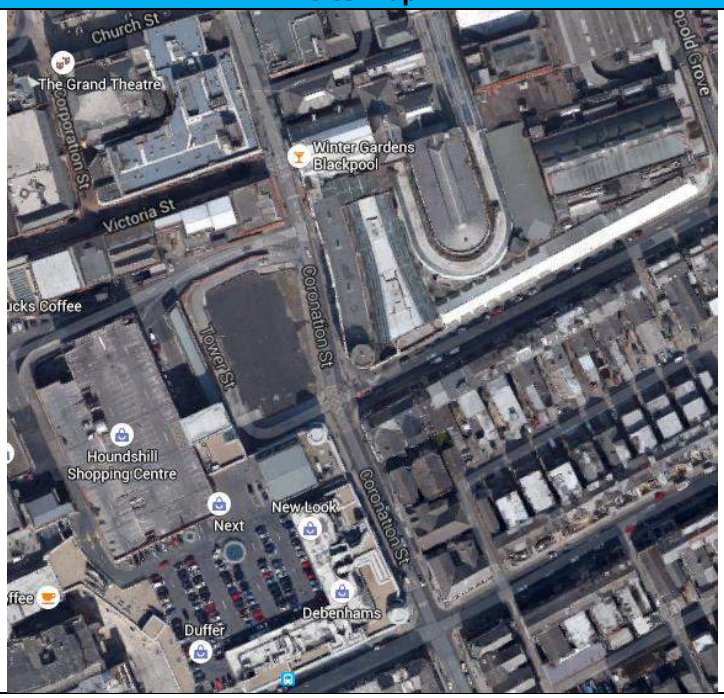
<table>
<tr><th colspan="2">South Car Park</th></tr>
<tr><td>Existing Capacity</td><td>938</td></tr>
<tr><td>Existing Use</td><td>Surface car park, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>Coach layover site with temporary driver welfare facilities</td></tr>
<tr><td>Future Capacity</td><td>Car spaces would reduce due to presence of coaches.</td></tr>
<tr><td>Strategy Proposals</td><td>Proposed to be a site for coach parking and lay over and driver facilities, this would see the removal of coach parking from Foxhall, Seasiders, Gynn Square and possibly Banks Street.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td><table><tr><th>Tariff Band</th><th>Charge</th></tr><tr><td>0 – 6 Hours</td><td>£3.00</td></tr><tr><td>0 – 24 Hours</td><td>£7.50</td></tr><tr><td>0 – 48 Hours</td><td>£10.00</td></tr><tr><td>0 – 96 Hours</td><td>£15.00</td></tr></table></td></tr>
<tr><th colspan="2">Site Map</th></tr>
<tr><td colspan="2"> 
</td></tr>
</table>

Talbot Road (MSCP)	
Existing Capacity	641
Existing Use	MSCP, predominantly used by permit holders during the week days. Underutilised in the evening or on weekends.
Anticipated Future Changes	Anticipated that more permits will be sold for the use of this car park during the working week.
Future Capacity	641
Strategy Proposals	More flexible allocations linked to advertising off peak availability. Linkage to PGI and VMS.
Existing Tariffs	Refer to **Appendix E**
Proposed Tariffs	**Tariff Band** / **Charge** 0 – 4 Hours / £2.50 0 – 12 Hours / £5.00 0 – 24 Hours / £7.50 0 – 48 Hours / £10.00 0 – 96 Hours / £15.00
Site Map	



Tower Street	
Existing Capacity	94
Existing Use	Short stay pay and display surface car park.
Anticipated Future Changes	Wilkinson's could be relocating to this site, thus the loss of the car park.
Future Capacity	Could increase or decrease depending on development proposals.
Strategy Proposals	If Wilkinson's is not built on this site, potential for this car park to be decked.
Existing Tariffs	Refer to **Appendix E**
Proposed Tariffs	As Existing
Site Map	



<table>
<tr><th colspan="2">West Street (MSCP)</th></tr>
<tr><td>Existing Capacity</td><td>200</td></tr>
<tr><td>Existing Use</td><td>MSCP, pay and display.</td></tr>
<tr><td>Anticipated Future Changes</td><td>Implementation of pay on exit system.</td></tr>
<tr><td>Future Capacity</td><td>200</td></tr>
<tr><td>Strategy Proposals</td><td>Implementation of more flexible allocations.
Pay on exit, linkage to PGI and VMS.</td></tr>
<tr><td>Existing Tariffs</td><td>Refer to Appendix E</td></tr>
<tr><td>Proposed Tariffs</td><td>
<table>
<tr><th>Tariff Band</th><th>Charge</th></tr>
<tr><td>0 – 4 Hours</td><td>£2.50</td></tr>
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<tr><td>0 – 24 Hours</td><td>£7.50</td></tr>
<tr><td>0 – 48 Hours</td><td>£10.00</td></tr>
<tr><td>0 – 96 Hours</td><td>£15.00</td></tr>
</table>
</td></tr>
<tr><th colspan="2">Site Map</th></tr>
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</table>

20. CAPITAL COSTS AND FORECAST RETURNS

20.1 Summary of Future Strategy

20.1.1 This section considers the overall strategy as proposed in the preceding sections of the report in terms of estimated capital costs to implement these proposals, as well as the potential returns that can be received, either financial or through other benefits.

20.2 Capital Costs and Forecast Returns

20.2.1 takes each Strategy theme in turn and attempts to provide an estimated cost for development and implementation of each main option. Furthermore, **Table 20-1** attempts to provide a comment on revenue or other benefits that might be anticipated. Not all measures have been included, rather those that are seen as having the largest capital outlay.

Table 20-1: Estimated Cost and Returns

Topic	Strategy Measure	Estimated Cost	Possible Return
Demand	• Encouraging routeing to Bank Street car park	£1,500	Increased spread of parking across town
	• Decking of East Topping Street/ Bank Street whilst central car parks are being developed upon	£750,000	Increased ticket sales compensating for loss elsewhere
	• Large MSCP to be built as part of the Central Station development.	Covered by Central Station developer	Dependent on whether Council manages Car Park
Routeing, Access and Signage	• Implement Blackpool Vehicle Wayfinding Strategy	£2.4m	Increased spread of parking across town, improved visitor experience, environmental benefits
Coaches	• Installation of temporary driver welfare facility	£70,000	Improved coach facilities and relationship with operators
	• Construction of Permanent driver welfare facility	£500,000	Improved coach facilities

			and relationship with operators
On Street Parking	• Undertake or commission full review into existing operations	£40k-£60k	Potential to increase revenue and operational efficiency
Enforcement	• Consider employing additional CEOs	Dependent on Salary	£32k per CEO based on 14/15 figures
Payment Systems	• Implement Pay on Exit systems at West Street MSCP and South Beach	Circa £40k per car park	Increased duration of stay leading to increased revenue
Park and Ride	• Long term construction of new park and ride site to south of town	Dependent on date of implementation, size of car park, operational costs etc.	Would require detailed cost/benefit analysis
Disabled Parking	• Remove free on street parking for Blue Badge holders.	Changes to signage	Increased revenue
Pricing	• Implement proposed 16/17 tariff amendments	Software installation costs	1% increase in ticket sale revenue

*All prices quoted or approximate and dependent on site surveys, design, materials etc. No allowance has been made for any land acquisition or agreements that may be required, statutory undertakers equipment, planning application fees, operational and maintenance costs.

21. ACTION PLAN

21.1 Summary of Future Strategy

21.1.1 The following bullet points outline the principle options recommended for consideration and implementation that have been presented earlier in this report.

- **Parking Standards**: It is recommended that Blackpool Council develop Parking Standards specific to the development aspirations and parking needs of the town. The standards should consider including within them some of the specific measures referred to in this strategy, around Demand, Disabled Parking, On Street Parking and Pricing.

- **Demand**: Planners should seek provision of at least 1,000 parking spaces within the proposals for Central Station to serve the general town centre, in addition to the parking needs of the development itself. The development of Central Station is likely to see the loss of available parking spaces in Central, New Bonny Street and Chapel Street car parks. It is recommended that southern car parks are fully utilised in order to overcome this shortage during the construction stage. In parallel, during off peak periods, alternative uses should be sourced for under-utilised car parks, especially in the South. Across the Strategy time period, converting vacant plots into temporary car parks should be pursued. The introduction of flexibly allocated spaces in West Street and Talbot Road would help to make utilisation more consistent. In the medium and long term, the Talbot Gateway Phase Two development may require Banks Street to be decked or converted into an MSCP.

- **Routing, Access and Signage**: In the short-term, Blackpool Council should implement the Vehicle Wayfinding Strategy and Guidance Information System proposed in July 2015. Long term, it will be necessary to review and amend the recommended signed route(s) into town centre parks.

- **Coaches**: In the short-term, it is recommended that coaches are provided parking facilities within South Car Park, and the Council should seek to provide drivers welfare facilities on site (perhaps temporary in nature. Longer-term, it may be desirable to identify and develop a site further out of the town for parking, with more permanent driver welfare facilities. A possible site for this would be within the Blackpool Airport Enterprise Zone.

- **On Street Parking**: It is recommended that the Council undertake a comprehensive review of on-street parking supply in the town. Measures for implementation would likely arise out of this review, including whether additional capacity can be created and restrictions removed.

- **Park and Ride**: This strategy recommends that Blackpool Council endeavour to identify an appropriate site from which a bus-based Park and Ride scheme can operate. A site to the south of Blackpool, with convenient access to and from the M55, would be the most desirable in terms of providing a convenient location for motorists, and help reduce traffic congestion in the centre of Blackpool.

- **Disabled Parking**: Disabled Parking should be a key feature within the development of new parking standards for the town. Subject to political will, the removal of charging exemptions for blue badge holders parking on street should be considered in the medium-long term.

- **Special Events**: The Council should seek agreement from local schools and businesses to use their land for overspill parking during peak periods. It is recommended that Blackpool Council seek to develop special event plans for major annual events which are hosted in the town, and engage a Parking and Event Management specialist to undertake a pilot Event Management Plan.

- **Pricing**: Should the Council adopt the proposed 2016/2017 parking tariffs then there will be a forecast increase in revenue based on the existing levels of usage. In the medium to long-term, tariffs should continue to be reviewed annually and adjusted accordingly.

- **Payment Systems**: It is recommended that the introduction of payment machines offering chip and pin or contactless debit/credit card payments, at the same time as retaining pay by cash options. Also recommended is the trial introduction of pay by mobile systems at car parks with less than 35 spaces, with existing machines phased out. In order to improve the visitor experience and encourage longer stays, it is recommended that West Street and South Beach car parks are converted to pay on exit. In the case of South Beach, this will also assist with car park circulation.

- **Enforcement:** It is recommended that there is no further reduction in the number of civic enforcement officers employed, and indeed, consideration should be given to the potential for increased revenue as a result of employing more. The proposed introduction of pay on exit systems at West Street and South Beach car parks would reduce the need for beat surveys in these car parks, freeing up CEOs for other on-street and off-street enforcement.

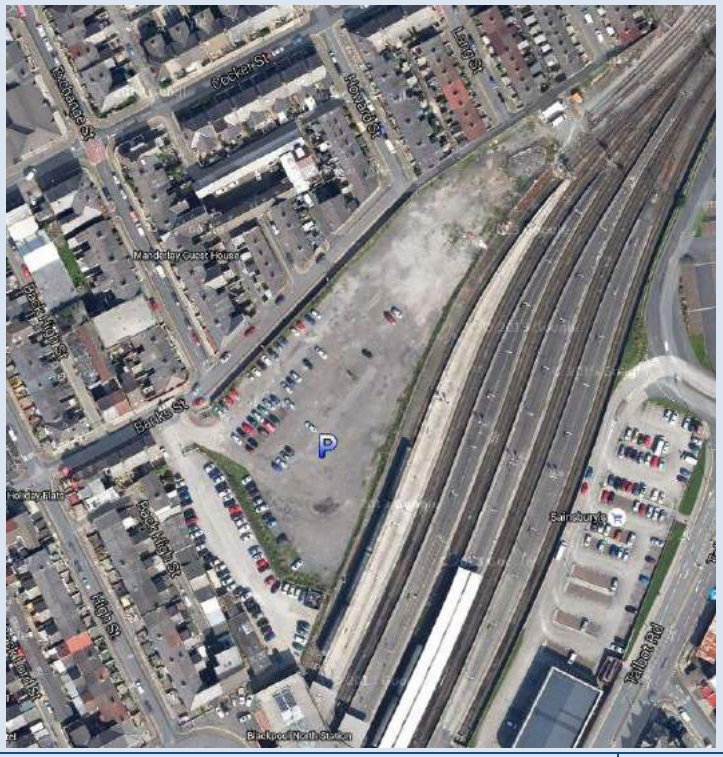
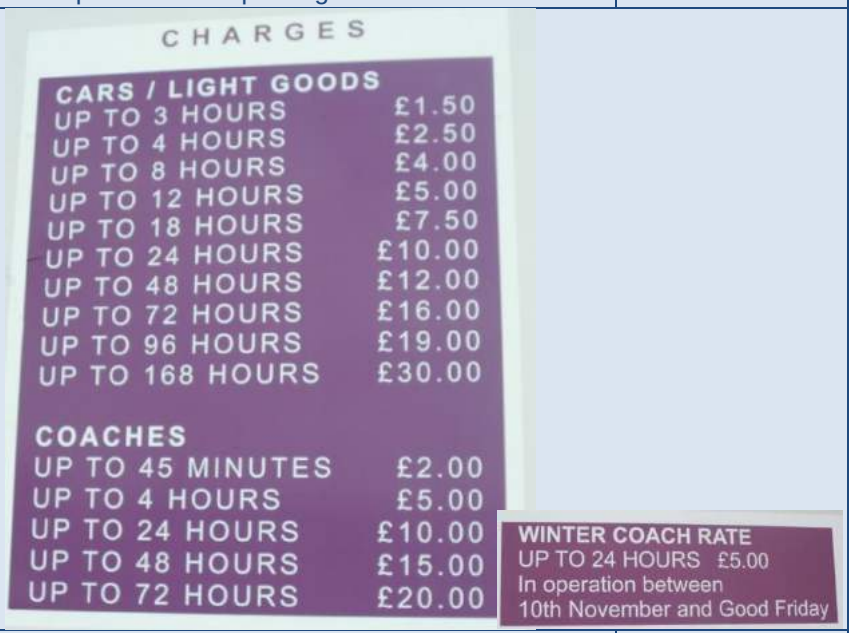
21.1.2 Recognising that it is not possible to implement all the proposed Strategy measures overnight, **Table 21-1** looks to categorise the proposed measures into short, medium and long term timescales. This Action Plan should be reviewed regularly depending on identified trends and changes to requirements, with proposed measures either bought forward or delayed accordingly.

Table 21-1: Strategy Measures

Timescale	Strategy Delivery
Short-Term (2016 - 2018)	**Parking Standards:** • Develop bespoke parking standards document for Blackpool. **Demand Management:** • Seek to ensure provision for 1,000 spaces for general town centre use as part of Central Station design; • Encouraging use of southern car parks whilst Central Station is developed; • Encourage routeing to Bank Street car park as overspill for southern car parks whilst Central Station is developed; and • Develop vacant plots of land into temporary car parks. **Routeing, Access, and Signage:** • Commence implementation of the Vehicle wayfinding strategy. **Coaches:** • Removal of coach parking in central areas and relocation to South car park with construction of temporary driver welfare facilities. **On Street Parking:** • Undertake full review of on street parking to investigate any opportunities for enhancing efficiency of operations. **Disabled Parking:** • Make disabled parking an integral part of the parking standards review. **Special Events:** • Arrangements to be made to lease land from local schools etc. during special events; • Liaise with a traffic management or event management company to trial a scheme (Blackpool Airshow). **Pricing:** • Introduce 2016/2017 tariff changes; and • Closely monitor and review impact of tariff changes. **Payment Systems:** • Introduce pay by card machines in larger car parks; • Introduce pay by mobile machines in car parks with less than 35 spaces and phase out existing machines; • Introduce pay on exit system at South Beach car park. **Enforcement:** • No further reductions to the number of CEOs and consider business case for recruiting more CEOs for 17/18 once tariff changes have been implemented and analysed.
Medium-Term (2018 – 2021)	**Demand Management:**

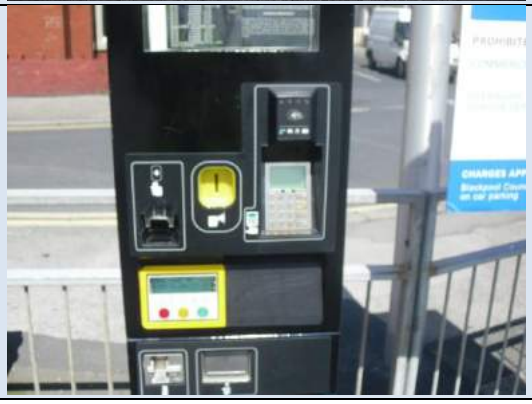
	• Consider decking of East Topping Street/ Bank Street whilst central car parks are being developed upon; • Large MSCP (including 1,000 spaces for general town centre use) to be built as part of the Central Station development. **On Street Parking (subject to outcome of review):** • Identify additional areas for on street parking. **Park and Ride:** • Commence detailed investigation into design feasibility and business case for a park and ride site to the south of the town. **Disabled Parking:** • Remove free on street parking for Blue Badge holders. **Pricing:** • Tariffs should be reviewed annually and amended in accordance with trends including local and national economy. **Payment Systems:** • Introduce pay on exit system at West Street car park; • Review effectiveness of pay by mobile and consider wider implementation. **Enforcement:** • Upgrade CEO equipment to reduce the physical burden in tandem with upgrades to the payment systems.
Long-Term (2021 – 2024)	**Demand Management:** • Possible new MSCP linked to Blackpool North station redevelopment and Talbot Gateway Phase 2. **Routeing, Access, and Signage:** • Update Vehicle wayfinding strategy to reflect changes to traffic routes in town centre linked to Central Stations development. **Coaches:** • Identification of a site to the south of the resort for a purpose built coach station with welfare facilities. **Park and Ride:** • Identification of a suitable site, and (subject to viable business case), commence construction and operation. **Pricing:** • Tariffs should be reviewed annually and amended in accordance with trends including local and national economy. **Payment Systems:** • Consider current market offer and consider amending accordingly.

