



Cooperative Intelligent Transport System – Blackpool Council

Project Title

Blackpool tourism traffic flow and enhanced car parking guidance programme

Project Overview

Blackpool must manage its peak-time congestion and accommodate visitor growth. Roads cannot be expanded to meet the likely traffic growth as new developments are brought forward. Using SMART technology to improve traffic flow safely, increase productivity and reduce air pollution is the solution.

The programme being implemented will achieve the following:

- Providing in-car traffic information and car parking guidance using smart-phone app or satnav systems
- Establish network-wide traffic flow control
- Influence promenade traffic access outside the commuter peak
- Exclude private vehicles from priority areas.

Removing Promenade traffic outside of the commuting peak is a key objective, to create a pedestrian focused sea-front area.

Objectives

The following scheme outcomes are anticipated:

- Congestion costs on the Blackpool economy will be reduced
- An enhanced tourism gateway experience meaning return visits and GVA growth
- Reduced parking search trips means people will be out of their cars and spending sooner

- A resort operating with minimal congestion will attract potential inward investors
- The resort's Promenade showcase can be a pedestrian public realm area
- The pressure to increase road-space will be reduced
- Public transport information will be integrated within the system's data flow
- Polluting emissions will be ameliorated
- Economic diversification through inward investment will be promoted.

Milestones

The key programme milestones are as follows:

- Detailed Design: Quarter 4 2016/17
- Procurement: Quarter 1 2017/18
- Contractor Selection: June 2018
- Site Surveys & Investigations: Quarter 2 2017/18
- Manufacturing & Purchasing: April – Quarter 3 2017/18
- Installation: Quarter 3 & 4 2017/18
- Commissioning: February – March 2018

Progress to date

- Bluetooth beacons have been purchased in conjunction with the Local Growth Fund supported Integrated Traffic Management scheme (variable message signage) and will be installed quarter 3/quarter 4 of 2017/18. These will be making information available to drivers during quarter 4 and the system will be up and running for the start of the tourism season from Easter 2018.
- Design consultants for the project's bus lane enforcement elements will be appointed during quarter 3 2017/18, enabling this element to be delivered during quarter 4. This work is tying in with the programme to extend the Blackpool Tramway to Blackpool North railway station via Talbot Road, which has commenced during quarter 3 2017/18. The Wilkos hardware store adjacent to the railway station is now to be demolished and this makes a target delivery time for this project's final enforcement area at the transport interchange hub proposed for this newly regenerated area uncertain. However, the work is committed and will be delivered.

- Queue management systems have been installed and upgraded in partnership with Blackpool's Community Lighting Partnership and have enabled the resort to contend with high tourism traffic flow volumes during the 2017 season.
- On installation and commissioning of the works under this project, the council will be conducting a monitoring exercise against the bid cited benefit benchmarks. The scale of works being delivered in Blackpool, including bridge rebuilding, conference centre construction, tramway extension construction and urban public realm improvements, will make this a challenging task. However, it is anticipated that the systems installed will be of great value and can be rolled forward as further development is brought forward, particularly a proposed development on the current Central Station car park.

Deliverables

- Plymouth Road roundabout traffic control upgraded – quarter 2
- Bluetooth beacons installed - quarter 3
- Bus lane enforcement system designed – quarter 3
- Bus hub bus lane enforcement installed – quarter 4
- System commissioning, snagging and fine-tuning – quarter 4 ready for Easter season start.

Contact

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