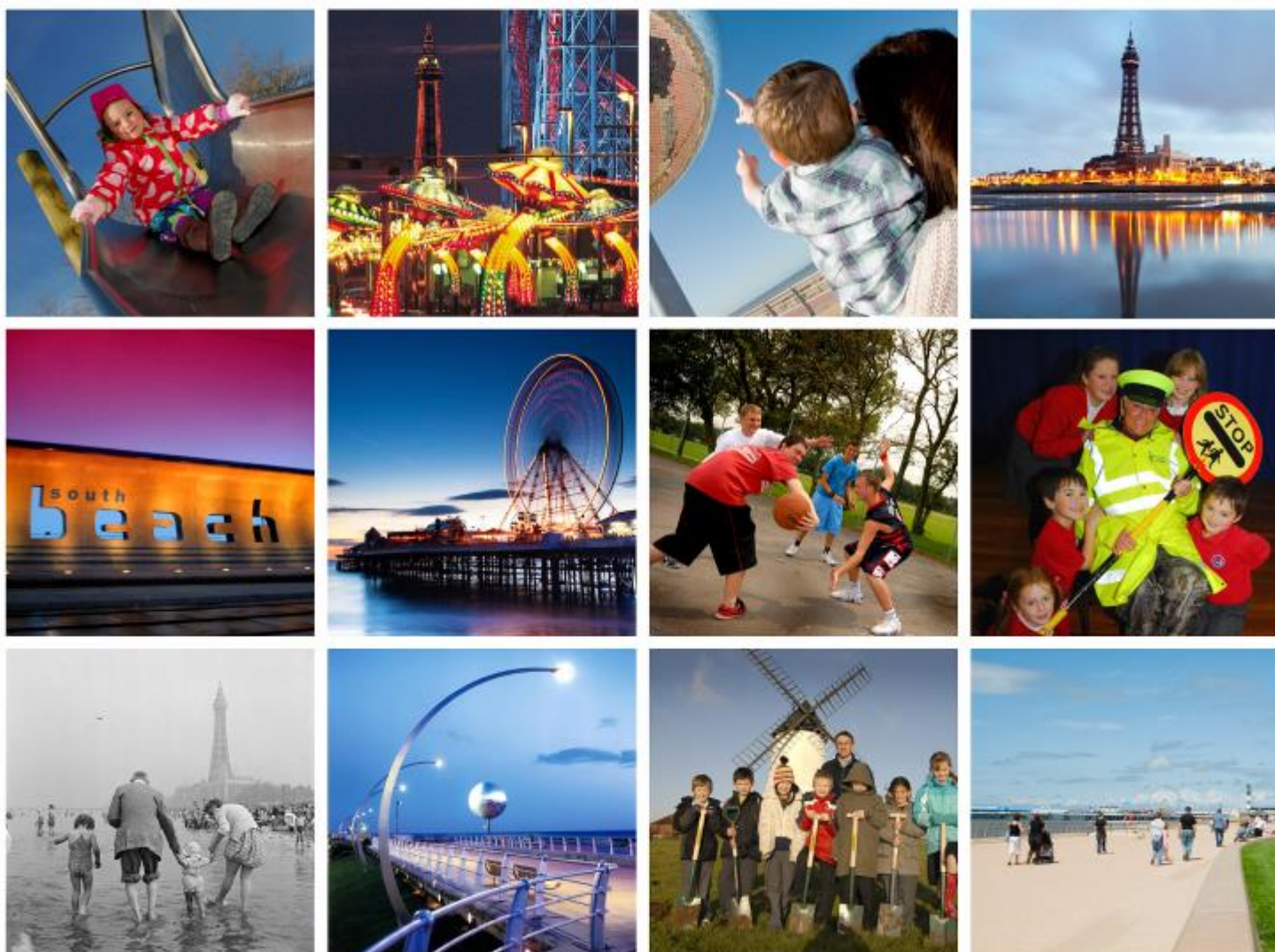


Communication Plan

Project title: Blackpool Integrated Traffic Management

Author: Jeremy Walker

Date: 27th August 2015



Blackpool Integrated Traffic Management Communication Plan

Contents

Background	03
Objectives	03
Target Audience	03
Key messages	03
Strategy and approach	03
Targets	04
Timescale and budget	04
Evaluation	04
Contact Information	04