APPENDIX A – CAR PARK PROFORMAS

Name/ Location Banks Street		
Site Audit	Date of visit	**Fri - 03/07/2015**
	Time of visit	**11.08**
Type	Surface	**X**
	Multi storey	**-**
Total Spaces Occupied	Standard bays	**62/217**
	Disabled	**0/16**
	Mother and baby spaces	**-**
	Motorcycle spaces	**-**
	Cycle parking	**-**
	Coach Parking	**0/9**
Occupancy	% of total bays occupied	**26%**
	Overspill / on street parking	**None**
Pricing		
Payment method	Pay and display	**X**
	Pay on foot	**-**
	Pay on exit	-
	Other	-

Payment Machines	Flexibility	**Coin, card and contactless payment options available.**
	Condition	**Very good, although users on the day of audit were unable to use the contactless method and some commented that note acceptors would be desirable.**
Hours of operation	Weekday	**24 Hours**
	Weekend	**24 hours**
Access	Vehicle entrances/ exit locations	**Access and egress via priority junction located along Banks Street.**
	Pedestrian entrances/ exits	**As above.**
	Height restriction	**None.**
	Disabled access issues	**Disabled bays unoccupied on the day of the audit. Additionally, it was noted that the quality of the footways in the site vicinity were poor.**
Facilities	Lighting	**Excellent.**
	Surfacing	**Excellent new car park surface.**
	Signage	**Internal signage was good and the car park was well signed from the local highway network.**
	Lining	**Excellent, all bays clearly marked.**
	Security	**CCTV installed.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None.**
Ownership Details	**Blackpool Council**	
Other Comments	• **No note acceptors in the payment machines meant that customers without cards had to walk to the local shops to pay for parking.** • **Close proximity to Blackpool North Railway station with Staff parking for Northern Rail employees adjacent to the car park.** • **Excellent P&R facility.** • **Wayfinding signage present.**	

Banks Street Photographs



Name/ Location Bloomfield Road			
Site Audit	Date of visit		**Fri – 03/07/2015**
	Time of visit		**16.45**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**2/623**
	Disabled		**4/25**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**-**
	Permit / Reserved Parking		**-**
Occupancy	% of total bays occupied		**1%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin and card payment options available**	
	Condition	**Good.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

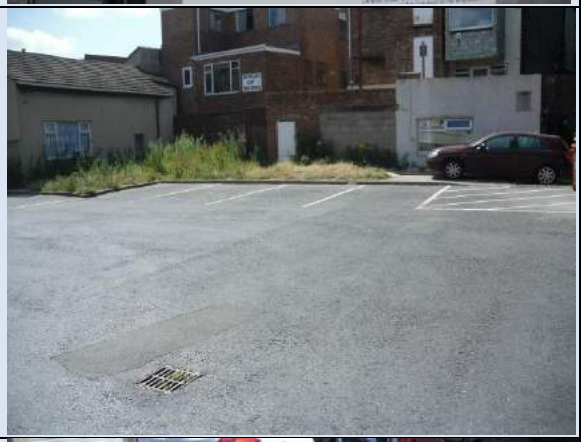
Access	Vehicle entrances/ exit locations	**Through a priority junction arrangement along Seasiders Way.**
	Pedestrian entrances/ exits	**Pedestrian entrance / exit locations provided as above. Additionally, several accesses onto side roads to the west of the car park linking to Lytham Road.**
	Height restriction	**1.9 m – 6' 3"**
	Disabled access issues	**None.**
Facilities	Lighting	**Adequate level of lighting provided.**
	Surfacing	**Excellent.**
	Signage	**Good internal pedestrian and vehicle signage and car park well signed from the highway network.**
	Lining	**Excellent. Some faded lines in places but overall up to a very high standard.**
	Security	**None**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**Benches and litter bins provided in addition to toilets and canopy over the pay station.**
Ownership Details	**Blackpool Council**	
Other Comments	• **United Utilities construction work underway removing approx 100 spaces temporarily.** • **10mph speed limit enforced on site.**	

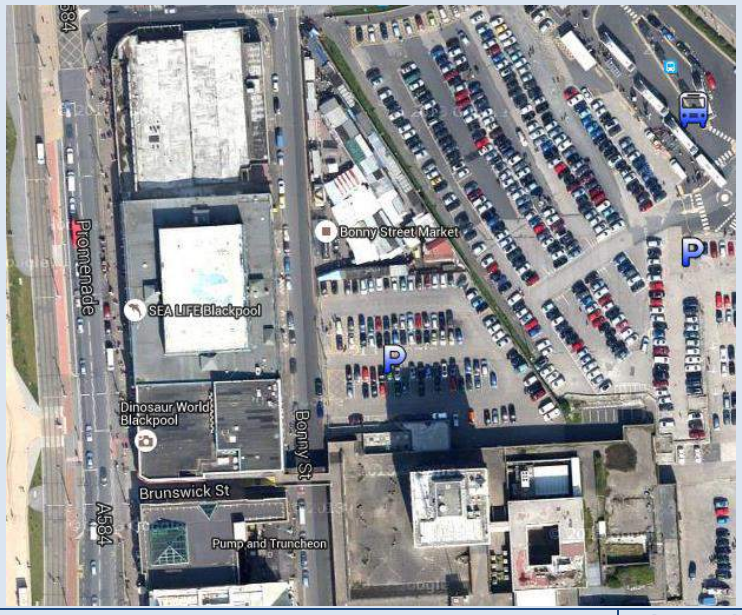
Bloomfield Road Photographs

Name/ Location Bolton Street			
Site Audit	Date of visit		**Fri – 03/07/2015**
	Time of visit		**15.34**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**4/17**
	Disabled		**0/3**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**-**
	Permit / Reserved Parking		**-**
Occupancy	% of total bays occupied		**20%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin only therefore inflexible.**	
	Condition	**Good.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

Access	Vehicle entrances/ exit locations	**Through a priority junction arrangement along Bolton Street**
	Pedestrian entrances/ exits	**Pedestrian entrance / exit locations provided along Bolton Street and Britannia Place.**
	Height restriction	**None.**
	Disabled access issues	**None, dropped kerbs provided.**
Facilities	Lighting	**Adequate level of lighting provided.**
	Surfacing	**Good.**
	Signage	**Internal information boards in good condition but no signage from the highway network.**
	Lining	**Good, all bays clearly marked.**
	Security	**No CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None.**
Ownership Details	**Blackpool Council**	
Other Comments	Overspill parking noted behind some of the businesses facing the Promenade.	

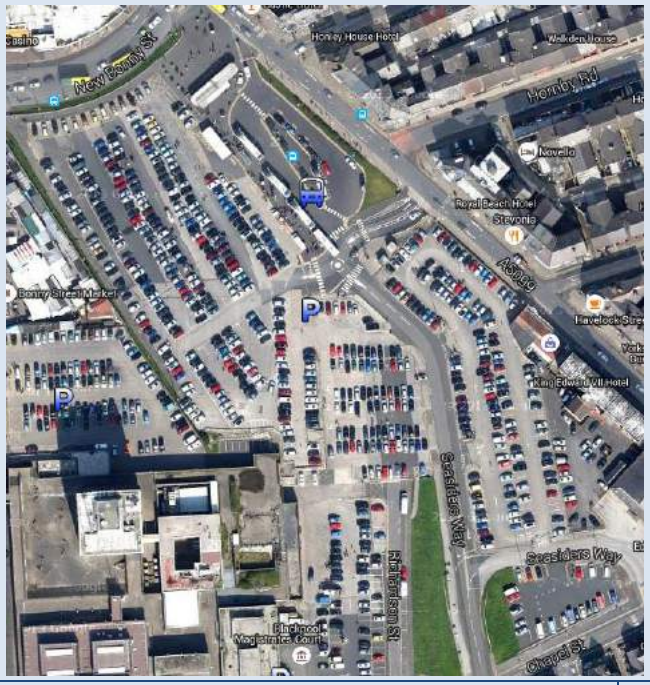
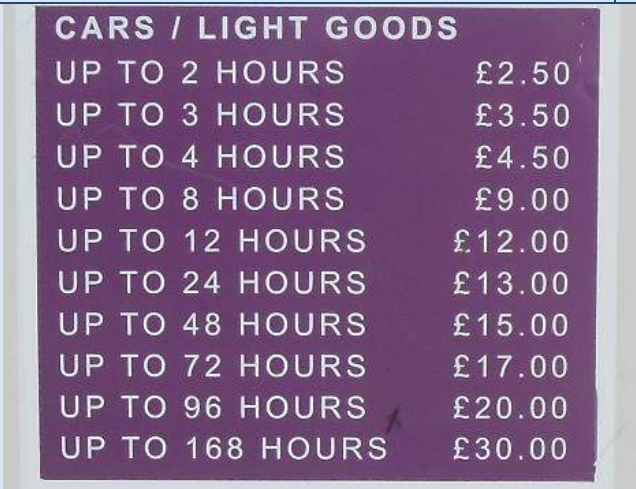
Bolton Street Photographs



Name/ Location Bonny Street			
Site Audit	Date of visit		**Thu- 09/07/2015**
	Time of visit		**12.45**
Type	Surface		**X**
	Multi storey		
Total Spaces Occupied	Standard bays		**99/137**
	Disabled		**2/8**
	Mother and baby spaces		**-**
	Motorcycle spaces		**0/4**
	Cycle parking		**-**
	Coach Parking		**-**
Occupancy	% of total bays occupied		**68%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin, card and contactless payment options available.**	
	Condition	**Good.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

Access	Vehicle entrances/ exit locations	**Access and egress via priority junction from Bonny Street.**
	Pedestrian entrances/ exits	**As above. Separate pedestrian access point provided to Bonny Street.**
	Height restriction	**None on day of site visit. However, previous height restriction barrier was still in place without the horizontal bar.**
	Disabled access issues	**None, bays located close to ticketing machines. Additional disabled bay provided close to the constabulary. Two disabled bays were temporarily unavailable due to ground works taking place.**
Facilities	Lighting	**More lighting could be provided.**
	Surfacing	**Good, piecemeal improvements evident.**
	Signage	**Internal signage minimal as was signing from the network.**
	Lining	**Good in general.**
	Security	**No CCTV but located on the same site as the police station.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None.**
Ownership Details	**Blackpool Council**	
Other Comments	• **Groundworks being undertaken on the day of the site audit.** • **Located on the same site as the entrance to the police station.** • **Some parking could possibly be associated with the police station i.e. staff parking, although no official police vehicles were parked on site.**	

Bonny Street Photographs

Name/ Location Central			
Site Audit	Date of visit		**Thur-09/07/2015**
	Time of visit		**11.30**
Type	Surface		**X**
	Multi storey		
Total Spaces Occupied	Standard bays		**400/697**
	Disabled		**25/31**
	Mother and baby spaces		**-**
	Motorcycle spaces		**5/11**
	Cycle parking		**-**
	Coach Parking		**See Coach Station Proforma**
Occupancy	% of total bays occupied		**58%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Card and coin payments accepted no contactless option available.**	
	Condition	**Very good.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

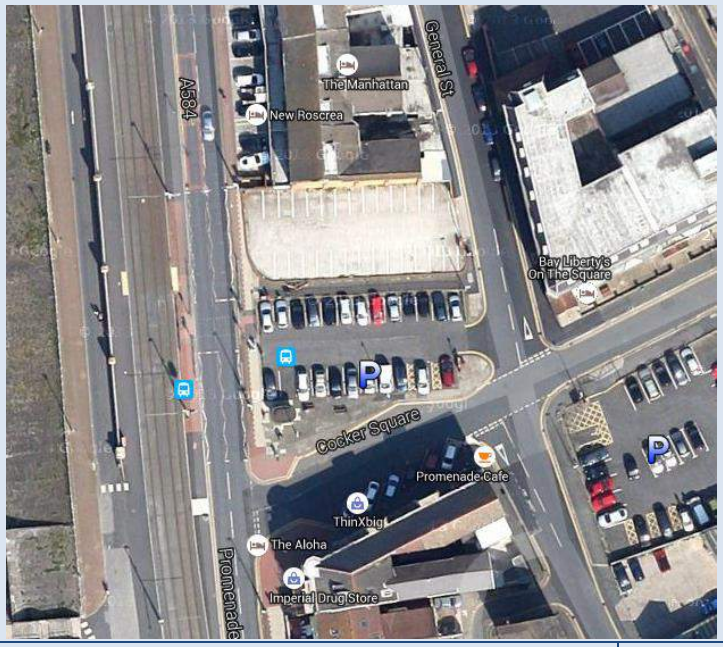
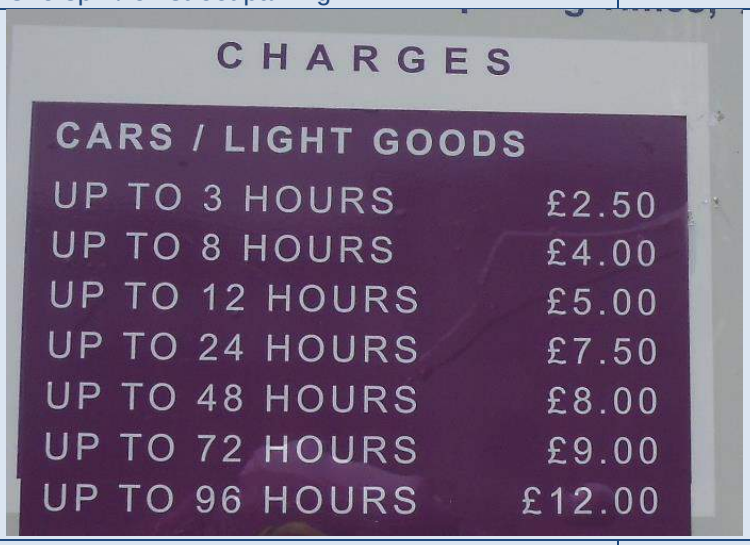
Access	Vehicle entrances/ exit locations	**Mini roundabout junction on Seasiders Way provides access to all areas of the car park. Vehicular access points also located along Chapel Street.**
	Pedestrian entrances/ exits	**As above but open design allows pedestrians to access / egress the car park ant numerous locations. Footways are provided as well as zebra crossings.**
	Height restriction	**6' 3"**
	Disabled access issues	**Dropped kerbs provided and disabled bays located close to ticketing machines.**
Facilities	Lighting	**Adequate but could be improved considering the scale of the car park.**
	Surfacing	**Generally surface very good. Some areas, especially the south, adjacent to Chapel Street car park were poor. Additionally, patchy improvements in some areas were noted.**
	Signage	**Well signed from highway network and internal signage / information material were in good condition.**
	Lining	**Good.**
	Security	**No CCTV but good level of natural surveillance.**
	Staffed	**None on day of site audit.**
	Other facilities e.g. Toilet	**Bins provided.**
Ownership Details	**Blackpool Council**	
Other Comments	• **Would benefit from surfacing improvements in some areas.** • **Pedestrian facilities were very good across the Seasiders Way roundabout.** • **Some of the height restriction structures were situated in parking bays and therefore made some bays too small to use.** • **Wayfinding boards provided.** • **5 Spaces in the section of Central car park located close to the Chapel Street car park access were occupied by police vehicles.** • **King Edward Apartments offering £5 all day parking adjacent to Central car park.**	

Central Photographs

Name/ Location Chapel Street			
Site Audit	Date of visit		**Thu- 09/07/2015**
	Time of visit		**12.25**
Type	Surface		
	Multi storey		**X**
Total Spaces Occupied	Standard bays		**55/208**
	Disabled		**1/5**
	Mother and baby spaces		**-**
	Motorcycle spaces		**1/30**
	Cycle parking		**-**
	Coach Parking		**-**
Occupancy	% of total bays occupied		**23%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin only and therefore inflexible.**	
	Condition	**Average.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

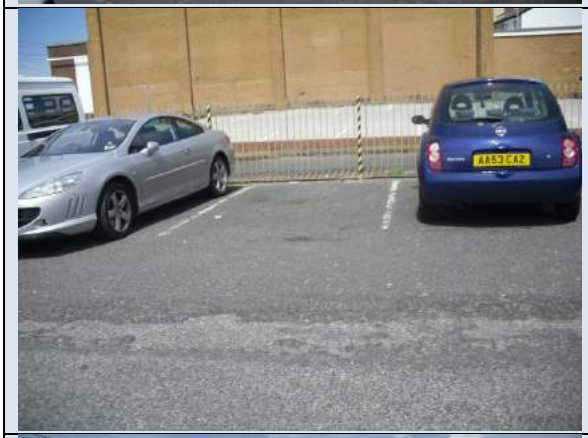
Access	Vehicle entrances/ exit locations	**Via Central car park entrance / exit located along Chapel Street.**
	Pedestrian entrances/ exits	**As above, separate access to Bonny Street.**
	Height restriction	**6' 3"**
	Disabled access issues	**None, bays located near ticket machines and access.**
Facilities	Lighting	**Ok, fairly dim.**
	Surfacing	**Good.**
	Signage	**Good.**
	Lining	**Good.**
	Security	**CCTV present and police station located nearby.**
	Staffed	**None**
	Other facilities e.g. Toilet	**Council**
Ownership Details	**Blackpool Council**	
Other Comments	• **Private permit holder parking available on 1st floor. Access gate controls entry to this area and therefore is not accessible to the general public.**	

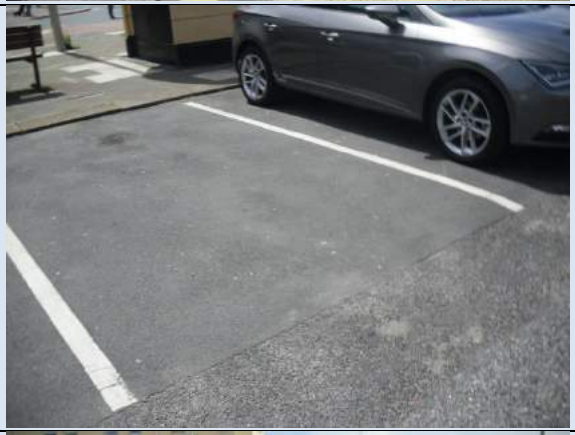
Chapel Street Photographs

Name/ Location Cocker Square			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**12.23**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**19/22**
	Disabled		**1/2**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**-**
Occupancy	% of total bays occupied		**83%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coins Only and therefore lacking flexibility.**	
	Condition	**Average.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 hours**

