

# Kristy Littler

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## Chester Park and Ride

Park and Ride was introduced in Chester on 23 November 1983 in recognition that Chester's parking requirement could no longer be met without detriment to historic fabric of the City.

Tomorrow, we celebrate 40 Years of Park and Ride in Chester!



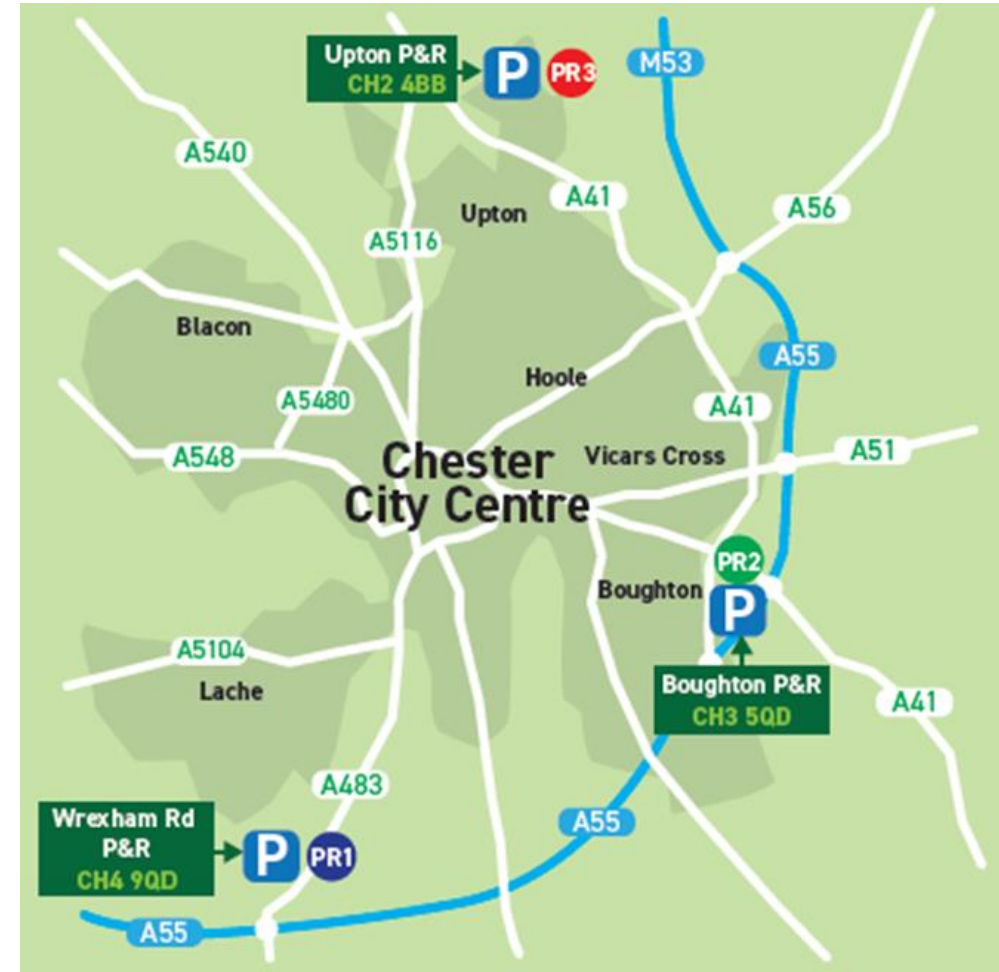
# Park and Ride network

There are 4 park and ride sites in Chester serving key gateways into the city from the strategic road network. These sites are listed in order of popularity below:

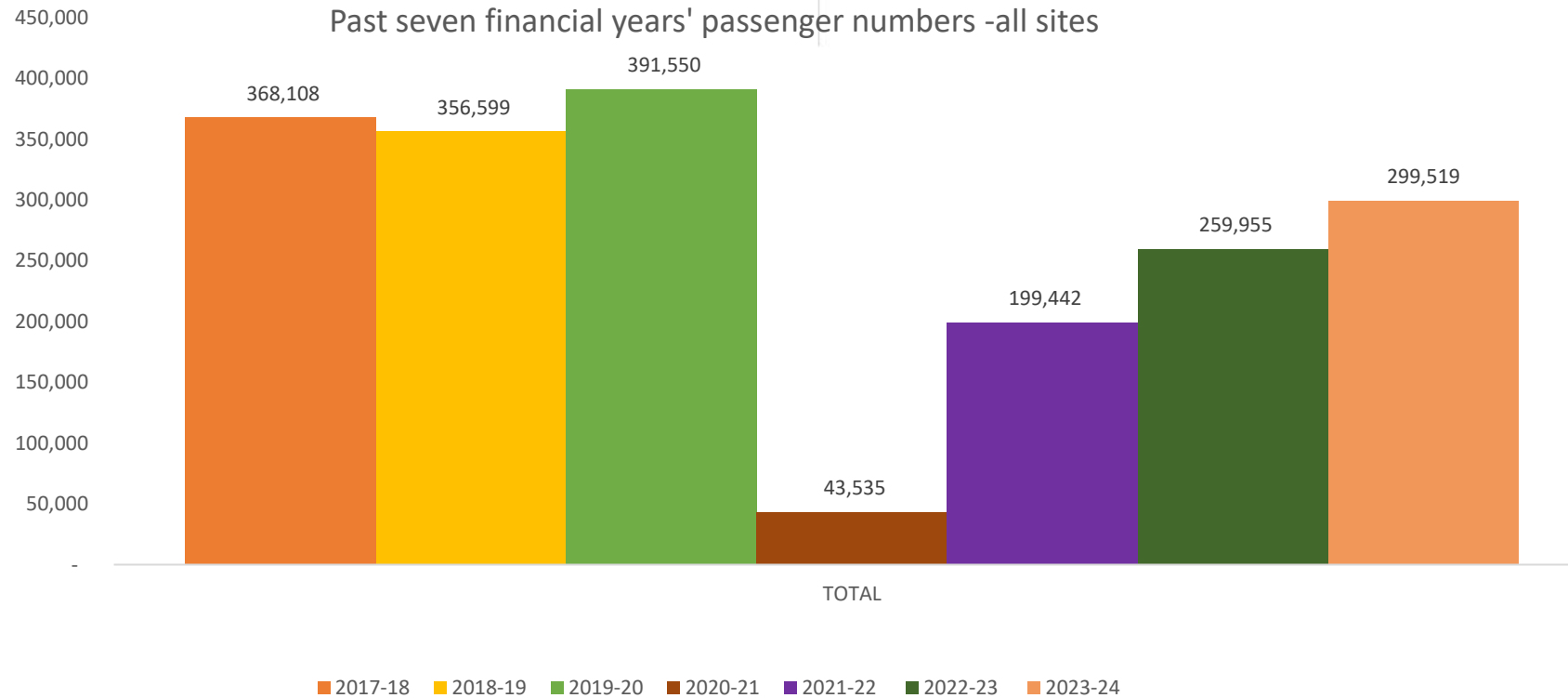
- Boughton Heath (750 spaces)
- Wrexham Road (1200 spaces)
- Upton Zoo (Leased land 460 spaces)
- Sealand Road (760 spaces, currently closed (not operational)).
- With a fifth park and ride site referenced in current local plan.

# Current Offer

- 12-20 min frequency depending on site and time.
- Operated by 8 Euro VI diesel buses
- Real Time Passenger Information at sites (excluding Sealand Road)
- Passenger information and timetable displays (all sites)
- Customer waiting room at Boughton Heath and Wrexham Road with toilet facilities (for staff and drivers only at present).
- CCTV is currently operational at Boughton Heath and Sealand Road sites. The provision of CCTV for Wrexham Road and Upton Zoo is being explored.
- Ticket Machines have been removed and passengers pay with cash or contactless card on bus.
- Fare table and tickets revised
  - £2 fare unchanged since 2014
  - Parking is free
- 2 Staff work across the 3 sites



