



Sustainable and Achievable Active Travel



The development of Park Active by the British Parking Association is supported by the Department for Transport



Negative Perceptions



PUBLIC PERCEPTIONS OF PARKING

A research report into the attitudes and behaviour of the parking public

The Facts

There is good public support for measures that help reduce congestion and pollution.

Over a third of people spend longer than ten minutes finding a parking space in local high streets

On Balance

Clean air zones can be perceived as unfair on drivers who cannot afford to upgrade their vehicles, so it is important to give motorists a realistic alternative through **public transport or last-mile active travel.**



Negative Perceptions



PUBLIC PERCEPTIONS OF PARKING

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The Facts

62% of those surveyed said they would be prepared to walk 5 – 10 minutes between a parking place and the high street,

On Balance

It is important that active traffic schemes such as cycling or walking are implemented correctly along suitable routes for short journeys or as part of a longer journey.



Negative Perceptions

More than 100 'downbeat' / pedestrianisation letter

businesses sign anti-

One business owner described the scheme as a 'kick in the teeth'

NEWS By Jack Donoghue
05:00, 7 NOV 2021

Bookmark Comments 42

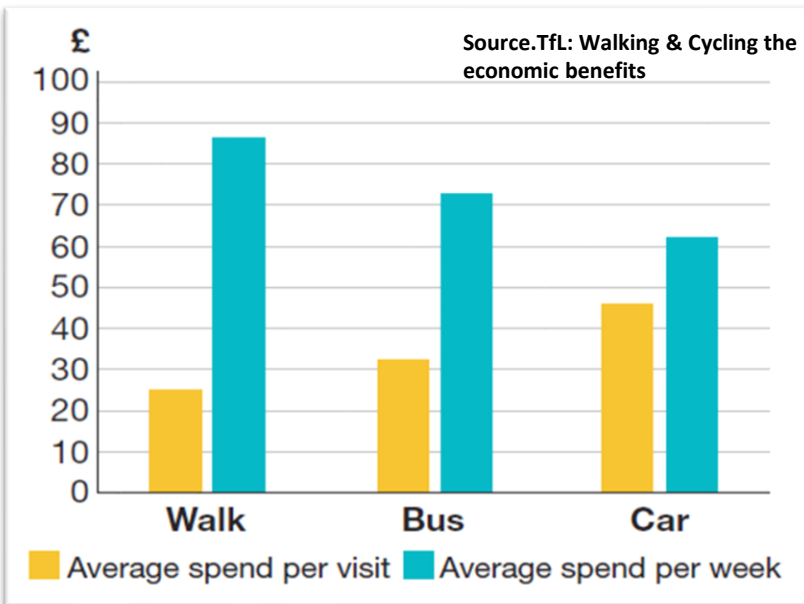
Enter your postcode for local news and info

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The Facts

Case studies in Altrincham, Greater Manchester, Kelso, Coventry, Stoke on Trent, and Dundee show that schemes that prioritise street space for pedestrians and cyclists typically **increase footfall by between 20% and 30%**. Source. Dundee City Council/ Transport Scotland/Sustrans. Walking & Cycling: the benefits for Dundee May 2021





Park Active is a simple concept that encourages a **modal shift** from car to walking or cycling for the last part of a journey.



Park Active offers a **free** practical framework and nationally consistent branding to car park operators, enabling them to adopt Park Active for **suitable** sites.



Park Active makes active travel choices, tailored to local needs, **accessible** and **achievable** to a broader cross section of the community.

parkACTIVE

Endorsements



Department
for Transport



energy
saving
trust

Local
Government
Association



"I would like to express special thanks to the British Parking Association for leading the pilot phase of Park Active, and the support and collaboration of all the other partner organisations who have been involved in its development. Park Active has the potential to be a vital part of our future transport plans and recognises the key role of effective parking management to help us all go about our daily lives. I encourage all governments of the devolved nations and every local authority to look at Park Active as a practical solution for meeting local needs."

Baroness Vere of Norbiton

Parliamentary Under Secretary of State
Department for Transport



for Colchester



[Click to play the presentation](#)





Safer Parking Scheme - Park Mark Award.

- Launched 20 years ago it is a national crime (and fear of crime) prevention initiative aimed at reducing criminal opportunity within car parking facilities.
- There are currently over 4500 accredited sites across the UK.
- The scheme is owned by Police Crime Prevention Initiatives and is managed by police assessors (Designing Out Crime Officers) in partnership with our area manager team.
- A Park Mark assessment survey will include a site inspection of the car park. Award criteria include : general design features , lighting , surveillance opportunities, cleanliness, general management practices and analysis of Police crime and ASB statistics.



Signage

- Obtained DfT authorisation for directional signage for the highway
- This followed the BPA's operational guidance for design of signs





King Alfred Car Park - Continue your journey from this car park by travelling actively, helping you to save money and keep fit

By cycling



i360
9-minute cycle

Churchill Square Shopping Centre
10-minute cycle

North Laine
15-minute cycle

There's a **BTN BikeShare Hub** south of the car park entrance on the promenade.