Access	Vehicle entrances/ exit locations	**Access and egress via priority junction located General Street.**
	Pedestrian entrances/ exits	**As above, access also provided to the Promenade and Cocker Square.**
	Height restriction	**None.**
	Disabled access issues	**No dropped kerbs.**
Facilities	Lighting	**None except for street lamps in the site vicinity.**
	Surfacing	**Good in general with some areas benefiting from piecemeal improvements.**
	Signage	**None internally except for tariff and information board.**
	Lining	**Good.**
	Security	**No CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None.**
Ownership Details	**Blackpool Council**	
Other Comments	• **Short stay parking available in front of the shops opposite to the car park along Cocker Square. Free - 90 mins, no return within 3 hours.**	

Cocker Square Photographs

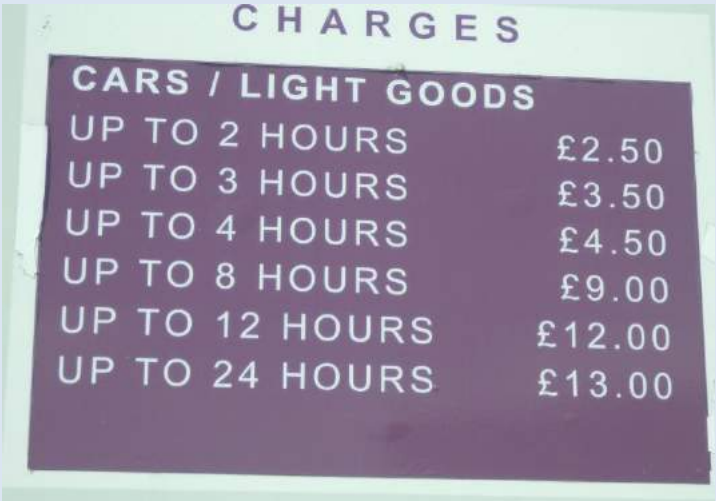




Name/ Location Cocker Street			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**12.05**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**20/27**
	Disabled		**1/4**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**-**
Occupancy	% of total bays occupied		**68%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coins Only and therefore lacking flexibility.**	
	Condition	**Average .**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 hours**

Access	Vehicle entrances/ exit locations	**Access and egress via priority junction located along Cocker Street.**
	Pedestrian entrances/ exits	**As above.**
	Height restriction	**6' 3"**
	Disabled access issues	**3 out of the 4 disabled bays located away from the pedestrian access point. 1 standalone disabled bay located close to access.**
Facilities	Lighting	**None except for street lamps in the site vicinity.**
	Surfacing	**Very good.**
	Signage	**None internally except for tariff and information board.**
	Lining	**Very good, all bays clearly marked.**
	Security	**No CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None.**
Ownership Details	**Blackpool Council**	
Other Comments	• **Short stay parking available on street adjacent to the car park. Free - 90 mins, no return within 3 hours.**	

Cocker Street Photographs

Name/ Location East Topping Street			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**10.45**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**110/120**
	Disabled		**6/6**
	Mother and baby spaces		**N/A**
	Motorcycle spaces		**3/6**
	Cycle parking		**N/A**
	Other		**N/A**
Occupancy	% of total bays occupied		**90%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Card and contactless payment options available.**	

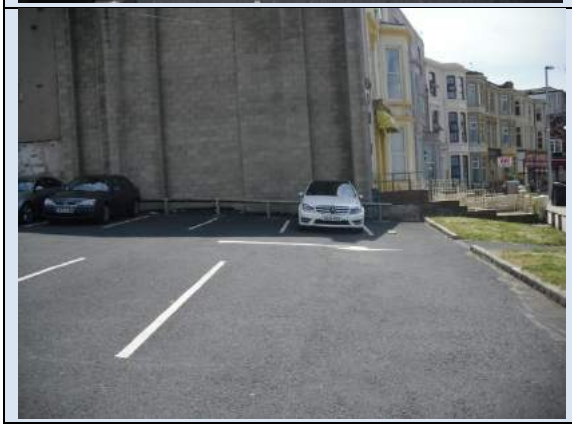
	Condition	**Good.**
Hours of operation	Weekday	**24 Hours**
	Weekend	**24 Hours**
Access	Vehicle entrances/ exit locations	**Access and egress priority junction provided along East Topping Street and King Street.**
	Pedestrian entrances/ exits	**Pedestrian access provided as above and through two separate access points to the east and west of the northern section of the car park.**
	Height restriction	**None**
	Disabled access issues	**Dropped kerbs present and disabled parking located close to footways.**
Facilities	Lighting	**Adequate provision of lighting.**
	Surfacing	**Generally good with piecemeal improvements visible in some areas.**
	Signage	**Well signed from highway network and on site user signage was informative.**
	Lining	**OK – some lining faded.**
	Security	**No CCTV or staff but car park benefits from a good level of natural surveillance.**
	Staffed	**None**
	Other facilities e.g. Toilet	**None**
Ownership Details	**Blackpool Council**	
Other Comments	**LGV's limited in terms of manoeuvrability due to the car park being relatively tight.** **Development located to the south of the car park, currently being demolished, appears to have reduced the capacity of the car park.**	

East Topping Street Photographs

Name/ Location Filey Place			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**11.45**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**9/34**
	Disabled		**1/4**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**-**
Occupancy	% of total bays occupied		**26%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coins Only**	
	Condition	**Good**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 hours**
Access	Vehicle entrances/ exit locations	**Access and egress via priority junction located along Banks Street.**	
	Pedestrian entrances/ exits	**As above as well as 2 access points along the Promenade.**	

	Height restriction	**6’ 3”**
	Disabled access issues	**Could be located closer to the promenade where the pedestrian access points are located and footways are of better quality.**
Facilities	Lighting	**None except for street lamps in the site vicinity.**
	Surfacing	**Excellent.**
	Signage	**None internally except for tariff and information board.**
	Lining	**Excellent, all bays clearly marked.**
	Security	**No CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None.**
Ownership Details	**Blackpool Council**	
Other Comments	• **Short stay parking available on street adjacent to the car park. Pricing provided below:** **30 mins - 50p** **60 mins - £1** **90 mins - £1.50**	

Filey Place Photographs



Name/ Location Foxhall Village			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**17.32**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**15/154**
	Disabled		**2/10**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**0/15**
Occupancy	% of total bays occupied		**9%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin, card and contactless payment available.**	
	Condition	**Good**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

Access	Vehicle entrances/ exit locations	**Access from Seasiders Way to the south of the car park and egress along Seasiders Way to the north.**
	Pedestrian entrances/ exits	**As above.**
	Height restriction	**None.**
	Disabled access issues	**None.**
Facilities	Lighting	**More could be provided.**
	Surfacing	**Good.**
	Signage	**Good from Seasiders Way.**
	Lining	**Good, all bays clearly marked.**
	Security	**No CCTV present**
	Staffed	**None on day of site audit.**
	Other facilities e.g. Toilet	**None**
Ownership Details	**Blackpool Council**	
Other Comments	**None**	

Foxhall Village Photographs

Name/ Location Gynn Square			
Site Audit	Date of visit		**Fri – 03/07/2015**
	Time of visit		**15.15**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**5/51**
	Disabled		**0/4**
	Mother and baby spaces		**-**
	Motorcycle spaces		**0/6**
	Cycle parking		**-**
	Coach Parking		**0/12**
	Permit / Reserved Parking		**-**
Occupancy	% of total bays occupied		**7%**
	Overspill / on street parking		**None**
Pricing	 		
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin only and therefore inflexible.**	
	Condition	**Average, could be improved to accommodate card / contactless payment option and note acceptors.**	

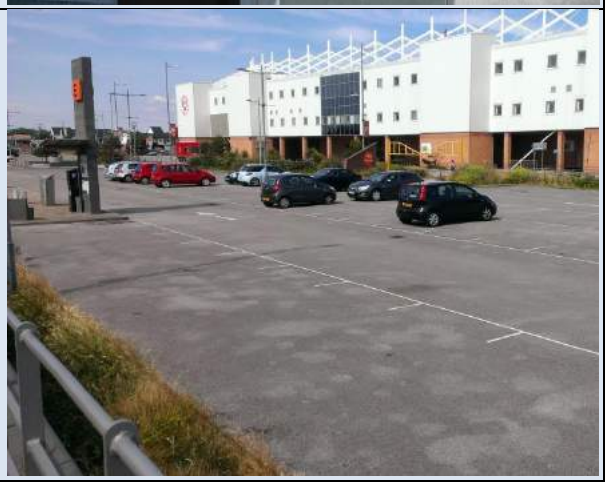
Hours of operation	Weekday	**24 Hours**
	Weekend	**24 Hours**
Access	Vehicle entrances/ exit locations	**Access from Warbreck Hill Road. Egress is a left turn only onto Warbreck Hill Road.**
	Pedestrian entrances/ exits	**Pedestrian entrance / exit locations provided as above and others are listed below:** • **North west of the car park onto Queens Promenade** • **South west of the car park onto queens promenade** • **North east of the car park onto Wilshaw Road.**
	Height restriction	**1.9 m – 6' 3" on northern section of the car park only.**
	Disabled access issues	**Dropped kerbs to footways.**
Facilities	Lighting	**Adequate level of lighting provided.**
	Surfacing	**Ok, in areas abrasive and evidence of patchwork improvements.**
	Signage	**Adequate.**
	Lining	**Could be improved, white lines on concrete appear to have faded.**
	Security	**No CCTV but good level of natural surveillance.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**Litter bins**
Ownership Details	**Blackpool Council**	
Other Comments	• **Car park adjacent to Gynn Street tram stop.** • **Electric charging points for vehicles** • **6 spaces included in the overall count could not be used due to works being undertaken by United Utilities.**	

Gynn Square Photographs

Name/ Location Lonsdale Road			
Site Audit	Date of visit		**Fri – 03/07/2015**
	Time of visit		**17.00**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**28/172**
	Disabled		**3/18**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**-**
	Permit / Reserved Parking		**-**
Occupancy	% of total bays occupied		**16%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin and card payment options available**	
	Condition	**Excellent**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

Access	Vehicle entrances/ exit locations	**From Seasiders Way and Lonsdale Road.**
	Pedestrian entrances/ exits	**As above plus a pedestrian access from Bloomfield Road.**
	Height restriction	**6' 3"**
	Disabled access issues	**None.**
Facilities	Lighting	**Adequate level of lighting provided.**
	Surfacing	**Good.**
	Signage	**Internal information boards in good condition. Pedestrian signage also provided as well as vehicle directional signage from Seasiders Way.**
	Lining	**Good, all bays clearly marked.**
	Security	**No CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**Benches and litter bins provided in addition to toilets and canopy over the pay station.**
Ownership Details	**Blackpool Council**	
Other Comments	**None**	

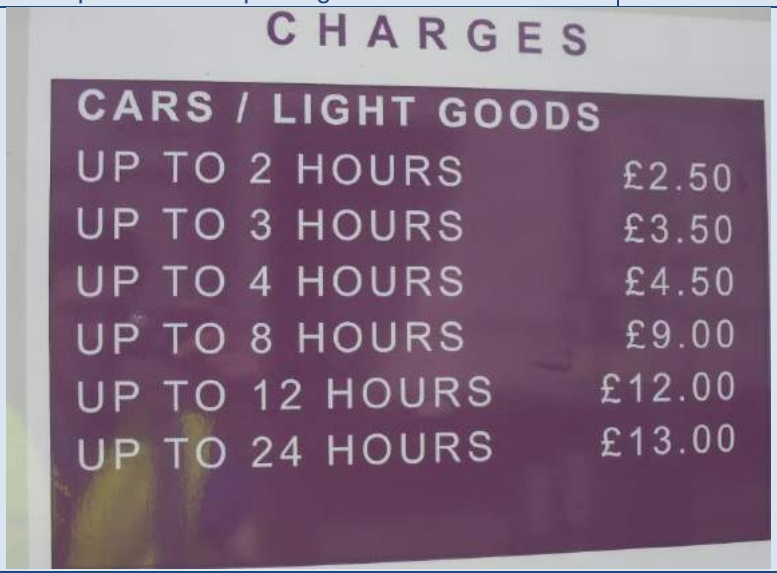
Lonsdale Road Photographs



Name/ Location Lytham Road			
Site Audit	Date of visit		**Thu–09/07/2015**
	Time of visit		**17.00**
Type	Surface		**X**
	Multi storey		-
Total Spaces Occupied	Standard bays		**0/20**
	Disabled		**0/5**
	Mother and baby spaces		**-**
	Motorcycle spaces		**0/5**
	Cycle parking		**-**
	Motor home Parking		**0/4**
	Coach Parking		**-**
	Permit / Reserved Parking		**-**
Occupancy	% of total bays occupied		**0%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin only therefore inflexible.**	
	Condition	**Good.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

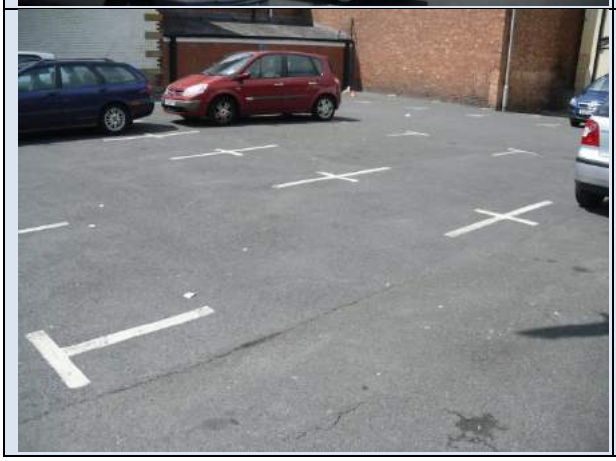
Access	Vehicle entrances/ exit locations	**Access and egress from Lytham Road.**
	Pedestrian entrances/ exits	**As above.**
	Height restriction	**None.**
	Disabled access issues	**None, dropped kerbs provided**
Facilities	Lighting	**Adequate level of lighting provided.**
	Surfacing	**Very good.**
	Signage	**Limited amount of signage provided.**
	Lining	**Very Good, all bays clearly marked.**
	Security	**No CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None**
Ownership Details	**Blackpool Council**	
Other Comments	• **Motor home bays appear to have been marked recently, replacing approximately 16 car spaces based on the information provided by Blackpool Council.**	

Lytham Road Photographs

Name/ Location Queen Street			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**12.45**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**14/36**
	Disabled		**1/1**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**-**
Occupancy	% of total bays occupied		**41%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coins Only and therefore lacking flexibility.**	
	Condition	**Average and outdated.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 hours**

Access	Vehicle entrances/ exit locations	**Access and egress via priority junction along a side street off queen street located at the east of the car park.**
	Pedestrian entrances/ exits	**As above.**
	Height restriction	**6' 3"**
	Disabled access issues	**No dropped kerbs and disabled bays could be located closer to payment machines and the exit.**
Facilities	Lighting	**None except for street lamps in the site vicinity.**
	Surfacing	**Very good in general.**
	Signage	**None internally except for tariff and information board.**
	Lining	**Good.**
	Security	**No CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None.**
Ownership Details	**Blackpool Council**	
Other Comments	• **Located in close proximity to the APCOA / Wilko car park which could offer a cheaper / more secure option for long stay customers.** • **On-street short-stay parking also available on adjacent streets. Priced at 50p per 30 minutes with a maximum stay of 90 minutes.**	

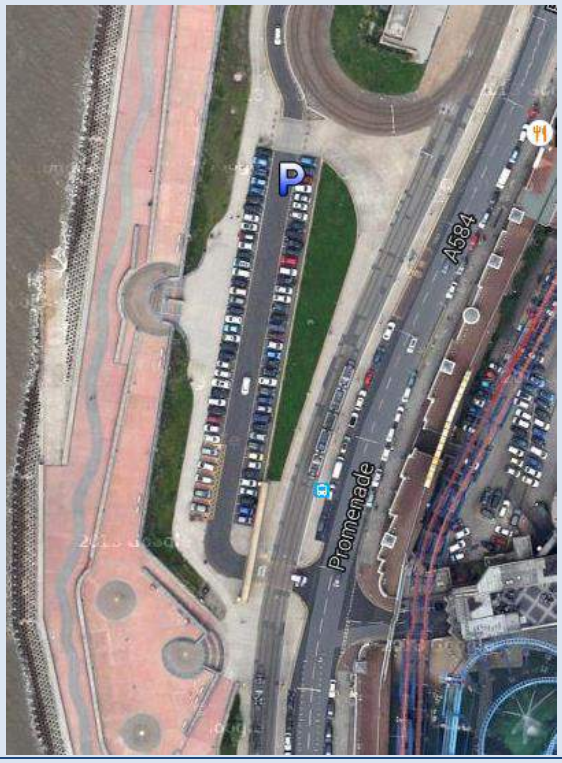
Queen Street Photographs



Name/ Location Seasiders Way			
Site Audit	Date of visit		**Thu-09/07/2015**
	Time of visit		**15.10**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**2/141**
	Disabled		**-**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**4/42**
Occupancy	% of total bays occupied		**3%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin only and therefore inflexible**	
	Condition	**Average**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**
Access	Vehicle entrances/ exit locations	**Access and egress from Seasiders Way.**	
	Pedestrian entrances/ exits	**As above and also a footpath linking to the Foxhall Village car park and Tyldesley Road.**	

