

Penwith District Council

Penwith Parking Solutions Feasibility Study

Final Report

August 2005

Halcrow Group Limited

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1 Introduction

1.1 *Introduction*

1.1.1 The interim report presented the outcomes of the reviews of the:

- Policy context;
- Existing parking provision;
- Existing congestion hot-spots; and
- Existing public transport provision.

1.1.2 The outcomes of these reviews have been used to develop recommendations for the initial phase of the study, which was the initial strategy development.

1.1.3 The second phase of the study is the Park & Ride feasibility study and the approach to this phase of the study is set out in Section 3.

1.1.4 The purpose of the final report is to produce an innovative and comprehensive strategy for Park & Ride facilities to service the main towns of:

- Penzance
- Hayle
- St Ives

1.2 *Structure of the Report*

1.2.1 Following this introduction the structure of the report will be:

- Study Approach;
- Evaluation of Potential Park & Ride Sites;
- Car Park Surveys;
- Consultations;
- Operational Issues;
- Park & Ride Best Practice Review;
- Cost Assumptions & Funding;
- Demand Forecasting & Cost Benefit Analysis; and
- Recommendations.

2 General Principles of Park & Ride

2.1 *Introduction*

2.1.1

The Park & Ride strategy must have a particular emphasis on the implications of linking up with current and future regeneration proposals within the District. Therefore the objectives for the Park & Ride feasibility study are:

- To develop Park & Ride schemes that encompass long-term sustainable transport solutions
- To provide plans and costings for a number of options
- To indicate potential funding sources for delivery of the schemes

2.2 *Traffic Movements in the District*

2.2.1

The traffic flows obtained from the County Council are shown in maps 2.1 and 2.2. From these maps it can be seen that in both winter and summer the main roads in the east of the district are busier than those in the west. In summer the A3074 and A30 carry over 15,000 vehicles a day whereas the highest count in the west is around the 10,000 vehicle mark. This difference between the west/south and the east of district continues in the winter. Therefore to have maximum impact the Park & Ride sites will need to be sited along corridors where flows are highest.

2.3 *Definition of a Park & Ride*

2.3.1

Park & Ride schemes can take many forms but in general terms they are schemes where parking and bus (or rail) travel have been combined into a single unified product with a common image and promotion.¹.

2.3.2

It may also be possible to extend this definition further by incorporating all public transport nodes (e.g. bus stations, rail stations, bus stops) where customers access these locations by the car and leave their vehicles there.

¹ TAS (2003), Park & Ride Great Britain 2003, TAS Publications & Events, Skipton

2.3.3 In the right locations Park & Ride can provide a mechanism for reducing car travel to and within central areas, whilst maintaining high levels of accessibility and promoting the vitality of town centres.

2.3.4 Park & Ride may also present a positive image of public transport that can lead users to try other bus or rail services so encouraging further modal shifts.

2.3.5 Park & Ride schemes have been in operation since the 1970's and TAS (2003) report that across the UK there are 97 Park & Ride permanent sites in 44 towns and cities providing 57,000 parking spaces.

2.4 ***General Principles of Park & Ride Site Selection***

2.4.1 Below are some general principles to consider when looking for suitable sites for Park & Ride:

- Within 15 min journey time of urban centre;
- Capable of accommodating over 250 spaces;
- Close to major route; and
- Are there any existing public transport services?

2.5 ***Park & Ride Charging Models***

2.5.1 The charging structure of Park & Ride sites generally falls into one of two categories:

- Charge for bus journey (70 sites) – usually per person although some charge per car; and
- Charge for car parking (22 sites)

2.5.2 However there are 3 cities e.g. Oxford which charge for both. The advantages and disadvantages of each approach are presented below:

Charging Structure	Advantage	Disadvantage
Bus fare	<ul style="list-style-type: none"> • Zero rated VAT • Responsibility for cash handling/processing with operator • Visible controls as all users have to pass and pay driver 	<ul style="list-style-type: none"> • Poor control over group travel – one fare per car is difficult to police • Potential to discourage high occupancy use • Potential to delay departure while bus driver collects fares
Car Parking	<ul style="list-style-type: none"> • No delay in bus boarding • Allows direct user comparison with town/city centre alternative 	<ul style="list-style-type: none"> • VAT applies • Free bus for non car users (if access to site on foot is possible) • Cash collection required from site • Revenue protection required • Risk of users missing bus before paying for parking

2.5.3 Fares tend to range between 50p to over £2.50 but the majority are between £1.00 and £2.00. Six town/cities have differential peak and off peak rates.

2.5.4 TAS (2003) compared the peak and off peak Park & Ride fares with the cost of town centre parking charges. The majority of towns/cities charge less than 30% of the equivalent town centre parking rate for the peak fare and the off peak fare it is less than 50% of the equivalent town centre parking charge.

2.5.5 All of the Park & Ride sites operate Monday – Friday and all but 5 provide a Saturday service. Sunday operation is less common and a few sites (22) operate during weekday evenings with half a dozen extra providing an additional service for late night shopping.

2.5.6 Most sites operate services every 10 minutes or better during the peak and the lowest frequency was every 30 minutes at a site in Hemel Hempstead.

2.5.7 A dedicated service is operated at the majority of the sites (92%) and the majority provide low-floor vehicles.

2.5.8 At 62 of the sites en-route bus lanes are provided with a further 6 using town centre priority measures. Traffic signal detection is in use on services at 36 sites.

2.6

2.6.1

Components of a Successful Park & Ride

To convince drivers that Park & Ride offers a viable alternative to the comfort and security offered by private cars, the facility and service has to exceed provision made by other options. Some simplified factors that should be considered before the more detailed design of a potential site is initiated are:

- (a) **Capacity and location of the potential site** - is the location of the site suitable (easily accessible and well signed) and is the availability of parking space within the Park & Ride site adequate to meet possible demand? People will be put off by having to search for a space as this adds to journey time and hinders convenience.
- (b) **Competitive pricing** – is the cost of parking and using the bus/train for the final stage of the journey cheaper than travelling and parking in the area. There needs to be a supportive charging policy in place to ensure that this option is more attractive. Also, the availability of on-street parking in the area will affect the potential use of Park & Ride as the convenience of driving into the centre offers great appeal.
- (c) **Frequency and bus priority on routes** – these offer benefits over personal car use by providing fast journey times.
- (d) **Quality of service and vehicle stock** – are the buses/trains and staff clean and tidy? Are the vehicles comfortable, well maintained and well designed to make the user feel comfortable and secure?

3 Study Approach

3.1 *Introduction*

3.1.1 In our approach to the Park & Ride feasibility study we have undertaken the following tasks:

- Evaluation of potential Park & Ride sites;
- Market Research;
- Consultations;
- Review of Best Practice in Park & Ride;
- Operations, Costing and Funding; and
- Demand Forecasting & Cost Benefit Analysis

3.2 *Evaluation of Potential Park and Ride Sites*

3.2.1 Using a matrix tool developed specifically for the evaluation of Park and Ride sites (refer to Annex 1 for details) we visited the sites identified in the Interim Report and critically appraised each locality using the following categories:

- Location;
- Site characteristics;
- Site access;
- Local traffic conditions; and
- Planning issues

3.2.2 Each category is subdivided into criteria (Annex 1), where a 5-scale rating system (highly negative, moderately negative, mid-range, moderately positive and highly positive) is applied. For the Penwith Study, they were presented as ‘-2’ through to ‘2’. The numerical representation allows for ease of summation electronically within the criteria tables. The rating applied depends on the criteria being assessed. For example, a -2 for ‘journey time to city centre’ does not represent the same thing as a -2 for ‘existing site utilisation’ (refer to Annex 1).

3.2.3 We have also obtained copies of available traffic data from the County Council appropriate to the Park and Ride sites identified in the first phase of the study so that we can estimate passing traffic.

3.3

Market Research

3.3.1

In identifying potential Park & Ride markets it is essential not only to have data in terms of car park occupancy and duration of stay at the target destinations but also on journey purpose e.g. commuting, shopping as well as some origin & destination data along the key corridors serving the Park and Ride sites. We commissioned car park surveys to take place on the following dates and locations:

- Trenwith, St Ives – Wednesday 1 September 2004
- Harbour Car Park , Penzance – Tuesday 5 October 2004
- Foundry Car Park, Hayle – Wednesday 6 October 2004

3.3.2

Interview surveys were carried out between the following time periods:

- (i) 07:00 -09:00
- (ii) 11:00-13:00
- (iii) 14:00-16:00

3.3.3

Copies of the questionnaires are annexed to this report (Annex 2) but in broad terms the questions covered were:

- Pre-selection question to ensuring have travelled on one of the appropriate corridors;
- Origin & destination;
- Purpose of visit;
- Length of stay;
- Cost of parking;
- If on business can the cost be reclaimed from the employer; and
- Next destination after concluding business in town.

3.3.4

People were interviewed as they paid for parking at the pay & display machines but on the day of the survey at the Foundry car park in Hayle the ticket machine was removed due to vandalism.

3.3.5

In addition to the interview surveys vehicles were also counted coming and out of the car parks throughout the whole survey period. Data has been analysed using Excel.

3.3.6

Consultation

3.3.7

We held a series of one-to-one consultation surgeries at Penwith District Council offices on 20 and 21 October 2004. A list of people that were invited to the consultations is annexed to this report (Annex 3).

3.3.8

In addition we also had discussions with:

- First Devon & Cornwall;
- Wessex;
- Strategic Rail Authority;
- Devon & Cornwall Rail Partnership;
- District Council;
- Highways Agency;
- Highway Authority; and
- County Council in connection with Tate extension.

3.3.9

Halcrow also attended a meeting of the St Ives Branchline Working Party, which included representatives from:

- Devon & Cornwall Rail Partnership;
- Cornwall County Council;
- Penwith District Council;
- St Ives Town Council;
- Wessex Trains;
- Tate St Ives;
- Sterling Services;
- Friends of the St Ives Branchline; and
- Rail Passenger Council

3.4

Review of Best Practice in Park and Ride

3.4.1

We have drawn on examples of Park & Ride to reflect the following:

- Bus based systems, e.g. Salisbury;
- Rail based systems, e.g. Sheffield; and
- Seasonal based systems, e.g. Falmouth.

3.4.2

In the review we have tried to strike a balance between national examples of excellence and more relevant local examples.

3.5

Operation, Costing and Funding

3.5.1

Based on the options included in the tender brief:

- Necessary or ‘Do minimum’;
- Intermediate or ‘Do Medium’; and
- Full or ‘Do Maximum’.

Do Minimum	Do Medium	Do Maximum
Low cost site	Realistic site	Ideal site
Gravel surfacing	Tarmac surfacing	Good publicity
No publicity	Disabled provision	Refreshments and information at site
Basic bus stop	Modest publicity	Toilet block
Low frequency bus service	Adequate bus shelter	CCTV
Low quality buses	Reasonable bus frequency	Car park attendants/electronic ticketing
	Reasonable quality buses	High frequency bus service
	Shared bus stops along routes	Specialist bus stops along routes
		High quality stops
		Bus priority measures
		Alternatives to bus transport (train/cycle/walk)

3.5.2

We have investigated the following operational issues:

- Land acquisition;
- Cost of transport service provision;
- Site maintenance;
- Operational periods;
- Vehicle quality/frequency;
- Bus priority/traffic issues;
- Marketing; and
- Funding.

3.6

Demand Forecasting & Cost Benefit Analysis

3.6.1

Based on the above options a detailed analysis will be undertaken, which will incorporate the following:

- Demand forecasting using a bespoke spreadsheet based model;
- Cost benefit analysis drawing on guidance contained within 'Values of Times & Operating Costs' available on the DfT's Transport Analysis Guidance website (www.webtag.org.uk), which has superseded the Transport Economics Note (TEN);

4 Evaluation of Potential Park & Ride Sites

4.1 *Introduction*

4.1.1 Site assessments have been undertaken to evaluate sites agreed in the Interim Report. The site assessments are a combination of quantitative measures giving each site a score and site observations. The site assessment indicates which sites are the best placed to serve as Park & Ride sites. Table 4.1 details the 9 sites which were assessed (see also Map 4.1):

4.2 *Site by Site Assessment*

4.2.1 The site by site assessment gives the overall assessment criteria score, including the overall assessment criteria score and a brief summary of the strengths and weaknesses of each site.

4.2.2 The scoring sheets are presented in annex 4 both with and without weighting and where appropriate separate bus and rail options have been assessed. Weightings have been applied to reflect that some of the criteria can be more easily addressed than others.

4.2.3 Site observations are also provided.

Table 4.1 Sites Chosen for Evaluation as Potential Park & Ride Sites

Site	Town Serving	Reason
Land at Newtown	Penzance and Marazion (including St Michaels Mount)	Located at the A30 / A394 roundabout and good location to serve tourist attractions.
Marazion Sidings	Penzance	Located off the A394.
Porthrepta Car Park	St Ives	Close to the A3074 and existing car park, which is currently being under utilised
St Erth Station	St Ives, Penzance and Hayle	Start of St Ives branch line and on the A30 into Penzance and has been safeguarded in the local plan for integrated transport use
Rugby Ground	St Ives	Located near the 'Day Visitor's Route' and on a route direct to the Tate.
Land Opposite Shirehorse Inn	St Ives	Located on the 'Day Visitors' Route' into St Ives.
Splattenriden – Site A	St Ives	Near the A3074 and the A30.
Splattenriden – Site B	St Ives	Located on the A30 / A3074 roundabout.
Old Quay House	St Ives & Hayle	Located close to the A30 / A3074 roundabout.
Ponsandane Sidings	Penzance	On the main road into Penzance and site has been safeguarded in the local plan for transport use
Lelant Saltings	St Ives	Existing Park & Ride site.

Table 4.2 Summary of Site Assessment Scores

Origin	Destination	Bus Park & Ride		Rail Park & Ride	
		Winter	Summer	Winter	Summer
St Erth	Penzance	24	18	30	24
	St Ives	16	10	22	16
	Hayle	5		14	
Marazion Sidings	Penzance	-33	-29		
Newtown	Penzance		16		
Lelant Saltings	St Ives			13	
Splattenridden A	St Ives	-26			
Splattenridden B	St Ives	18			
Ponsandane Sidings	Penzance	28	35		
Old Quay House	St Ives	-20	-26		
	Hayle	-20	-26		
Porthrepta	St Ives	9	3	15	9
Rugby Ground, St Ives	St Ives	-13	-19		
Shirehorse Pub	St Ives	-11	-19		

4.3 ***St Erth Station***

Quantitative Assessment

4.3.1 St Erth Station lies just off the A30 adjacent to the St Erth Industrial Estate. The station is on the main line into Penzance but also acts as an interchange for the St Ives branchline. At present there is what appears to be some derelict land to the north east and a former scrap yard to the north of the station.

4.3.2 St Erth Station has been considered as a Park & Ride facility to serve Penzance, St Ives and Hayle. The site's location provides possible potential for bus and rail based park & ride. The scores for the site serving each destination are shown below:

Town	Bus Park & Ride	Rail Park & Ride
Penzance:	24	30
St Ives	16	22
Hayle	5	4

4.3.3 It should be noted that these are the scores for the winter months, the scores for the summer months are 6 points lower because of higher traffic flows and congestion during the summer make it more difficult to access the site.

4.3.4 According to the scoring system St Erth Station is among the highest scoring sites for both bus and rail based park and ride. The site scored well in the location and planning issues categories of criteria.

Site Observations

4.3.5 The access on to the A30 is via a priority T-junction, the minor arm approach is on a steep incline and a sharp bend. During the summer there are high flows on the A30 which makes it difficult for gap seeking traffic to turn right. If the minor arm was to be used more intensively with vehicles turning right this would cause delay and increased queuing. If a bus based Park & Ride were operated from this site, the increased number of buses would exacerbate the problem further as due to slower acceleration rate they would need larger gaps than car traffic. This could cause delay to the service and reduce its attractiveness to users.

4.3.6 A roundabout to access the site would be an inappropriate solution as the minor arm would still be required to give-way to the main flow of traffic into Penzance.

In addition due to the steep incline and sharp bend the roundabout would sit on top and drivers may not see the roundabout until the last minute causing safety concerns.

