



BLACKPOOL STRATEGIC CAR PARKING REVIEW 2015

***Blackpool
Business
Leadership Group
25th September
2015***

BlackpoolCouncil

TODAY'S PRESENTATION

- **Adam Leary**
Associate Director
Development, Transportation,
Liverpool



***OUR
UNDERSTANDING
OF YOUR KEY
AIMS***

Strategic Car Parking Review to ensure that it:

- **Is fit for purpose to support economic growth of the visitor economy and local business community**
- **Meets the needs of Blackpool residents**
- **Supports the implementation of the Blackpool Destination Management Plan**

CONTEXT



- *Highly seasonal demand for parking*
- *Loss of parking supply over recent years*
- *Potential new development to have further impact*
- *Changing townscape – some outdated signage and wayfinding*
- *Large surface car parks*
- *Dated multi-storey car parks*
- *Diminished CEO team*
- *Traditional pay and display machines*

OUR APPROACH



- *Determine baseline information*
- *Site audits of all car parks under Council management*
- *Spot user surveys and observations*
- *Review of data from parking surveys*
- *Review of local policy*
- *Coach survey information*
- *Stakeholder engagement*
- *Benchmarking with elsewhere*
- *Options for consideration*
- *Draft Review*
- *Final Review including Action Plan*

PROGRESS TO DATE



- *Site Audits completed*
- *Policy Reviewed*
- *Spot Surveys and Observations 50% complete*
- *End of Stage One Report in progress*
- *Review of Coach Survey information*
- *Benchmarking*
- *Local Councillor Meeting*

NEXT STEPS



- **Blackpool Business Leadership Group (BBLG)**
- **Survey Monkey**
<https://www.surveymonkey.com/r/G3XYF2Y>
- **Stakeholder Engagement Paper**
- **Completion of User Spot Surveys and Observations (by end October)**
- **List of Options**
- **End of Stage One Report**
- **Draft Review**
- **Final Review including Action Plan for signoff January 2016**

***WE HELP
CLIENTS TO
SEE FURTHER,
GO FURTHER***

THANK YOU