

B&NES Council Parking Strategy

035958-TN03-00 Parking Management for Major Events

035958

6 March 2017

Revision 00

Revision	Description	Issued by	Date	Checked
00	Draft Issue	AR	06/03/2017	BF

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Glossary

Term	Definition
B&NES	Bath and North East Somerset
ANPR	Automatic Number Plate Recognition
The Rec	The Recreation Ground
TDM	Travel Demand Management

1 Introduction

1.1 Introduction

This note considers the implications of car, motorcycle and bicycle parking associated with major events in B&NES and sets out a possible way forward for enhancing the event parking management experience to the benefit of the Council, those travelling to events, event organisers and the wider community.

The major events that have been considered are as illustrated in Figure 1-1 and include the Bath Rugby home matches, major events held at the University of Bath, and a number of other one-day events held in Bath each year such as the Bath Half Marathon and the Bath Rotary Club Fireworks display. These events are understood to be the most challenging ones for parking in B&NES and have been identified and agreed through a stakeholder exercise involving relevant B&NES council stakeholders (including the Events team, Heritage Services and Parking Services) as well as major event organisers.

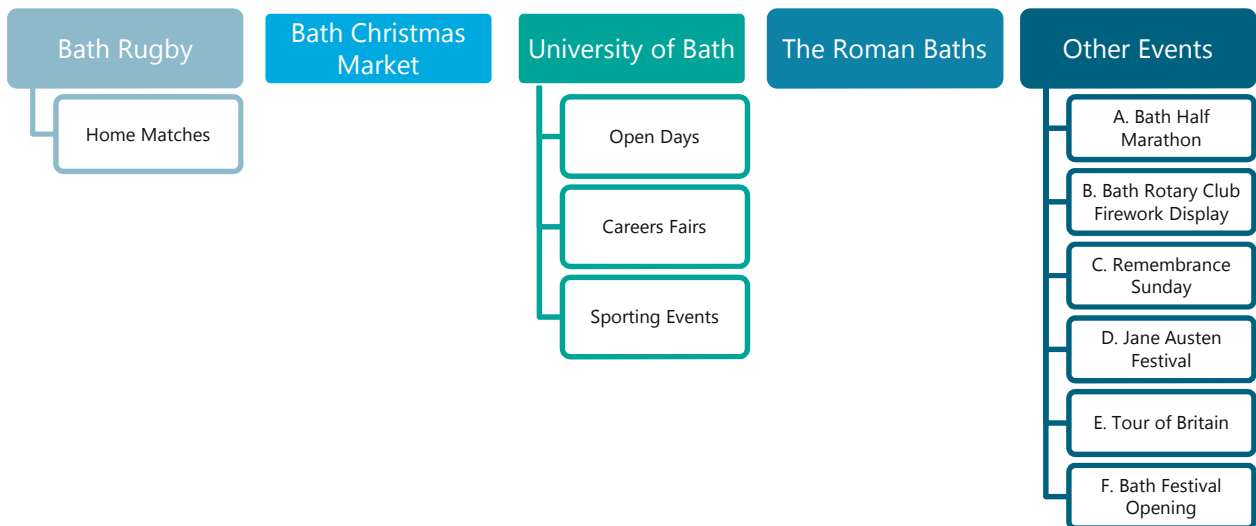


Figure 1-1: Major Events in B&NES

In order to understand the details of each event, the relevant stakeholders have been consulted, including the organisers of each event. This has included telephone and email exchanges as well as a stakeholder workshop that took place on 18th January 2017. That information has been supplemented with desktop research.

Based on all the gathered information, the parking conditions associated with events in B&NES have been analysed and are as described in the following chapters. A benchmarking exercise has also been undertaken to examine the strategies that are in place for the management of events elsewhere. A number of recommendations have then been developed in order to improve parking management for events in B&NES. The remainder of this note is structured as follows:

- **General Parking Conditions for Events in B&NES** – the details of the different types of public car parking available during events (off-street, on-street, Park and Ride), extra car parking that is provided at event times, motorcycle and bicycle parking, parking availability and the technology that is in use.

- **Parking Arrangements for Individual Events** – the frequency/timing of the events, the numbers of people and cars involved, the parking management strategies in place and the use of parking information and technology.
- **Opportunities and Challenges for parking for events in B&NES** – identifying the main points emerging from the analysis of all the different events.
- **Benchmarking** - strategies in use elsewhere for transport and parking management for events
- **Recommendations**

It should be noted that coach parking for events in Bath has recently been the subject of a separate study and so is excluded from consideration here.