- 4.3.7 Signalisation of the junction is a possible solution, this would enable all movements to be accommodated safely and would not require minor arm traffic to gap seek. There may also be a possibility of incorporating bus priority or vehicle activation measures.
- 4.3.8 A new access road through St Erth Industrial Estate to St Erth Station could be an alternative option as the new junction would not have the steep incline and sharp bend. A new junction could be designed to incorporate bus priority measures.
- 4.3.9 All of these possible access solutions would require additional investigation into land availability, junction design and consultation especially with the Highways Agency. A view from the Highways Agency (HA) has been sought and the HA have advised that they would not support signalisation on the trunk road nor would they support a new access road. A copy of the letter has been annexed to the report (Annex 5).
- 4.3.10 A rail based Park & Ride to St Ives could be easily accommodated in the timetable. The existing frequency to Penzance is one train per hour and this would not be frequent enough to attract Park & Ride users. Rail service to and from Hayle would also not be attractive to Park & Ride users for similar reasons. However it may be possible to enhance the frequency along the Truro to Penzance corridor and this could be linked with proposals to enhance the frequency on the Falmouth branchline.
- 4.3.11 Extending the branchline to Penzance would mean that 30 min frequency would be lost and also the clock face timetable along the branchline. A combined bus and rail park and ride could be a possible solution but the bus access would be a major factor, with rail going to St Ives & Penzance and buses to Hayle.
- 4.3.12 A considerable psychological barrier to this site serving Hayle is that visitors would have to drive pass the turning to Hayle twice in order to get a bus or train to go back to Hayle. St Ives has a similar problem to a lesser extent as drivers would have to pass turning for St Ives. These psychological factors are very important, as these are part of a driver's decision process. The driver's misgiving about the passing the St Ives turning could be overcome by a suitable signing strategy.

4.4 ***Marazion Sidings***

Quantitative Assessment

4.4.1 Marazion sidings are situated next to Marazion beach and The Station public house just off West End.

Town	Winter	Summer
Penzance	-33	-29

4.4.2 Marazion Siding has been assessed as a bus-based Park & Ride site to serve Penzance as it is our opinion based on experiences elsewhere that the possibility of re-opening the station is remote. The site was the worst scoring site, the scores for summer -29 and for winter -33. Although Marazion Sidings is a reasonably large site it has scored poorly because it was felt that drivers would need to take a significant detour from the main A30 when compared to other sites.

Site Observations

4.4.3 The site is located close to Marazion Beach a major summer attraction and near St Michaels Mount another major attraction. Due to the proximity of these locations congestion would become a serious problem in the summer months. The site itself is a good size and the access is reasonable. The site would be a 1.5 mile diversion off the main A30 for those wishing to travel to Penzance and for this reason has scored poorly.

4.5 ***Land at Newtown***

Quantitative Assessment

4.5.1 This site is a parcel of land just west of the A30 / A394 junction near Newtown.

Town	Winter	Summer
Penzance	-	16

4.5.2 The site has been assessed as a bus based Park & Ride facility. The site scored well against the assessment criteria scoring 16. The site scored particularly well against the location and planning criteria.

Site Observations

4.5.3 The site is well positioned to serve Penzance, St Michael's Mount and Marazion beach. The construction of a full time park & ride with hard standing parking would not be in keeping with the surrounding area and planning policy, as it is a green-field site with no surrounding development. Due to the location and levels of passing traffic in the summer it is well-placed to become a seasonal park & ride, serving Penzance, St Michael's Mount and Marazion beach.

4.5.4 There is a small access road off the minor road to Long Rock. Access to the A30 could be via the A30 / A394 roundabout. In order to enable effective use of the site, the access would need to be enhanced and surfacing within the site to enable buses to turn around and pick-up passengers would be desirable. These would be the minimum requirements for a seasonal Park & Ride.

4.6 ***Lelant Saltings***

Quantitative Assessment

4.6.1 Lelant Saltings is located off the A3074, at present the site operates as a rail based Park & Ride during the summer months to St Ives and has been established for the past 20 yrs. The site is situated near to a new housing development and is next to a football pitch.

Town	Winter	Summer
St Ives	13	13

4.6.2 Lelant Saltings scored well against the criteria with a score of 13 reflecting the existing attraction of this site.

Site Observations

4.6.3 The infrastructure at the site is in need of enhancement. The ramp up to the platform needs its incline to be reduced and if possible the platform to be widened to accommodate more passengers. The main car park would benefit from surfacing with the football field continuing to be used as the overflow area as it is at present.

4.6.4 This will increase the attractiveness of the facility in the summer, but also allow it to be used as a full-time Park & Ride. The main surfaced area acting as the only parking area in the winter.

4.6.5 Signing of the site from the A30 and along the A3074 is good but once off the main road the signing needs to be enhanced as at present it is easily passed. The road down to the site has recently been developed and it is understood that the access road is a private road with right of access to the Park & Ride site. Therefore there is limited potential for highway improvements to enhance the access.

4.7 ***Splattenridden A***

Quantitative Assessment

4.7.1 This site is located to the west of the A3074, off Mill Hill Road and is an unoccupied green-field site.

Town	Winter	Summer
St Ives	-26	-26

4.7.2 This site has been assessed as a bus-based park & ride to serve St Ives, it scored poorly against the assessment criteria with a score of -26. The site scored poorly against all the categories of assessment criteria.

Site Observations

4.7.3 The site is a green-field site containing a public right of way and part of a wood. Construction of a Park & Ride at this site would require tree felling and would mean a great loss of amenity to the community.

4.7.4 The site is located off the main routes and potential users would be required to divert off the main route and double-back on themselves to gain access and get to St Ives. Access to the site would need to be constructed and would require a high level of works. It is felt that this site is unsuitably placed and the environmental impact too great to justify the construction of a Park & Ride.

4.8 ***Splattenridden B***

Quantitative Assessment

4.8.1 Splattenridden B is at present farmland to the west of the A30 / A3074 roundabout and is opposite the St Erth Industrial Estate. The assessment was based on it becoming a bus based park & ride.

Town	Winter	Summer
St Ives	18	18

4.8.2 This site scored well against the criteria, scoring 18. The site scored particularly well against the location and site characteristics criteria.

Site Observations

4.8.3 The site is located opposite St Erth Station and could complement the development of industrial/ business uses allocated in the local plan at St Erth. The Park & Ride site could be used as a public transport facility for those coming to work in these new premises; however methods to control parking of cars by workers would need to be investigated.

4.8.4 Due to the position of this site potential users would not be required to divert or double back to access the site in comparison with Splattenridden A. The site has the potential to serve St Ives, Hayle and Penzance; however the distance from Penzance is likely to be an issue and the bus would offer no advantage through Crowlas and psychologically it might not be as attractive for visitors to Hayle from the east.

4.8.5 The site is based on farm land which slopes but this could be levelled. The site is in a good position and has the possibility to serve St Ives and Hayle.

4.9 ***Ponsandane Sidings***

Quantitative Assessment

4.9.1 These sidings are on the southern side of the dualled section of the A30 directly adjacent to the Safeway's Superstore (near Penzance) and are not in use at present.

Town	Winter	Summer
Penzance	28	35

4.9.2 This site is the best scoring site for a Penzance bus-based Park & Ride with a score of 28 in the winter and 35 in the summer. The site scored well against all the categories of criteria except the summer local traffic conditions. This is due to its

position on the A30 and higher traffic flows in the summer result in queuing traffic.

Site Observations

4.9.3 The site is a good distance from the centre of the Penzance; it could enhance access to Safeway by bus. A small access road to the site already exists; this would need enhancement for regular use. The site may have some benefit as long stay parking for the Scillonian passengers but consideration will need to be given to site security and transfer of passengers' luggage.

4.9.4 Although the route into town does not currently have adequate bus priority the proposed bus gate on Market Jew Street would enable the service to by-pass some of town centre congestion. It would enable the service to go into the town and do a loop to come back via the A30.

4.10 ***Old Quay House***

Quantitative Assessment

4.10.1 This site is a triangular parcel of land with the St Ives branchline on its western side and the B3301 forming the other two boundaries. At present the site is undeveloped scrub land.

4.10.2 This site scored as follows:

Town	Winter	Summer
St Ives	-20	-26
Hayle	-20	-26

4.10.3 The site scored poorly against planning and the site access criteria.

Site Observations

4.10.4 The northern parcel of land is on the floodplain and would be subject to regular flooding, a bridge would be required to afford vehicular access to this area of land. The southern parcel of land is difficult to get to because drivers will have to divert and double back to gain access. The site is on the wrong side of Hayle to serve as a Park & Ride for visitors from the east although it maybe suitable for traffic to the west. For those travelling to St Ives the site is not on the main route and would require doubling back and diversions. The site would require significant construction works to ensure level access and surfaced parking.

4.11 ***Porthrepta Car Park***

Quantitative Summary

4.11.1 Porthrepta car park is situated in Carbis Bay off Porthrepta Road, the site is an under utilised public car park.

4.11.2 Porthrepta Car Park has been assessed on the basis of a bus based park & ride and a rail based park ride serving St Ives, scoring as follows

Type	Winter	Summer
Bus Park & Ride	9	3
Rail Park & Ride	15	9

4.11.3 The scored well against the planning issues and location criteria categories. This is due to a combination of factors, such as close proximity to the main road into St Ives and the distance to St Ives is reasonably close.

Site Observations

4.11.4 The site already operates as a council car park and there is local desire to keep the facility. The access to the car park is too narrow to allow two-way access or buses to easily access the site. The access road doesn't have footpaths and increasing traffic especially bus movements could be a safety issue.

4.11.5 A rail based park and ride would be difficult to operate from this site, users would be required to travel down a steep incline to the station and therefore be unattractive to users as they would have to climb the hill on the way back to the car park.

4.12 ***Rugby Ground, St Ives***

Quantitative Assessment

4.12.1 The Rugby Ground site is situated in the west of St Ives, it is anticipated that this site would only be available during the summer outside the rugby season. The site has been used in the past as a Park & Ride. The Rugby Club is going to be redeveloped as part of a wider community project. It must be noted that there could be an impact on the availability of car parking in the future, once the scheme is complete.

4.12.2 The Rugby Ground scored poorly against the assessment criteria, -13 for its winter score and -19 for its summer score. The rugby ground scored poorly against all the criteria except the planning category.

Town	Winter	Summer
St Ives	-13	-19

Site Observations

4.12.3 The rugby ground is accessed from Alexandra Road which connects to the B3306, part of the day visitors route. Alexandra Road is a narrow residential street; its narrow nature makes two-way access difficult. Alexandra Road does not have footpaths up to the Rugby Ground which would raise safety concerns for pedestrians using the road.

4.12.4 It has been assumed that the bus would serve the Tate as well as the town centre; the route to the Tate is narrow, residential in nature and very steep in sections making two-way access difficult.

4.12.5 The rugby ground is too close to the centre of St Ives, the distance travelled accessing the site would take you to the boundary of the town centre.

4.13 ***Land at Shirehorse Pub***

Quantitative Assessment

4.13.1 The land at the Shirehorse Pub is a small hard standing located between the B3311, part of the Day Visitors' Route, and Towednack Road.

Town	Winter	Summer
St Ives	-11	-19

4.13.2 The site scored poorly against the assessment criteria, scoring -11 in winter and -19 in summer. The site scored poorly against the location, site access and site characteristic assessment criteria.

Site Observations

4.13.3 The site is very small and if a bus turning circle were incorporated into the site, then the number of parking spaces would be reduced to a maximum of 40 spaces requiring the demolition of the existing buildings.

4.14 ***Tregenna Castle Hotel***

4.14.1 Tregenna Castle Hotel ran a Park & Ride facility from its grounds to St Ives up until 2004 when the service was stopped. The facility was used by those who were staying at the hotel and the general public.

4.14.2 The restaurant that over looked the Park & Ride car park was not making money, therefore was converted into accommodation for guests. It was decided that the view of the car park would detract from the accommodation so the Park & Ride operation was ceased. The Park & Ride was considered to be small; the revenue from new accommodation would generate more revenue than the Park & Ride.

4.15 ***Conclusions***

4.15.1 The assessment criteria and observations have help identify sites to be taken forward as future Park & Ride sites. The assessments are summarised in the Table 4.3. The sites that are being recommended as park & rides have been shaded (also refer to Map 4.1):

- Green – sites with most potential;
- Amber – site with some potential; and
- Red – sites with no or limited potential.

Table 4.3 Summary of Site Assessment Recommendations

Site	Advantages	Disadvantages	Recommendation
St Erth Station	<ul style="list-style-type: none"> • Popular branchline • Potential to expand parking • Potential Developer Contribution 	<ul style="list-style-type: none"> • Drivers would have to pass the turning to St Ives to get to the Park & Ride. • Existing parking inadequate for Park & Ride • Access from site onto A30 	St Erth Station is well placed to serve St Ives as a rail Park & Ride. The access problem would need to be overcome, purchase of land would be required to ensure a commercially viable size and signing would need to be provided.
Newtown	<ul style="list-style-type: none"> • Adjacent to the A30 and A394 • Potential to serve major tourist destinations • Land currently for sale 	<ul style="list-style-type: none"> • Permanent site may be contrary to planning policy and be opposed by local residents • Site may be expensive to acquire 	Land at Newtown could be used as a seasonal Park & Ride serving Penzance, Marazion beach and St Michael's Mount. It presents a good opportunity to enhance sustainable access to two tourist attractions and Penzance town from one site through-out the summer months
Lelant Saltings	<ul style="list-style-type: none"> • Site already in use • Market proven • Improvement to service would not require large investment 	<ul style="list-style-type: none"> • Little opportunity to improve access road • Expansion may be limited 	Lelant Saltings should be retained as a park & ride site to serve St Ives in the short to medium term. Enhancement of the parking area and signing of the site would be required in addition to adjustments to the access ramp and platform.
Splattenridden A	<ul style="list-style-type: none"> • Large site 	<ul style="list-style-type: none"> • Ecological impact would be severe • Location would require extensive signing • Loss of amenity value 	Splattenridden A would require the loss of trees and significant highways and construction works even for a seasonal park & ride. The location of the site would require double backing and diversion of main routes for drivers which is not desirable. This site should not be taken forward as a park & ride site due to its poor location and negative impact on the environment.

Site	Advantages	Disadvantages	Recommendation
Splattenridden B	<ul style="list-style-type: none"> • Good location, near A30 & St Erth Ind' Est. • Large site potential to expand 	<ul style="list-style-type: none"> • Would require substantial highways and construction works • Greenfield site • Destruction of hedgerow for access 	Splattenridden B has good location characteristics being adjacent to the A30 and its proximity to St Erth Ind' Estate means the buses could serve this potential development. It is unlikely a permanent site here could be supported throughout the year. The destruction of hedgerow and a Greenfield area would not be desirable for a seasonal Park & Ride. Therefore we suggest that this site only be considered if all other options are unsuccessful.
Ponsandane Sidings	<ul style="list-style-type: none"> • Location optimal to serve Penzance • Little to no environmental impact • Potential for long stay parking for Scillonian Passengers (although this would be expensive as it would require 24h security) 	<ul style="list-style-type: none"> • Access issue would need to be addressed • Likely to be congested in the summer 	Ponsandane Sidings could be used as a permanent Park & Ride site serving Penzance. It is well placed to serve the town and could be used to as long-stay parking for the Scillonian.
Old Quay House	<ul style="list-style-type: none"> • Location off A30 	<ul style="list-style-type: none"> • Northern parcel of land likely to flood • Location poor for access • Small site unlikely to be long term solution 	Part of the site is liable to flood as a result some form of defence scheme maybe required. Location is good for the A30 but poor for access from the B3301. The site would not be able to support a permanent Park & Ride site due to low winter traffic flows. This site is not suitable to take forward as a Park & Ride site.
Porthrepta Car Park	<ul style="list-style-type: none"> • Already has hard standing 	<ul style="list-style-type: none"> • Access is too narrow for buses • Rail station too far away to effectively be used as a rail-based site 	Porthrepta car park presents a good location to serve St Ives and prevent visitor traffic from travelling into St Ives. However the site access is too narrow for buses and would require the access road to be widened which may require purchase of private land from residents. The distance and incline to the rail station means a rail based option would not be attractive to potential users. This site should not be taken forward as a Park & Ride site.