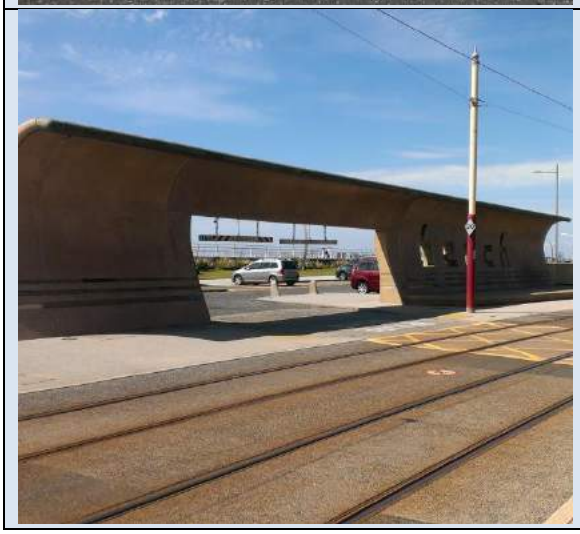
	Height restriction	**None.**
	Disabled access issues	**No provision of disabled parking.**
Facilities	Lighting	**Good.**
	Surfacing	**Ok but weeds growing in some areas.**
	Signage	**Good.**
	Lining	**Bays clearly marked with alternative coloured paint used to distinguish coach parking.**
	Security	**No CCTV**
	Staffed	**None on day of site visit.**
	Other facilities e.g. Toilet	**Bins and toilets**
Ownership Details	**Blackpool Council**	
Other Comments	• **Shared bays facilitating regular parking and coach parking.** • **No mention of cars on the tariff information boards, only coaches. Unclear whether cars are permitted to park there and if so the price of parking.** • **Close proximity to Blackpool Football Club.**	

Seasiders Way Photographs

Name/ Location South Beach			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**14.55**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**124/195**
	Disabled		**7/11**
	Mother and baby spaces		**-**
	Motorcycle spaces		**0/6**
	Cycle parking		**-**
	Other		**-**
Occupancy	% of total bays occupied		**62%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Card and contactless payment options available at some but not all payment machines.**	
	Condition	**Good.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

Access	Vehicle entrances/ exit locations	**Access and egress from Promenade.**
	Pedestrian entrances/ exits	**No specific point of access to the Promenade as open access is provided from the length of the car park.**
	Height restriction	**6' 3"**
	Disabled access issues	**None.**
Facilities	Lighting	**Adequate provision of lighting.**
	Surfacing	**Generally very good.**
	Signage	**Well signed from highway network and on site user signage was good.**
	Lining	**Excellent, all bays clearly marked**
	Security	**No CCTV or staff but car park benefits from a good level of natural surveillance.**
	Staffed	**None**
	Other facilities e.g. Toilet	**None**
Ownership Details	**Blackpool Council**	
Other Comments	• **Car park located adjacent to Pleasure Beach Tram Stop.**	

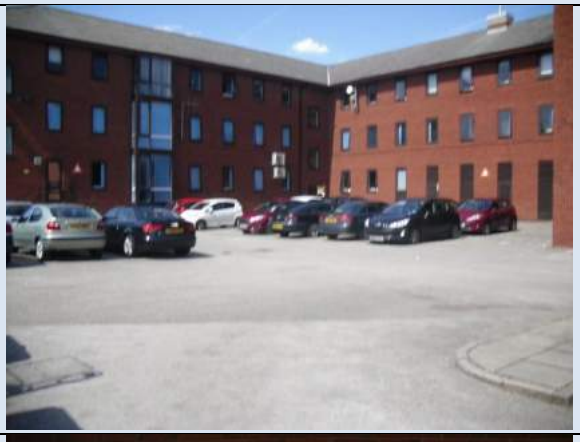
South Beach Photographs



Name/ Location South King Street			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**14.05**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**67/76**
	Disabled		**0/3**
	Mother and baby spaces		**-**
	Motorcycle spaces		**0/6**
	Cycle parking		**0/6**
	Coach Parking		**-**
	Permit / Reserved Parking		**18/23**
Occupancy	% of total bays occupied		**79%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin only and therefore inflexible.**	
	Condition	**Average, could be improved to accommodate card / contactless payment option and note acceptors.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

Access	Vehicle entrances/ exit locations	**Access / egress via priority junction along Charnley Road.**
	Pedestrian entrances/ exits	**As above and access also provided to rear of building occupied by Blackpool Housing Options Service.**
	Height restriction	**None.**
	Disabled access issues	**Disabled parking located close to the Council building.**
Facilities	Lighting	**None.**
	Surfacing	**Ok, in areas it is very abrasive and could be improved.**
	Signage	**Car park information and permit holder signage in good condition.**
	Lining	**Ok, in some areas lines are faded and would benefit from improvements.**
	Security	**CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None.**
Ownership Details	**Blackpool Council**	
Other Comments	• **Provision for SKS permit holders** • **Adjacent land uses, the provision of permit holder parking and the reasonable distance from Blackpool Town Centre and tourist attractions, suggests that the majority of users are associated with Blackpool Council and SKS.**	

South King Street Photographs



Name/ Location South			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**15.35**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**28/910**
	Disabled		**1/18**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**0/10**
Occupancy	% of total bays occupied		**3%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Card and contactless payment options available at some but not all payment machines.**	
	Condition	**Some are good and some are poor, would benefit from a uniform design across the car park.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

Access	Vehicle entrances/ exit locations	**Access and egress from Yeadon Way.**
	Pedestrian entrances/ exits	**As above, in addition to pedestrian access provided from B5262 and Waterloo Road.**
	Height restriction	**6' 3"**
	Disabled access issues	**None.**
Facilities	Lighting	**Adequate provision of lighting.**
	Surfacing	**Generally good with piecemeal improvements evident.**
	Signage	**Well signed for vehicles from Yeadon Way at southern entrance.**
	Lining	**Very good, all bays clearly marked**
	Security	**CCTV present.**
	Staffed	**None**
	Other facilities e.g. Toilet	**None**
Ownership Details	**Blackpool Council**	
Other Comments	• **Blackpool bike hire station located on site.** • **No bicycles available at time of the site audit.** • **South advertised as parking for southern tourist attractions such as Pleasurebeach.**	

South Photographs

Name/ Location Talbot Road (MSCP)			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**10.05**
Type	Surface		**X**
	Multi storey		**-**
Total Spaces Occupied	Standard bays		**216/488**
	Disabled		**4/38**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Permit Holder		**25/115**
Occupancy	% of total bays occupied		**38%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**-**
	Pay on foot		**X**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Card and note payment options available.**	
	Condition	**Excellent**	
Hours of operation	Weekday		**0700-0000**
	Weekend		**0700-0000**

Access	Vehicle entrances/ exit locations	**Both entry and exit located along Deansgate.**
	Pedestrian entrances/ exits	**Pedestrian only entry / exits provided next to vehicle access on Talbot Road. Additional pedestrian access also provided along Deansgate.**
	Height restriction	**2.2 Metres / 7' 2"**
	Disabled access issues	**Parking located close to excellent elevator facilities.**
Facilities	Lighting	**Excellent**
	Surfacing	**Excellent**
	Signage	**Internal signage was good and clear with separate signage provided for pedestrians. In some instance this could prove confusing for motorists.**
	Lining	**Excellent.**
	Security	**CCTV installed on all levels.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**Elevator and information booth which was vacant on the day of the audit.**
Ownership Details	**Blackpool Council**	
Other Comments	• **Excellent, well maintained MSCP;** • **Level 5 permit holder parking was not utilised;;** • **Signage from highway network is good. However, VMS located along Cookson Street was not operating on the day of the audit.**	

Talbot Road Photographs

Name/ Location Tower Street			
Site Audit	Date of visit		**09/07/2015**
	Time of visit		**15.00**
Type	Surface		**X**
	Multi storey		
Total Spaces Occupied	Standard bays		**84/88**
	Disabled		**6/6**
	Mother and baby spaces		**-**
	Motorcycle spaces		**-**
	Cycle parking		**-**
	Coach Parking		**-**
Occupancy	% of total bays occupied		**96%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		-
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin only and therefore inflexible.**	
	Condition	**Poor, requires updating to match flexible options available at adjacent Hounds Hill MSCP.**	
Hours of operation	Weekday		**24 Hours**
	Weekend		**24 Hours**

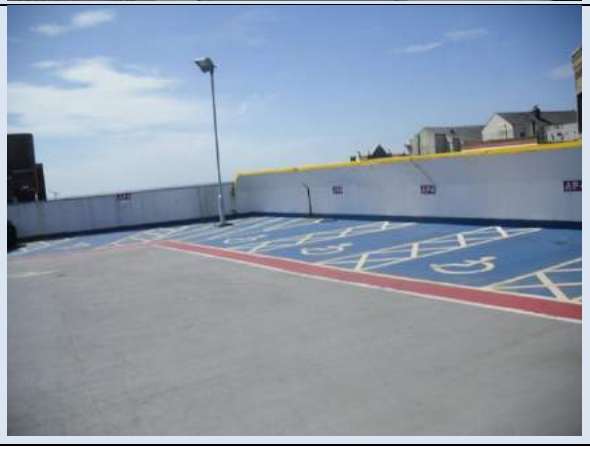
Access	Vehicle entrances/ exit locations	**Separate access / egress points located along Coronation Street.**
	Pedestrian entrances/ exits	**As above in addition to several separate pedestrian access points to the north-west, south and south-west of the car park.**
	Height restriction	**6' 3"**
	Disabled access issues	**None, dropped kerbs provided and bays located close to ticketing machines.**
Facilities	Lighting	**Adequate.**
	Surfacing	**Excellent new looking surface.**
	Signage	**Good informational signage provided. Not signed from highway network. Drivers are directed to Hounds Hill MSCP.**
	Lining	**Very good, all bays clearly marked.**
	Security	**No CCTV but good level of natural surveillance.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**None**
Ownership Details	**Blackpool Council**	
Other Comments	• **Short stay only parking (max 4 hours)** • **Hounds Hill shopping centre and MCSP nearby.** • **Appears to be a popular car park.**	

Tower Street Photographs

Name/ Location West Street (MSCP)			
Site Audit	Date of visit		**Fri - 03/07/2015**
	Time of visit		**13.35**
Type	Surface		**-**
	Multi storey		**X**
Total Spaces Occupied	Standard bays		**98/148**
	Disabled		**1/8**
	Mother and baby spaces		**1/6**
	Motorcycle spaces		**7/16**
	Cycle parking		**-**
	Coach Parking		**-**
	Permit / Reserved Parking		**4/22**
Occupancy	% of total bays occupied		**56%**
	Overspill / on street parking		**None**
Pricing			
Payment method	Pay and display		**X**
	Pay on foot		**-**
	Pay on exit		-
	Other		-
Payment Machines	Flexibility	**Coin and card payment options available.**	
	Condition	**Good but could be improved such as contactless payment option and note acceptors.**	
Hours of operation	Weekday		**0700 - 0030**
	Weekend		**0700 - 0030**

Access	Vehicle entrances/ exit locations	**Entry and exit located along West Street.**
	Pedestrian entrances/ exits	**Separate pedestrian access along West Street.**
	Height restriction	**2.00 Metres**
	Disabled access issues	**Disabled parking located close to the elevators and staircase.**
Facilities	Lighting	**Adequate.**
	Surfacing	**Very good.**
	Signage	**Internal signage in good condition and provides clear instructions for pedestrians and motorists.**
	Lining	**Very good, all bays and directional arrows clearly visible.**
	Security	**CCTV.**
	Staffed	**None on day of audit.**
	Other facilities e.g. Toilet	**Elevator.**
Ownership Details	**Blackpool Council**	
Other Comments	**None**	

West Street Photographs



APPENDIX B – LOCAL PARKING STANDARDS

Car Parking Standards

Land Use	Level of Centre	Baseline Standard (per m² gross floor area)		
		Gross floor area <500m² or Low Accessibility	Gross floor area >500m²	
			Medium accessibility Reduce baseline by 5-15%	High accessibility Reduce baseline by 15-35%
A1 Shops				
Food	1&2	1:16	1:17-1:19	1:19-1:24
Non-Food	1&2	1:22	1:23-1:26	1:26-1:33
A2 Financial and Professional Services	1&2	1:35	1:37-1:41	1:41-1:54
A3 Restaurants and Cafes				
Restaurants Snack Bars Cafes	Same standard for all levels of centre	1:8	1:8.5-1:9.5	1:9.5-1:12
A4 Drinking Establishments				
Pubs and Bars	Same standard for all levels of centre	1:8	1:8.5-1:9.5	1:9.5-1:12
A5 Hot Food Takeaways	Same standard for all levels of centre	1:8	1:8.5-1:9.5	1:9.5-1:12
B1 Business				
B1a) & b) Office (including call centres) & Research and Development	1&2	1:35	1:37-1:41	1:41-1:54
B1c) Light Industry				
Stand Alone	1&2	1:35	1:37-1:41	1:41-1:54
Business Parks	1&2	1:40	1:42-1:46	1:46-1:62

Land Use	Level of Centre	Baseline Standard (per m² gross floor area)		
		Gross floor area <500m² or Low Accessibility	Gross floor area >500m²	
			Medium accessibility Reduce baseline by 5-15%	High accessibility Reduce baseline by 15-35%
B2 General Industrial	Same standard for all levels of centre	1:45	1:47-1:53	1:53-1:69
B8 Storage and Distribution	Same standard for all levels of centre	1:200	1:210-1:235	1:235-1:308
C1 Hotels Hotels, boarding and guest houses	Same standard for all levels of centre	1 bedroom including staff **Coaches** – minimum 1 space for 30 beds +	Reduce pro-rata	Reduce pro-rata
C2 Residential Institutions Nursing Homes	Same standard for all levels of centre	1 per 5 residents	Reduce pro-rata	Reduce pro-rata
Residential Schools, Colleges, Residential Training Centres and Halls of Residence	Same standard for all levels of centre	Training centres and colleges - 1 per bed (short courses); 1 per 2 beds (longer courses - over 1 month duration) Residential schools - as day schools + 1 space per 20 beds **Coaches** – minimum 1 space for Training Centres of 1000m²+	Reduce pro-rata or as part of Travel Plan	Reduce pro-rata or as part of Travel Plan
Hospitals	Same standard for all levels of centre	1 per bed including those used for short stay operations	Reduce as part of Travel Plan	Reduce as part of Travel Plan

Land Use	Level of Centre	Baseline Standard (per m² gross floor area)		
		Gross floor area <500m² or Low Accessibility	Gross floor area >500m²	
			Medium accessibility Reduce baseline by 5-15%	High accessibility Reduce baseline by 15-35%
C3 Dwelling Houses Single Bed Housing Sheltered Housing Family Housing	Same standard for all levels of centre	1 per dwelling 1 per 3 dwellings 2-3 bedrooms - 2 spaces 4+ bedrooms - 3 spaces Average spaces per dwelling should equal 1.5 per dwelling for proposals of 30 + dwellings	Reduce pro-rata	Reduce to average of 1.5 or less unless exceptional circumstances demonstrated

Land Use	Level of Centre	Baseline Standard (per m² gross floor area)		
		Gross floor area <500m² or Low Accessibility	Gross floor area >500m²	
			Medium accessibility Reduce baseline by 5-15%	High accessibility Reduce baseline by 15-35%
D1 Non-Residential Institutions Medical/Health Facilities	Same standard for all levels of centre	4 per consulting room	Reduce pro-rata	Maximum of 3 per consulting room
Crèche/Day Nurseries/ Day Centres	Same standard for all levels of centre	1.5 per 2 staff plus drop-off zone (in or outside curtilage) of 1 space per 10 children	Reduce pro-rata	Reduce pro-rata
Primary and Secondary Schools	Same standard for all levels of centre	1 per classroom/activity area	Reduce as part of Travel Plan	Reduce as part of Travel Plan
Sixth Form	Same standard for all levels of centre	1 per classroom/ activity area	Reduce as part of Travel Plan	Reduce as part of Travel Plan
Further and Higher Education	Same standard for all levels of centre	1 per 2 full-time staff (any residential element addressed under C2)	Reduce as part of Travel Plan	Reduce as part of Travel Plan
Training and Conference Centres	Same standard for all levels of centre	1:35 **Coaches** – minimum 1 space for Training Centres of 1000m²+	1:37-1:41	1:41-1:54

Land Use	Level of Centre	Baseline Standard (per m² gross floor area)		
		Gross floor area <500m² or Low Accessibility	Gross floor area >500m²	
			Medium accessibility Reduce baseline by 5-15%	High accessibility Reduce baseline by 15-35%
Art Galleries, Museums and Libraries	Same standard for all levels of centre	1:30 **Coaches** – minimum 1 space for Galleries & Museums of 2 500m² +	1:31-1:35	1:35-1:48
Public Halls/Places of Worship	Same standard for all levels of centre	1:10 **Coaches** – minimum 1 space for Public Halls of 2 500m² +	1:10.5-1:12	1:12-1:15
D2 Assembly and Leisure				
Cinemas and Concert facilities	1&2	1 per 8 seats **Coaches** – minimum 1 space for Concert/ theatre facilities of 2 500m²+	1:8-1:9	1:9-1:12
Other D2 including Leisure (buildings)	1&2	1:25 **Coaches** – minimum 1 space for facilities of 2 500m²+	1:26-1:29	1:29-1:38
D2 Outdoor Playing pitches	Same standard for all levels of centre	12 per ha pitch area	Reduce pro-rata	Reduce pro-rata
Stadia	Same standard for all levels of centre	1 per 15 seats for all seated stadiums; non seated stadiums on basis of Transport Assessment **Coaches** – minimum 1 space for each 1,500 seats or standing spaces	Reduce as part of Travel Plan	Reduce as part of Travel Plan

Land Use	Level of Centre	Baseline Standard (per m² gross floor area)		
		Gross floor area <500m² or Low Accessibility	Gross floor area >500m²	
			Medium accessibility Reduce baseline by 5-15%	High accessibility Reduce baseline by 15-35%
Miscellaneous Uses				
Cash and Carry	Same standard for all levels of centre	1:40	1:42-1:46	1:46-1:54
Wholesale Car Sales	Same standard for all levels of centre	1:50 internal showroom area	1:53-1:59	1:59-1:76
Vehicle Repair and Service Stations	Same standard for all levels of centre	1:50	1:53-1:59	1:59-1:76
Taxi booking offices	Same standard for all levels of centre	1 per 1.5 cars operating from the business, to be located within 100 metres of the office	No reductions	No reductions
Fuel Filling Stations	Same standard for all levels of centre	1 car space. Where retail element involved use retail standards counting each pump as a parking space	Pro-rata	Pro-rata

Further Guidance

Accessibility Reductions

For medium and high accessibility developments over 500m² gfa Local Planning Authorities should determine the appropriate parking level based on:

- the score obtained from the Accessibility Questionnaire;
- information provided in the Transport Assessment and Travel Plan (where -appropriate);
- the Parking Strategy of the Council or where this has not been prepared, the approach set out in draft SPG "Access and Parking".

