

# 4. Improve/Increase Public Transport

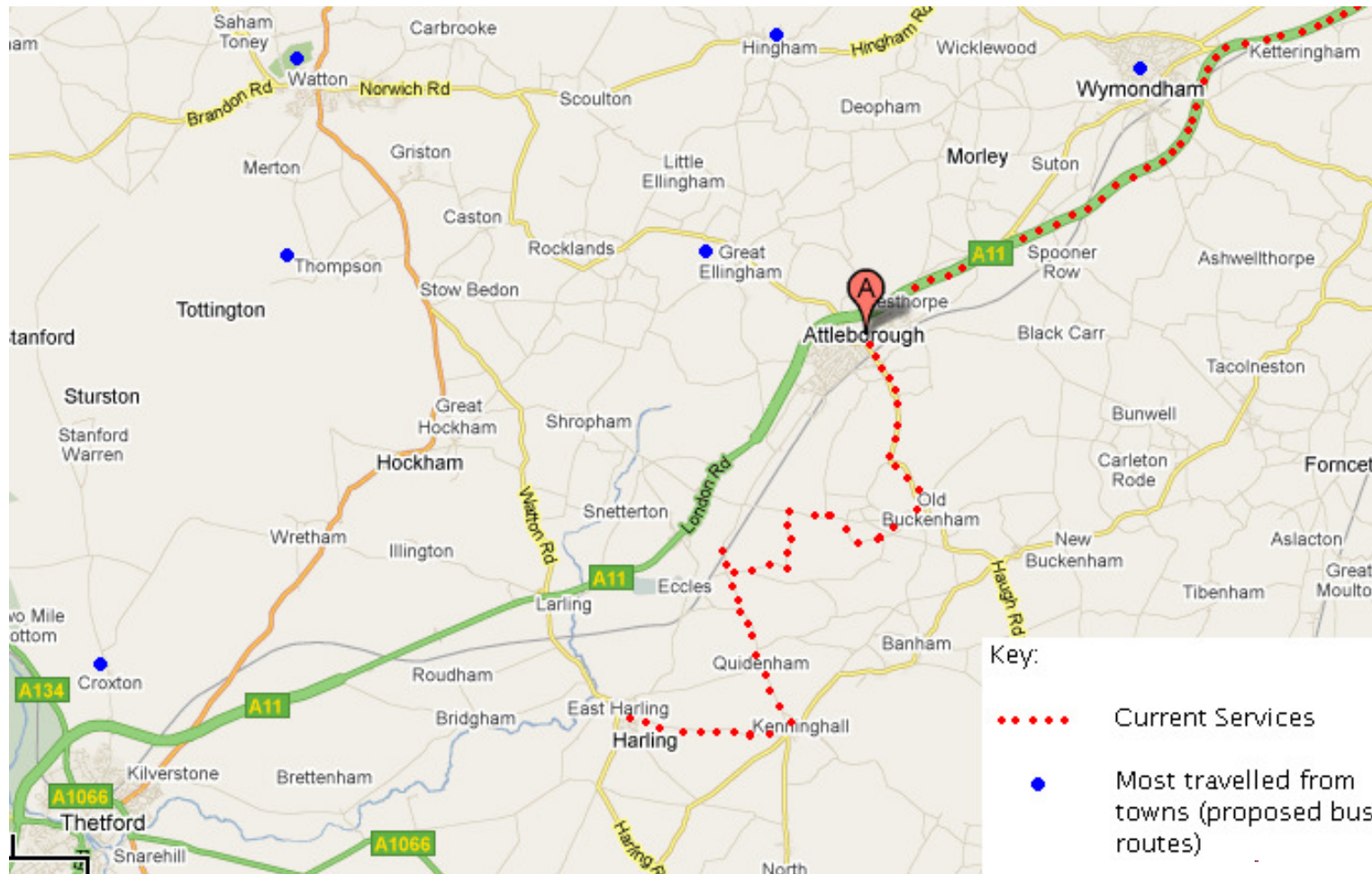
## Aim

- ▶ To reduce traffic and car park congestion by increasing the use of public transport and in doing so reduce private transport traffic

## Implementation

- ▶ New bus route incorporating most travelled from towns, north west of Attleborough

# 4. Improve/Increase Public Transport



# 4. Improve/Increase Public Transport

## Advantages

- ▶ Alleviate car park and traffic congestion in Attleborough town centre
- ▶ Won't be necessary to spend on car parking space
- ▶ Reasonable long term solution in line with town's growth

## Disadvantages

- ▶ High start up cost
- ▶ More environmentally friendly
- ▶ Possible uptake issues



# 5. Walking Bus

## Aim

- ▶ Reduce traffic and car park congestion by walking to school instead of travelling by car

## Implementation

- ▶ Children walk to school as a ‘walking bus’ from points outside the town centre with a number of supervisors and pick up points



# 5. Walking Bus

## Advantages:

- ▶ Reduce congestion at peak times
- ▶ Healthy initiative
- ▶ Green initiative / environmental benefits
- ▶ Improves community involvement

## Disadvantages:

- ▶ Trust issues for parents
- ▶ Implementation expenses (school/council)

## Expected results:

- 270 infant school children in Attleborough



# 6. School Drop-off Point

## Aim

- ▶ To reduce car park and traffic congestion around Queen's Square car park at peak times

## Implementation

- ▶ Allocate small number of bays where parents can drop off/pick up children at peak times
- ▶ Responsible adults work in tandem collect children from car park and escort into school

# 6. School Drop-off Point

## Advantages

- ▶ Reduces congestion in Queen's Square car park
- ▶ Frees up car parking spaces for parents at school times and other people at various times in the day

## Disadvantages

- ▶ Safety concerns from parents
- ▶ Logistical issues

# 7. Healthy Ad Campaign

## Aim:

- ▶ Decrease the number of people who drive to the town centre by providing positive and motivational messages about the health benefits that can be obtained from becoming more physically active

## Implementation:

- ▶ Market the campaign in and around Attleborough through:
  - Advertisements on buses, taxis and other above the line marketing media
  - Talks at local schools about the campaign
  - Offer incentives to walk or cycle into work/school (e.g. vouchers for fitness club)



# 7. Healthy Ad Campaign

## Advantages

- ▶ Reduces car parking and traffic congestion
- ▶ Relatively low cost
- ▶ Environmentally friendly
- ▶ Health benefits

## Disadvantages

- ▶ Potential uptake problems
- ▶ Sustainability



# 8. Town Centre Car Park Expansion

## Aim

- ▶ To create more town centre car parking space

## Implementation

- Underground expansion in Queen's Square
- Multi-storey car park

# 8. Town Centre Car Park Expansion

## Advantages

- ▶ Long term solution to meet expected town growth
- ▶ Opportunity to outsource maintenance and construction to external firm

## Disadvantages

- ▶ Considerable start up costs
- ▶ Public reaction

# Summary Of Solutions

- ▶ Redesign of current car parks
- ▶ Short stay/long stay car parks
- ▶ Car park signage
- ▶ Public transport
- ▶ Walking bus
- ▶ School drop off point
- ▶ Healthy ad campaign
- ▶ Town centre car park expansion

# Conclusions

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- ▶ The majority of people agree that there is a car parking problem
- ▶ Projected town growth is a key factor that needs to be taken into consideration, with a long term solution being the ideal result for the town



# Conclusions

- ▶ The majority of people feel that the problem should be resolved without detriment to themselves and the town's ambience
- ▶ Mixed feelings suggest that a sensitive approach is vital in any future action

Thank you for listening

We welcome your questions...