Site	Advantages	Disadvantages	Recommendation
St Ives Rugby Ground	<ul style="list-style-type: none"> • Site available for use during the summer peak 	<ul style="list-style-type: none"> • Location • Potential conflict with Rugby club uses • Access • Size of site 	There is possible potential for there to be conflict between the Park & Ride and Rugby Club uses. The hard standing area is quite small and the potential parking spaces would not be sufficient. The site is in a residential area and access is afforded along a narrow a road which does not have footways along its length. Increasing traffic flows along this road would not be desirable due to increased potential conflicts between pedestrians and vehicles. The site should not be taken forward as a Park & Ride site.
Shirehorse Pub	<ul style="list-style-type: none"> • Good location to serve Day Visitors Route • Existing Hard Standing 	<ul style="list-style-type: none"> • Very small site • Bus access difficult • Passenger facilities 	This site is well located to serve those travelling on the Day Visitor Route into St Ives. The site is very small and would not be able to sustain a Park & Ride facility. Bus turning could not be accommodated properly, nor could passenger facilities. It is recommended that this site is not taken forward as a Park & Ride facility.
Marazion Sidings	<ul style="list-style-type: none"> • Large site • Reasonable access 	<ul style="list-style-type: none"> • Location 	The site is currently 1.5km from the main A30 into Penzance. The site is large and access is reasonable. Given its proximity to Marazion Beach and St Michaels Mount, congestion will already be prevalent during the summer months and operation of a Park & Ride site could be difficult. It is recommended that this site is not taken forward as a Park & Ride facility.

5 Market Research

5.1 *Introduction*

5.1.1 In order to understand the usage of off street parking and identify potential Park & Ride markets within Penwith three surveys have been undertaken at:

- Trenwith car park, St Ives;
- Harbour car park, Penzance; and
- Foundry car park, Hayle.

5.1.2 The surveys were carried out over three time periods:

- Morning period, 07:00 – 09:00;
- Midday period, 11:00 – 13:00; and
- Afternoon period, 14:00 – 16:00.

5.1.3 More detailed information is available in Annex 2 but a summary of the key findings is presented below.

5.2 *Summary*

5.2.1 Most of the trips tended to originate from within Cornwall. At Trenwith local residents tended to use the car park in the early morning or late afternoon period to access the leisure centre and it is unlikely that these people would switch to a Park & Ride as they are likely to be only parking for short periods. There were a significant number of day trippers during the mid-day period and to a lesser extent in the late-afternoon period originating from other locations within Cornwall mostly visiting St Ives as part of their holiday. These people would be a likely target audience for a Park & Ride scheme.

5.2.2 At the Harbour Car Park in Penzance most of the people using the car park were local residents accessing the town for work or shopping in the morning and late afternoon periods. As use of a Park & Ride would require them to drive out of the town to catch a Park & Ride service back into town it is unlikely that such people would use a Park & Ride but incentives to encourage greater use of the local bus network, cycling and walking could be considered. However during the mid-day period most users were coming from elsewhere in the District or the County and would be a suitable target audience for a Park & Ride.

5.2.3

Most of the people using the Foundry Square Car Park in Hayle were local residents (originating from within Hayle) accessing the car park for work, shopping or the school run. An out of town Park & Ride is unlikely to meet the needs of these people as they are unlikely to drive out of town to catch a service back into town. However incentives should be considered to encourage greater use of the local bus network, cycling, walking and safer journeys to school.

6 Consultations

6.1 *Introduction*

6.1.1 All consultees were encouraged to express their opinions and thoughts with regard to any parking issues that they considered were important within the Penwith District. However, special emphasis was placed on receiving feedback with regard to either seasonal or permanent Park and Ride services being provided for Penzance, St. Ives and Hayle.

6.1.2 A comprehensive consultation exercise was undertaken whereby one to one consultations were carried out between Halcrow staff and representatives from the local community. These included local town and District councillors, representatives from Chambers of Commerce, trade organisations and local council officers (refer to Annex 3).

6.1.3 A number of consultees offered written statements and letters. These have also been taken into account in the summary of issues raised. These are included in more detail in Annex 3

6.2 *Summary of Key Themes*

6.2.1 A summary of the views received during the consultation process is presented below.

6.2.2 A residents parking scheme for Penzance was generally supported by most consultees although it was suggested that more than one different model should have been offered at consultation.

6.2.3 The Penzance regeneration and enhancement project was received with mixed support from consultees. Some thought that it would alleviate congestion in the town centre whilst others felt that the intensification of land use and further development in particular areas would put increased pressure on the local road network. It was felt that it should be supported by a comprehensive parking policy including resident parking for people living near the town centre.

6.2.4 The provision of adequate parking for summer visitors is a major problem in the main towns of Penwith. St. Ives experiences the greatest parking pressure such that local hotels and businesses are beginning to suffer. In fact many hotels have

been taken over by developers and converted into flats. It is deemed that this is as a direct result of lack of parking for guests. Penzance and Hayle also experience seasonal pressure on parking facilities.

- 6.2.5 Park and Ride services could alleviate seasonal parking problems and the associated congestion in both St. Ives and Penzance. However, although mooted for Hayle it is unlikely that it would be well used or prevent current problems of people parking adjacent to shops and services they wish to use.
- 6.2.6 If Park and Ride is promoted in Penwith then it has been suggested that an appropriate and effective signing strategy is implemented so that visitors are informed of the parking options before leaving the A30. This could take the form of variable message signing in conjunction with conventional signs.
- 6.2.7 Park and Ride was generally considered to be a viable option to reduce parking pressure and the associated congestion in and around Penzance and St. Ives. If bus based Park and Ride is implemented it should be supported by good bus priority measures. Where appropriate, rail based Park and Ride was suggested for both Penzance and St. Ives. A Penzance service could be located at Long Rock, whilst a St. Ives service could be based at Lelant Saltings and St. Erth stations.
- 6.2.8 Visitors to the district should be encouraged to leave their cars at their holiday destination and to travel around by public transport. If this were to be effective it was suggested that 'hopper bus services' be provided linking holiday camps stations, beaches and main Park and Ride sites.
- 6.2.9 In general, it was felt that more control over visitor / day tripper parking should be exerted in order to free up parking spaces for residents, hoteliers (and guests) and people doing business in the area. The most popular solution would be the provision of Park and Ride services that visitors would be encouraged to use.

7 Operational Issues

7.1

Background

7.1.1

According to Mark McCann of SYPTE (South Yorkshire Passenger Transport Executive) speaking at Second Annual Conference on Park & Ride 2004, the stated reasons for the use of Park & Ride for which customers had to pay for included:

- Availability of space and location (90%);
- Car safety (74.6%);
- Staff presence (64.1%);
- Ease of access (53.3%); and
- Ease of egress (30.3%).

7.1.2

The English Historic Towns Forum (EHTF) has produced a Good Practice Guide for bus based Park & Ride schemes, which is now in its second edition. This is suitable for towns such as Penzance and St Ives. It states that for a scheme to be successful:

7.1.3

*'Attention to detail in the layout of the site is essential to create a safe environment for pedestrians and motorists and to engender a sense of security and confidence in the system. Additional facilities should be considered early in the design stage to minimise obstruction to natural surveillance and possible vandalism.'*²

7.1.4

The same guide advises that current best practice should consider the following factors carefully when proposing to introduce new Park & Ride sites:

- Site Layout;
- Construction and surfacing;
- Set down points;
- Measures to assist disabled people;
- Landscape;
- Maintenance;
- Security;

² Bus-Based Park and Ride, Good Practice Guide 2nd edition, EHTF, May 2000

- Natural surveillance;
- Lighting;
- Vandalism; and
- Additional facilities.

7.1.5

To encourage greater take up of Park & Ride, the promotion of quick and easy interchange provision is emphasised as being essential for public transport, if it is to compete with the convenience of car use. In determining what features enable the quick and easy interchange, government audits assess the adequacy of facilities against a number of key attributes which promote good interchange. This includes:

- Reliable punctual and frequent services to produce minimal waiting times;
- Short walking distances and clear directional signs;
- Good timetable displays;
- Staff availability;
- Well maintained infrastructure, including public conveniences and baby changing facilities;
- Good personal security; and
- Accessibility.

7.1.6

However, government audits note that small scale improvements to existing facilities can make a difference to the comfort and attractiveness for its users. This includes aspects such as:

- Better protection from the weather;
- Instantly readable and relevant information on routes and frequencies;
- Better directional signs between bus stops, and rail and bus stations;
- Regular cleaning and maintenance; and
- Secure parking for bikes at bus shelters.

7.1.7

In addition to the academic research carried out above, The Commission for Integrated Transport (CfIT) research undertook a survey of people who use Park & Ride to ascertain what is important to them. The report³ asked respondents to

³ Obtaining Best Value for Public Subsidy for the Bus Industry: LEK Research Appendix 6: Results of stated preference (Accent Market Research)

rate on a scale of 1 (not at all important) to 10 (very important), how important they felt different features of making a bus journey were to them.

7.1.8 Various other aspects were rated (presented in a random order to avoid bias). Two of these were rated by all respondents (not just Park & Ride users) as being very important were:

- 1st Buses always arriving to schedule; and
- 2nd New low floor buses with no steps.

7.1.9 The importance of the elements of the Park & Ride experiences were ranked from 1st to 22nd and have been grouped below:

Issues relating to the Park & Ride site:

- 1st Finding a parking space in Park & Ride car park easily;
- 3rd Park & Ride facility has both CCTV and regular security patrols in the car park;
- 9th The bus stop has a shelter from the wind and the rain; and
- 16th The walk to the bus stop is short.

Issues relating to the Park & Ride bus service and routing:

- 2nd Buses arriving to schedule;
- 4th The bus journey is direct without requiring an interchange;
- 6th You do not have to wait long for the bus;
- 7th The bus gets you there at least as quickly as if you had used the car;
- 8th Cars parked illegally at bus stops and on bus lanes are fined or towed away;
- 11th There is always a bus waiting for you; and
- 12th Interchange with other buses and other modes of transport is guaranteed.

Issues relating to the Park & Ride buses:

- 10th The bus is clean with no litter or graffiti;
- 13th The bus ride is smooth, comfortable and without jerkiness;
- 14th There is always a seat available on the bus;
- 15th The bus is well lit;
- 17th Information and timetable is provided on the bus;

- 18th There is space for luggage, shopping or a buggy on the bus;
- 22nd New low floor buses with no steps;
- 20th Journeys made after 09:30 in the morning are cheaper than those made before 09:30; and
- 21st Bus services operate from at least before 05:30 to at least midnight.

Issues relating to the Park & Ride information

- 5th It is easy to understand which bus to take and where it leaves; and
- 19th There is up to the minute bus information available by phone, mobile phone or on the internet.

7.1.10

Although not related to the Park & Ride study above, other research undertaken by Nexus market research on the Tyne and Wear Metro showed that:

- 80% users gave avoidance of congestion as their main reason for using Park & Ride; and
- The most important feature required by users is a secure car park (with 50% of users considering their car would be safer at a Park & Ride site than at other parking locations).

7.2

Facility Provision at Park & Ride Sites

7.2.1

The following section highlights each of the key attributes that the EHTF detail in their good practice guidance for bus based Park & Ride, but also the benefits of these features are described and supported by research evidence as to how important they are ranked by the CfIT survey respondents.

Availability of parking

7.2.2

This is important as the CfIT research report⁴ suggests that the ability of a customer to find space in the Park & Ride site was rated most important in attracting them to use such facilities. Guidance suggests that good site layout is a determining factor in making a site attractive to users, because the physical design

⁴ Best Value for Public Subsidy for the Bus Industry, (Appendix 6)

of the site and its facility arrangements contribute to how much parking can be incorporated into the land area

7.2.3 When constructing a site from scratch the majority of Park & Ride's tend to have a total number of spaces in the range 400 to 600 allowing for a more cost effective, efficient and viable bus operation. The size of the site can depend partly on the demand forecasts and partly on land availability, however smaller sites of around 250 spaces are used with success where there is limited in-town parking and the public are willing to wait a few minutes longer for a ride into the centre particularly if the journey time is short.

7.2.4 Small sites e.g. Barnstaple can make a contribution to easing traffic and environmental problems though the bus service is less likely to be self sufficient. Non-dedicated bus services may be more suitable in these instances as they would not be solely dependent on car-borne passengers for patronage. One approach would be to start with a small low cost site capable of substantial enlargement and improvement as demand increases. However if the initial standards are set too low this could deter potential users.

Short walking distances

7.2.5 Linked with site layout is the importance of facilitating short walking distances (as assessed by government audits on facility provision) between the parking area and the bus/rail pick up points. This feature should be considered with regard to the able bodied and disabled, with specially marked priority parking for blue badge holders and 'parent with child' spaces being located as close to the bus/rail pick up points as possible. This attribute also aids to provide a more seamless interchange and ensuring people feel safe.

Clear Signing

7.2.6 As part of the site layout, it is also important to consider how easy it is for its users to understand where facilities are located. This should start from the main access road to the site itself with clear concise statutory signing, and should continue into the site with more 'friendly style' site specific signing advice (including on-site reminders about lights keys windows etc). Care should be taken not to cause signage clutter as this can look unsightly and cause confusion. Ranked 5th in importance in the CfIT research was the ability to easily understand which bus to take and where it leaves. Complementary to this is the presence of service operation information and timetables (both at the pick up points and on the bus/train). This facility was ranked 17th. The availability of good timetable displays

also helps users with interchange choices. It is also good practice to provide signage to the nearest rail station or airports if appropriate and sign any services that serve those routes. It should be noted that such information will also require maintaining and updating as required for it to remain useful.

7.2.7 The use of variable message signing (VMS) on the approach routes to the Park & Ride site can prove to be very useful. These can be used to advise the number of parking spaces available and if full direct users to alternative sites as well as capacity in the town centres. At the site itself VMS can be used to provide real or scheduled time information but ideally real time e.g. the next train/bus is due in 5 mins.

Security provided by CCTV and staff availability.

7.2.8 These were ranked 3rd most important to Park & Ride users. The combination of CCTV and regular security patrols in the car park should help to reduce doubts over vehicle security or feelings of personal vulnerability. It is reasonable to assume that the employment of a security officer is relatively expensive, however if the security personnel were multi-skilled operatives able to undertake retail, customer service, cleaning, security and first aid tasks then improved value for money could be achieved as well as reassuring people's sense of security.

7.2.9 It is important to note that the presence of a security officer alone is not the answer. Addressing the fear of crime needs to be reinforced with good site design that allows for natural surveillance of activity during the day, with lighting to promote improved surveillance at night. These elements should be combined with strategically placed CCTV (which is monitored) to ensure good practice, which also advises that the site should be designed to meet the award standard as being '*Secure by Design*'.

7.2.10 Lighting was not specifically mentioned in the survey as being important to site users, except for the need to have adequate lighting on the buses themselves, which was ranked as 15th most important. It is important at the design stage to also ensure that the planting and landscaping are well considered and do not conflict with CCTV images or require excessive maintenance.

7.2.11 Additional services that could be provided by the security personnel may also include the ability of users of the Park & Ride to register with the site so easy contact can be made in case of vehicle problems.

Protection from the Weather.

- 7.2.12 Not having to wait long for a bus was ranked 6th, and good practice suggests that frequency and reliability are fundamental to the success of Park & Ride sites, however, where a short waiting period does occur, then the provision of a bus shelter to protect people from the wind and the rain should be considered to improve the comfort of users. Where shelters / waiting rooms are provided, a 'kept' appearance of the facility will act to portray a cared for and therefore more attractive environment that helps to reassure users, making them feel more comfortable. The presence of a well maintained infrastructure (which was clean with no litter or graffiti) was ranked as the 10th most important in the CfIT survey. It is also good practice to install easy access kerbing from such facilities. It may be possible to provide a TV, internet access or vending machines in these waiting areas; however their demand may need to be tested and may bring unwelcome loitering to the site.

Cycle Parking and Storage

- 7.2.13 This is a feature that is best suited to interchange sites. However, the success of installing these are somewhat dependant upon the quality of the cycle links to the Park & Ride Sites. Poor links to a remotely placed site will not encourage good patronage.

Facilities

- 7.2.14 The Good Practice Guidance document published by the EHTF, suggests that:
- 7.2.15 *'The guiding principle in deciding what facilities should be provided is that Park & Ride needs to be a high quality service with positive attractions to use rather than one with features which might deter use.'*
- 7.2.16 Thus, the extent of facility provision could be vast, or somewhat minimal, as long as those that are provided are of good quality and well maintained. With the aim of attracting users, as opposed to deterring users, maintenance of any provision is essential.
- 7.2.17 The good practice guidance suggests that most Park and Ride sites have public telephones at least in case of emergency. The document also suggests that other environmental facilities such as recycling points for bottles etc are located within the Park & Ride site to further aid the convenience of the site user.

7.2.18 Providing for the users comfort and convenience (especially for parents with toddlers), the construction of on-site toilets with baby changing facilities should reduce the risk of unwanted filth in any shelters/waiting rooms provided on the site. Where toilets are present, they should be designed to be easily accessible to allow disabled users to access them with ease. A survey carried out among both existing and potential Park & Ride users in York, indicated that permanent toilet facilities were top of the list of necessary requirements.

7.2.19 Other services such as car valeting, full garage services, tyre and exhaust fitting centres, and distribution building may also be considered as more appropriate provisions at such sites. The commercial viability of such provision would need to be proven.