Greater reductions may be made, such as in town centre locations.

For A1/D2 uses with medium/good accessibility in sequentially suitable locations accessibility reductions may not be required. In such circumstances the applicant will be required to demonstrate through a Transport Assessment, to the satisfaction of the Highways Authority, that the proposal would cater for linked trips and would not conflict with the overall Parking strategy for the town.

All proposals of over 500m² gfa with low accessibility will be expected to demonstrate how accessibility by walking, cycling and public transport can be enhanced to at least medium accessibility level.

Mobility Parking

Unless otherwise specified parking for the mobility impaired & parent/child should be made at a minimum level of 1 per 10 car spaces as part of overall provision. Additional mobility spaces than indicated by overall provision may be required at locations such as Health Centres while less may be necessary for other uses. Provision at less than 1:10 should be agreed following consultation with disability groups on individual applications and subject to suitable alternatives being available.

Bicycles

The minimum level is 1 per 10 car spaces. Long-stay covered, secure cycle parking will be required on all developments employing 30 or more full or part-time staff.

Motorcycles

A minimum of 1 per 25 car spaces is required. Long-stay covered, secure parking will be required on all developments employing 30 or more full or part-time staff.

Operational Parking

Operational parking necessary to business, e.g., goods vehicles and deliveries, should be provided in addition to these standards and should be demonstrated in the Transport Assessment.

Note: Detailed guidance on the calculation of parking provision and quality of facilities required can be found in Supplementary Planning Guidance "Access and Parking".

Parking Level Reductions in Areas of Good Accessibility

Table B: Parking Level Reductions

Low Accessibility:
No change to baseline level

Medium Accessibility:
Reduce baseline by 5-15%

High Accessibility:
Reduce baseline by 15-35%

The definition of low, medium and high accessibility is intended purely for calculation of parking standards. It is not a definition of how accessible the site is in broader planning terms.

B.1 The reductions in Table B apply to all developments of over 500m2 gross floor area. For proposals of under 500m2 gfa no changes to the baseline figures are required. Local Planning Authorities may, however, at their discretion, apply accessibility reductions for proposals below the 500m2 threshold in areas of good accessibility, such as town centres.

B.2 Table B sets out a range of reductions in parking levels, which should be applied in medium and high accessibility locations. Local Planning Authorities should determine precise reductions based on the score obtained, the Parking Strategy of the Council or where this has not been prepared, the approach set out in SPG "Access and Parking". Greater reductions to those indicated in Table B may be made, such as in town centre locations.

B.3 Where a site of over 500m2 gfa is calculated to have low accessibility, developers will be required to demonstrate how accessibility can be enhanced to at least medium level, in particular through the use of planning agreements and/or conditions. If this cannot be achieved, or is not considered to be appropriate in the individual case, this should be clearly justified. Local Planning Authorities will consider all proposals against broader locational policy, including the sequential approach to development advocated in PPS6.

Note: Accessibility reductions for retail (A1) uses only are at the discretion of Local Planning Authority (see parking standard table note).

Table C: Accessibility Questionnaire - Non-Residential Development

Site Description:				
Application Reference:				
Access Type	*Criteria*	*Criteria Scores*	*Score*	*Sub-Score*
Walking	*Distance to nearest bus stop from main entrance to building (via direct, safe route)*	*<200m* *<300m* *<500m* *>500m*	*5* *3* *1* *0*	
	Distance to nearest railway station from main entrance to building	*<400m* *<1km* *>1km*	*3* *2* *0*	
Cycling	*Proximity to define cycle routes*	*<100m* *<500m* *<1km*	*3* *2* *1*	
Public Transport	*Bus frequency of principal service from nearest bus stop during operational hours of the development*	*Urban/Suburban* *15 minutes or less* *30 minutes or less* *>30 minutes*	*5* *3* *1*	
		Villages and Rural *Hourly or less* *2 Hourly or less* *1 or more per day*	*5* *2* *1*	
	Number of bus services serving different localities stopping within 100 metres of main entrance	*4 or more localities served* *3* *2* *1*	*5* *3* *2* *1*	
	Train frequency from nearest station (Mon-Sat daytime)	*30 minutes or less* *30-59 minutes* *Hourly or less*	*3* *2* *1*	
	Drive to nearest station	*10 minutes or less* *15 minutes or less*	*2* *1*	
Other	*Travel reduction opportunities*	*Facilities on site or within 100 metres that reduce the need to travel:* ** food shop/cafe* ** newsagent* ** crèche* ** other*	 *1* *1* *1* *1*	
Total Aggregate Score				

Accessibility Level:
High: 24-30
Medium: 16-23
Low: 15 or less

C.1 Table C is intended to form a template for Local Authorities to use to ascertain the relationship between parking and accessibility. It is not intended to replace a full analysis of the suitability of the site in accessibility terms in respect of PPS6 and PPG13.

C.2 The Table takes a generic approach to all land uses and locations. Local Authorities may choose to give greater weight to elements of the table where this is relevant to the application and modify for their own use. For example, buses may be of greatest significance for retail developments, or rail for offices.

C.3 The developer or their consultant should undertake completion of the form as part of the submission of the Transport Assessment for the proposal.

Notes:

- *Trams should be counted as buses.*
- *Train frequency scores 0 if distance to station exceeds one kilometre.*
- *Extra parking other than indicated may be allowed where the applicant has demonstrated a multi-modal approach and other extenuating circumstances, e.g. an otherwise acceptable site in a rural area.*
- *This table appears as Table F in SPG 'Access and Parking'.*

Table D: Parking Hierarchy

Application of standards by levels of centre **for land use classes A1, A2, B1 & D2 only.**

All settlements not identified in this Table, plus rural areas, are classified as Level 4.

Level 1	*Level 2*	*Level 3*	*Level 4*
Blackburn **Preston** *Bamber Bridge* *Lostock Hall* *Penwortham* *Walton-le-Dale* *Whitebirk* *Wilpshire*	**Blackpool** **Burnley** **Lancaster**	**Accrington** **Clitheroe** **Cleveleys** **Chorley** **Darwen** **Morecambe** **Nelson** **Ormskirk** **Rawtenstall** **St Annes** **Skelmersdale** *Aughton* *Brierfield* *Church* *Clayton-le-Moors* *Haslingden* *Heysham* *Oswaldtwistle* *Thornton*	**Colne** **Fleetwood** **Lytham** **Leyland** *Adlington* *Bacup* *Barnoldswick* *Burscough* *Carnforth* *Garstang and Catterall* *Great Harwood* *Kirkham & Wesham* *Longridge* *Padiham* *Poulton-le-Fylde* *Rishton* *Whalley and Billington*

Towns shown in Bold are the main centres in each category.

For each town in Levels 1-3 shown in italics, the standards appropriate to that category will apply **apart from developments of less than 1,000m2 where Level 4 Standards will apply.**

Note: This Table appears as Table D in SPG 'Access and Parking'.

Transport Assessment And Travel Plan Thresholds

Table E: Transport Assessment (TA) and Travel Plan (TP) Thresholds

Use Class	*Comprehensive TA threshold (m² gross floor area unless specified)*	*TP threshold (m² gross floor area unless specified)*
A1 Food Retail	*1,000*	*1,000*
A1 Non Food Retail	*1,000*	*1,000*
A2 Financial and Professional Services	*2,500*	*2,500*
A3 Restaurants and Cafes	*1,000*	*
A4 Drinking Establishments	*1,000*	*
A5 Hot Food Takeaways	*1,000*	*
B1(a) Offices *B1(b) and (c) Light Industry, Research and Development*	*2,500* *2,500*	*2,500* *2,500*
B2 General Industry	*5,000*	*5,000*
B8 Storage or Distribution	*10,000*	*
C1 Hotels	*1,000*	*
C2 Hospital *C2 Residential College/School*	*2,500* *250*	*1,000* *500*
C3 Dwelling Houses	*100 dwellings*	*
D1 Primary Schools *D1 Secondary Schools* *D1 Further Education* *D1 Medical* *D1 Conference Facilities* *D1 Other*	*1,000* *2,500* *2,500* *2,500* *1,000* *2,500*	*[1]* *[2]* *500* * *1,000* *2,500*
D2 Cinemas *D2 Stadia* *D2 Other*	*1,000* *1,500 seats* *1,000*	*1,000* *1,500 seats* *1,000*

[1] Will be required for all developments involving an increase in numbers on school roll

[2] ibid

* This indicates that need for a Travel Plan should be agreed with the Highways Authority on a case-by-case basis

E.1 **Comprehensive Transport Assessments** should be documents that analyse all aspects of current and proposed accessibility to the site. They should include modal targets and identify measures by which these are to be achieved. Details of the content should be agreed with the Planning/Highways Authorities.

E.2 **Simple Transport Assessments** will be required for all developments of 500m² gross floor area or more. This includes extensions to existing buildings where the cumulative floorspace will exceed 500m² and changes of use.

E.3 **Comprehensive Transport Assessments** rather than simple forms should be provided where the proposal for cumulative floorspace or change of use exceeds the thresholds in Table E.

E.4 **Travel Plans** should be submitted at or above the specified thresholds. They should demonstrate how the measures proposed will achieve modal shift, and include mechanisms for monitoring, review and enforcement. Levels for Hospitals and Educational uses are set at a low level because of the particular transport implications of these land uses.

Where a comprehensive Travel Assessment or Travel Plan has previously been prepared for a site any subsequent application will not require a complete new submission. The scope of any supplementary work required should be agreed with the Local Planning and Highways Authorities.

These thresholds may be modified subsequent to release of DCLG guidance on Transport Assessments.

Note: Simple Transport Assessments are tick-box based forms of 2-3 pages in length with limited supporting documentation to be agreed with the Planning/Highways Authorities

Application of Standards - Guidance

General Notes Relating to A1, A2, B1 and B2 Uses

F.1.1 Retail and business parking in or adjacent to town centres will be subject to parking management agreements made through Section 106 obligations. These should accord with the Town Centre Parking Strategy.

F.1.2 Where additional short stay retail/ leisure parking for town centre "linked trips" is sought over and above the standards the developer will be expected to demonstrate the following:

- There is an existing shortage of parking within the town centre, in particular within 500 metres walk of the site entrance.
- Existing rate of use of off-street spaces is high.

The amount of additional parking permitted shall not exceed 25% of the overall maximum level permitted.

All retail and leisure developments of over 1,000m2gfa should incorporate taxi drop-off and pick up points as close to the main entrance as feasible.

Explanatory Note on Non-Food Retail

F.2 Some non-food developments such as garden centres, DIY warehouses and building material companies incorporate substantial exterior sales areas, e.g. for plants, garden furniture. Where the same parking standard is used as for interior floorspace this can substantially increase the amount of parking applicable to the development. Exterior floorspace should therefore be calculated as a maximum of 50% of the standard relevant to that within buildings. Thus the baseline standard for external areas would be a maximum of 1:40 per m2 gfa in Level 3 and 4 centres and 1:44m² per m² gfa in Level 1 and 2 centres. No accessibility reductions will be applied to external areas.

Explanatory Note on Hospitals

F.3.1 The Standard for Hospitals is based on the number of beds within long stay wards and those utilised for short stay operations e.g. day care and out-patients.

F.3.2 Where Hospitals propose substantial teaching elements or residential accommodation on site the appropriate standards for those uses should be utilised when considering new applications. Care should, however, be taken to ensure that double counting is avoided.

F.3.3 At least one 'drop-off/pick-up space' should be provided close to the main entrances of the buildings used for short stay operations and Accident and Emergency. Provision should also be made for taxi waiting areas at each main entrance.

F.3.4 Operational parking should make particular provision for the manoeuvring and parking of ambulances and ensure that conflicts with other users are minimised.

F.3.5 Travel Plans are particularly relevant to Hospitals due to the large amount of traffic generated. Hospitals should develop Parking Strategies for their site and immediate proximity covering the location of parking; prevention of 'displaced' parking; staff or visitor usage; definition of long and short stay and management issues, including charging.

Explanatory Note on Dwelling Houses

F.4.1 Residential parking – The figures identified for residential parking are maximum figures. The principles included within "Places, Streets and Movement: a companion guide to Design Bulletin 32" should form the basis for examining options for "off-plot" parking. The Residential Accessibility Questionnaire (Table G in the SPG 'Access and Parking') should be utilised, at the discretion of Local Planning Authorities, to identify opportunities to increase accessibility and/or reduce parking levels on individual housing developments.

F.4.2 The main focus of residential parking standards is to improve urban design and densities while at the same time avoiding on street parking problems. The calculation of average parking densities i.e. the 1.5 spaces per house figure should be based on new dwellings across the whole Local Authority area. However, with larger housing developments i.e. over 30 dwellings, the application of this figure to the whole development would be appropriate. Local authorities should use their discretion in calculating parking provision for larger residential properties with large curtilages, particularly in the countryside. It is recommended that monitoring of residential parking levels is undertaken for new residential developments following implementation of the proposal.

F.4.3 Individual garages, of minimum dimensions of 6 x 3m, count as one parking space. Double garages count as two parking spaces. Parking on driveways or under 'car ports' should be calculated on the basis of the number of vehicles that can easily be accommodated allowing for opening of any gates.

F.4.4 At least one secure cycle space should be provided for single bedroom residential properties and two where more than two bedrooms are to be provided. These may be provided in cycle sheds strategically located within the development. A standard size garage (6 x 3m) is considered capable of accommodating two cycles. Where no garage is provided alternative covered lockable provision should be made on or within 100 metres of the property.

Explanatory Note on mixed-use Development

F.5 Where mixed-use development is proposed (e.g. food and non-food retail), the total amount of parking should reflect the ratio of uses on the site, where uses have the same peaks of demand. Where peak demands occur at different times the dominant land use will form the basis for calculation. Opportunities for joint parking should be maximised wherever possible.

Bus and Rail Stations/Interchanges

F.6.1 Provision of short/long stay parking should be based on:

- The size of the Station/Interchange in relation to Lancashire, Blackpool and Blackburn Local Transport Plans (LTP) Interchange category.
- Existing and anticipated parking pressures identified by the rail/bus industry.
- Measures for parking management at town centre/edge of centre sites.
- A minimum of 5 parking spaces shall be provided at all rail stations of Lancashire LTP Category B and above where this is physically feasible.

F.6.2 **Limited Waiting:** "drop-off/pick-up" points should be provided for a minimum of three vehicles at Category A and B Interchanges. This is defined as being for a maximum of 30 minutes.

F.6.3 **Taxi parking/waiting:** A minimum of one space shall be provided at LTP Category C and Rural Interchanges, 2 at Category B Interchanges and 3 at Category A Interchanges.

F.6.4 **Motorcycles:** A minimum of two motorcycle anchor spaces/bars shall be provided at Category C and rural Interchanges with Category A and B Interchanges decided on merit.

F.6.5 **Bicycles:** A minimum of 2 cycle lockers should be provided at Interchange categories C, D (rail only) and R. Category B and A Interchanges will be decided on merit. All cycle and motorcycle parking shall be at well-lit locations close to the main pedestrian entrance to the station.

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Benefits Administration

Document produced by:

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Planning and Transportation Division
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APPENDIX C – ADVICE NOTE ON TEMPORARY CAR PARKS

Advice note on temporary car parks within and on the edge of Blackpool Town Centre

Background

1. This is an informal note which sets out how future proposals for temporary surface car parks within and on the edge of Blackpool town centre will be assessed by Development Management officers in accordance with relevant planning policy to ensure proposals are well considered and the Council adopts a consistent approach. It is informed by current policy and practice, recent officer discussions, and the interim guidance note on surface car parks (drafted in 2009).

Approach to assessing future proposals

2.1 To ensure that new surface car parks are not established in a piecemeal manner to the detriment of the visitor experience and town centre investment and regeneration activity, the applicant will be asked to provide supporting information[1] to demonstrate that:

- There is an identified need for the proposed car park which supports the vitality and viability of Blackpool town centre that cannot be met by existing provision in the locality. The applicant will have access to the Council's Town Centre Strategy and Car Parking Strategy (both expected to be adopted shortly) which will contain information on existing car parking provision including location, capacity and usage;
- The proposed car park and its access can integrate and connect safely with the existing highway network (by vehicle and on foot);
- The proposed car park does not introduce additional traffic movements that would undermine the ease of town centre access for all other highway users; and
- The proposed car park will incorporate appropriate proposals for hard surfacing, drainage, landscaping, boundary treatment, lighting and other public safety measures. These should be of higher quality if the car park is to be located on a prominent site, for example on a main gateway route into the town centre.

2.2 Where the principle of a new temporary car park is accepted, planning permission will be granted for a maximum period of three years.

2.3 Where the application relates to the renewal of a temporary permission, if there has been a material change of circumstances[2] or there is no longer an identified need then a further permission will be resisted. Where the principal of renewing the temporary permission is acceptable, planning permission will normally only be granted for a maximum period of one year.

2.4 Applicants will be encouraged to enter into pre-application discussions.

2.5 Traffic Management will be consulted on proposals and Parking Services will be notified.

2.6 Any planning permission will include conditions, which may consist of the following:

- Provision of hard surfacing, line markings, boundary treatment e.g. kick rail, signage, lighting and landscaping scheme (in accordance with approved plan and prior to car parking opening with the exception of landscaping which will be required within the first planning season);
- Appropriate facade treatment to exposed building(s) affected by any demolition work;
- Location of access to be in accordance with the approved plan;
- Type of car park i.e. length of stay.

[1] Section 62(3) of the Planning & Compulsory Purchase Act 1990 allows the local planning authority to require that a planning application includes evidence in support of anything relating to the application as they think necessary.
[2] Such as change in Council policy (Local Development Framework, Town Centre Strategy or Car Parking Strategy).

