



for Colchester



Colchester



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Group Manager

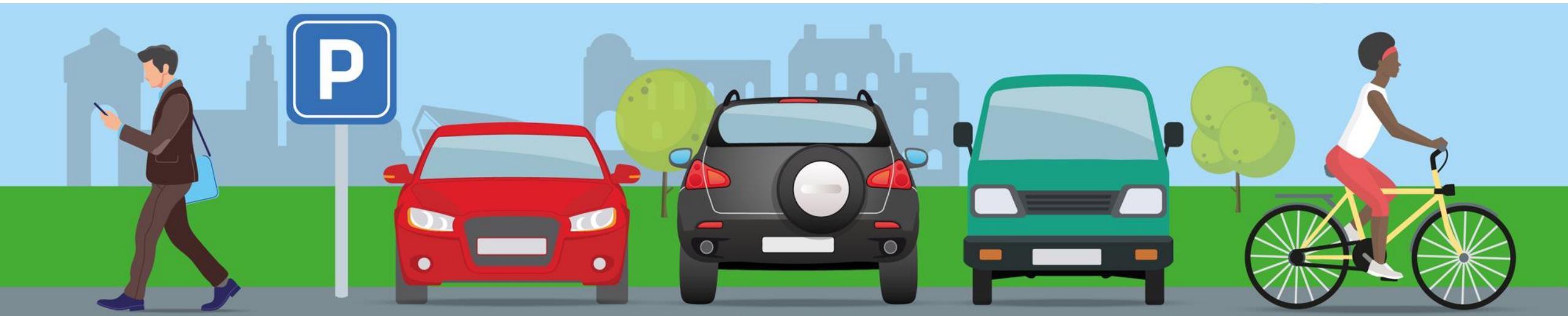
North Essex Parking Partnership



Colchester is located in Essex, in the East of England and is less than an hour north of London