Maintenance

7.2.20 To ensure that these facilities and features are presented to a high standard, the implementation of a maintenance policy should be promoted. This may require the presence of staff to oversee / check facilities routinely and ensure the removal of litter, graffiti within a reasonable time – i.e. it is not left to remain.

7.2.21 Additional facilities to aid this may include the provision of litter bins within the site to reduce the potential for littering of the floor / shelters.

Construction and Surfacing

7.2.22 The guide states that high quality material specifications will not only reduce the level of maintenance required, but may also enhance the visual appearance of the site. Changes in materials can also be used to differentiate areas with different functions i.e. to highlight stop areas, or a bus only loop. Car park pavements need only to be adequate for car usage only, but improvement methods should be considered carefully to ensure the portrayal of a well kept and maintained area.

7.3 The Bus Service Provision

7.3.1 Many Park & Ride schemes across the UK are bus-based. However many of the principles of bus service provision will also apply to rail-based Park & Ride schemes. However with rail schemes there are cost and line capacity issues to consider, which can sometimes make it difficult to provide service frequencies seen in some bus based schemes.

Frequency and Hours of Operation

- 7.3.2 Frequent and reliable bus services are critical to a successful Park & Ride. Many users of Park & Ride schemes expect to turn up at the site and board a bus straight away or certainly within 5-10 mins. Infrequent and unreliable services could result in users losing confidence in the service and reverting to town centre parking.
- 7.3.3 Ideally service frequencies should be 10 mins off-peak and 7-8 minutes during peak periods. For less frequent services then provision of waiting and refreshment facilities at the site are going to be fundamental if users are going to be encouraged to wait for the next bus or train. It is unlikely that rail based schemes proposed for Penwith will achieve these frequencies due to line capacities and costs of service provision. Therefore marketing and information provision is going to be really important to the success of these schemes to encourage users to turn up shortly before the next train is due.
- 7.3.4 The number and size of the vehicles will be dependent upon the journey times and the frequency for example a 10 minute frequency and a journey time of 10 minutes would require a minimum of 3 vehicles (allowing for 5 minutes boarding at each end). It is not unusual to enhance the number of vehicles during peak periods when demand is at its highest.
- 7.3.5 Generally Park & Ride schemes are operational for around 12 hours per day. Start times vary between 07:00 and 07:30 and end times vary between 18:30 and 19:30. Commuters will require access to the site between 07:00-09:00 whilst day visitors are likely to require access between 10:00-14:00. However there are no hard and fast rules about operational hours and this is likely to be dictated by the demand and cost of the service provision and staffing the site.
- 7.3.6 Most sites across the UK are operational for 6 days a week although some do operate a service on a Sunday but again this will be dependent upon budget and the target market. Commuters for instance are unlikely to require a Sunday Park & Ride service but demand from shoppers might make this viable at certain times of the year.

The Vehicles

- 7.3.7 The quality of the vehicles used on the service will be paramount to attracting and retaining passengers. Few authorities now run Park & Ride services with buses older than five years and most are willing to pay the premium necessary for the

operator to provide new easily accessible vehicles, which comply with the latest European regulations concerning both noise and exhaust emissions.

7.3.8 One of the biggest constraints within Penwith might be the topography within the town centres as many of the streets are narrow. Therefore smaller vehicles might need to be considered. A possible solution could be to use the Optare Solo or similar vehicle as these are shorter than many conventional Super Low Floor vehicles whilst still making provision for wheelchairs and pushchairs.

7.3.9 Branding of the vehicles with a livery specific to the Park & Ride service can assist in giving the service a unique identity which becomes linked with quality and reliability.

7.3.10 The National Air Quality Strategy (1995) laid down the requirements for local air quality management, with targets for reducing major pollutants. Therefore an additional consideration for Park & Ride vehicles could be the use of 'green' or alternative fuels:

- Ultra Low Sulphur Diesel (ULSD)
- Liquefied Petroleum Gas (LPG)
- Compressed Natural Gas (CNG)
- Various hybrids of petrol/diesel/flywheel and electric power

7.3.11 All new vehicles must comply with regulations under the Disability Discrimination Act (1995). These regulations apply to new vehicles with a capacity of more than 22 passengers used on local or scheduled services and will need to provide improved access for disabled passengers including wheelchair users. The timetable for new vehicles and all buses is below:

Type of Bus	New Buses	All Buses
Double deck buses	Jan 2001	Jan 2017
Single deck buses (over 7.5 tonnes GVW)	Jan 2000	Jan 2015
Small buses (over 22 passengers and up to 7.5 tonnes GVW)	Jan 2005	Jan 2015

7.3.12 Park & Ride services can be linked with other services to add value for people with impaired mobility e.g. Shopmobility. If the Park & Ride is to adequately meet the

needs of wheelchair users it will need to offer some flexibility by stopping as close to their required destination as possible. This may require some kind of booking system so the driver is aware in advance of the journey.

7.3.13 Standards of vehicle cleanliness and maintenance should be specified in any contracts with operators. These should include both the inside and outside of the vehicle and need to be monitored. This should also include no smoking on the vehicle and should also apply to staff.

7.3.14 As staff attitudes can influence user's attitudes and considering that Park & Ride services can be a visitor's first encounter of local hospitality. Many authorities specify additional training in customer care for drivers of Park & Ride services. Operators should also arrange for driver changeovers that avoid disrupting the service.

Registering Local Bus Services with the Traffic Commissioner

7.3.15 All local bus services must be registered with the area traffic commissioner. Local bus services are those which carry passengers at separate fares over short distances (typically 15 miles or less) and will include a Park & Ride service.

7.3.16 The bus operator providing the Park & Ride service will be responsible for registering the service and must give the traffic commissioner 56 days notice before starting the service.

7.3.17 The exception to the above would be if there was a charge for parking rather than a bus fare charge then the service would not need to be registered. It would also not be eligible for the Bus Services Operators Grant (BSOG), which is a rebate on fuel duty. However this can be a 'bit of a grey area' as we are aware of examples where parking charges have been applied but the service has been registered with the traffic commissioner therefore we would recommend taking advice from the area traffic commissioner in the first instance.

Bus Priority Measures

7.3.18 Park & Ride services must offer positive advantages over the car and not just be the 'least worst' option. A total package that provides a faster journey to the centre than going by car will attract and retain Park & Ride customers.

7.3.19 Delays resulting from congestion can increase journey times and reduce reliability therefore degrading the quality of the service. Consideration needs to be given to

reallocating road space in favour of the bus in combination with other bus priority measures.

7.3.20 For the service to compete with the car the journey need to be direct and as short as possible. Even if extensive bus priority measures are not possible some consideration should be given to the following:

- With flow bus lanes
- Bus gates
- Contra-flow lanes
- Restricting turning movements to buses only

7.3.21 In the town centre buses which are able to use streets closed to general traffic will offer Park & Ride the advantage of greater accessibility over the private car. Bus priority at traffic signals can also give the service the advantage over the car as well.

Abstraction from Local Bus Services

7.3.22 If a dedicated bus service is to be used there is a risk particularly if the site is close to a residential area that people living in those residential areas might prefer to use the Park & Ride service rather than the local bus service.

7.3.23 In such scenarios the pricing policy of the Park & Ride service is going to be the critical factor in reducing abstraction from local bus services. Ideally the Park & Ride fare should not be significantly cheaper than local bus services (see Annex 6) but cheap enough to compete with town centre parking charges.

7.3.24 A partnership approach with local transport operators (both bus and rail) might be advisable and consultation with transport operators should take place during the planning stage so that the scope of the partnership can be fully explored. Given the nature of the bus network in Cornwall it is likely that any bus based Park & Ride services will require financial support. However if the service is very popular this might eventually become self supporting although this can not be relied upon.

7.4 ***Pricing Policy***

Target Audience

7.4.1 Research and data collected from established sites such as those provided by Norfolk County Council has indicated that 70% of Park & Ride users tend to be women and 30% male. This is not surprising as nationally more women tend to

use bus services than men so the progression to a Park & Ride service may not be such an alien concept.

7.4.2 Most Park & Ride services tend to be aimed at commuters and/or day visitors particularly those visiting the area for the first time and this would be a suitable target audience for Penwith, which is subject to heavy tourist traffic during the summer months.

Relationship to Town Centre Parking Charges

7.4.3 The charge made for the Park & Ride service and how it compares to the cost of central area parking is a major factor in determining usage by people who would otherwise drive into a centre and pay for parking. This is extremely important where Park & Rides form a key component of an integrated transport strategy.

7.4.4 Most schemes aim to 'price' long-stay parkers out of the central area but retain a supply of moderately priced parking for shorter-term visitors' and shoppers needs. However the flexibility offered by a Park & Ride could appeal to some short and medium stay visits particularly for non-commuting purposes.

Fares & Charging Systems

7.4.5 When setting fare levels the following factors need to be considered:

- Cost of service provision – are you hoping to generate enough fares revenue to meet the costs?
- Town centre parking charges – to be effective Park & Ride fares ideally need to be significantly cheaper and/or the availability of long-stay parking in the town centre needs to be limited
- Local bus service fares – if the Park & Ride fare is significantly cheaper than other local bus services this might encourage abstraction from these services so that people who may have made their whole journey by public transport are now making part of it by car
- Target market & strategy objectives – is the purpose of the Park & Ride to reduce town centre congestion? Is peak period traffic your target market?

7.4.6 If existing transport services are used for Park & Ride operations then fare setting may be limited by existing contracts or service level agreements in the case of supported services. In the case of commercial services are subject to market forces for which there will be little control.

7.4.7 Feasible charging structures include:

- All day flat fare
- Cheaper off peak fares to encourage more non-commuting trips
- Cheap peak fares to encourage use by commuters
- Family tickets e.g. 2 adults and up to 3 children

Rewarding Regular Use

7.4.8 Season tickets can be an important means of guaranteeing revenue in advance, which generally outweighs the discount they offer.

7.4.9 The charge is usually based on an assumed number of trips per week with a discount that increases with the duration of the ticket. Often it is calculated from the cost of 10 single trips per week between the site and the town centre with a discount of around 10% for a weekly ticket and 25% on quarterly tickets. The alternative is to allow the use of operator season tickets on the Park & Ride service, which would give Park & Ride users access to the rest of the bus network.

7.4.10 Another type of ticket is the multi-journey ticket where passengers can purchase a ticket with a fixed number of trips at a discounted rate e.g. 10 trips for the price of 12.

7.4.11 It may be possible that at some point in the future such tickets could be provided using Smartcard technology.

Parking Charges

7.4.12 Some Park & Ride schemes rather than charge for the bus service charge for parking and some schemes charge for both (see Section 8).

7.4.13 If paying for parking users can be provided with a two part ticket – one to put into the car and one to show the driver. Alternatively a barrier system could be used and the ticket should be shown to the bus driver and used to open the barrier.

7.4.14 There are a couple of issues with charging for parking and these are:

- VAT is chargeable on parking
- How many passengers per car should be allowed to travel for free?

7.4.15 Typically cars tend to carry one or two people but some vehicles are capable of carrying up to eight people. For instance the average car occupancy rose to over 4 persons per vehicle during our surveys. If encouraging car sharing is desirable then charging per car would be the better option but could be difficult to monitor and enforce. Assumptions would also need to be made about average car occupancies when setting fare levels.

7.4.16 The advantage of restricting a parking charge to the Park & Ride facility is that it also discourages abstraction from local bus services particularly where sites are located close to residential areas and can discourage the site being used as additional parking if located in an industrial area.

7.5 ***Marketing Strategy***

7.5.1 A successful marketing strategy is very important in ensuring the success of the Park and Ride scheme. The marketing plan forms an integral part of the strategy and should aim to reflect market segments that the scheme aims to attract i.e. commuters or tourists and geographical areas. The effectiveness of the communication method is vital, through the media, exhibitions and even direct contact with relevant people and organisations, who will benefit from the scheme, such as car park season ticket holders, local councils within the catchment area. Commercial links with private organisations can be mutually beneficial in terms of publicity and customers generated. Placing the scheme in travel awareness initiatives e.g. Travelwise, helps to sell the scheme from an environmentally friendly point of view.

7.5.2 Image and branding is a key attribute to the success of the marketing campaign. Use of specially designed 'striking' logos combined with livery and a relevant message can have a positive impact, especially when displayed on a fleet of vehicles. Service and destination boards are vital when there is more than one service operating. Sites identified by name, or different coloured routes are two examples.

7.5.3 The signing strategy should also be closely linked to the marketing strategy as users will need to know how to find the sites. In addition the use of variable message signing can also add value to the whole Park & Ride experience allowing potential users to make informed decisions on approach to the sites.

7.5.4 Marketing is an important element in ensuring the overall success of the Park and Ride, and is necessary for conveying the details of the scheme. Customer research

and feedback is vital, in assessing both the marketing strategy and the effectiveness of the scheme. However, successful marketing must be complemented by a well thought-out scheme with excellent service.

7.5.5 Below are a few suggestions that Penwith could consider as part of the Marketing Strategy for Park and Ride.

Websites

7.5.6 The Park and Ride could be promoted on the following websites:

- Cornwall County Council
- Penwith District Council
- Transport operators, e.g. Wessex Trains
- All regional tourism sites
- Town websites e.g. St. Ives
- Major Holiday caravan parks and hotels

Leaflets

7.5.7 Leaflets about the services provided could include the following. Leaflet drops could take place in long-stay public car parks and residential areas where commuter parking is known to be a problem:

- Route Maps, similar to those for the London Underground
- Leaflets, credit card size for wallets
- Leaflets for special offers for other things e.g. 10% off swimming

Seasonal Promotions

7.5.8 Special promotions during the busy 'holiday periods', may help to attract both locals and tourists to use the service.

- Easter 'Bus Eggstravaganza'
- May bank holidays
- 'May Day Away'
- August – 'Holiday Hopper'

Other Promotions

7.5.9 More permanent promotions could be introduced alongside those proposed in the Seasonal promotions. These would be aimed at rewarding both the regular user and people visiting the area.

- Half day, day, weekend, week explorer tickets, linking with the local transport services in the area.
- Regular user, buy a certain amount of journeys in a block and save money.
- ‘Kids go free’ One child rides free with every paying adult.
- Joint ticketing with major tourist attractions e.g. Tate St. Ives.

Launching the Park and Ride

Month 1 – Launch Event

7.5.10

Details that should be considered in preparation for the launch event include:

- Local Personality
- Radio Cornwall
- Press releases out 1 week before
- Telephone call reminders 24 hours before

Month 2 – Campaign

7.5.11

Below are several ideas to promote the use of the services, including various types of incentives:

- Better by bus / train
- 40% discounts for week 1 of the month
- Free bacon butties for commuters
- Loyalty prize for people / commuters who use the bus everyday for the month. Each person given a card to get stamped

Press Campaign

7.5.12

Making the public aware of the benefits and giving public feedback on the scheme itself, through the following mediums:

- Photo / travel diary by users with local newspaper and BBC Radio Cornwall
- Regular users are asked to record their journeys over a set period e.g. a week
- Relay information about positive experiences in monthly bulletins – i.e. local bus newsletter or similar
- Also use Parish magazines School Newsletters and company magazines.

Advertisers

7.5.13

Potential advertisers of the Park and Ride are listed below:

- Companies throughout Cornwall
- Council internet
- Cornwall public transport guide
- Tourist information centres
- Tourist information for campsites and hotels etc.
- Bus shelters
- Supermarkets
- Leisure Centres
- Banners by aeroplane / helicopter!
- Bus backs
- Variable message signs/road signs e.g. Car share Devon.

7.6

Summary

7.6.1

The key operational considerations for a successful Park & Ride are:

- Site access by both the car and the bus or train
- Site facilities for potential customers
- Security measures such as CCTV and/or on-site staff
- Quality of the transport service provision such as reliability, frequency and quality of the vehicles
- Hours of operation – most Park & Ride schemes in the UK operate for 12 hours typically 0700-1900 although there are some exceptions. Operational hours will be dependent upon the target audience.
- Pricing Policy – bus fares verses parking charge
- Relationship with town centre parking charges – if town centre parking charges are relatively cheap to the Park & Ride fare/charge then drivers are unlikely to switch to Park & Ride
- Marketing & signing strategy – potential customers need to be aware of the Park & Ride's existence, costs and how to get to the site

8 Park & Ride Best Practice Review

8.1 *Introduction*

8.1.1 The purpose of this section is to review best practice in the UK for Park & Ride schemes. In particular it will look at successful bus and rail based schemes and those that operate seasonally. It should be noted there are more examples of bus based Park & Ride than rail based schemes.