APPENDIX D – REVENUE COMPARISON WITH NEW TARIFFS

		Existing Usage			Existing Usage + 10%			Existing Usage +50%			Existing Usage -10%			Existing Usage -50%		
Car Park Group	Option	Forecast Revenue	Difference from Existing (£)	Difference from Existing (%)	Forecast Revenue	Difference from Existing (£)	Difference from Existing (%)	Forecast Revenue	Difference from Existing (£)	Difference from Existing (%)	Forecast Revenue	Difference from Existing (£)	Difference from Existing (%)	Forecast Revenue	Difference from Existing (£)	Difference from Existing (%)
All Parking	Proposed 2016/17 Tariffs	£ 4,496,327.63	£ 26,295.66	1%	£ 4,945,960.39	£ 475,928.42	11%	£ 6,744,491.45	£ 2,274,459.48	51%	£ 4,046,694.87	-£ 423,337.10	-9%	£ 2,248,163.82	-£ 2,221,868.16	-50%
	Option 1 (Low)	£ 4,036,083.53	-£ 433,948.44	-10%	£ 4,439,691.88	-£ 30,340.09	-1%	£ 6,054,125.30	£ 1,584,093.32	35%	£ 3,632,475.18	-£ 837,556.79	-19%	£ 2,018,041.77	-£ 2,451,990.21	-55%
	Option 2 (High)	£ 4,965,034.30	£ 495,002.33	11%	£ 5,461,537.74	£ 991,505.76	22%	£ 7,447,551.46	£ 2,977,519.49	67%	£ 4,468,530.87	-£ 1,501.10	0%	£ 2,482,517.15	-£ 1,987,514.82	-44%
	Option 3 (Seasonal)	£ 4,042,499.99	-£ 427,531.98	-10%	£ 4,446,749.99	-£ 23,281.98	-1%	£ 6,063,749.99	£ 1,593,718.02	36%	£ 3,638,249.99	-£ 831,781.98	-19%	£ 2,021,250.00	-£ 2,448,781.97	-55%
All Off-Street Parking	Proposed 2016/17 Tariffs	£ 3,619,923.78	£ 76,073.92	2%	£ 3,981,916.16	£ 438,066.30	12%	£ 5,429,885.67	£ 1,886,035.81	53%	£ 3,257,931.40	-£ 285,918.46	-8%	£ 1,809,961.89	-£ 1,733,887.97	-49%
	Option 1 (Low)	£ 3,256,120.28	-£ 287,729.58	-8%	£ 3,581,732.31	£ 37,882.44	1%	£ 4,884,180.42	£ 1,340,330.56	38%	£ 2,930,508.25	-£ 613,341.61	-17%	£ 1,628,060.14	-£ 1,915,789.72	-54%
	Option 2 (High)	£ 3,992,189.86	£ 448,340.00	13%	£ 4,391,408.84	£ 847,558.98	24%	£ 5,988,284.79	£ 2,444,434.93	69%	£ 3,592,970.87	£ 49,121.01	1%	£ 1,996,094.93	-£ 1,547,754.93	-44%
	Option 3 (Seasonal)	£ 3,206,003.31	-£ 337,846.55	-10%	£ 3,526,603.64	-£ 17,246.22	0%	£ 4,809,004.96	£ 1,265,155.10	36%	£ 2,885,402.98	-£ 658,446.88	-19%	£ 1,603,001.65	-£ 1,940,848.21	-55%
All On-Street Parking	Proposed 2016/17 Tariffs	£ 876,403.85	-£ 49,778.26	-5%	£ 964,044.23	£ 37,862.12	4%	£ 1,314,605.77	£ 388,423.66	42%	£ 788,763.46	-£ 137,418.65	-15%	£ 438,201.92	-£ 487,980.19	-53%
	Option 1 (Low)	£ 779,963.25	-£ 146,218.86	-16%	£ 857,959.58	-£ 68,222.53	-7%	£ 1,169,944.88	£ 243,762.77	26%	£ 701,966.93	-£ 224,215.18	-24%	£ 389,981.63	-£ 536,200.48	-58%
	Option 2 (High)	£ 972,844.45	£ 46,662.34	5%	£ 1,070,128.89	£ 143,946.78	16%	£ 1,459,266.67	£ 533,084.56	58%	£ 875,560.00	-£ 50,622.11	-5%	£ 486,422.22	-£ 439,759.89	-47%
	Option 3 (Seasonal)	£ 836,496.68	-£ 89,685.43	-10%	£ 920,146.35	-£ 6,035.76	-1%	£ 1,254,745.03	£ 328,562.92	35%	£ 752,847.02	-£ 173,335.09	-19%	£ 418,248.34	-£ 507,933.77	-55%
Tariff Group 1	Proposed 2016/17 Tariffs	£ 2,648,508.40	£ 161,803.40	7%	£ 2,913,359.24	£ 426,654.24	17%	£ 3,972,762.61	£ 1,486,057.61	60%	£ 2,383,657.56	-£ 103,047.44	-4%	£ 1,324,254.20	-£ 1,162,450.80	-47%
	Option 1 (Low)	£ 2,371,841.89	-£ 114,863.11	-5%	£ 2,609,026.07	£ 122,321.07	5%	£ 3,557,762.83	£ 1,071,057.83	43%	£ 2,134,657.70	-£ 352,047.30	-14%	£ 1,185,920.94	-£ 1,300,784.06	-52%
	Option 2 (High)	£ 2,925,315.60	£ 438,610.60	18%	£ 3,217,847.16	£ 731,142.16	29%	£ 4,387,973.40	£ 1,901,268.40	76%	£ 2,632,784.04	£ 146,079.04	6%	£ 1,462,657.80	-£ 1,024,047.20	-41%
	Option 3 (Seasonal)	£ 2,308,522.36	-£ 178,182.64	-7%	£ 2,539,374.60	£ 52,669.60	2%	£ 3,462,783.54	£ 976,078.54	39%	£ 2,077,670.13	-£ 409,034.87	-16%	£ 1,154,261.18	-£ 1,332,443.82	-54%
Tariff Group 2	Proposed 2016/17 Tariffs	£ 160,217.10	£ 22,400.43	16%	£ 176,238.81	£ 38,422.14	28%	£ 240,325.65	£ 102,508.98	74%	£ 144,195.39	£ 6,378.72	5%	£ 80,108.55	-£ 57,708.12	-42%
	Option 1 (Low)	£ 151,567.42	£ 13,750.75	10%	£ 166,724.16	£ 28,907.49	21%	£ 227,351.13	£ 89,534.46	65%	£ 136,410.68	-£ 1,405.99	-1%	£ 75,783.71	-£ 62,032.96	-45%
	Option 2 (High)	£ 176,484.94	£ 38,668.27	28%	£ 194,133.43	£ 56,316.77	41%	£ 264,727.41	£ 126,910.74	92%	£ 158,836.45	£ 21,019.78	15%	£ 88,242.47	-£ 49,574.20	-36%
	Option 3 (Seasonal)	£ 146,329.50	£ 8,512.83	6%	£ 160,962.44	£ 23,145.78	17%	£ 219,494.24	£ 81,677.58	59%	£ 131,696.55	-£ 6,120.12	-4%	£ 73,164.75	-£ 64,651.92	-47%
Tariff Group 3	Proposed 2016/17 Tariffs	£ 365,545.45	-£ 143,441.22	-28%	£ 402,100.00	-£ 106,886.67	-21%	£ 548,318.18	£ 39,331.51	8%	£ 328,990.91	-£ 179,995.76	-35%	£ 182,772.73	-£ 326,213.94	-64%
	Option 1 (Low)	£ 328,990.91	-£ 179,995.76	-35%	£ 361,890.00	-£ 147,096.67	-29%	£ 493,486.36	-£ 15,500.31	-3%	£ 296,091.81	-£ 212,894.85	-42%	£ 164,495.45	-£ 344,491.21	-68%
	Option 2 (High)	£ 402,100.00	-£ 106,886.67	-21%	£ 442,309.99	-£ 66,676.67	-13%	£ 603,149.99	£ 94,163.33	19%	£ 361,890.00	-£ 147,096.67	-29%	£ 201,050.00	-£ 307,936.67	-60%
	Option 3 (Seasonal)	£ 335,818.20	-£ 173,168.46	-34%	£ 369,400.03	-£ 139,586.64	-27%	£ 503,727.31	-£ 5,259.36	-1%	£ 302,236.38	-£ 206,750.28	-41%	£ 167,909.10	-£ 341,077.56	-67%
South Beach	Proposed 2016/17 Tariffs	£ 179,151.57	£ 17,228.79	11%	£ 197,066.73	£ 35,143.95	22%	£ 268,727.36	£ 106,804.58	66%	£ 161,236.42	-£ 686.36	0%	£ 89,575.79	-£ 72,346.99	-45%
	Option 1 (Low)	£ 161,448.70	-£ 474.08	0%	£ 177,593.57	£ 15,670.79	10%	£ 242,173.05	£ 80,250.27	50%	£ 145,303.83	-£ 16,618.95	-10%	£ 80,724.35	-£ 81,198.43	-50%
	Option 2 (High)	£ 197,279.01	£ 35,356.23	22%	£ 217,006.91	£ 55,084.13	34%	£ 295,918.52	£ 133,995.74	83%	£ 177,551.11	£ 15,628.33	10%	£ 98,639.51	-£ 63,283.27	-39%
	Option 3 (Seasonal)	£ 151,976.13	-£ 9,946.65	-6%	£ 167,173.74	£ 5,250.96	3%	£ 227,964.19	£ 66,041.41	41%	£ 136,778.51	-£ 25,144.26	-16%	£ 75,988.06	-£ 85,934.71	-53%
Gynn Square	Proposed 2016/17 Tariffs	£ 20,232.14	-£ 5,577.03	-22%	£ 22,255.35	-£ 3,553.81	-14%	£ 30,348.21	£ 4,539.04	18%	£ 18,208.92	-£ 7,600.24	-29%	£ 10,116.07	-£ 15,693.10	-61%
	Option 1 (Low)	£ 18,348.51	-£ 7,460.66	-29%	£ 20,183.36	-£ 5,625.81	-22%	£ 27,522.76	£ 1,713.60	7%	£ 16,513.66	-£ 9,295.51	-36%	£ 9,174.25	-£ 16,634.91	-64%
	Option 2 (High)	£ 22,394.94	-£ 3,414.23	-13%	£ 24,634.43	-£ 1,174.74	-5%	£ 33,592.41	£ 7,783.24	30%	£ 20,155.44	-£ 5,653.72	-22%	£ 11,197.47	-£ 14,611.70	-57%
	Option 3 (Seasonal)	£ 17,496.57	-£ 8,312.60	-32%	£ 19,246.22	-£ 6,562.94	-25%	£ 26,244.85	£ 435.68	2%	£ 15,746.91	-£ 10,062.26	-39%	£ 8,748.28	-£ 17,060.88	-66%
Tower Street	Proposed 2016/17 Tariffs	£ 234,684.05	£ 22,806.55	11%	£ 258,152.46	£ 46,274.96	22%	£ 352,026.08	£ 140,148.58	66%	£ 211,215.65	-£ 661.85	0%	£ 117,342.03	-£ 94,535.47	-45%
	Option 1 (Low)	£ 213,496.30	£ 1,618.80	1%	£ 234,845.93	£ 22,968.43	11%	£ 320,244.45	£ 108,366.95	51%	£ 192,146.67	-£ 19,730.83	-9%	£ 106,748.15	-£ 105,129.35	-50%
	Option 2 (High)	£ 255,871.80	£ 43,994.30	21%	£ 281,458.98	£ 69,581.48	33%	£ 383,807.70	£ 171,930.20	81%	£ 230,284.62	£ 18,407.12	9%	£ 127,935.90	-£ 83,941.60	-40%
	Option 3 (Seasonal)	£ 234,684.05	£ 22,806.55	11%	£ 258,152.46	£ 46,274.96	22%	£ 352,026.08	£ 140,148.58	66%	£ 211,215.65	-£ 661.85	0%	£ 117,342.03	-£ 94,535.47	-45%
Filey Place	Proposed 2016/17 Tariffs	£ 11,585.07	£ 852.98	8%	£ 12,743.57	£ 2,011.49	19%	£ 17,377.60	£ 6,645.52	62%	£ 10,426.56	-£ 305.52	-3%	£ 5,792.53	-£ 4,939.55	-46%
	Option 1 (Low)	£ 10,426.56	-£ 305.52	-3%	£ 11,469.22	£ 737.13	7%	£ 15,639.84	£ 4,907.76	46%	£ 9,383.90	-£ 1,348.18	-13%	£ 5,213.28	-£ 5,518.80	-51%
	Option 2 (High)	£ 12,743.57	£ 2,011.49	19%	£ 14,017.93	£ 3,285.85	31%	£ 19,115.36	£ 8,383.28	78%	£ 11,469.22	£ 737.13	7%	£ 6,371.79	-£ 4,360.30	-41%
	Option 3 (Seasonal)	£ 11,176.50	£ 444.42	4%	£ 12,294.15	£ 1,562.07	15%	£ 16,764.76	£ 6,032.67	56%	£ 10,058.85	-£ 673.23	-6%	£ 5,588.25	-£ 5,143.83	-48%
On-Street (Promenade)	Proposed 2016/17 Tariffs	£ 414,392.72	-£ 71,778.79	-15%	£ 455,831.99	-£ 30,339.52	-6%	£ 621,589.08	£ 135,417.57	28%	£ 372,953.45	-£ 113,218.06	-23%	£ 207,196.36	-£ 278,975.15	-57%
	Option 1 (Low)	£ 372,953.45	-£ 113,218.06	-23%	£ 410,248.79	-£ 75,922.72	-16%	£ 559,430.17	£ 73,258.66	15%	£ 335,658.10	-£ 150,513.41	-31%	£ 186,476.72	-£ 299,694.79	-62%
	Option 2 (High)	£ 455,831.99	-£ 30,339.52	-6%	£ 501,415.19	£ 15,243.68	3%	£ 683,747.99	£ 197,576.48	41%	£ 410,248.79	-£ 75,922.72	-16%	£ 227,916.00	-£ 258,255.51	-53%
	Option 3 (Seasonal)	£ 374,485.55	-£ 111,685.96	-23%	£ 411,934.11	-£ 74,237.40	-15%	£ 561,728.33	£ 75,556.82	16%	£ 337,037.00	-£ 149,134.51	-31%	£ 187,242.78	-£ 298,928.73	-61%
On-Street (Town Centre)	Proposed 2016/17 Tariffs	£ 462,011.13	£ 22,000.53	5%	£ 508,212.24	£ 68,201.64	16%	£ 693,016.70	£ 253,006.10	58%	£ 415,810.02	-£ 24,200.58	-5%	£ 231,005.57	-£ 209,005.04	-48%
	Option 1 (Low)	£ 407,009.81	-£ 33,000.79	-7%	£ 447,710.79	£ 7,700.19	2%	£ 610,514.71	£ 170,504.11	39%	£ 366,308.82	-£ 73,701.78	-17%	£ 203,504.90	-£ 236,505.70	-54%
	Option 2 (High)	£ 517,012.46	£ 77,001.86	18%	£ 568,713.70	£ 128,703.10	29%	£ 775,518.68	£ 335,508.08	76%	£ 465,311.21	£ 25,300.61	6%	£ 258,506.23	-£ 181,504.37	-41%
	Option 3 (Seasonal)	£ 462,011.13	£ 22,000.53	5%	£ 508,212.24	£ 68,201.64	16%	£ 693,016.70	£ 253,006.10	58%	£ 415,810.02	-£ 24,200.58	-5%	£ 231,005.57	-£ 209,005.04	-48%

APPENDIX E –BLACKPOOL PARKING SYSTEMS TECHNICAL NOTE

Project:	**Blackpool Strategic Parking Review**	Job No:
Subject:	**Review of Cashless Parking Systems**	
Prepared by:	**Christopher Peachey**	Date:
Checked by:	**Duncan Carter**	Date:
Approved by:	**Adam Leary**	Date:

1 INTRODUCTION TO PAYMENT SYSTEMS

1.1 Introduction

1.1.1 AECOM have been commissioned by Blackpool Council to undertake a Strategic Parking Review, as part of this review AECOM has assessed a range of parking payment systems and technology. The aim of this work is to undertake a comprehensive evaluation of available cashless payment systems and providers, to understand the relative issues and opportunities associated with each one, and provide recommendations for a preferred option for implementation in car parks across Blackpool.

1.1.2 This work will focus on a number of key points, including:

- Wider equipment and infrastructure requirements to support the chosen technology e.g. ANPR cameras, barriers, internet and mobile connectivity;
- How the systems work in terms of operation and enforcement;
- Advantages and disadvantages of each system from both a Council and a system user (motorist) perspective and do these vary depending on the type of facility (e.g. a surface or multi-storey facility); and
- What are the various costs associated with each system in terms of capital, connectivity, revenue, ongoing running costs, maintenance and repair, subscription to supplier, costs for the customer etc.

1.2 What is Cashless Parking?

1.2.1 There are two elements to cashless parking. These are:

Direct Tel: 44 (0)151 331 8907
T +44 (0)151 331 8900
F +44 (0)151 331 8999
www.aecom.com

Exchange Court
1 Dale Street
Liverpool
L2 2ET
United Kingdom

- The standard, proven approach of providing parking machines which allow payment by credit/debit card (either by chip and pin or by near field communication (NFC) i.e., tapping your card against a reader.

- A newer more innovative approach which intends to move away from the requirement for a parking machine by providing the ability to pay by other devices such as a mobile phone or a computer online.

1.2.2 There are numerous parking machine providers all with varying models which range in price and functionality. These systems are already well known and understood and readily available as off the shelf products for installation. They also attract a higher cost outlay, date easily and require maintenance and paper tickets, in comparison to cashless pay by phone systems.

1.2.3 Modern cashless systems which have been adopted by numerous local authorities now shift the onus of providing new technology to the motorists (in the form of modern mobile phones) and service provider, so removing the cost implications to the Council of providing new pay and display machines. This report therefore primarily focuses on the second of the points – the removal of the reliance on parking machines.

1.2.4 The majority of the providers have systems which operate in a similar way and enable users to pay for their parking by first registering with the system operator relevant to the car park they want to use. This process creates a user account which is able to be monitored and updated, for example with changes to vehicle registration numbers (VRNs), contact and payment details. The accounts typically also provide access to receipts, invoices and details of the user's history of parking events.