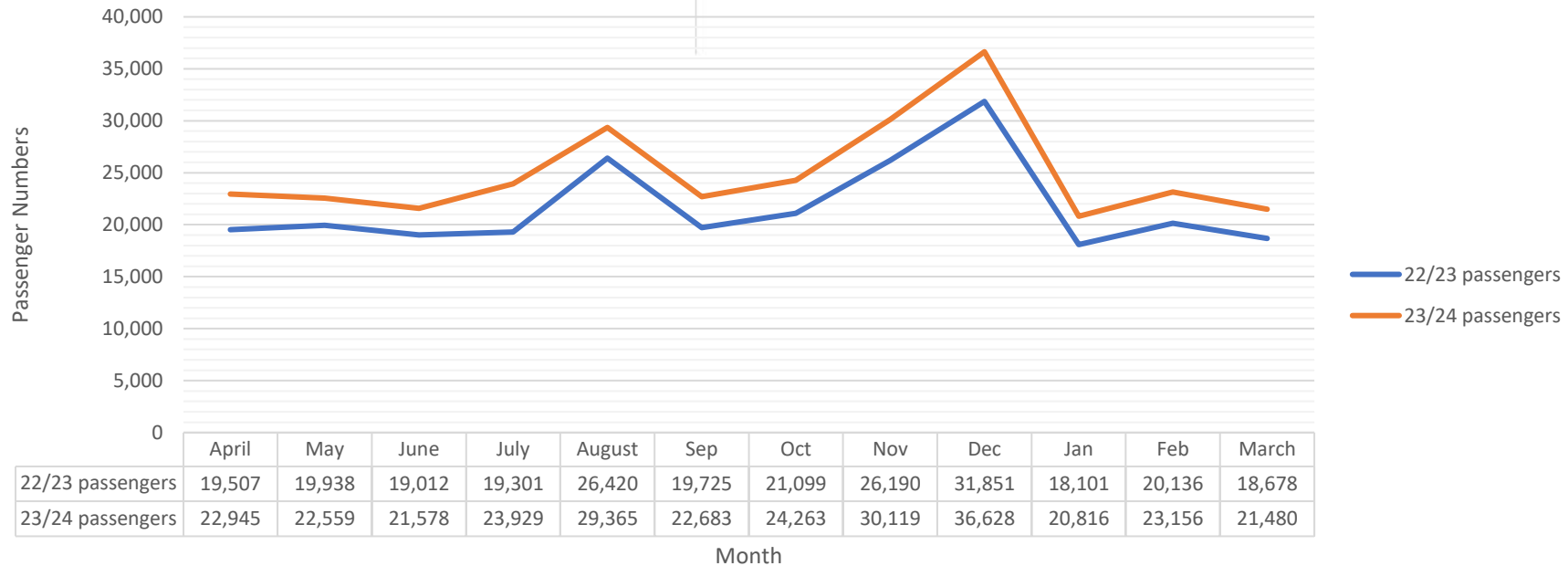
# Passenger Activity



**NB** Actual passenger numbers for April 23 -August 23 are 120,375. Passenger numbers for September 23 -March 24 is estimated based on a 15% increase on 2022-23 figures.  
**Pre 2020-21 figures also include Sealand Road**