8.2 *Bus based Park & Ride*

Oxford

8.2.1 Oxford was one of the first cities in the UK to embrace the concept of Park & Ride. Currently there are 5 sites in operation offering in the region of 5,060 spaces compared to 2,000 public off street spaces in the city centre. At 4 of the 5 sites, Park & Ride has been in continuous operation for 30 years.

8.2.2 The core of the operation is linking the sites to the city centre. Depending on the site the majority of the buses operate at frequent intervals of between 6 and 10 minutes. In addition from 4 of the sites, there are evening and Sunday services available. On the evening services the service operates every 30 minutes after 7pm with last departures from the city centres at around 11.30pm. The Sunday services operate all year round and although not as intensive as the Monday to Saturday service (buses run at frequencies of between 15 and 30 minutes depending on the site). For two of the sites, the service finishes at 7pm whereas at two other sites the service continues until 9pm.

8.2.3 At the Thornhill Park & Ride, which is situated in the east of the city, the London express coaches and those travelling to Heathrow and Gatwick Airports also call at the site. A recent innovation has been the introduction of a bus service from Thornhill to the Nuffield and Churchill Hospitals as a way of alleviating traffic close to the hospitals. This operates on a much lower frequency than the main city centre service, typically every 20-30 minutes depending on time of day.

8.2.4 The Oxford Park & Ride network sees over 1 million passengers per year and over 0.5 million cars use the sites. This has contributed to an 18% drop in traffic levels since 1999 with the Park & Ride's intercepting 27% of all morning peak journeys into the city. The popularity of Park & Ride in the city has been enhanced through

30 years of parking restraint measures and the introduction of bus priority measures. The Oxford Park & Ride was commended at the British Parking Awards 2004.

8.2.5 Many of the sites are basic in comparison to what has been achieved in other locations with the exception of Water Eaton which has a facilities block. Upgrades of the other sites are planned.

8.2.6 The bus operation is operated entirely commercially by the Oxford Bus Company, though when the sites were first launched the services required a subsidy. The buses are in a dedicated green livery which stands out from the rest of the fleet. Given this and the need to meet the running costs of the car parks, two prices are levied. It costs 60p to park the car, which is purchased from a Pay & Display machine and £1.90 for a return to the city centre, which is bought on the bus. Also available to users are 12 trip tickets and 1, 7 and 28 day tickets which can be used on any Oxford Bus Company service within Oxford city.

8.2.7 In contrast the main multi-storey car park adjacent to the Westgate Shopping Centre in the city centre charges £8.00 for 4-6 hours parking, £12.00 for 6-8 hours and £15.00 for 8 or more hours.

Norwich

8.2.8 Norwich currently has 5 Park & Ride sites situated close to the main arterial routes. There are plans for another 2 sites. The sites were developed following the adoption of the Norwich Area Transportation Strategy in 1990. Currently there are approximately 4,600 car spaces at all the Park & Ride's across the city. In 2002-2003, 2.27m passengers used the network which equates to approximately 557,643 cars.

8.2.9 Norfolk County Council has a policy of investing considerable time and effort into the planning and operation of the Park & Ride's. Norfolk places considerable emphasis on standards and design considerations. Aspects such as site attractiveness, security, good bus provision, level of facilities, health & safety, disability issues, junction design and landscaping have been considered in significant detail. As a result Norfolk County Council won the Park & Ride Award at the British Parking Awards 2004.

8.2.10 All the Park & Ride car parks have been awarded Secured Car Park status for the provision of secure parking spaces with visible staffing and comprehensive CCTV.

8.2.11 With the exception of Costessey, all the bus services are tendered by Norfolk County Council. The bus services link the Park & Ride sites with the city centre. At Costessey there is a direct service to the city centre operated by Konectbus, and First operates a service that links the site with Norfolk & Norwich University Hospital, the University, City Centre and Railway Station. Both these routes are commercially operated and serve all stops unlike the bus services serving the other sites.

8.2.12 At all the sites with the exception of Costessey, it costs £2.50 per vehicle before 9am and £2.75 per vehicle after 9am. This is to encourage peak time travellers to leave their car on the edge of the city and reduce city centre congestion. Park & Ride users have to purchase their tickets from the Pay & Display machines on the site, which issues tickets in two parts. The first part is the 'Park' ticket which is displayed in the vehicle and the second part the 'Ride' is shown to the driver of the bus on boarding. The ticket allows for up to 8 people to travel but a maximum of five adults are allowed.

8.2.13 A six trip ticket which allows parking on six days of the user's choice is available and costs £11.00. A monthly ticket costing £39.00 and Yearly pass costing £360.00 are also available. These cannot be used on the Costessey Park & Ride as this route is served by commercial services. A separate set of fares is applicable. From Costessey, an Adult is charged £1.50 for return and children £1.10 for a return. A group of 8, maximum 5 adults can travel for £2.50.

8.2.14 In the Pay & Display car parks in the city centre a sliding scale of charges applies depending on how long the car is parked. For people parking up to and including 5 hours the charge can vary from £2.80 to £8.00 depending on the car park. For those staying more than 5 hours the charging varies from £2.80 to £15.00. At 6 of the 17 Pay & Display car parks in the city centre the maximum charge is £15.00.

York

8.2.15 York has similar characteristics to Oxford and the Park & Ride have been very successful. York has a historic city centre which is full of narrow streets which brings considerable numbers of people to the city. The original transport strategy for the city envisaged 4 sites but this has been expanded to 6 in recent years. In excess of 1.5m passengers per annum use the Park & Ride network in the city.

8.2.16 There are currently five Park & Ride sites in operation, with the latest opening this year. There are plans for a sixth site, which would be opened within the next

couple of years. There is feasibility work for a seventh site to specifically serve the hospital. The policy for Park & Ride has been for them to be located close to intersections between key radial routes and the Outer Ring Road.

- 8.2.17 In 1995 the city council set out a Park & Ride plan that aimed to achieve a self-financing service within 5 years. The city council has achieved this through thorough financial planning and periodic review of charging and subsidies. To further improve the attractiveness bus priority has been introduced along with the BLISS (Bus Location Information Sub System) system. BLISS allows equipped buses to link with a central computer that is connected to the city's urban traffic control system. The system allows for late running buses to request priority at traffic signals and the delivery of 'real time information.
- 8.2.18 The bus services have been designed to offer a direct, fast link into the city centre. On the bus services from 4 of the sites there are no more than 2 or 3 intermediate stops. On the service to the McArthur Glen site in the south of the city the bus service makes more intermediate stops because the Park & Ride car park is shared with that of a McArthur Glen shopping outlet.
- 8.2.19 At the Park & Ride at Monks Cross, to the North East of the city centre, in addition to a service to the city centre there is a less frequent service linking the car park with the nearby Monks Cross Shopping Centre and Norwich Union offices.
- 8.2.20 Four of the established five sites operate 7 days a week. They are operated by First commercially. First pays a premium to the City Council to help cover the running costs. Buses from the car parks start between 6am and 7am depending on the site with last departures from the city centre between 8pm and 9pm. On Sundays the service operates between 10am and 6pm. Buses during the daytime including on Sundays operates every 10 minutes with early morning and late evening services dropping down to a 15 minute frequency.
- 8.2.21 The car parking is free with passengers only having to pay for the bus journey. A standard single journey costs £1.70 with a return available for £1.80. A weekly and monthly smartcard are available costing £7.00 and £25.00 respectively but these have to be purchased in advance from the site office. A stored value smartcard return is available for £1.60.
- 8.2.22 The fares compare quite favourably to parking in the city centre. Some of the charging at certain car parks is determined by whether the user is a resident or

non-resident of York. At the long stay car parks in the centre all day parking for customers arriving before 10am costs £8.00 for residents and £9.50 for non-residents. For shoppers using the maximum stay 5 hours car parks the charge is £5.50 for residents and £7.00 for non-residents.

Salisbury

- 8.2.23 Salisbury is also a historic city with the attendant problems of being a popular tourist destination and economically vibrant city centre. The strategy pursued by the city is leading to the development of 5 sites that will serve all the major approaches to the city.
- 8.2.24 Currently one site is operational, the Beehive which is situated to the north of the city on the A435 near Old Sarum. Two sites are due to open on the West (Wilton) and South West (Britford) approaches to the city in 2005. Two further sites are currently in the process of development. The site in the South (Peterfinger) is currently going through the planning process. The proposed site in the East (London Road) already has planning permission and currently tender documents have been issued for its construction.
- 8.2.25 The Beehive has parking for 400 cars. It has received 'Secured Car Park' status due to having a parking attendant on site at all times, CCTV and Help Points by the barriers and the ticket machines. The site has a waiting facility that includes toilets with both disabled toilets and baby changing facilities.
- 8.2.26 The bus service is operated by Wilts & Dorset, the main operator within Salisbury using buses in a dedicated livery that stands out from the buses in the main fleet. The buses used are the latest low floor vehicles, which allow wheelchair users and families with pushchairs easy access.
- 8.2.27 The site is open from 6.45am to 8pm Monday to Friday and 7.15am to 7.30pm on Saturdays. Between 7am - 9am and 4pm - 6pm buses run every 10 minutes. Between these peaks the service is every 15 minutes.
- 8.2.28 The Park & Ride is priced competitively in relation to city centre car parking. Tickets cost £1.50 per car which allows one driver and six passengers to travel on the same ticket. The ticket allows travel to and from the city centre as many times as possible whilst the car is parked at the site.

- 8.2.29 To use the Park & Ride, users have to take a ticket from the entry machine when entering the car park. This is shown to the bus driver. On departing the car park, the ticket has to be validated at a pay machine. The ticket is then entered into the barrier to exit the car park.
- 8.2.30 In comparison, long stay car parking in the city centre costs approximately £3.60.
- 8.2.31 It is anticipated that the other four sites once operational, will be the same as the Beehive. At the proposed sites the parking will range from between 400 and 650 spaces.
- Barnstaple
- 8.2.32 The Barnstaple Park & Ride is one of the few small town Park & Ride's that operates throughout the year. The site is situated to the south of the town centre, close to the A39/A377 Rumsam roundabout. The car park is within easy reach of the A361 North Devon Link, A39 to Bideford and Bude and the A377 to Crediton.
- 8.2.33 The car park contains approximately 200 car spaces which include some disabled parking. The waiting facility is a bus shelter, the site is lit and has CCTV. Parking is free with users paying for the bus service. This approach is fairly consistent across all Devon County Park & Ride schemes.
- 8.2.34 The bus service is operated by First under contract to Devon County Council and operates Monday to Saturdays throughout the year. The first bus departs from the car park at 7am with a last departure from the town centre at 6.40pm. The average journey time is around 10 minutes. First uses step-entry minibuses on the route and the service requires 2 buses to operate the 15 minute frequency.
- 8.2.35 A range of tickets are available these include a single ticket which costs 75p or a £1.00 for a return ticket. A family group ticket is available which costs £1.50 (allowing up to 5 people to travel, but no more than 2 adults). A Multi-journey saver ticket costing £5.00 allows 12 single journeys and is valid for 1 month.
- 8.2.36 In comparison car parking in central Barnstaple can cost between £2.40 and £4.20 for all day parking depending on which side of the river the user is parked.

8.3 ***Rail based Park & Ride***

Warwick Parkway

- 8.3.1 Warwick Parkway is a unique railway station in the UK in that it is owned and operated by Chiltern Railways, a Train Operating Company (TOC). The station cost £5.35 million to build and the cost was met by a partnership of Chiltern Railways and Warwickshire County Council.
- 8.3.2 The station is situated on the London Marylebone – Birmingham Snow Hill line. It is close to Junction 15 of the M40 and offers fast and frequent services to London and Birmingham as well as other destinations on the M40 corridor.
- 8.3.3 A study produced by Halcrow in 2002, showed that between November 2000 and November 2001 there had been a 13% growth in use, with an increased demand from local users especially younger people. The study found the station has a strong demand for commuting and business trips to London with developing demand for off-peak trips to Birmingham.
- 8.3.4 There are approximately 23 trains per day between Warwick Parkway and London Marylebone. There are a wide variety of tickets available. A Cheap Day Return costs £23.00 whereas a Standard Open Return costs £62.00. There are a range of travel cards available for weekly, monthly and annual periods that also include unlimited travel on buses and tube trains in London.
- 8.3.5 To Birmingham from Warwick Parkway there are approximately 26 trains per day. A Cheap Day Return costs £3.70 rising to £4.90 for a Standard Day Return.
- 8.3.6 The car park has 564 spaces including 8 disabled spaces. Parking is charged at £4.00 peak, £2.00 off peak and free on Sundays and Public Holidays. On site security is provided as is a bicycle rack and taxi rank. A bus service is also available from the station to Warwick and Leamington Spa. The bus service only operates every 60 minutes, Monday to Saturdays. A bus add on to the train ticket is available which costs 50p for a Single and £1.00 for a Return. Facilities at the station include ticket office, toilets, newsagent, refreshment facility, waiting room and baby changing facility.
- 8.3.7 In 2001, Warwick Parkway won the Integrated Transport Award for Interchange Project of the Year. Since then further interchange opportunities have been provided with express coaches to Yorkshire and the London Airports now serving

the station. In addition Chiltern Railways won the Railway Forum/Modern Railways Magazine Innovation in Marketing Award. This was for the imaginative use of media to achieve high awareness and use of the station.

Bristol Parkway

- 8.3.8 Bristol Parkway was one of the originators of the Parkway concept in the 1970's. Situated on the main South Wales – London Paddington line the station is located in north Bristol, several miles from the city centre and the city's main Temple Meads station.
- 8.3.9 Bristol Parkway has become a key interchange station on the national network with services from Scotland, Northern England, the Midlands and the South West all serving the station.
- 8.3.10 The car park has 1,100 spaces and is a mix of short and long stay parking. Of these spaces, 26 are for disabled passengers. As part of a massive refurbishment of the station, a decked car park has been introduced to cope with demand. Currently parking charges are £3.70 per day Monday to Friday and £1.50 Saturdays and Sundays. A monthly pass is available for £54. A different charging structure applies for those using the short-stay car parks.
- 8.3.11 As part of the refurbishment of the station the range of facilities has been improved with new toilets, baby changing facilities, refreshment outlets, waiting room, cash machines, cycle racks, lift and credit card self service ticket machines.
- 8.3.12 In recent years the popularity of Bristol Parkway has increased due to improve frequencies available on services to Cardiff, London and the Midlands.

Sheffield Supertram

- 8.3.13 Sheffield Supertram was part of the latest wave of Light Rail schemes to have been launched in the UK, coming after the launch of the Manchester Metrolink system. The system has 3 lines, with 2 lines serving north Sheffield and the other line serving the south east of the city. The Sheffield system has 5 Park & Ride's of which 2 sites are free parking. The average capacity of the car park varies from 200 spaces to 450.
- 8.3.14 All the sites were funded by South Yorkshire Passenger Transport Executive (SYPTTE) with the exception of Valley Centertainment which was developer funded. Stagecoach, the tram operator shares income with SYPTTE on a range of

tickets dedicated to Park & Ride but SYPTE retains the right to ticket pricing. Marketing and branding is undertaken by SYPTE.

- 8.3.15 At the Pay sites, the car park is staffed between 06:30 and 19:30; however the site is accessible 24 hours by ticket. SYPTE has set high quality standards. All site staff have to be trained to SITO (Security Industry Training Organisation) standards. In addition NVQ Level 3 in Customer Care and First Aid skills are required. The sites themselves have for the past 5 years attained Secured Car Park status and the Charter Mark. A customer charter has also been established to ensure quality. SYPTE management undertake Quality Assessments with the results published on on-site Action Boards. This is in addition to monthly Mystery Shopper checks. As a result vehicle crime is non-existent at the pay sites.
- 8.3.16 The facilities at the sites include CCTV, free cycle parking, 24 hour help points, remote barrier assistance, DDA compliant toilets and baby changing facilities as well as clear signage.
- 8.3.17 A unique facility offered to users is the Car Care Club. Users need to register with the site office. If any problems occur with the owner's vehicles the site office will contact them. The site staff have the use of battery charging and jump-start equipment and in the worst case scenario can summon breakdown services. Currently the scheme has approximately 400 members.
- 8.3.18 As the car park is barrier operated, a single ticket is issued which is used on the tram and to leave the car park. SYPTE promote a range of tickets specific to the Park & Ride. All day parking costs £3.00 per car and driver. A weekly and monthly pass is available costing £12.00 and £40.00 respectively but these are only valid for the car and driver. In comparison all day parking in central Sheffield costs between £3.30 and £4.00 depending on the location.
- 8.3.19 Any car passengers would have to pay separately for the tram. Supertram does not offer return tickets, only a day ticket is available which costs £2.50. Another advantage of the ticketing system is the tickets are time and not location bound. This means it is possible to use 2 or more Park & Ride's during the validity of the ticket.
- 8.3.20 According to SYPTE, both the free Park & Ride's are full at peak periods. At the pay sites, patronage has increased steadily over the last 3 years by 45% to 161,000

users per annum. SYPTE claims operating costs have been held which has meant net operating costs reduced to £27,000 p.a. which is equal to £36.80 per car space.