2 General Parking Conditions for Events in B&NES

2.1 Introduction

There is very limited (or no) dedicated car parking provided by the major events held in B&NES, with the exception of the events held at the University of Bath. As a result of this, the general publicly available parking is used by event-goers, as well as others parking within the city, such as tourists, shoppers and commuters.

2.2 Parking Available to Event-Goers

The parking available to event-goers is of a number of types, including:

- Park and Rides
- Off-Street car parks within Bath
- On-Street car parking
- Additional parking during events
- Motorcycle and bicycle parking

The details of these different types of provision are as set out in the following sections.

2.2.1 Park and Ride Services

There are currently 3 park and ride Services on offer in Bath providing a total of around 2,880 parking spaces: Lansdown Park and Ride (located to the north of Bath), Newbridge Park and Ride (located in the west of Bath) and Odd Down Park and Ride (located in the south of Bath).

The existing park and ride services in Bath are popular and have seen recent expansions, a park and ride service to the east of Bath has been proposed as those travelling from the east in to Bath generally face long queues (in particular on London Road) and limited parking choices.

Park and ride services in Bath operate every 15 minutes from 6:15-20:30 throughout the week, with the exception of Sunday where they operate from 9:30-18:00 every 15 minutes. On Bath Rugby home match days the services are often extended. For the recent matches held on the 27th of January and the 10th February 2017, for example, the services were extended so that the last bus from the city centre to all park and ride car parks was at 22:30.

Aside from the official park and ride car parks, the Cricket Club also own a pitch approximately 400m away from Lansdown Park and Ride. The Cricket Club have expressed an interest in discussing with the Council the use of this as an overspill car park for the park and ride during busy periods, which could include days during the Christmas Market when the event clashes with a rugby match. This would be dependent on the weather to avoid damaging the surface of the cricket pitch. The Bath Racecourse will also be offering a pre-bookable Park & Ride and hospitality service during the Bath Half Marathon.

2.2.2 Central Bath Off-Street Car Parks

As noted, there is very limited (or no) dedicated car parking provided by any of the major events. As a result of this, the majority of those travelling by car into the centre of Bath on match days will be likely to park in one of the publicly available car parks located in Bath city centre. There are thirteen publically available car parks in total, eight long stay and five short stay, as shown in Figure 2-1 (including both publicly and privately owned facilities). These car parks provide 4,053 spaces in total, with 2,075 spaces provided by Council car parks and 1,978 provided by private owners.

It is also understood that a significant number of event-goers will make use of private car parks to which they have access, such as their work car parks etc.



Figure 2-1: Bath Publicly Available Off-Street Parking Map

2.2.3 Bath On-Street Car Parking

There are 52 streets in Bath where pay and display on-street parking is permitted. Maximum stays in this parking ranges from one to ten hours. Additionally, free on street public parking is also provided (with 2hr or 4hr waiting time restrictions) in some central locations. For those willing and able to walk further, there are approximately 8,000 uncontrolled on-street parking spaces within reasonable walking distance of the city centre, but outside the controlled parking zones.

On-street provision has an important role in the accommodation of event parking demand. It is understood, for example, that almost a quarter of parking demand during Bath rugby matches is covered by this type of parking.

2.2.4 Additional Parking During Events

During certain events, a number of additional parking locations are made available by private operators to event-goers. The Bath Cricket Club, which is located in the vicinity of Bath Rugby club on the opposite side of North Parade Road, has 144 public spaces within their car park. Additionally, the club also makes their cricket ground available for car parking during events outside of the cricket season (so the condition of the cricket pitch is not compromised for matches). This is often done for Bath Rugby matches and during the Christmas Market and can provide up to an additional 280 parking spaces. When the pitch is opened up for parking the usual ANPR system is suspended and the Cricket Club take cash payments for parking within the Cricket grounds.

There are also other private car parks that are opened up to rugby spectators on match days, including a nearby bowling club and a church. When these car parks are made available to spectators they are charged for any use.

2.2.5 Motorcycle and Bicycle Parking

There is free bicycle parking located across Bath in various locations (as shown in Figure 2-2). Many of the bicycle parking locations are close to where events are held, such as the Rec, Royal Victoria Park, and surrounding the core city centre. Motorcyclists are able to park in a range of dedicated motorcycle spaces located across the city.