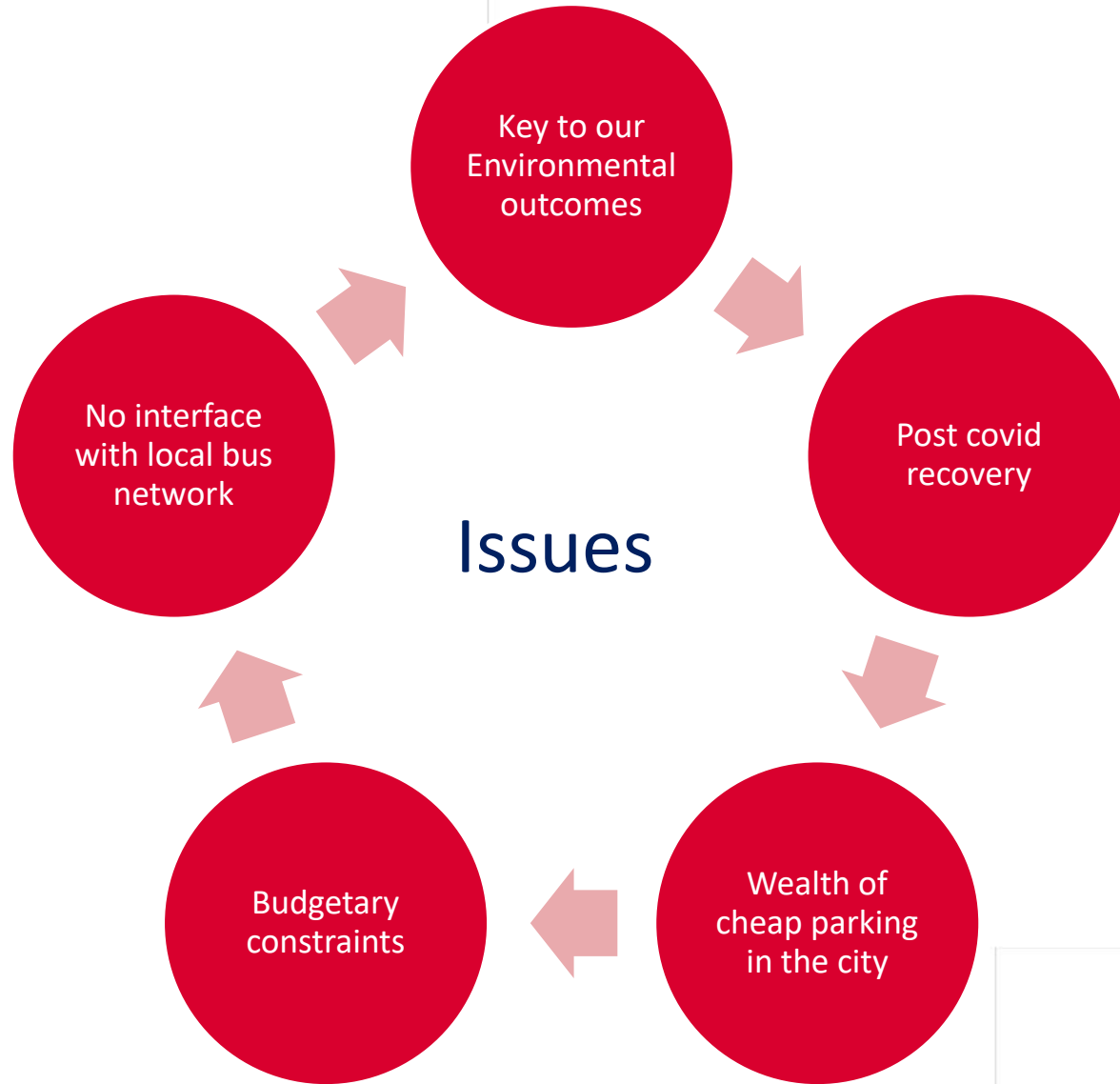
# P&R Passenger numbers

Total passenger numbers on Park and Ride



Passenger numbers in 22/23 totalled **259,955**, we have estimated that they will increase by 39,565 to **299,519** in 23/24. These figures include free passengers.

**NB** Passenger numbers for April 23 -August 23 is 120,375. Passenger trips for September 23 – March 2024 is an estimate based on a 15% increase on 2022-23 figures.



# Questions to be asked?

- What is the true value of park and ride (P&R) service in Chester?
- How can the required procurement process for a revised P&R services grow the market and broaden the appeal and viability of P&R services for the future, whilst at the same time demonstrate the hidden social and environmental values it inherently holds to meet the climate agenda?
- What information and evidence is required to inform the procurement process and operational model, identify service needs, target audience and acceptance of the mode?





# What are we doing?

- Out of term extension agreed July 23- July 2024
- Enhanced Partnership
- Ticket machines removed from 8 August 2023
- New fare structure
- Bus Service Improvement Plan +
  - New year Offer
- Marketing and communication
- Reimagine the Park and Ride contract
- Security
- Local Transport Plan
- EV Strategy



# Working with stakeholders

- Multidisciplinary working Group
- Travel Demand Management Group
- Holistic approach with parking policy and P&R
- Focus Groups
- Data gathering
- Surveys comprising:
  - Park & Ride user surveys
  - City Centre car park user surveys
  - City Centre users.

# CW&C Park and Ride Reflections

- Retaining the gross cost contract model in the short term.
  - challenging for an operator to run a fully commercially viable and successful Park & Ride service.
- Longer term, it might be advisable for the Council to continue to consider changing the contractual model
- Soft Market Testing undertaken
- Work with National Highways on improved motorway signage and Travel Demand Management
- Working with University of Chester, Countess of Chester, Chester Zoo and Marketing Cheshire to promote and understand the asset.
- Consider the option of separating P&R services into individual contracts in the future with differing arrangements for each route,
  - some routes operate under a gross cost contract and others under a revenue cost contract.

# Our Guiding Principles

The guiding principles for the Park and Ride procurement will be centred on:-.

- Alignment with Council policy in particular the emerging Local Transport Plan, Bus Service Improvement Plan, Climate Emergency Response Plan, Air Quality Action Plan and One City Plan
- The role of Park and Ride service in supporting the Council's Network Management Duty and Climate Emergency Declaration.
- Establishing the true value of the park and ride service for the city
- To seek to reduce and eliminate the budget deficit and maximise efficiencies with complementary activities that generate income and support better on-site facilities for customers
- Growing passenger numbers and broadening appeal by investigating new markets post Covid-19 pandemic
- More efficient and integrated ticketing that offers journey flexibility for passengers.
- Where possible, seek to find ways for the Park and Ride to integrate with local bus service provision and support hubs which facilitate various types of transport (I.e multi-modal transport hubs)
- Investigate all means to improve passenger uptake through policy reform and bus priority infrastructure improvements- as advocated in the National Bus Strategy, the benefits will spread beyond Park and Ride.
- Reviewing opportunities for further Park and Ride activity and explore opportunities to reopen Sealand Road.