8.3.21 Research undertaken by SYPTE has claimed that a large proportion of pay Park & Ride users prefer paying rather than using a free site due to fears of vehicle crime and lack of assistance. Pay users have said they value being informed about services and get greater comfort when served by a familiar face.

8.4 *Seasonal Park & Ride*

Scarborough Park & Ride

8.4.1 Situated close to the main arterial A64 road into Scarborough, a Park & Ride site was established at Weaponness Valley Road. The site opened in April 1995 and provided a bus service to the seafront and the town centre. The site originally operated during the peak summer months but in June 2000 the service went to all year operation.

8.4.2 The service is operated by Scarborough & District (S&D), the main bus operator in the town and part of the larger EYMS Group using low floor, easy access buses. S&D operate the service under tender to Scarborough Borough Council (SBC). All the revenue received goes back to SBC. In terms of facilities provided, a toilet block and information board is available.

8.4.3 Currently the service runs between 7am and 7pm at a frequency of every 10 minutes. The car parking at Weaponness is free with a fare of 40p per single journey charged. School age children are able to travel for half price. A monthly pass costing £10 is available which allows unlimited travel.

8.4.4 The majority of the car parking in central Scarborough is restricted to short stay pay & display or is covered by a residents parking scheme. Short stay on street parking costs 20p per 15 minutes with a maximum stay of 4 hours at certain locations. For a 4 hour period it can cost approximately £3.20. For longer stay parking there is an NCP car park in the town centre (a stay of 6-8 hours costs £4.20, which rises to £6.20 for a stay of between 8 and 24 hours).

8.4.5 SBC are considering introducing a differential timetable to take into account the variations in demand between the summer and winter periods.

Norden Park & Ride, Dorset

8.4.6 Norden is recognised as an example of a rural Park & Ride interchange. Originally established in 1995, it is built on redundant clay mine land near to Corfe Castle on the Purbeck peninsula in Dorset. Here people can transfer to the preserved Swanage railway and travel by steam train into Corfe or Swanage.

8.4.7 The development of the site has taken place over 3 phases. The first phase cost £35,000 and provided 130 car spaces. Funding came from Purbeck District Council (PDC) and the predecessor of the Countryside Agency. In 1998, the second phase commenced, the clay spoils were removed, the site was extended to 250 car spaces plus coach parking and a facilities building with toilets and play area provided. This cost £600,000 with £230,000 coming from English Partnerships. Other organisations to contribute besides PDC were Dorset County Council, BP and ECC International. The final phase providing 250 overflow car spaces (bringing the capacity up to 500) was completed in 2001.

8.4.8 In addition there are cycle facilities provided as the Purbeck Cycleway passes close by along with numerous other cycle routes.

8.4.9 The site is now managed by the Swanage Railway and as a charitable organisation, is able to claim a substantial rates reduction (up to 90%). The site is open every year from late March through until late October. The site is staffed during opening hours.

8.4.10 Although there is no charge for car parking, users are encouraged to donate a minimum contribution of £1 to the running costs of the site. The running costs are approximately £34,000 per annum and just over 50% of the costs are paid for through these donations. An adult return on the railway to Swanage costs £7.00 or £5.00 to Concessions. A family ticket is available for £20.00 which allows 2 adults and up to 3 children to travel.

8.4.11 In 2002, the Countryside Agency claimed that approximately 34,000 cars used the site with an average of 2.5 people per car or equivalent to 80,000 people over the year.

Falmouth Park & Float/Ride

8.4.12 The establishment of the National Maritime Museum Cornwall (NMMC) in Falmouth presented the local planning authorities with a difficult situation. Given the shortage of parking available within Falmouth and the potential for the

Museum to be a hugely popular tourist attraction there was the possibility the Museum would not get the planning permission it required.

- 8.4.13 Working with Partners in the NMMC project Park & Ride was felt to be a suitable solution to secure planning permission which subsequently led to the development of the Ponsharden Park & Ride scheme.
- 8.4.14 The Park & Ride has been established since June 2003. Situated at Ponsharden, to the north of Falmouth close to the A39, this scheme is unique in that it allows passengers to either park and catch a bus into the centre of Falmouth or sail down the river to the NMMC. The service operates from late May through until late September.
- 8.4.15 The total scheme cost was £4.97m, with the majority coming from EU Objective One funding (£1,635m). Other large contributors were the South West Regional Development Agency (SWRDA) which contributed £621,000 and Cornwall County Council which contributed £535,000. Smaller sums were received from Carrick District Council, Cornwall Enterprise and the NMMC.
- 8.4.16 There are over 500 car spaces at Ponsharden. The boat service operates every 20 minutes. At the Prince of Wales Pier, it is possible to catch ferries to Flushing, Truro, Mylor and St Mawes. The bus service also operates every 20 minutes, 7 days a week but this has an earlier start and later finish than the boat service.
- 8.4.17 It costs £2.90 to Pay & Display for a day's parking at Ponsharden. The ticket comes in two parts. The first part is displayed in the car and the second part is used for the shuttle bus to the town centre. For those opting to use the boat, the second part of ticket is used to purchase the all day Float Pass. An adult pass costs £4.50, student £4.00 and £3.50 for children aged 4 to 14. Children under 3 travel for free. A family ticket is available at £12.50 which allows travel for 2 adults and up to 3 children. On arrival at the NMMC, discounted entry is available on production of the pass.
- 8.4.18 In comparison long stay car parking in central Falmouth can cost between £2.70 and £5.50 depending on the car park used.
- 8.4.19 When the site was established a Service Level Agreement was formed. According to the ferry operator this enabled the partners to 'get on with it'. As part of the procurement of the site, a 10 year contract was tendered which specified aspects

such as the operating times. The scheme has become very popular and as such the ferry operator believes that the service will eventually become commercially viable, hopefully within the next 5 years. At the minute, revenue funding is provided by the local business partnership. The scheme was nominated recently for a National Transport Award, due to its innovative nature.

Weymouth Park & Ride

- 8.4.20 The seasonal Park & Ride in Weymouth has been established for about 5 years. It utilises the established car park at Lodmoor Country Park, a 350 acre leisure park situated on the A353 road to Wareham. The Country Park is approximately a couple of miles from Weymouth town centre and the seafront.
- 8.4.21 In addition to the Country Park there is also a Sea Life Park, miniature railway and crazy golf courses based nearby. Given the nature of the site, there were already established facilities including toilets and a café. The Park & Ride utilises the existing car park.
- 8.4.22 The bus service is operated by First using, in the main, two double deck step entry vehicles and it terminates at the King's Statue on the seafront close to the main shopping area. The service operates every 15 minutes, with buses standing at the King's Statue and the car park most of the time. The vehicles used are in the main fleet colours of First and do not carry any dedicated branding.
- 8.4.23 The service operates daily throughout the summer school holidays and also runs during the Whitsun week. The fares are £1.00 for a family return between 09:30 until 19:00. After 19:00 tickets are valid on the local First bus network between Lodmoor and the King's Statue. However parking has to be paid for separately, this is charged on a sliding scale, 2 hours parking costs £1.00, up to 4 hours £3.00, up to 6 hours £4.00, up to 12 hours £5.00 and 24 hours parking costs £6.00.
- 8.4.24 Car parking in central Weymouth varies depending on how many hours the car is parked. There is also separate charging between Summer and Winter, with Summer rates being higher than those of Winter. For anybody parking for greater than 6 hours the rate charged is in the region of £5.00 to £7.00 during the Summer period, falling to approximately £3.00 to £4.00 during the Winter season.
- 8.4.25 As an alternative to the Park & Ride a Land Train service is also available which gives users an alternative and more leisurely way to reach the town centre and the seafront. This service has shorter operating hours than the bus service in that it

only operates between 10:00 and 17:00. It also operates on a much lower frequency than the bus, operating every 30 minutes. This is a separate entity to the bus Park & Ride operation.

8.4.26 There are plans for a permanent Park & Ride once the Relief Road scheme has been built.

8.5 *Summary*

8.5.1 A range of innovative and different approaches to Park & Ride have been presented above. The majority have been bus based as this is the most common form of Park & Ride adopted by local authorities in the UK. Park & Ride as a concept has gained in popularity in recent years amongst local authorities as a way reducing car journeys into town and city centres.

8.5.2 The development of a successful Park & Ride strategy must go hand in hand with reducing car parking in central areas. In particular, displacing long stay car parking to the edge of urban areas. Listed below are aspects which make a successful Park & Ride:

- Clear signage from main roads;
- Ease of finding a car parking space;
- Frequent service to centre;
- Identifiable branding, separate to that of main fleet;
- Low floor, easy access buses; and
- Enhanced waiting facility at each end of the route.

8.5.3 The key mechanism for a successful Park & Ride in places such as Oxford and York has been the use of pricing through a carrot and stick approach. Increasing charges in the central areas to such an extent that discourages people from driving into the centre, it encourages people to leave their cars on the edges of towns and cities and they benefit financially despite the perceived inconvenience of having to complete the last leg of their journey by bus or train.

8.5.4 Bus Park & Ride tend to be more identifiable and more frequent than the rail equivalent. Rail Park & Ride tend to cater better for the longer distance traveller, hence the success of schemes in Warwick and Bristol and provide an interchange not only between the car and train but also the bus and other modes.

8.5.5

There are a large number of sub-urban rail stations close to large urban areas that are used as Park & Rides but are not promoted as such.

9 Cost Assumptions & Funding

9.1 *Introduction*

9.1.1 The costs of establishing a site and the day to day operation of a bus-based Park & Ride have been based on the following quality levels outlined earlier in this report:

- Do minimum;
- Do medium; and
- Do maximum.

9.1.2 The costs have been broken down by capital and revenue funding and also for all year round operations as well as seasonal operations. Costs over a 5 year period have been presented and a breakdown of the costs and the assumptions used are given in Annex 7. All cost assumptions are based on a 12 hour operation.

9.1.3 These costings would be suitable for a bus based operation at Ponsandane Sidings but would also be applicable if applied to other sites e.g. Stable Hobba.

9.1.4 The bus service costs include the leasing of Park & Ride vehicles from the bus operator. An alternative could be to use capital funding such as LTP to purchase vehicles outright. For example a new Optare Solo could cost between £80,000-£100,000.

9.1.5 However as a number of the schemes are rail-based the costs associated with these schemes have been presented on a site specific basis.

9.1.6 The costs included in this section are indicative only and more detailed costings would be required during any detailed design phase and would be subject to more detailed site survey work.

9.2 *Ponsandane Sidings*

Site Acquisition

9.2.1 Park & Ride sites can be costly to build and often require a large capital outlay in the first year. The majority of this outlay can be the initial cost of land acquisition. A detailed estimate of land costs can be obtained from chartered surveyors,

however at this stage a general estimate has been calculated based on industrial land value reports from the Valuation Office Agency (VOA) for July 2004.

9.2.2 Estimates of land value can be attained at cost (£) per hectare (see Annex 8). The typical land value (per hectare) of industrial land in Bodmin (the only example used for Cornwall) as of the 1 July 2004 was £230,000 with a range of between £200,000 and £240,000.

9.2.3 The land acquisition costs outlined in Annex 7 are based on land at Ponsandane sidings, which has an estimated area of 1.6 hectares.

9.2.4 Ponsandane Sidings is currently owned by Network Rail. The land can not be released for sale yet as consideration needs to be given to the siting of a wheel grinding lathe in this location. However this would not take up much land and there is a possibility it may not be sited here. Network Rail commissioned a feasibility study of the site and the outcome was that Ponsandane Sidings was felt to have retail potential. This may make the site expensive to acquire the indicative cost given by Network Rail was £2,000,000. However the site has been allocated in the Local Plan for transport uses, which would give the land a lower value.

Do Minimum

9.2.5 Three bus service options have been proposed for the do minimum option and include:

- Option A - dedicated bus service at 20 minute frequency;
- Option B - Diversion of existing bus service at 30 minute frequency; and
- Option C - Diversion of existing bus service at 15 min frequency.

9.2.6 It is our experience that dedicated bus services work best with Park & Ride. Many of the existing services passing Ponsandane Sidings will have come from other towns in Cornwall. Any delays elsewhere on the bus network will severely impact upon Park & Ride operations.

9.2.7 The costs over a 5 year period including both capital and revenue (for breakdown see Annex 7) are presented in table 9.1a and 9.1b

Table 9.1a Five year costs for Park & Ride Do Minimum Option (May – September)

Option	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Total
A	£901K	£143K	£143K	£143K	£143K	£1.5M
B	£747K	£74K	£74K	£74K	£74K	£1.0M
C	£747K	£78K	£78K	£78K	£78K	£1.1M

Table 9.1b Five year costs for Park & Ride Do Minimum Option (All year operation)

Option	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Total
A	£811K	£244K	£244K	£244K	£244K	£1.4M
B	£745K	£77K	£77K	£77K	£77K	£1.1M
C	£754K	£86K	£86K	£86K	£86K	£1.1M

Do Medium

9.2.8

The costs are based on a bus service frequency of 15 mins and include some passenger facilities such as a bus shelter and some modest marketing. The costs over a 5 year period for a seasonal and all year Park & Ride are presented in table 9.2.

Table 9.2 Five year costs for Park & Ride Do Medium Option

Operation	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Total
Seasonal	£1.1M	£225K	£225K	£225K	£225K	£2.0M
All Year	£1.3M	£421K	£421K	£421K	£421K	£3.0M

Do Maximum

9.2.9

The costs are based on a bus service frequency of 10 mins but also include CCTV, realtime information provision, on-site staff and more passenger facilities.

Table 9.3 Five year costs for Park & Ride Do Maximum Option

Operation	1	2	3	4	5	Total
Seasonal	£2.5M	£356K	£346K	£346K	£346K	£3.9M
All Year	£3.1M	£706K	£706K	£706K	£706K	£5.9M

9.3

St Erth Station

9.3.1

The significant cost implications affecting a Park & Ride operation at St Erth include:

- Junctions improvements with the A30;
- Extension of the existing car park;
- Possible enhancements to services along Penzance corridor; and
- Signing from the main road.

Junction Improvements with the A30

9.3.2

As part of the study a view was sought from the Highway Agency on the impact of a potential Park & Ride at St Erth on the A30. A copy of the Highways Agency response is annexed to this report (see Annex 5).

9.3.3

Whilst the HA supports schemes that promote more sustainable forms of travel there are concerns over the visibility to the A30 from Station Approach because of the incline. In general the HA also does not approve schemes that include traffic signals on the trunk roads because of the risk of additional delays. However it is our view that signalisation of this junction would offer the better option because the dominant traffic movement from A30 east would make it difficult for traffic emerging from the Park & Ride. The use of vehicle activated traffic signals would help to minimise any delays.

9.3.4

The cost of signalisation of the junction would need to be subject to a more detailed site survey but as a minimum we anticipate the costs to be £150,000. Alternatively, if the HA could not be persuaded to consider signalisation, a roundabout would cost approx £100,000. However the levels and the land constraints might make a roundabout at this location impractical. A roundabout would require some realignment of the junction to improve visibility and could be a further £250,000 as a minimum. Therefore the totals are:

- **Traffic Signalisation £150,000**
- **Roundabout £350,000**

9.3.5

The above costs are indicative. Any proposed scheme would need to be subject to a more detailed assessment and a safety audit.

Extension of the Existing Car Park

9.3.6 The existing car park is sufficient for its current usage but if this site is to be promoted as a Park & Ride for Penwith then extension of the car park will need to be considered.

9.3.7 The scrap yard adjacent to the rail station has been vacated and has recently been placed on the market at a value of £250,000. Wessex trains have had commissioned an initial assessment of the site (including the scrap yard) with a view to decking and extending the current car park provision to 483 spaces at an estimated cost of £893,000 (excluding VAT). Therefore the combined cost of extending the car park could be:

- **Extension of car park - £1.1 million**

Possible Enhancements to Service along Penzance Corridor

9.3.8 Generally throughout most of the day there is one train per hour between St Erth and Penzance, which would undermine the attractiveness of the service to the Park & Ride market. It may be possible in the short term to provide a half hourly service along the Truro-St Erth-Penzance corridor, which could be linked to the proposed improvements for the Falmouth branchline. This would require an additional unit and crew at an annual cost of **£500,000 per annum**. If this cost isn't covered by the new franchise then this will require additional support from alternative sources.