1. Background
2. Location Criteria
3. Overcoming barriers
4. Launch of first scheme
5. What's next?



background

- benefits

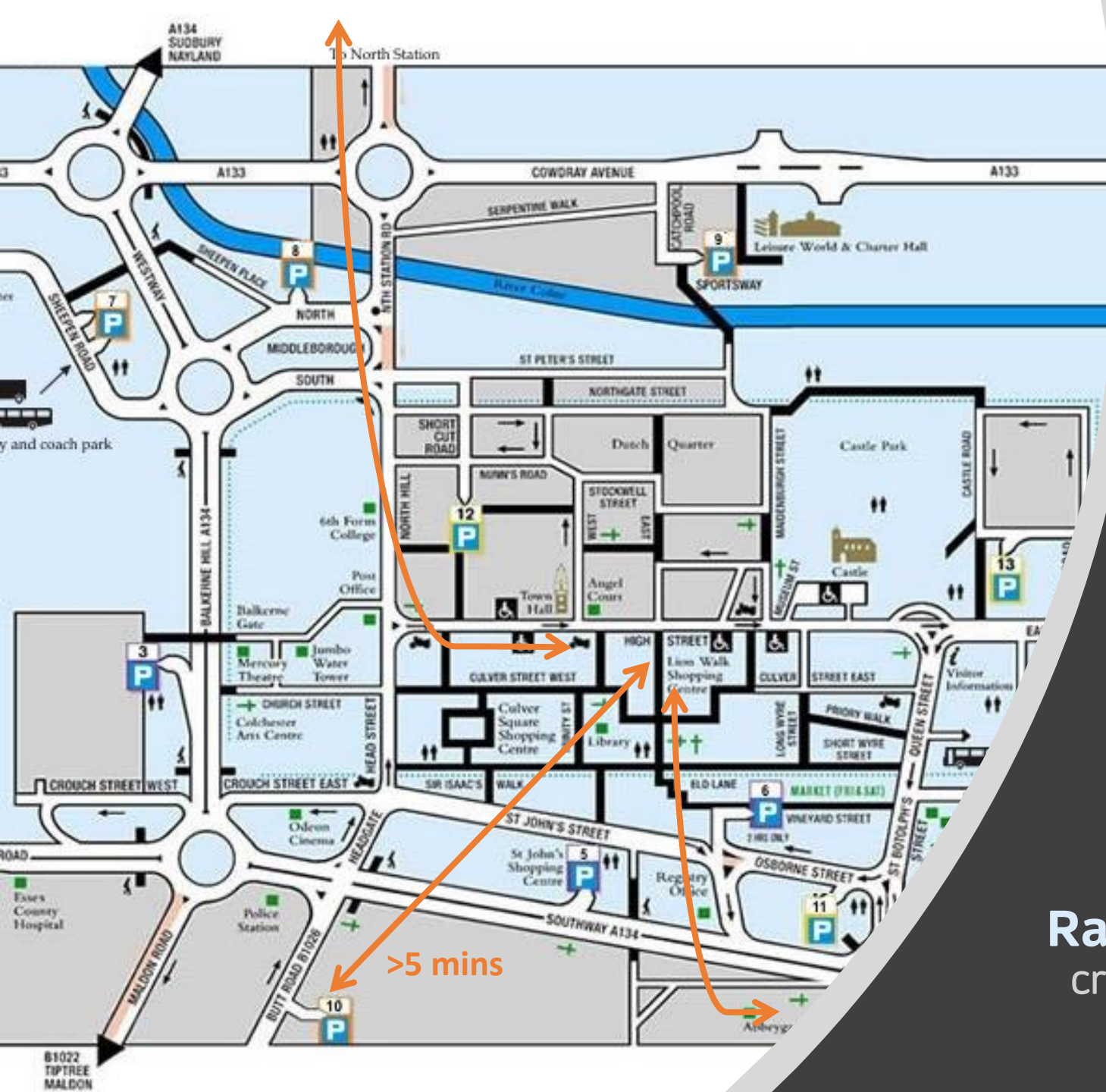
Roman grid pattern
difficult 'last mile'

**Social Distancing
& Active Travel**
town centre road narrowing/layout

New Cycle Routes
north/south & east/west links

Long stay market
new uses: pandemic changed forever?

Rail Station, Hospital, Park & Ride
cross-town options from south & east to north



the locations - criteria

Long Stay car parks

5 min+ walk to town centre, with space

Provision for facilities

cycle hubs/click & collect delivery

New Cycle Routes

nearby links to other parts of town

Rail Station, Hospital, Park & Ride

cross-town options



hurdles

- overcoming issues

Highway signage

signage design & special authorisation

Communications

banners, web page, social media, press

Sign up and Community

hosted in App with
direct communication

The Parking Offer

better prices than
town centre parking
available through the App



launch

30 November 2020 & April 2021

Tariff charged is via App

distinct T&C and special area in MiPermit
we can then measure success by counting...

Web Page

details on website

Social Media and Press

coverage / soft launch from 3 December

www.colchester.gov.uk/parkactive

soft launch 30 November 2020

Fully launched from April 2021



Park Active is a new active travel scheme created by the British Parking Association which is being piloted in ten UK locations including Colchester.

The scheme allows people to leave their car at a Park Active location and then walk or cycle for the rest of their journey. In Colchester, motorists pay a discounted parking rate for doing so.

The aims of the scheme are to:

- Encourage people to use outer town centre car parks which are cheaper and more accessible
- Promote active travel options such as cycling and walking to reach their destination
- Support short stay shoppers and blue badge holders
- Improve air quality

See terms and conditions.





what next?

Park Active

Secure cycle parking
different options at Park & Ride

**Park & Choose: Hospital,
rail station, football ground**
links to cross-town routes & active travel

Click & collect; town centre cycle hub
e-cargo bikes to deliver to car parks
improving cycling provision

Work with the Community
develop offers
& work with shops

Improvements....
Signage, maps, walking time
data collection & evidence





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