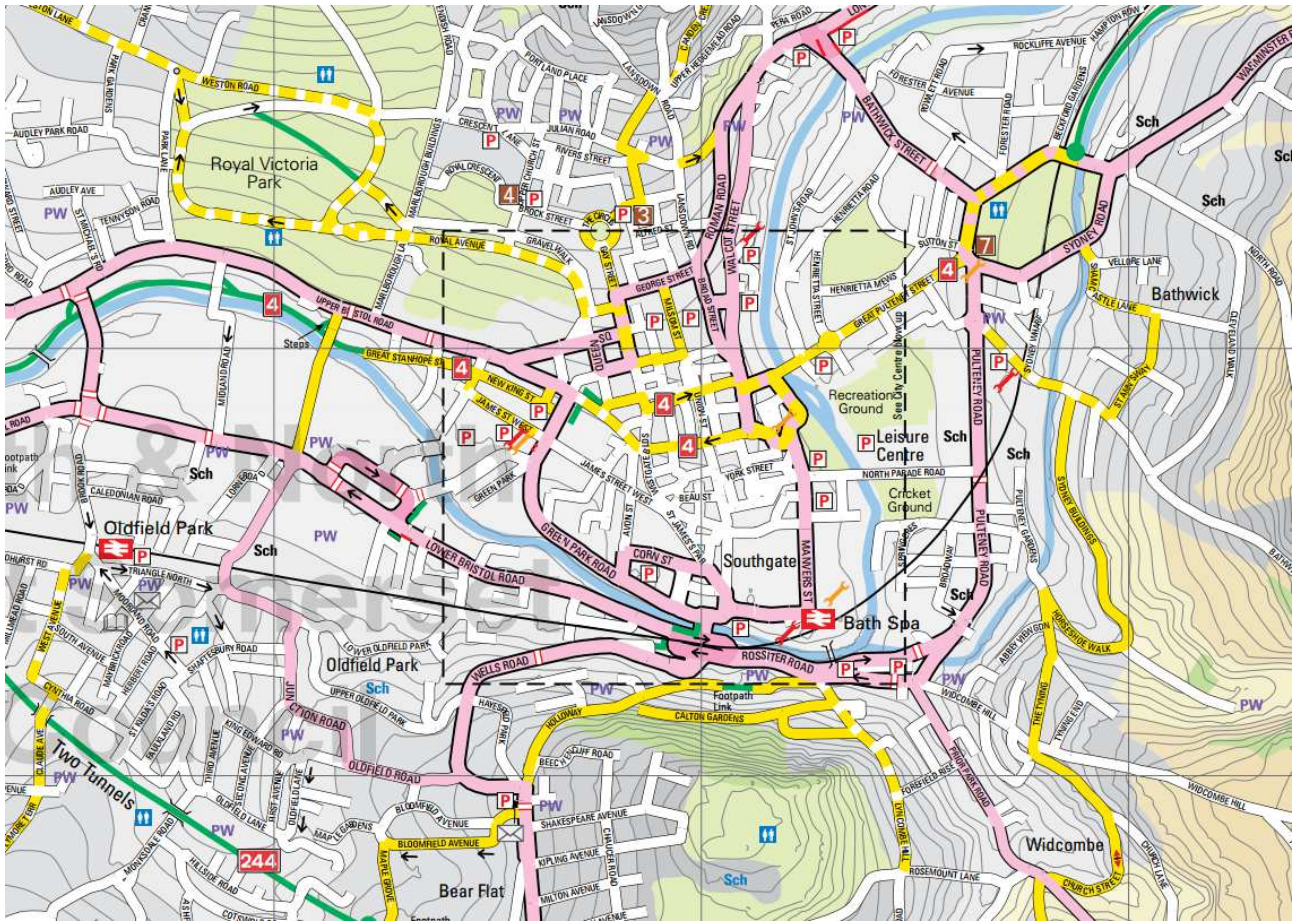


Figure 2-2: Bicycle Parking in Bath

2.3 Overall Parking Experience

2.3.1 Parking Space Availability

The parking demands generated by events (approximately 2,800 cars on Bath Rugby home match days and up to 6,000 cars per day during the Christmas Market for example) are very high relative to the levels of parking that are provided in the city. The event parking demand has to be accommodated by the same publicly available parking that is also heavily utilised by visitors, shoppers, those engaged in business etc. This background (non-event) level of parking demand can be very high, especially during peak tourist periods. For example, although the Roman Baths do not hold any specific events, visitor numbers rise to between 5-6,000 a day during the summer peak. Many of those visitors drive and will be trying to use the same car parks as any event goes at that time. The strain placed by events (in addition to background demand) on parking availability in Bath can therefore be high. Issues of limited availability of parking spaces in Bath are particularly acute when multiple events are taking place at the same time. When a Bath Rugby Match coincided with the Christmas Market in December 2016, for example, the real-time parking availability information showed that only 33 of the 5,083 monitored spaces, only 33 were available (less than 1%) by the early afternoon.