Signing from the A30

9.3.9 As a 'do minimum' we would recommend some signing from the junction with the A3074 and on the approach to the roundabout at that junction and prior to the turning into St Erth Station. However we feel that the junction with the A3074 would benefit from a variable message sign (VMS) advising how many spaces are available at each site and/or the time of the next train to encourage drivers to use the site(s). The cost for the provision of a VMS sign is likely to be £50,000. We also feel that real time passenger information signs in the car park will also add value to the whole Park & Ride experience. The signs could advise passengers when the next train will be leaving and the anticipated cost would be £10,000.

Options for St Erth

9.3.10 To be consistent with options outlined earlier in this section we will present the cost implications as three options:

- Do minimum;
- Do medium; and
- Do maximum.

9.3.11 The ‘do minimum’ option would entail junction improvements (traffic signalisation), extending the parking provision and we’ve also allowed £3,000 for new signing. The total cost would be **£1.3 million** and this would be all capita but there would be revenue costs associated with maintaining the site but we would expect these to be met by the stations tenant.

9.3.12 The ‘do medium’ option would include the ‘do minimum’ but also include the service enhancement (where this is outside franchise obligations). This would include the **£1.3 million** above but also the **£500,000** per annum, which would be a revenue cost.

9.3.13 The ‘do maximum’ option would include the ‘do minimum’ and ‘do medium’ options but would also incorporate the variable message signing and the real time passenger signing at a capital cost of £60,000.

9.4 *Lelant Saltings*

9.4.1 Lelant Saltings is an excellent site for St Ives but only for St Ives. The access road to the site is a private road (although there is right of access to the site) and this means that there is no, or limited, potential to improve access to the site. Currently the adjacent football pitch is used as a temporary overflow during busy periods. Permanent extension into this site would mean some loss of public amenity, which may not be desirable.

9.4.2 Therefore the long-term future of Lelant Saltings needs to be considered but in the short to medium term we would recommend continuing with the programmed environmental improvements and even laying down some temporary surfacing across the whole car park at an approximate cost of £108,000.

9.4.3 To complement the VMS at St Erth similar signing could also be provided for Lelant Saltings. This would require a loop at Lelant Saltings at an additional cost of £10,000.

9.5

Funding

9.5.1

This next section details various potential funding streams and these include:

- Greater Western Franchise;
- Local Transport Plan;
- Transport Innovation Fund;
- Market & Coastal Towns Initiative;
- The Big Lottery Fund;
- Heritage Lottery Funding;
- Objective 1;
- Planning Contributions; and
- Cross subsidy from off-street parking.

Greater Western Franchise/Community Rail

9.5.2

The Greater Western Franchise is due to commence in April 2006. Whilst rail operators are unable to comment on their plans for the bids at this stage for commercial reasons, it is unlikely that any rail service enhancements above the requirement of the franchise will be met by the rail operator unless it could be demonstrated that this was commercially viable.

9.5.3

Therefore it is likely that any service requirements will require additional subsidy either from central or local government. Discussions with the SRA have established that any enhancements above existing service levels are unlikely to be subsidised by central government as there are no additional funds available.

9.5.4

However bidders will be advised by the SRA to take note of Local Transport Plans when putting together their bids together for the new franchise.

9.5.5

There are some limited funds available from the St Ives Community Rail Pilot Project but most of this has been committed to station improvements at St Ives and Lelant Saltings, increasing the frequency on the branchline and marketing campaigns. However there may be £10-20K available to fund a more detailed study/assessment at St Erth.

Local Transport Plan – Second Round

9.5.6

In the first round of Local Transport Plans (LTPs) local transport authorities had to bid for funding – the settlement being decided on the quality of the LTPs. In the second round Government have changed the procedure by introducing a planning guideline, which will be based on 75% formula and 25% reward.

- 9.5.7 In the second round of LTPs local authorities are being asked to demonstrate how they intend to spend their planning guideline over the next 5 yrs to help deliver the Governments shared priorities:
- Accessibility;
 - Congestion;
 - Safer Roads; and
 - Air Quality.
- 9.5.8 Cornwall's total LTP settlement for 2005/06 is £25.055m and this figure includes £17m for highways maintenance leaving £8.055m for integrated transport schemes.
- 9.5.9 Although planning guidelines for LTP2 were initially anticipated to be published for consultation in December 2004 they have not been received as yet. However it is anticipated that highways maintenance will continue to be well supported as Government are still committed to clearing the backlog so it is anticipated that throughout LTP2 Cornwall will continue to receive the same level of allocation for highways maintenance.
- 9.5.10 With regards to the integrated block allocation the Department of Transport have expressed a desire to achieve a balance between rural and urban funding. It is anticipated that the new formulae for the integrated block will take into account the residential population. Relative to other counties Cornwall has a smaller residential population and therefore it is anticipated that the block allocation will not increase and may well decrease.
- 9.5.11 This will put much more pressure on the County to prioritise LTP funded projects and in real terms this will mean a small number of larger projects, which are considered more likely to deliver LTP targets over the next 5 years.
- 9.5.12 The downside of this situation is that it is unlikely that the County will be able to commit LTP funding to multiple Park & Ride sites. As a result it is much more likely to consider funding for one site that will have a big impact in terms of delivering shared priorities and local LTP targets. LTP funds can only be used to cover capital costs and not revenue.

Transport Innovation Fund (TIF)

- 9.5.13 In 'The Future of Transport', the Government announced the establishment of a new Transport Innovation Fund (TIF), to support additional innovative and coherent transport measures. These measures might include road pricing, modal shift and better bus services. The fund will also be used to support innovative mechanisms which raise new funds locally. The Department will be publishing mechanisms for deciding on allocations from this fund in Budget 2005.
- 9.5.14 One specific purpose for which TIF funding may be available in future is the development of bold projects by local authorities to tackle congestion through improved local bus services and demand management measures such as road pricing, in the form of local congestion charging. For most authorities, a partnership approach is likely to continue to be best way of delivering higher quality bus services to local residents. But, in some areas, the nature of local transport and congestion problems is likely to be such that a more radical approach is needed, packaging improvements to the delivery of bus services with demand management measures such as congestion charging, without which other measures might not be as effective.
- 9.5.15 Over the coming months, DfT will work with a small number of interested local authorities to develop proposals for such packages in more detail. To initiate this process, the Department asks authorities to indicate to their Government Office contacts whether they might be interested in exploring such an approach before the end of January 2005. Subsequently, authorities wishing to proceed should reaffirm their interest in their provisional LTPs and set out there, in general terms, what the form of such a package might be for their authority. This would not in any way commit an authority to taking forward such a scheme, but would be a useful platform for taking forward bilateral discussions with authorities.
- 9.5.16 It will be important for authorities to demonstrate clear understanding of the nature and pattern of the congestion problems they face, in order to ensure that schemes will be effective; and that they have explored fully the use of available policies. In view of the complexity of this process, funding to support scheme development and preparatory works will be available from 2005/06 onwards. In allocating funding, DfT will want to ensure that the scheme proposed is robust and sustainable. The Department would aim to take decisions on development funding by November 2005; final LTPs should therefore reflect those decisions. TIF funding to support the implementation of the best schemes may be available from 2008/09 onwards.

Market & Coastal Towns Initiative (MCTI)

- 9.5.17 MCTI has been developed to help communities living in Market and Coastal Towns and their surrounding areas to plan their future, build their skills and implement their plans. The purpose is to help co-ordinate activity of local and regional agencies to provide a 'gateway' to funding programmes.
- 9.5.18 The vision is to create vibrant, healthy and sustainable Market and Coastal Towns in the South West by helping local communities and their partners to:
- prepare plans for the future that cover all aspects of community life in their towns and surrounding rural areas;
 - develop the skills and strengths needed to be effective partners;
 - share good ideas and learn from local, regional, national and international experience; and
 - secure the funding and professional help to turn these plans into reality
- 9.5.19 A market & coastal town is defined by its function rather than its size and this means that the town is likely to be a centre for local employment rather than a commuter or retirement centre.
- 9.5.20 For new expressions of interest the community partnership or Local Strategic Partnership would need to make an 'Expression of interest' outlining:
- a brief description of their town and community including links to the surrounding villages;
 - their understanding of how the initiative could benefit their community;
 - why their community needs this initiative;
 - what the potential of their community is to take advantage of this initiative;
 - evidence of previous work undertaken and partnerships formed to revitalise their community;
 - the cross section of the community and their partners currently involved in work to revitalise their community and in preparing this application;
 - other important strategic issues affecting their community.
- 9.5.21 A new organisation has been set up to deal with the initiative and any new expressions of interest are not being accepted until further notice. A new director has very recently been appointed but it is anticipated that new expressions are

unlikely to be considered for the next 6-12 months (contact Simon Swale Tel 01840 261499).

9.5.22 However it is understood that Penwith has already secured some funding from the MCTI to assist in the development of Healthchecks and action plans. Therefore advice should be sought from the appropriate funding officer so that Park & Ride proposals can be considered as part of the Healthcheck process and if necessary incorporated into action plans.

The Big Lottery Fund

9.5.23 Big Lottery Fund has been created by merging the New Opportunities Fund and the Community Fund. The existing funding programmes have either closed or are drawing to a close. However some new funding programmes are anticipated but the detail is not yet known therefore it might be worthwhile monitoring the Big Lottery website (www.biglotteryfund.org.uk) for updates but in the past there has been little funding available to statutory bodies.

Heritage Lottery Funding

9.5.24 Heritage lottery funding tends to focus on the regeneration of historic buildings therefore a Park & Ride would not be directly applicable. However Townscape Heritage Funding could be used to make improvements to the streetscape but its needs to be linked to wider regeneration strategies and projects. Further information is available at the Heritage Lottery website (www.hlf.org.uk).

Objective 1

9.5.25 Cornwall and the Isles of Scilly have been designated by the European Commission as an Objective 1 area because its economy is lagging behind the European average. The aim of Objective One is to provide assistance in regenerating the economy and in the longer term, increasing the region's wealth.

9.5.26 The programme runs from 2000 to the end of 2006 and over £300 million is available. The European grant is matched from UK public and private sources so the total amount that will be invested in Cornwall and the Isles of Scilly is expected to be around £800 million.

9.5.27 The Programme is delivered through a project-based system via four different Structural Funds:

- European Redevelopment Fund (ERDF)
- European Social Fund (ESF)
- European Agricultural Guidance and Guarantee Fund (EAGGF)
- Financial Instrument for Fisheries Guidance (FIFG)

9.5.28 Under the Programme there are three ‘Cross-Cutting Themes’. These are core attributes which each project should strive to achieve under Objective One. The themes are:

- Environmental Sustainability
- Equal Opportunities
- Information Communications Technology

9.5.29 Negotiations are currently under way between Member States and the European Commission over the draft regulations for the new programming period. Until these negotiations are complete it is not possible to say with any certainty what the new programme areas will be. However indications from the EC are that Cornwall and the Isles of Scilly could remain an Objective 1 area but it will be some months before a decision will be taken.

9.5.30 All projects applying to the programme will be considered on its own merits and discussions with the Secretariat are recommended at an early stage. There is scope within the programme for supporting transport schemes but they need to be linked to regeneration plans. Whilst Objective 1 did support investment at Ponsharden in Falmouth it was not to support the transport elements but instead focussed on the tourism and training impacts emanating from the Museum’s unit on the site. Government office’s view is that Park & Ride schemes suggested to date have not provided a case to demonstrate additional economic benefits, but have focussed on solving the existing situation with no gain to justify Objective 1 input.

9.5.31 With regards to the current programme there are a number of transport schemes that have already been supported and further transport proposals within the pipeline and these will have to compete with other economic regeneration schemes for the remaining funds from the programme’s allocation.

Planning Contributions

9.5.32 Government have recently introduced new legislation with regards to planning obligations under the Planning & Compulsory Purchase Act 2004.

- 9.5.33 Planning obligations have been renamed as planning contributions with the introduction of an optional planning charge as an alternative to a negotiated planning obligation.
- 9.5.34 Under the proposed new system a developer will be able to opt to either pay a planning charge or to negotiate a contribution. How the charge will be calculated will be set by the local planning authority in accordance with regulations to be made by Secretary of State (ODPM).
- 9.5.35 Draft guidance and regulations were proposed to be issued this summer. However, the Barker Review of Housing Supply published on 19 March 2004 recommended the introduction of a planning gain supplement as a measure to capture some of the development gains from which landowners benefit
- 9.5.36 The intention of the recommendation was to ensure that local communities share in the development value realised. As this could interact with the proposed optional planning charge, the two are now being looked at together and thus the timetable for this aspect of the reforms will be delayed.
- 9.5.37 ODPM are though proposing to press ahead with changes that can be made to the system of negotiated agreements with a revision of the current guidance (Circular 1/97) and the preparation of a good practice guide.
- 9.5.38 It may be possible to obtain planning contributions towards Park & Ride sites from any developments within Hayle, Penzance and St Ives.

Cross Subsidy from Off Street Parking

- 9.5.39 Many local authorities use revenue raised through off street parking charges to subsidise the revenue costs of Park & Ride schemes particularly those that are not self financing. Below is a breakdown for the annual number of passengers required to reach break even for each of the options for a bus based Park & Ride scheme (based on a flat fare of £1.10):

- Do minimum – 157,000 passengers per annum;
- Do medium – 306,000 passengers per annum; and
- Do maximum – 477,000 passengers per annum.

9.6

Summary

9.6.1

The 5 year costs (excluding revenue) for Ponsandane and St Erth are summarised in the table below. For the Ponsandane 'do minimum' we have based the costs on the dedicated bus service:

Option	Ponsandane		St Erth
	Seasonal	All Year	
Do minimum	£1.4M	£1.9M	£1.3M
Do medium	£2.0M	£3.0M	£3.8M
Do maximum	£3.9M	£5.9M	£3.9M

9.6.2

In addition to above costs for St Erth a bus based Park & Ride could be run from the station to Hayle the estimated cost of this service provision is £72,000 based on a seasonal operation and the additional 5 yr cost would be **£360K**. However at present Hayle is unlikely to sustain such a service but if the proposed Hayle development resulted in significant trip generation then it may be possible to get a contribution for this service from the developer.

9.6.3

Many funding streams are coming to a close or have closed therefore at present there appears to be limited funds available to invest into Park & Ride schemes. The most feasible funding streams appear to be:

- Planning Contributions;
- LTP but limited funds will be available over the LTP2 period;
- Objective 1 although the current funding ends in 2006 and many schemes have already been committed to; and
- Cross subsidy from off street parking revenue.

10 Demand Forecasting & Cost Benefit Analysis

10.1 *Introduction*

10.1.1 In order to understand the likely demand for and benefits of Park & Ride services it is helpful to undertake demand forecasting and cost benefit analysis. These techniques can be used to assess the relative benefit of each site and the impact of external factors such as town centre parking charges. Demand forecasts have been prepared for:

- Lelant Saltings to St Ives (rail);
- St Erth to Penzance (rail), St Ives (rail) and Hayle (bus); and
- Ponsandane Sidings to Penzance (bus)

10.2 *Demand Forecasting*

Methodology

10.2.1 In essence the demand forecast model attempts to assess the likelihood of using Park & Ride service by comparing the generalised costs between driving and the Park & Ride journey (see figure 10.1).

10.2.2 Movement patterns, routings and journey times have been estimated as there are no suitable traffic model outputs available for Penwith District. This estimate was based upon traffic data supplied by Cornwall County Council, 2001 Census residence and workplace statistics.

10.2.3 Bus/train journey parameters are assumed in line with expectations of the sort of service that could be provided from the sites, though it should be stressed that at this stage these assumptions are in outline only.

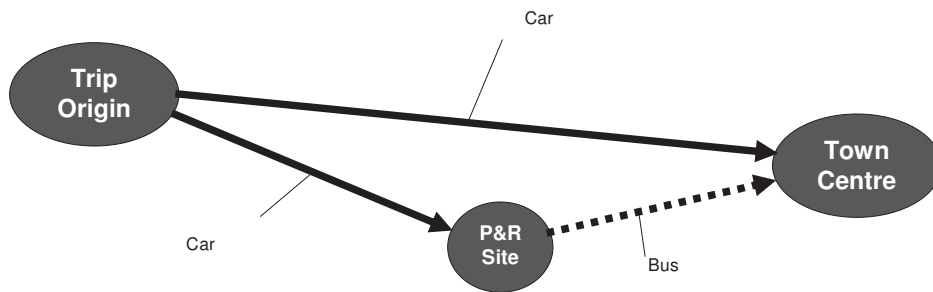


Figure 10.1 – Indicative Journey Time Comparison Process

10.2.4 Costs are converted into generalised time using values of time drawn from the DfT’s ‘Values of Times & Operating Costs’ and weightings are applied to scale generalised costs to units appropriate for logit modelling. These parameters are generic figures based on those used in previous P&R studies.