1.2.5 Once registration is complete, users are then able to pay using their phone, either by ringing a number, sending a text, using a free app or going on the internet. By providing information on the car park identification code, their proposed duration and typically confirmation of the three digit security code from their pre-registered payment card (CVV2 code), payment for parking can be undertaken whilst on the move with confirmation generally provided either verbally over the phone or via a text message (this is optional on some systems and at extra cost).

1.2.6 One of the key factors of the cashless approach is that the system is usually outsourced to a service provider (such as those outlined below). If multiple providers are available at car parks across an area, users are required to register with each provider before they can use the cashless payment system. This can lead to the requirement for users to have multiple accounts if there are different service providers within an area, to ensure that they can pay to park when they arrive on site.

1.2.7 Cashless parking offers the opportunity for decreasing costs for the operators which can be achieved through the reduction of the following:

- Operational cost with tickets and printing ink no longer required;
- Risk of holding cash on the street;
- Vandalism and theft; and
- Risk of receiving counterfeit coins.

1.2.8 Cashless parking presents the opportunity for removing parking machines. These machines have several disadvantages:

- They are costly to maintain, with older models likely to require more maintenance;
- They lead to cash being stored on the street or in the car park which has security concerns and can lead to theft and vandalism;
- They attract costs associated with the collection and processing of cash on a regular basis; and
- There is a cost associated with the provision of tickets and printing.

1.2.9 It is important to note that these savings are only realised if cashless parking replaces pay and display parking, with the two systems operating in tandem not presenting cost reductions to the operator.

1.3 SWOT Analysis of Cashless Parking

1.3.1 The following points below are a summary of a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for cashless parking. The analysis is not based on any one particular system and addresses all payment and operating methods including phone based systems and modern parking payment machines.

Strengths:

- Prevents the need for motorists to carry coins which by some is seen as an inconvenience;
- Phone based systems mean motorists can usually extend their parking duration remotely and can receive notification that their parking session is coming to an end;

- Contactless or NFC payments are viewed as being quicker and more efficient methods of payment;
- Reduces the risk associated with keeping money in machines on the street and the associated theft and vandalism from this which incurs cost;
- Paying by phone or app reduces costs from the removal of the need to print tickets (also sustainable) as well as to collect and process cash; and
- Most of the phone based systems are hosted on a platform monitored by the system provider, reducing the back office costs associated with monitoring the system.

Weaknesses:

- For phone based parking systems where no physical ticket is issued, it can be more time consuming for CEOs to cross check vehicles whose owners have paid by phone, in comparison to checking a ticket which has been displayed. Typically either individual VRNs are entered into the CEOs hand held machines or alternatively lists of valid VRNs are downloaded to cross check against the parked vehicles, which is difficult in a large parking area. This is something which could be overcome through the use of ANPR technology if this was approved by the DfT or through the use of hand held devices which allow CEOs to scan number plates which are then automatically checked against the list of approved vehicles to quickly identify if the vehicle has paid or not;
- Registration is required by new users which can take time and may put some motorists off. Separate registrations are required with each system operator;
- There is often an additional fee (generally covered by the motorist) in addition to the tariff attached to using the system and carrying out a transaction. Reminder texts also attract an additional cost;
- Although the provision of alternative cash payments (such as scratch cards and via PayPoint) remove the requirement for motorists to have access to a mobile phone or debit/credit card, there would need to be provision to allow users time to obtain a ticket without attracting a fine; and
- Machines which accept credit cards are generally more complex that the existing coin enabled payment machines and as such can cost more to maintain and repair.

Opportunities

- Cashless parking presents the opportunity in the future to combine paying for travel and other transport costs (such as tolls, public transport, and Park and Ride) which would increase its utility since the transport cards are generally pre-paid. This would be especially useful to motorists at stations who could pay for their parking, train, and tram or bus tickets in one. Payment could be made either through NFC (such as the Oyster card system or a Contactless Credit or Debit Card) or via phones (NFC stickers stuck to the back) with text confirmations being shown to the driver onboard the bus or conductor on the train etc;

- There is the opportunity for cashless parking to be used in conjunction with other schemes such as Carbon-Metering Parking (CMP) where vehicles which emit lower emissions pay a reduced tariff, or offers from local retailers such as reduced or free parking for a certain duration if motorists spend in their establishment. When motorists select to pay by cashless parking, their VRN is reviewed against DVLA records to determine the vehicle type and its emission level which then automatically assigns either the standard tariff or the reduced tariff depending upon the outcome and in line with the pre-set criteria from the car park operator. An example would be if a car has a low emissions rating, it is entitled to a reduced tariff which is cheaper than the standard tariff. Working with retailers, if a customer spent a certain amount in their store, they could log online and add additional credit to the customers parking session by extending the duration against the customers VRN.

Threats

- The system is often not embraced by motorists who are reluctant to rely on their phones for making payments;

- With multiple providers of cashless parking, there is a risk that there will be numerous systems within a given geographical region, all which require motorists to register first and which are likely to have different operating instructions and terms and conditions, making the process confusing for motorists; and

- There is a threat that the technology will continue to evolve making existing methods outdated. Examples of this include the evolution of Near Field Communications (NFC) where users tap their card or their phone (which has a built in reader or sticker on the back) against a payment terminal to pay for parking which is much quicker than sending messages or completing online fields.

1.4 Press Review of Cashless Parking and Public Opinion

1.4.1 There are numerous articles published online which outline the concept of cashless parking, as well as press articles reviewing a scheme in operation. These articles usually attract a range of comments and feedback from the public (readers and motorists). Comments relevant to the application of cashless parking have been reviewed and the findings are summarised below:

- Cashless parking systems are on the rise, 2015 was the first year in retail history where card payments overtook cash payments, this has been widely attributed to the rise in contactless technology and the increased daily limit to £30 spend on a contactless card;

- Cashless parking systems should look to include the ability to also pay for public transport and other motoring costs such as tolls, for example through an 'Oyster card' system such as that in operation in London. This is becoming increasingly more realistic with the rise in NFC technology which is built directly into bank cards and enables payment to be made simply by holding a valid bank card next to a reader;

- The ability to remotely increase your parking duration may lead to a slower turnover of spaces, with motorists more inclined to stay longer. Whilst this can be beneficial to the local economy, it may present problems in areas with high demand for car parking spaces;

- There is the potential for multiple cashless providers to be in operation across a small area which causes problems for users who have to register each time or understand the variances between the rules and regulations of each system. There are concerns that there will be no or limited compatibility between the numerous schemes, however conversations with operators would contradict this;

- There are concerns with regards to security for some of the payment methods and the safe storage and transmission of data. One example outlined the risk associated with reading out a debit/credit card number in public when paying over the phone. Another stated they would feel quite vulnerable stood on the street with their mobile phone in one hand and their bank card in the other. These are however easy to overcome, such as providing the opportunity for users to type in their number rather than say it; and

- Cashless parking is considered a form of social exclusion by some people, given that they rely on phone and credit card ownership, however the majority of schemes continue to offer a range of payment methods (such as paying at PayPoints in retailers or purchasing scratch cards). This recognises the fact that not everyone has access to a phone or debit/credit card and that there are varying levels of disability which affect people's ability to pay by different methods (for example someone with hearing difficulties may not be able to call a number to follow instructions to pay for parking, or those with dexterity issues may find texting unsuitable).

1.5 Future Industry Trends

1.5.1 There are several trends which are expected to further change the way users park and pay to park. Examples include:

- The pairing of event tickets with parking tickets – where a user purchases a ticket for an event combined with a ticket to reserve or pay for their parking.
- The use of NFC is becoming increasingly common with users simply required to touch or hold their card or phone close to the payment terminal for payment to be taken wirelessly. This system is already in operation in retailers but has the potential to extend to car parks, replacing the traditional 'chip and pin' technique; and
- The use of Carbon Metered Parking (CMP) whereby vehicles are charged a tariff which corresponds to their vehicles emissions rating. Whilst this has been in operation for a number of years it is something which is likely to be more prominent given the increased pressure on local authorities to address air quality concerns and promote more sustainable travel. Whilst this is a good concept, given the improving emissions ratings of new vehicles, it may be less applicable in the future as more new vehicles are now achieving improved performance ratings compared to older models. Under existing CMP schemes, those with more environmentally friendly vehicles pay less than the standard tariff for parking, as opposed to those with higher emissions paying more.

1.6 Security Requirements

1.6.1 There are additional security concerns which need to be factored in when applying cashless payment methods to parking. The experience of paying for parking using a cashless method is much more personal than paying with coins at a machine; with users not only having to provide details of their vehicle, but also their name, address and bank/payment details.

1.6.2 It is essential that this information is both stored and transmitted safely to minimise instances of fraud and to instil peace of mind to the motorist.

1.6.3 Most services comply with the Payment Card Industry (PCI) Data Security Standards (DSS) which are a basic set of requirements, presented and administered by the PCI Security Standards Council, which must be complied with by all entities that store, process, and/or transmit cardholder data. There are 4 varying levels of compliance which are based around the volume of transactions over a 12 month period. Further information and advice on this can be found from the PCI Council on their website at www.pcisecuritystandards.org.

1.6.4 Payment of monies to the local authority could be undertaken in two ways; with the local authority as the merchant or the system provider as the merchant. This will depend upon the Councils preference and any rates which are available (i.e. the system provider may be able to offer favourable rates).

1.7 Industry Guidance

1.7.1 The British Parking Association (BPA) produced in March 2012 a Practical Parking Note entitled "Technology in the Parking Industry". This document provides an overview of the current trends in parking which includes a shift towards providing alternative payment methods coupled with modern equipment for monitoring and enforcement. The benefits to parking operators are more accurate parking information and targeted enforcement where as the user benefits from a more flexible and convenient parking service.

1.7.2 The document outlines that there are three main technology trends which are impacting upon the parking industry. There are:

- **Cashless Parking** - There has been a decrease in Pay & Display machines in favour of cashless parking systems which use credit/debit cards as well as parking using a mobile phone.

- **Real-time Parking Information** - Car park users are increasingly relying on their mobile phones and apps to provide "information on a car park's precise location, opening hours, tariff and facilities".

- **Automatic Number Plate Recognition (ANPR)** - The recording of a driver's registration plate upon arrival and departure from a car park enables the duration of stay to be automatically applied. An image is produced which can be used as evidence in the event of a dispute. This equipment is stated as being 99% accurate when reading number plates and can also recognise dirty, private, foreign and deliberately changed plates.

1.7.3 Given the increasing trend in the use and application of cashless parking systems (as documented below) there are several guidelines which have been produced to ensure that the technology is regulated. The following guidelines are extracted from a range of guidance provided by the BPA and the Department for Transport (DfT):

- Provider must NOT make the assumption that everyone has access to and the ability to use a mobile phone, or that all phones are able to support internet or app uses. Several methods of applying for parking should be made available – i.e. a phone number as well as a the ability to text or use and app;

- There are a number of requirements of voice recognition services on phone lines including being able to recognise VRN's that are spoken and distinguish between first time users and those already within a parking session;
- Ensure enforcement proposals put forward are compliant with the Transport Management Act 2004;
- Ensure that there is a robust and transparent audit trail in place;
- Fully compliant with the Data Protection Act with personal data being encrypted; and
- The system is able to produce VAT receipts.

2. AVAILABLE CASHLESS PARKING SYSTEMS

2.1 Introduction

2.1.1 This chapter provides a baseline summary of the available cashless parking systems (both phone based and machine based) in terms of their background, capabilities and operational requirements. The first part focuses on phone based cashless parking systems with cashless parking through new machines.

2.1.2 The systems are presented in alphabetical order. Varying levels of information are available for each of the system providers. Where possible the information presented on the operator's websites has been supplemented following telephone calls, face to face discussions and additional correspondence.

2.2 Connect Cashless Parking

2.2.1 Connect Cashless Parking provides a method for car park customers to pay for their parking without using cash in selected car parks which participate in their scheme. Car park users call a telephone number (0845 prefix) and select the relevant details of their car (if multiple vehicles are registered) and proposed duration. Registered users can text to arrange parking and those with the internet on their mobile can access the mobile version of the website or download the app. This is available to both android and iPhone users.

2.2.2 Registration can also be undertaken online at https://www.connectcashlessparking.com/ where payment can be made for parking sessions to occur in the near future. Registration is free for the service and a text confirmation is sent upon registration to confirm the parking session has commenced. SMS confirmations and reminders (optional) are charges at 10p per message.

2.2.3 Receipts can be obtained and printed from the website by logging in to your user account. The system is in operation across 316 car parks in 214 locations in the UK. A transaction fee of 20p is applied in addition to the tariffs and is taken as part of the payment process. This is a mandatory fee and is either absorbed by the car park operator (council) or paid by the motorist.

2.2.4 There are a number of new features which are listed on the website as 'coming soon'. These include Business Accounts, CO2 Emissions Discounting Scheme, Smart Phone Upgrades and APCOA Connect Users. The Connect Cashless Parking system is applied by APCOA in a range of (predominately private) car parks across the UK. APCOA is a private car park management provider.

2.3 Dash

2.3.1 Dash, facilitated by Adaptis, enables parking to be undertaken using a mobile phone, supporting payment via text, phone call, app and online. The first time motorists use the system they are required to complete a registration process. If this is done by phone, users enter their payment details and are then transferred to a call centre to provide their vehicle registration, parking location and duration details. This then completes the registration and the parking event begins. This vehicle and payment method becomes the default setting for future uses. Registration can also be undertaken online or by sending a text with a Vehicle Registration Number on it to the advertised short text code. This will prompt an automatic call back to ascertain the payment details and location and duration. Registration typically takes up to 90 seconds to complete, so long as the motorist knows their VRN and location code. Durations can be topped up remotely prior to the expiry of a parking session.

2.3.2 For those with no mobile or payment card, Dash have successfully teamed up with PayPoint in the London Borough of Brent to offer the ability for users to pay for their parking with cash at participating retailers. This does however require users to first set up their transaction online and then print a code to be scanned by the PayPoint system to make the payment. The majority of the locations where Dash is available, it is offered alongside cash payment machines as a convenience for the motorist.

2.3.3 Typically, for each parking session there is a convenience transaction cost of 10p which is mandatory, a confirmation text message (also mandatory) of 10p and then the option of receiving a reminder when your parking is about to expire for a further 10p. Receipts are available for free via email or through logging on to user accounts. Emails or SMS messages sent with reminders of User ID or passwords do not incur a charge. The cost of supplying the signage for advertising the system is usually, within reason, covered by the system provider.

2.3.4 Cashless parking events are forwarded to the handheld computers used by the CEOs – no paper tickets are required to be displayed if this method of payment is undertaken. There is also the option of offering permits and discount cards alongside the cashless system to offer discounted parking or free parking for permit holders. These can be managed either virtually or in paper format depending upon the councils requirements. Dash's permit system enables users to apply online and upload the required proofs and documentation to apply for permits. It also has the ability to cross check user details from central databases to assess eligibility. Additionally there is the option to offer permits or even tariffs which reflect the CO2 emission level of the vehicle, in line with the DVLA database.

2.3.5 The service is in operation across the UK, including at a number of local authority car parks in Stoke-on-Trent, Lichfield, Enfield, Brent and Stafford. The company is able to provide the

facility to pay on arrival or pay on exit from the car park, albeit supported by ANPR cameras or barriers.

2.3.6 Further information on the company can be found on their website at: http://ukparking.dashcardservices.com/dash/_public/home/

2.4 Metric Mobile

2.4.1 Metric Mobile enables motorists to pay for parking either in the conventional way using coins or by utilising the Phone and Pay service, operated by Bemrose Booth. Users call the dedicated local number (inclusive in most phone tariffs), provide their payment details and VRN (only required once at registration) quote the car park or parking zone reference and payment is taken instantly.

2.4.2 Registration and payment can also be made via text by following the instructions provided on the signs and side of parking machines. There is no requirement for pre-registration before arrival at a site. There is a mandatory transaction charge of 20p for paying by phone which is in addition to the tariff. This covers a convenience charge and the cost of receiving a confirmation text. Optional text messages (at an additional cost of 10p) can be requested to remind motorists when their parking session is about to expire. When users have used the system once, their data is stored to ensure a quicker transaction on their next visit.

2.4.3 Further information on the company can be found on their website at: http://www.metricmobile.co.uk/

2.5 MiPermit

2.5.1 MiPermit enables motorists to pay for parking using mobile phones, text messages, apps or the internet and has been taken up by several local authorities such as Malvern Hills District Council. Registration online is required before the system can be used by motorists for the first time. New users of the system text the word ‘PARK’ and their vehicle registration number to a specified number and then receive a call back to set up payment – registration doesn’t need to be done before arriving at a car park. Once creating their account via SMS, users will receive a PIN which can be used to access their account.

2.5.2 The system allows users to specify the duration they want to park for and also to extend their stay once their parking event has commenced. Users manage their accounts through the online portal. Through this portal, additional vehicle registrations numbers can be registered, receipts printed and account history viewed. Single accounts are able to be shared between multiple people, for example if you share vehicles with colleagues or a partner. New members can be added on to an existing account and they will receive their own PIN number to their

mobile phone. All stays undertaken by members are charged against the main account. Members can be assigned to vehicles to restrict and manage their usage of the account, or similarly, all members can be assigned to all vehicles.

2.5.3 It is possible to arrange for parking up to 7 days in advance using their website. There is the ability to cancel this parking if it has not started and is no longer required.

2.5.4 Season tickets, where offered by local authorities operating the car parks, can be managed through the site; however it is not a requirement for season ticket holders to have an account with MiPermit.

2.5.5 There is a 10p transaction charge with each parking session with reminder texts an additional 10p. It is not clear if there is a further charge associated with receiving a confirmation text as with other providers.

2.5.6 They have currently undertaken a project in Bath for North East Somerset Council which went live in March 2013 and replaced an existing cashless and ICPS back office operating system providing considerable savings to the local authority.

2.5.7 Further information on the company can be found on their website at: http://www.mipermit.com/#

2.6 Parkmobile (with RingGo)

2.6.1 Parkmobile, in partnership with RingGo, offers integrated solutions for the management of parking related issues. They present two parking models:

- Traditional Pay & Display method – durations are predetermined; and
- Start/stop – a solution where motorists choose when they want their parking event to finish and actively end the session, rather than letting it expire.