2.3.2 Technology Availability

Anyone visiting Bath can look at the real-time parking availability map (which can be viewed on the B&NES Council website) to see where there are available spaces at 6 car parks in Bath (including all park and rides). This information can currently only be viewed on a website, and does not allow pre-booking of spaces or incentives for car sharing or using park and rides.

There is currently no single app that links all travel modes, allowing event-goers to book tickets to events as well as planning and booking travel. Event-goers could use a standard journey planner, although this may mislead those planning on driving into Bath as information on parking time is unlikely to be included.

Within Bath, cashless payment for parking is made easy for both visitors and residents through both the MiPermit portal and through the RingGo service, both of which can be accessed either through an app or online.

3 Parking Arrangements for Individual Events

3.1 Introduction

The most challenging events for parking in B&NES are as illustrated below in Figure 3-1. These include events that happen a number of times throughout the year, such as Bath Rugby club home matches and university open days, events that occur for one day a year, such as the Bath half marathon and the Bath Rotary Club fireworks display, and events that take place over a slightly more extended duration, such as the Bath Christmas Market, which last for just over 2 weeks each year. The largest B&NES events take place in Bath.

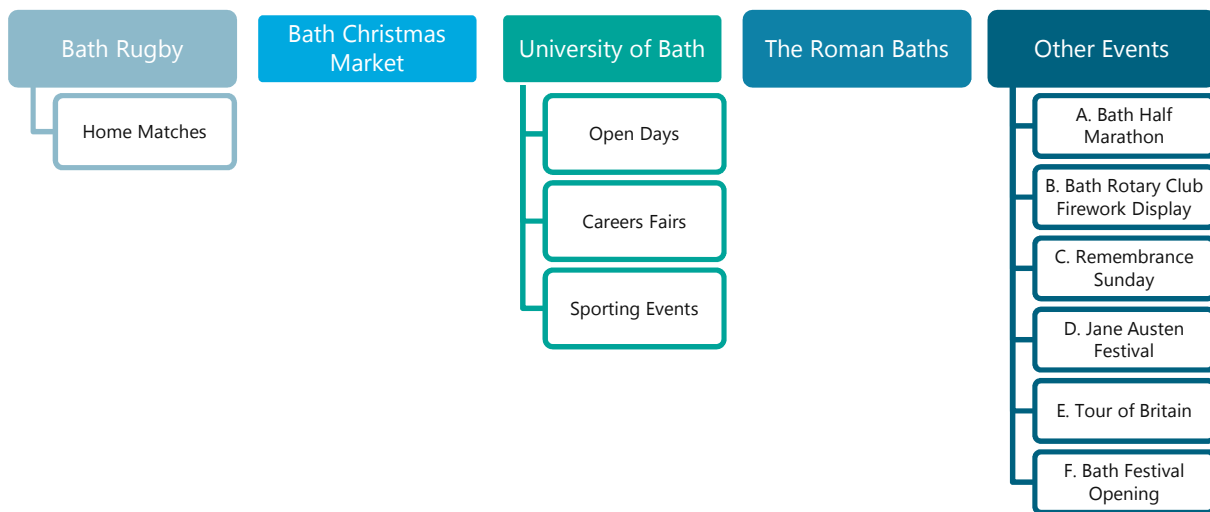


Figure 3-1: Major Events in B&NES.

Although the Roman Baths don't strictly organise special events, the levels of activity associated with it during the very peak periods are of a level similar to many of the other events examined. Any strategies devised for the management of parking associated with the other events would likely, therefore, also be relevant for the Roman Baths during peak periods.

Each of the different events are described individually below, under the following headings:

- General overview
- Event frequency/timings
- Numbers of people/cars expected
- Event parking management and strategy
- Parking information and technology associated with the event

The primary locations of each of the different events are as shown in Figure 3-2. The majority of these events located mainly around Bath's City Centre, with the exception of events held by the University of Bath (which happen at the Claverton Campus). Co-ordination between event organisers ensures that, where possible, events do not clash with one another. The main exception to this is the unavoidable clash between Bath Rugby home matches and the Bath Christmas Market which occurs each year.