10.2.5 The Park & Ride cost elements include:

- Waiting time for bus/train;
- Fares & parking charges;
- On-bus/train time (in-vehicle time);
- Walking distance from the Park & Ride stop to the final destination; and
- Mode penalty – reflects that drivers are more likely to favour the car even if all other elements are equal.

10.2.6 The car cost elements include:

- Driving time to destination;
- Searching time for a parking space;
- Parking charges;
- Fuel/operating costs for journey; and
- Walking time from parking to final destination.

10.2.7 The demand forecasts project the number of car users switching to Park & Ride. As seasonality in traffic is an issue within the District forecasts have been presented for winter and summer periods.

Model Outputs

10.2.8 Estimates have been made in relation to the potential markets and movements to serve the Park & Ride based on data gathered during the course of the study and our experience elsewhere in the UK. However it is important to be aware that there will be inherent uncertainties within the base data and demand forecasts have therefore been presented as ranges to reflect this.

10.2.9 A number of assumptions have also been made about the operation of the Park & Ride. A twelve hour operation from 0700-1900 has been assumed as this is in line with the majority of schemes across the UK. With regards to fares a cost per person has been assumed. At Lelant Saltings the existing fare has been used (£6.50) whilst at St Erth a notional parking charge of £1.00 plus the adult off-peak return has been applied:

- St Erth to Penzance - £3.00 (rail);
- St Erth to St Ives - £2.90 (rail); and
- St Erth to Hayle - £2.70 (bus).

10.2.10 The fare at Ponsandane Sidings has been based on the adult off-peak return bus fare based on the nearest fare stage (£1.10).

Table 10.1 Outline Forecasts for Daily Users of Penwith Park & Ride Schemes

Origin	Destination	P&R Frequency (mins)	P&R J Time (mins)	P&R Fare	Forecast	
					Winter	Summer
Lelant Saltings	St Ives	30	10	£6.50	60-100	250-400
St Erth	Penzance	30	12	£3.00	90-150	150-250
St Erth	St Ives	30	12	£2.90	50-90	220-370
St Erth	Hayle	30	6	£2.70	Less than 50	
Ponsandane	Penzance	15	7	£1.10	150-250	240-390

Maximising Demand

10.2.11 There are a number of issues to consider that are likely to affect the demand for Park & Ride. The fare outlined above is per person, which generally makes Park & Ride less attractive for multiple occupancy cars. This can be offset by offering multiple occupancy or ‘family’ tickets where the cost could be based on the price

of two adult returns but up to 2 adults and 3 children could travel on the one ticket.

10.2.12 The mode penalty for Park & Ride could be reduced by quality features of the Park & Ride facilities and operation. These can include service reliability, vehicle quality, provision of on site passenger facilities e.g. waiting room and security measures e.g. CCTV.

10.2.13 The marketing and signing strategy will also be important to maximising demand. Potential customers will need to know the existence of any sites, period of operation, timetabling and how to find the sites. Promotions and joint ticketing to the District's tourist attractions could also encourage greater use. One of the Districts biggest assets are the scenic views appreciated along the St Ives Branchline and these contribute to its popularity during the summer.

10.2.14 Parking will also be critical to the demand for the Park & Ride. Drivers with access to free parking at the workplace are going to be difficult to persuade to use Park & Ride. Similarly those that are not sensitive to the cost of driving e.g. company car users are unlikely to be attracted to Park & Ride.

10.2.15 Other issues that are likely to impact on the demand but are not reflected in the generalised costs are those with luggage or heavy bags and those making on-ward trips e.g. Mrs Smith has come into Penzance to do some shopping but immediately afterwards she will be going to collect the children from school.

10.3 ***Cost Benefit Analysis***

10.3.1 The cost benefit analysis (CBA) takes into account general costs and benefits of the potential Park & Ride sites over a 10 year period. The aim of the CBA is to give an indication of benefit or cost to the community through the introduction of the St Erth or Ponsandane sidings as Park & Ride facilities. The general approach and the values of ongoing costs and benefits have been discounted at 3.5% in accordance to TAG unit 3.5.4 'Cost Benefit Analysis'.

10.3.2 The table below shows the costs taken into account in the CBA and a brief explanation of what they are:

Table 10.2: CBA Costs

Cost	Explanation
Land Acquisition	Cost of purchasing the land for the Park & Ride facility
Capital Cost	These costs include the construction of the site and the associated infrastructure.
Revenue Cost	These costs include business rates and site maintenance costs.
Bus Running Costs	Bus running costs include the running of the Park & Ride bus service throughout the scheme period for Ponsandane based on a dedicated bus service (option A). For the 'do maximum' option at St Erth we have also included the costs of provision of a dedicated bus service to Hayle.
Lost Parking Revenue	This is the revenue lost by users no longer using the central parking area and using the Park & Ride instead. Three central parking costs have been tested these are £2.80, £3.50 and £5.00.

10.3.3

The costs outlined in table 10.2 are those that can be reasonably estimated at this time. Other costs such as the environmental cost of building the site cannot be reasonably estimated because an environmental statement would be required to understand what is required and the potential environmental cost or benefit. The benefits that have been taken into account are shown in the table below:

Table 10.3: CBA Benefits

Benefit	Explanation
Car Running Costs	This is the amount saved on fuel and non-fuel costs of private vehicles that would have travelled into the central area.
Less Delay	It has been assumed that Park & Ride users would get to their respective destination quicker using the service. This is assumed to be 1 minute faster.
Revenue from Park & Ride	This is the amount of revenue raised by the Park & Ride users. This is based on the demand forecasting model and the assumed fares of the service.

10.3.4

The benefits outlined in table 10.3 are those that can be reasonably estimated at this time, as with the costs some potential benefits cannot be measured. The CBA for the potential Park & Ride sites has limitations these are outlined below:

- (a) The delay benefit has only been applied to Park & Ride users whereas in reality the delay benefit would be to all motorised road users. An accurate measure of this would require an extensive complex traffic model;
- (b) The benefit of better air quality, less noise on the road has not been quantified as measuring it as a monetary value is beyond the scope of the study;
- (c) The CBA does not recognise increasing Park & Ride demand over time nor does it recognise that over time the lost parking revenue relative to year one will return to zero as a result of greater demand;
- (d) The CBA does not take into account that the facility at the end of the time period assessed will be of considerable value and would need only upgrading to continue for another 10 years; and
- (e) The CBA looks at the cost benefit of the Park & Ride in isolation. It does not take into account the additional parking revenue that would be generated by increased parking charges within the town centres, this revenue could be used to help fund the Park & Ride and would be a benefit to the overall parking strategy.

- 10.3.5 The CBA values and scores are shown in table 10.4 below, a brief explanation follows the table, the full cost benefit tables for each site and option are shown in annex 9.
- 10.3.6 Table 10.4 very clearly demonstrates that any Park & Ride option for Penwith is unlikely to be financially self-sustaining and will require some level of subsidy with the exception of the 'do minimum' option for St Erth, which aside from the initial capital outlay would require no continued revenue support.
- 10.3.7 The table above shows that at Ponsandane Sidings an all year round operation would yield a greater return on benefit than a seasonal operation. The CBA reveals that St Erth is a better placed site to be used as a Park & Ride facility as it is the most cost effective option. For instance for every £1.00 invested in the 'do minimum' option at St Erth will yield £1.16 worth of benefit.
- 10.3.8 The figures here should be considered a worst case scenario. It is envisaged that the environmental impact for the local community would be positive as at both sites involve the utilisation of brownfield sites. The full environmental impacts would need further investigation for a more extensive cost benefit analysis of the locations.
- 10.3.9 These CBA figures should be regarded as indicative at this stage and if pursued a fuller investigation of the benefits and costs would be required to give a much more comprehensive cost benefit analysis.
- 10.4 ***Summary***
- 10.4.1 The demand forecasting clearly demonstrates that demand for Park & Ride is higher in the summer than the winter.
- 10.4.2 The greatest demand for Park & Ride is demonstrated for Penzance and St Ives and the model confirms that there is little demand for a Park & Ride to serve Hayle at this point in time.
- 10.4.3 Demand for Penzance is higher at Ponsandane in comparison with St Erth because of the higher service frequency and shorter journey time. However the cost benefit analysis indicates that St Erth will yield greater benefits than Ponsandane.

Table 10.4: CBA Values and Scores

Level of Service	Price of Central Parking	Site					
		Ponsandane (Summer Only)		Ponsandane (All Year)		St Erth (All Year)	
		Value	Percentage	Value	Percentage	Value	Percentage
Do Minimum	£2.80	-£2.143M	16%	-£3.23M	20%	£419K	116%
	£3.50	-£2.17M	17%	-£3.46M	20%	£197K	106%
	£5.00	-£2.24M	20%	-£4.06M	21%	-£250K	94%
Do Medium	£2.80	-£3.37M	13%	-£5.33M	16%	-£3.94M	45%
	£3.50	-£3.42M	14%	-£5.62M	16%	-£4.27M	45%
	£5.00	-£3.55M	16%	-£6.40M	17%	-£5.24M	45%
Do Maximum	£2.80	-£6.18M	9%	-£9.12M	12%	-£4.44M	46%
	£3.50	-£6.29M	10%	-£9.53M	12%	-£4.84M	46%
	£5.00	-£6.58M	11%	-£10.60M	13%	-£4.99M	48%

10.4.4

In general terms, the proportion of benefit increases as the town centre parking charge increases. The exception to this general trend is the 'do minimum' option for St Erth. The most likely explanation is that the revenue lost in town centre parking charges is not covered by the additional revenue raised at the Park & Ride site.

11 Recommendations

11.1 *Introduction*

11.1.1 It is acknowledged that Park & Ride could help to alleviate some of the pressure placed on town centre parking on some of the towns within the District particularly St Ives and Penzance. Due to the high seasonality of the flows within Penwith District it is felt that Park & Ride would offer most benefits during the peak summer season but it is hoped that eventually these benefits could be achieved all year round.

11.1.2 The study has been undertaken to deliver the following objectives:

- To develop Park & Ride schemes that encompass long-term sustainable transport solutions;
- To provide plans and costings for a number of options; and
- To indicate potential funding sources for delivery of the schemes.

11.2 *Recommendations*

11.2.1 Recommendations have been made throughout the study in response to the brief and are summarised below:

Site Selection

11.2.2 Through the site selection process it was possible to identify three sites that were felt to have most potential in terms of:

- Location;
- Site characteristics;
- Site access;
- Local traffic conditions; and
- Planning Policy.

11.2.3 The sites felt to have most potential as identified by the site selection process were:

- Lelant Saltings – this is an established site, which currently serves St Ives;
- St Erth Rail Station – this is a good strategic location and capable of serving St Ives, Penzance and Hayle; and
- Ponsandane Sidings – this site would be suitable for Penzance.

- 11.2.4 All of the above sites have their strengths and weaknesses.
- 11.2.5 With regards to Lelant Saltings the current access arrangement may prove to be unsatisfactory if there is growth in the Park & Ride market. The existing road is private but with right of access and means that there is little scope to enhance the access to the site. Expansion of the site would also require some loss of community amenity in terms of loss of the football pitch and associated facilities, which may be opposed by the local community. In addition a Park & Ride at this site would only ever benefit St Ives.
- 11.2.6 If St Erth is to be developed as a Park & Ride site then the issue of the access with the A30 will need to be addressed. It is our view that signalisation of the junction would offer the better option but this view is not currently supported by the Highways Agency. The junction would need to be subject to a more detailed assessment using a programme such as LINSIG.
- 11.2.7 The current parking capacity would also need to be expanded and this could be achieved through the acquisition of the adjacent scrap yard. The land is likely to be contaminated and we would recommend that an environmental survey be undertaken at the site to ensure its safety and suitability. The existing frequency of the train service to Penzance (approx 1 train per hour) would not be attractive to the Park & Ride market but there is scope to enhance the service along the Penzance to Truro corridor. This would require financial support but would have wider benefits for the County and would link with plans to enhance rail services elsewhere within the County particularly the Falmouth branchline.
- 11.2.8 Ponsandane Sidings whilst safeguarded within the Local Plan for transport uses is not currently under local authority ownership. A feasibility study commissioned by Network Rail has indicated that this site would have potential for retail uses, which could make the site difficult to acquire. We envisage that a bus based Park & Ride would be operational from this site and would recommend a dedicated bus service. A more detailed assessment would also be required to determine the best access arrangement with the A30.
- Funding
- 11.2.9 A number of funding sources were researched in connection with the study and the funding sources felt to be most viable were:

- LTP but could only be used to fund one site with maximum impact i.e. St Erth;
- Objective 1 the project would need to demonstrate wider economic benefits rather than just addressing the existing problems and will have to compete with other projects. The existing programme ends in 2006 but it is anticipated that Cornwall will retain its Objective 1 status;
- Developer/Planning Contributions – sites adjacent to development opportunities are most likely to benefit from this source of funding; and
- Off Street Parking Revenue – most local authorities use off/on street parking revenue to cross subsidise Park & Ride costs particularly those sites where revenue raised through fares/charging charges does not cover all of the operating costs. This is likely to be the case in Penwith.

Decision Making Options

11.2.10

There are 3 options that have been identified:

- Do nothing;
- Phase & implement multiple sites; and
- Invest in one site only e.g. St Erth.

11.2.11

Whilst the ‘do nothing’ option will not require any additional financial investment other than what has already been committed it would not address the traffic and parking issues that led to the commission of this study and from that point of view would be undesirable.

11.2.12

The phasing and implementing of multiple sites would require significant financial investment and therefore significant financial risk and securing funding for all sites would be difficult. Consideration would need to be given to the phasing of the sites in the short, medium and long-term.

11.2.13

Investing in one site only would increase the likelihood of securing funding. The costs would be less and therefore the financial risk would be smaller. However the site would need to have maximum impact in terms of delivery of required objectives and it is likely that some transport corridors would be sacrificed.

Recommended Approach

11.2.14

A summary of our recommended approach is presented below:

- Adopt a phased approach;

- Start with seasonal operation with the long-term view of moving to an all year round operation;
- Retain Lelant Saltings in the short to medium term;
- Over the next 5 yrs focus efforts on St Erth;
- Towards end of 5 yrs period consider phasing out/long-term future of Lelant Saltings;
- Ponsandane Sidings to be retained for transport uses; and
- After 5 year period revisit other sites.

11.2.15 In developing our recommendations we have tried to take a balanced view but also to adopt a pragmatic approach.

11.2.16 Due to St Erth's strategic location and the benefits it would offer to the wider network it is our view that this should be the initial focus for the Penwith Park & Ride strategy and it is felt that this site is more likely to secure funding.

11.3 ***Parking Policy***

11.3.1 One of the key elements to the success of Park & Ride in Penwith is the management of existing car parking stock in the town centres. For Park & Ride to make an impact, long stay parking needs to be reduced in the town centres and displaced to Park & Ride sites.

11.3.2 The parking policy will also play a very important role in terms of Park & Ride patronage, although other factors will also influence charging levels and the supply of spaces. The Park & Ride services must be priced competitively with respect to long term parking in the town centres. The current cost for all day parking is £2.60 therefore any Park & Ride fare above that cost is unlikely to be attractive to potential users unless spaces were limited as is the case in St Ives. Any reduction in rail fares may require some subsidy so it may be more cost effective to raise parking charges rather than reduce the rail fares.

11.3.3 Any future developments within the town centres should have tightly controlled parking provision to maximise transfers to Park & Ride. It would also not be unreasonable to expect developers to make contributions to the development of a Park & Ride particularly if it will benefit the development.

11.4 ***Next Steps***

11.4.1 If St Erth is to be taken forward as the preferred site there a number of tasks that must be undertaken:

- More detailed study of the site to assess the junction with the A30 and the environmental consequences and impacts of extending the car park into the scrap yard. It may be possible to secure money from the SRA for this more detailed site assessment;
- Work up the business case for St Erth Park & Ride and obtain more accurate estimates for works involved;
- Apply and secure funding for the development of the site;
- Develop parking policy to support the Park & Ride strategy; and
- Safeguard Ponsandane Sidings for transport uses.