2.6.2 Car park users can pay for parking using their phone to either call, text of use the app by providing details of the car parks location code and their duration (if required, depending upon the model adopted). The Parkmobile app is free to download to Apple, Android and Blackberry devices.

2.6.3 When setting up the system, no capital investments are required by the car park owners/operators, and varying tariffs and changes to the tariff structure can be easily accommodated at no additional cost to the client. Signs to promote and advertise the feature

at the car parks will be designed and displayed in conjunction with the operator. As per other systems, motorists can review their account online.

2.6.4 Digital Parking Permits systems are available and can be managed to accommodate a range of permits. Users apply online and the application is authorised by the car park operator/owner and payment taken. Electronic permits are issued once, and can take several forms; just the registration as a reference, a barcode sticker or a RFID transponder card. Any changes to the permit can be changed in the central database which means the permit itself remains valid. Replacing paper permits helps to reduce operational costs, reduce fraud and increase flexibility.

2.6.5 Parkmobile have a centralised parking database, a platform which records and stores every parking event, manages permits and claims to be capable of being integrated with any enforcement systems (such as handheld devices used by CEOs). Their system can link with ANPR and GPRS systems. The systems can be used as a management tool for controlling parking and reviewing parking patterns and statistics. Access for the car park operator/owner to the central database is provided through a secure web portal and is available upon demand.

2.6.6 Parkmobile have been audited to be Level 1 PCI DSS accredited (the highest possible). Their system is run in conjunction with RingGo. Further information on the company can be found on their website at: http://www.parkmobile.co.uk/

2.7 Paybyphone

2.7.1 Paybyphone is owned by the PayPoint family and currently works with over 50 local authorities in the UK providing them with the ability to offer cashless parking. Over 5 million users are registered with the system and they manage over £70,000 of transactions a day from these users. They also provide the system in Canada, USA and France.

2.7.2 The system allows users to pay for parking using a Visa, MasterCard or Maestro card via a number of methods outlined below.

2.7.3 All users are required to register before they can use the system. This can be done either online or by calling the advertised number, sending a text containing your VRN which triggers a callback. Registration done by mobile phone involves providing your payment details to a verbal recognition scheme with vehicle registration details (if not provided via the initiation text) given to a call centre staff member. If a user provides an email address it can be used for sending free receipts for parking sessions.

2.7.4 Once registered, users can either:

- Call a local number which is advertised on signage in the car park and enter a four digit location code, select how long they wish to park for, and enter the security code from their payment card to activate a parking session. Verbal confirmation is provided that the parking session has begun and the vehicle registration will appear on the hand held units operated by the parking enforcement officers. Users are able to re-dial the number to extend their parking session at any time and can request a text message confirmation by altering their user settings in their profile.

- Send a text message detailing their location, duration and the card security number to activate their parking stay. Users with multiple vehicles registered should also include the registration number of the vehicle they wish to park. Users receive a text message within 5 minutes to confirm their parking session has begun and can extend their duration at any time by texting an updated duration. Users can also stop a parking session within the first 5 minutes if they realise they have made a mistake by texting the number.

- Use the website which is mobile enabled, accessible at https://paybyphone.co.uk/. Users can use the website to pay for parking to start immediately by completing the fields to activate their parking session. This method also allows users to view and manage their account. Through the website, permits and tickets can be pre-booked online. As an example this facility is currently used in Westminster to allow users to purchase and manage daily, weekly, monthly, quarterly and annual motorcycle parking permits.

- Finally users can download a free app which allows for quick payment using a mobile phone and is available for iPhone, Android, Blackberry phones. The app allows users to register, securely pay for parking, monitor and extend parking sessions remotely, manage account details. The app also provides a reminder of where your vehicle is parked.

2.7.5 Once a motorist has requested a parking event and paid, their VRN and duration is instantly (dependent upon internet access) updated on the CEO's handheld units. These entries are colour coded to allow easy identification of vehicles which have exceeded their pre-paid duration and should no longer be parked at the location.

2.7.6 The local authority administering the system is able to review and monitor activity by logging into the system online. This provides data for interrogation and enables progress and usage to be independently monitored.

2.7.7 The following bullets provide general information on the operation of the system:

- There is an additional, mandatory 20p charge per parking session associated with using the service. This can either be in addition to the tariff and paid by the motorist, absorbed by the council or incorporated into the tariff (i.e. a blanket tariff increase).

- All SMS texts cost 10p to receive. Users can request a parking reminder text to be send 10-15 minutes prior to the expiration of their parking session.

- Permits such as those for residents, blue badges and season tickets are easily accommodated by the system, with these vehicles displaying the relevant scheme badge in their vehicle for the CEO to cross reference against the tariff they have paid. For example, a blue badge holder may be eligible for up to 1 hours free parking but want to park for 2 hours. The CEO would see the blue badge and note that they have an additional hours grace on their chosen duration.

- Paybyphone are part of the PayPoint family and as such are able to offer the alternative option for motorists to pay using cash in PayPoint retailers if parking machines are removed. This incurs an additional mandatory charge of 30p as opposed to 20p, as commission needs to be passed on to the retailer. Paypoint terminals are provided free of charge to retailers and there are five existing PayPoint retailers within Chester itself and more located across the district. Existing PayPoint providers can be found via the locator on the PayPoint website at http://www.paypoint.co.uk/paypointlocator.

- In the instance of Islington Borough Council the integration with PayPoint has reduced the requirement for maintaining payment machines on street which has been a cost saving for the council. Once the retailer enters the required details into the PayPoint machine (such as VRN and duration) and payment is taken in cash, the machines provides a real time update to the Paybyphone system which in turn updates the hand held devices used by the CEOs for enforcement. A paper receipt can be provided from the PayPoint machines to the motorist to confirm their parking event.

- The system is set up to recognise a user's mobile number as their account number and does not require personal details such as names and addresses to be recorded in the system (with the exception of permit applications which require proof or identity or residency etc.). All data is held by paybyphone under the data protection act. They have achieved the Level 1 PCI DSS accreditation.

- Maximum parking durations are not able to be exceeded i.e. users cannot increase their duration past the maximum permitted for the site or area they have parked in.

- If users have difficulty with the VRS service, they can speak directly to a call centre operative. Additionally, if details are entered incorrectly twice or a users payment details fail, they will be automatically put through to the call centre.

- The system defaults to the last used vehicle on the account. Customers with multiple vehicles are able to select the correct registration of the vehicle they are wishing to park from those stored on their account.

- Duration nominations have to be entered in set formats, for example 10 minutes should be 10m, 1 hour 1h, 1 day 1d etc. the system can enforce maximum durations, for example not letting motorists request durations which exceed the maximum for each car park or on street location.

- If users change their phone number, they will need to open up a new account, accounts cannot be transferred.

- The system is available to business users as well as individual. Business users are defined as operators of fleets of vehicles or companies containing numerous employees using the service.

- The system is also compatible with several ANPR systems which could be used for enforcement if regulations change in the future.

- Receipts are available to view online within the users account. Email receipts can also be requested.

- Contract lengths are negotiable with a trial period first being acceptable.

2.8 Phone and Pay (BembroseBoothMobile)

2.8.1 Phone and Pay, part of the BemroseBooth family was established in 2009 and is a cashless parking provider offering an array of payment options for motorists throughout the UK. Payment for parking is available via phone, text, smartphone app or cash. Each of these are detailed further below. Before attempting to pay for parking, users must have registered their contact and payment details on the company's website. Registration takes about 90 seconds to complete and means a user's VRN and payment details are set up for the next time they want to park.

- **Phone** - Call a local number shown in the car park, quote the car park location code and select your proposed duration of stay. If users have selected to receive SMS

receipts, these will be sent to them to confirm the booking and to reminder them when their parking is about to expire (10p charge).

- **Text (SMS)** - Users have to text a standard 07 prefixed mobile number with the car park location code, their proposed length of stay (in minutes) and the 3-digit security code from their payment card. This option also provides the opportunity to extend parking durations remotely.

- **Smartphone App** - Users must first download the app on to their smart phone (iPhone, Android or Blackberry) and register for the service. By following the stages through on the app, users can identify their parking location, choose their location and pay for parking. This option also provides the opportunity to extend parking durations. The app is available for both iPhone and Android models.

- **Cash** - Parking can be undertaken in selected retailers if users provide their vehicle details and mobile number. Through negotiation with local retail outlets and businesses, it is possible to provide a facility for cash payments to be taken from the motorists, with the retailer then uploading the location, vehicle details and duration to the online system on behalf of the motorist.

2.8.2 All information is relayed to the CEO's hand held devices in real time and the company states that they would be able to integrate with any system.

2.8.3 Receipts for all payment types can be viewed online by logging into a user account. Those that require VAT receipts can have them emailed directly to them once parking has finished.

2.8.4 The local authority is able to review the transaction data and alter tariffs, location details and maximum durations online. They are also able to advertise promotions via the user database by sending out SMS text messages to users.

2.8.5 The system can also be used for parking permits, season tickets, park and ride systems and CO2 based emission charging.

2.8.6 Further information can be found on the company website at: http://www.phoneandpay.co.uk/. The company claims their unique selling point that they have successfully combined together cashless parking, e-permits, ANPR enforcement and payment machines for local authorities with these sites being available for demonstration to prospective Local Authorities. The system is currently in operation in Liverpool for the City Council.

2.9 RingGo (with Parkmobile)

2.9.1 RingGo and Parkmobile are essentially part of the same family, with users registered on one scheme able to use the other without requiring a second registration.

2.9.2 The RingGo service provides the ability for motorists to pay for their parking by phone (local number), text, app or online. In addition to these methods, they also have the ability through their 'E-pay' system to negotiate with local shops and businesses to enable them to act as payment points for motorists who would still like to pay by cash. Unlike the PayPoint scheme, this is not reliant upon PayPoint sites but is dependent upon negotiations and agreements being made with local retailers. Retailers register the vehicle via an epay terminal and take payment from the motorist in cash. The motorist's details are instantly uploaded into the system and are available for CEOs on their handheld units.

2.9.3 RingGo also operate a Park and Ride system which has been in operation in Portsmouth since April 2010. Users park their vehicle and pay for parking using their phone. They then receive an SMS message to confirm their parking which they show to the bus driver. Motorists can pre-pay for this service at a cost of 10p per text. This has potential applications in Chester with the cities Park and Ride System.

2.9.4 There is a mandatory transaction cost of 20p for paying by phone in addition to the tariff, however as with other providers it is the decision of the council as to who pays this fee.

2.9.5 Their system will be compatible to that currently operated by Mouchels as all that is required is a 3G enabled hand held device.

2.9.6 In addition to general parking, RingGo also provide a range of other parking facilitations such as permits, longer term parking, dispensations, events and carbon-metered parking. Some of these are outlined further below.

2.9.7 **Longer Term Parking -** This option enables parking events to be longer than the traditional day or hours. Users could for example pay for weekends or for longer if the area if a tourist attraction.

2.9.8 **Dispensations** - RingGo provides a facility to electronically organise and pay for dispensations, to enable specialist permission to vehicles to park on restrictions for limited amounts of time (such as for house removals, weddings, film crews etc).

2.9.9 **Events** - There is the ability to vary parking tariffs when events are occurring, such as sporting events or concerts.

2.9.10 **Carbon- Metered Parking (CMP)** - This was developed by Cobalt Telephone Technologies (RingGo's parent company). CMP is:

2.9.11 "The process of using variable parking fees, to incentivise and promote positive, carbon-based choices amongst UK motorists: encouraging them to become accountable, on a day-to-day basis, for the amount of carbon dioxide their vehicles produce and developing longer-term attitudes which encourage them to purchase and use more carbon-efficient types of vehicle." (Cobalt Telephone Technologies, 2008)

2.9.12 This system 'automatically links parking charges to the carbon dioxide (CO2) emissions of the vehicle being parked.' Vehicles which emit lower emissions (based on the emissions categorisation used by the DVLA for applying road tax) will be charged a lower tariff in comparison to the regular tariff which is applicable to other vehicles. The scheme won the British Parking Environment Award in March 2010.

2.9.13 RingGo is currently in operation in Cheshire East where the council has chosen to absorb the additional transaction charge of 20p, meaning all motorists, regardless of how they pay, pay the same tariff.

2.9.14 As with other providers, there would be no infrastructure costs, with RingGo providing the signage, stickers and branding required to initiate the scheme. There would however be a cost associated with interfacing with the back office systems. This is negotiable. A trial period would be possible before a longer term contract is agreed. Similarly, the merchant fees would be negotiable if required or the local authority could act as the Merchant.

2.9.15 Further information can be found at: http://www.ringgo.co.uk/

2.10 Cashless parking with new payment machines

2.10.1 There are numerous providers of parking machines which are able to accept both cash and credit/debit cards as well as accommodate NFC technology to take payment for parking. These vary in price depending upon, for example; the type of machine, the type of order (e.g. leased or bought), required groundworks to connect the machines and the number ordered. These machines would simply replace the existing pay and display machines which only accept cash and would either issue a ticket for display or for using to exit the car park in the instance of a barrier, or work in tandem with ANPR systems to regulate exit from the car park by cross comparing VRNs with those entered onto the system at the machine when payment was made. Providers of parking machines include (but are not limited to):

- Metric;

- Newpark Solutions;
- Gateway Automation Ltd;
- Skidata;
- Cale Briparc Ltd;
- Total Parking Solutions; and
- Auto Mate Systems Ltd.

2.10.2 The cost of ticket machines including installation is typically from around £3,500 upwards depending upon the specification of the machine. Some suppliers also provide, within the cost of the parking machines, warranties and maintenance for an initial period.

2.10.3 It is also possible to purchase refurbished machines which provide a cheaper alternative to purchasing a new model. The warranties (if any) and ongoing maintenance of these machines would need to be taken into consideration.

2.10.4 The council should be aware of purchasing machines which are DDA (Disability Discrimination Act) compliant and RoHS (Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment) compliant.

2.10.5 The cost for purchasing and installing these machines would likely be in additional to any cashless (i.e. over the phone) parking interfacing charges as although the systems could work in tandem, there would still be a charge associated with interfacing with the ICPS system and the convenience fee for paying by phone (which could be passed on to the motorist). There would be little benefit to the council of offering cashless phone based parking in tandem with parking machines which can accept card or NFC payments as there would be a cost associated with supporting the phone based parking which would not be offset against any cost savings from the removal of payment machines.

2.11 Summary

2.11.1 This section has shown that in general the phone based cashless parking system all operate in a similar way with motorists paying for parking via their phones with the systems then updating the CEO's hand held devices in real time with details of the VRN and paid duration. The CEOs can then enter the VRN of each vehicle whilst walking past to check if its parking session is still valid, or download a list of VRNs (more suitable for smaller parking spaces) which will be displayed in alphabetical order with those vehicles that have parking events which have

expired being highlighted and any vehicles which have not paid, not appearing on the list. Larger car parks can be split into zones (highlighted either by colours or separated by bays) and essentially treated as smaller parking areas which will enable the CEOs to download a smaller VRN list for that specific area of car park. Alternatively, bays could be numbered with the user not only providing their location code but also their bay number to enable easy location of their vehicle. Decisions by the operator how to treat vehicles which have parked in a different zone/bay number to which they have paid for would have to be decided by the operator e.g. in a large car park with multiple zones this may be overlooked but for clear parking areas it could be seen as a cause for a PCN.

2.11.2 The payment machines which can take cards and/or support NFC technology would operate in the same way as the existing payment machines, issuing tickets for display or to activate the exit barriers.

2.11.3 Examples of technology to monitor parking and request payment from overseas shows a trend towards high-tech options which integrate several technology types into a tailored parking solution.

APPENDIX F- EXISTING TARIFFS

Car Parking Tariffs													
Ref.	**Location**	**1 hour**	**2 hours**	**3 hours**	**4 hours**	**8 Hours**	**12 hours**	**18 hours**	**24 hours**	**48 hours**	**72 hours**	**96 hours**	**168 hours**
1	Banks Street			£1.50	£2.50	£4.00	£5.00	£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
2	Bloomfield Road			£3.50				£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
3	Bolton Street		£2.50	£5.00				£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
4	Bonny Street		£2.50	£3.50	£4.50	£9.00	£12.00		£13.00	£15.00	£17.00	£20.00	£30.00
5	Central		£2.50	£3.50	£4.50	£9.00	£12.00		£13.00	£15.00	£17.00	£20.00	£30.00
6	Chapel Street		£2.50	£3.50	£4.50	£9.00	£12.00		£13.00	£15.00	£17.00	£20.00	£30.00
7	Cocker Square			£2.50		£4.00	£5.00		£7.50	£8.00	£9.00	£12.00	
8	Cocker Street			£2.50		£4.00	£5.00		£7.50	£8.00	£9.00	£12.00	
	Devonshire Road												
9	East Topping Street		£2.50	£3.50	£4.50	£9.00	£12.00		£13.00				
10	Filey Place				£4.50	£9.00	£12.00		£13.00				
11	Foxhall Village			£5.00				£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
12	Gynn Square			£1.50	£2.50	£4.00	£5.00	£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
13	Lonsdale Road			£3.50				£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
14	Lytham Road		£2.50	£5.00				£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
15	Queen Street		£2.50	£3.50	£4.50	£9.00	£12.00		£13.00				
16	Seasiders Way (Shared Coach and Car spaces)												
17	South			£5.00				£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
18	South Beach			£3.50				£7.50	£10.00	£12.00	£16.00	£19.00	£30.00
19	South King Street			£2.50		£4.00	£5.00		£7.50	£8.00	£9.00	£12.00	
20	Talbot Road		£2.50	£3.50	£4.50	£9.00	£12.00		£13.00				
21	Tower Street	£1.00	£2.00	£3.00	£4.00								
22	West Street		£2.50	£3.50	£4.50	£9.00	£12.00		£13.00				
Average		**£1.00**	**£2.45**	**£3.43**	**£4.09**	**£7.08**	**£9.31**	**£7.50**	**£10.83**	**£11.80**	**£14.80**	**£17.80**	**£30.00**