

25th August 2015

Jeremy Walker
Transport Policy Manager
Blackpool Council
PO Box 17
FY1 1LZ

Dear Jeremy

Blackpool Integrated Traffic Management

Blackpool Council has consulted us on proposals to better guide customers in and out of the town centre car parks. The Houndshill Shopping Centre has a large multi-storey car park, which would readily fit into the scheme, the increase in footfall that this system would bring into the centre would make it more appealing for new businesses to open in the town. This in turn will help address the issue with town centre voids, declining streetscapes and raise Blackpool's economy creating a prosperous resort.

We are fully supportive of the proposals to introduce a car parking guidance system, better connecting the resort access roads and the town centre. We see such a scheme to have many benefits for the local economy, giving motorists vital information to make their journeys more trouble free.

The system will make a significant contribution to developing Houndshill, making it regionally competitive. This will help make Blackpool a shopping 'destination' once more and promote possible future expansion, with the crucial job creation that will bring.

We hope that the scheme can secure 'growth funding' through the Lancashire Enterprise Partnership this autumn and be implemented thereafter, as soon as possible.

I trust that this letter is sufficient for your submission, but if you need anything further please do not hesitate in contacting me.

Yours sincerely



Miss Deborah Lancelott
Centre Manager