Blackpool Integrated Traffic Management Communication Plan

Background

It is proposed to install 16 fully functional variable message signs, 19 parking guidance information signs with variable elements, a car park monitoring system, CCTV and 24 static parking signs. Being able to disseminate information to drivers would help with traffic and event management, and help direct drivers to the most appropriate destination. The scheme would help direct drivers to available spaces and along appropriate routes making the network more efficient. This would benefit the local economy, with reduced congestion, increased dwell times, greater economic activity and job creation.

Aim

To better manage traffic and grow the local economy.

Objectives

- Manage levels of congestion in the town centre and resort core
- Reduce levels of pollution
- Grow the visitor economy (more visitors and jobs)
- Manage visitor traffic more efficiently and effectively
- Maximise the use of public transport
- Improve the efficiency and effectiveness of Blackpool's car and coach parks

Target audience

All drivers in Blackpool, particularly visitors, and those accessing the resort core and town centre by car and coach.

Key messages

The parking guidance information and variable message signage (VMS) will provide 'real time' information to drivers on key approach roads to the resort core and town centre. This signage will direct drivers to the most appropriate car and coach parks. When these fill up during peak periods, motorists will be directed to alternative car and coach parks, reducing 'search time' and increasing 'dwell time'. This will have economic benefits for Blackpool.

For incidents and events, the VMS will provide up to date information to drivers on the key access routes. Quick responses are envisaged using the most up to date technology.

The road network will be used more efficiently, particularly the Promenade, reducing congestion and pollution.

Strategy and approach

The proposed scheme will be presented to the Highways Consultative Forum and the Blackpool Business Leadership Group to ensure interested stakeholders are fully aware and consulted with.

During the roll-out stage a variety of channels will be used to inform local residents, visitors and businesses.

Targets

Blackpool Integrated Traffic Management Communication Plan

- Reduce the distance travelled by motorists arriving in the resort
- Increase visitor numbers, spend and job creation
- Greater use of the tram during Illuminations evenings

Time scales and budget

A £2.1m project, to be delivered in 2016

Evaluation

The success of the communication will be measured through:

- Feedback from motorists
- The views of council staff operating the scheme
- Business surveys to help evaluate the economic growth credentials of the scheme
- Social media interaction
- Website hits

Blackpool Integrated Traffic Management Communication Plan

Tactics

This is a table of actions through communications channels targeted at specific audiences featuring key messages from the campaign.

Channel	Activity	Target audience	Lead	Cost	Timescales
Press releases	Promotion of the scheme	Local residents/ visitors	JBo	0	TBC
Your Blackpool	Promotion of the scheme	Local residents	JBo	0	TBC
Social media – Blackpool Council	Promotion of the scheme	Local residents	JBo	0	TBC
Social media – Visit Blackpool	Promotion of the scheme	Visitors	JBo	0	TBC
Web – Blackpool Council	Promotion of the scheme	Local residents	JBo	0	TBC
Web – Visit Blackpool	Promotion of the scheme	Visitors	JBo	0	TBC
Highways Consultative forum	Public engagement	Local stakeholders	JBI	0	TBC

Key contacts

Name	Contact Details
Jeremy Walker	Transport Policy Manager, 01253 476172 jeremy.walker@blackpool.gov.uk
Jenny Bollington	Media Manager, 01253 477192 Jenny.bollington@blackpool.gov.uk

Blackpool Integrated Traffic Management Communication Plan

Blackpool Integrated Traffic Management Communication Plan