Download the **BTN BikeShare** app now and join the city cycling revolution

Scan the QR code to download the **BetterPoints** app and log your active onward journey and earn points to redeem in local shops and restaurants



By walking



Hove shops & restaurants
10-minute walk

Churchill Square Shopping Centre
35-minute walk

By bus



Bus 700 every 10 minutes, from the King Alfred bus stop (5-minute walk from here)

Churchill Square Shopping Centre
10 minute bus journey
Return from Stop D

The Lanes, North Laine and Royal Pavilion
15-minute bus journey to North Street bus stop
Return from North Street Stop Y

Wayfinding Signage



parkactive



BetterPoints



parkactive

Park Active NHS Sites in Progress

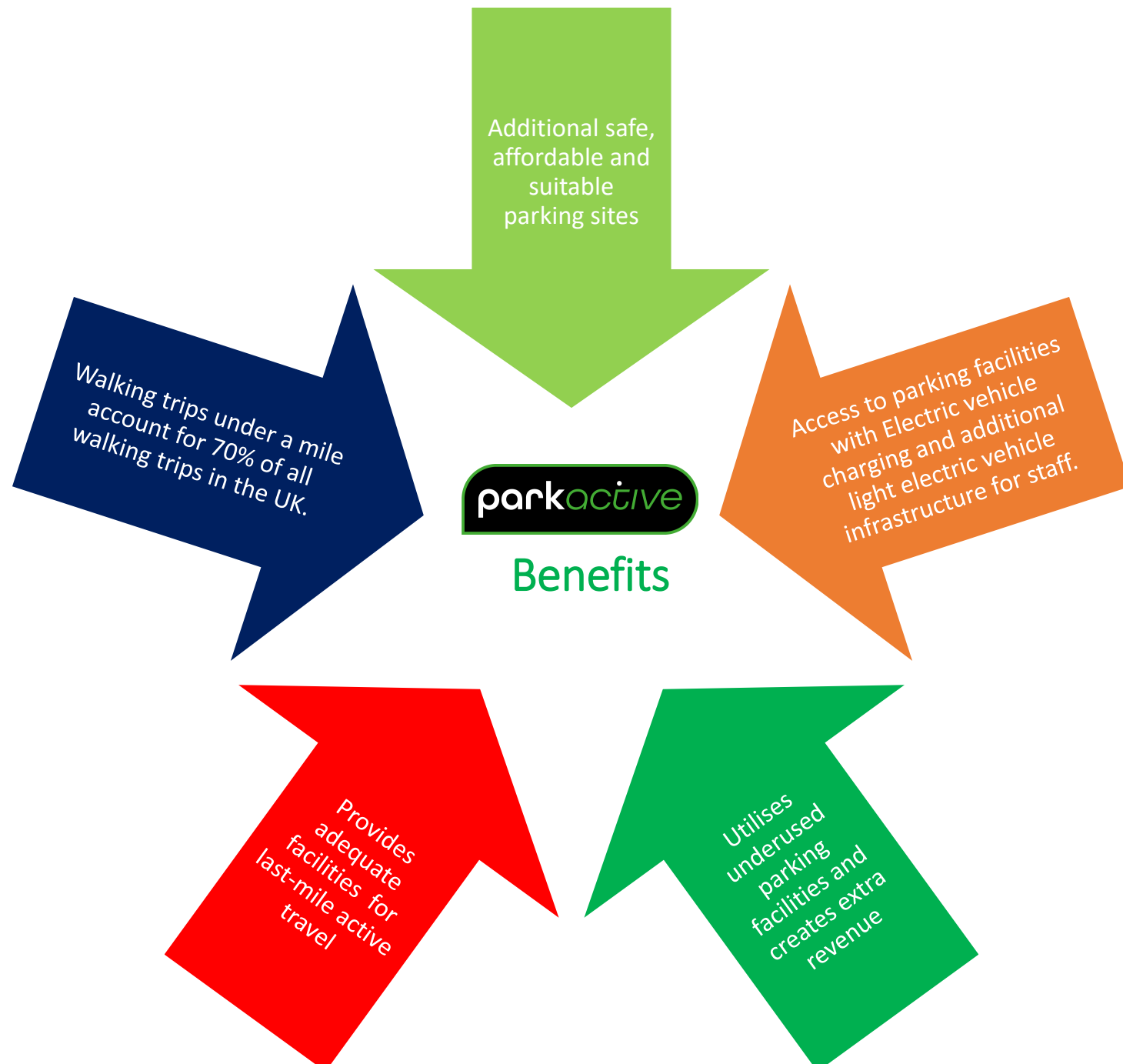
Pipeline : 3 new sites in Gloucester GWR train station, Winchester Southwestern train station, and Basingstoke train station which are all operated by APCOA.

NHS Trusts



APCOA currently looking to integrate relevant sites and mobility hubs into Park Active hubs





JOIN THE PARK ACTIVE COMMUNITY

Enabling active
travel choices for
healthier communities



MAKE YOUR DESTINATION PARK ACTIVE

Do you manage car parks or are you managing active travel? Find out how Park Active can help today

[Contact us](#)