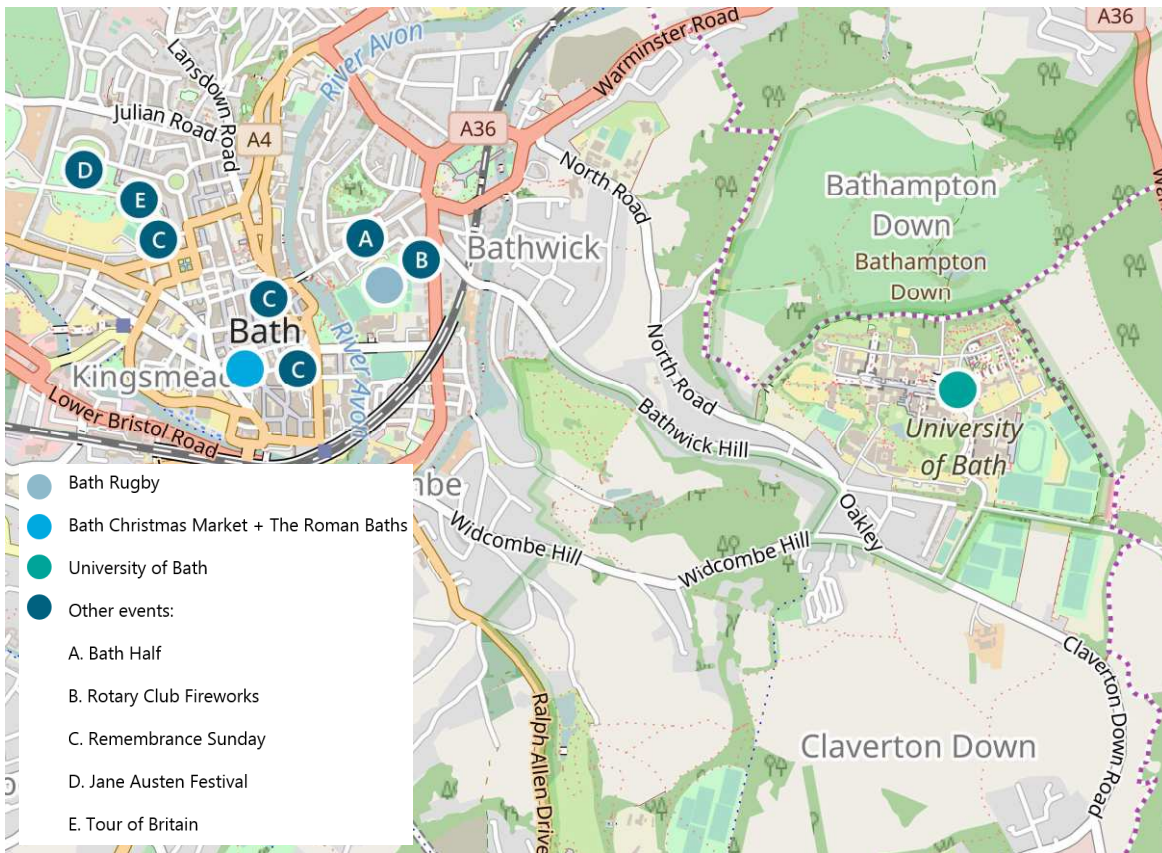


Figure 3-2: Major Event Locations.

3.2 Bath Rugby Matches

3.2.1 Overview

Bath Rugby’s home is at the Recreation Ground (the Rec) which is located centrally in Bath (as illustrated in Figure 3-2), 5 minutes’ walk from the Roman Baths. Its central location makes the Rec highly accessible by a wide variety of modes of transport in addition to the car, motorcycle or bicycle, including: walking, park and ride, coach, train and bus. Despite the range of modes available it is apparent from survey data that the majority of those arriving at matches travel by car. The parking associated with those travelling to the Rec by car has a considerable impact on the centre of Bath, particularly when matches clash with other events happening in the City. The number of people travelling to the rugby by motorcycle and bicycle is minimal and therefore the impact of those travelling by these modes is negligible.

Very limited parking is provided at the rugby ground by the club, with no more than 130 spaces being available for some staff and VIPs.

3.2.2 Frequency/Timing of Events

Home matches at the Rec generally occur during the period from September to May each year. In the majority of cases, matches take place on a Friday, Saturday or Sunday (though Wednesday and Thursday matches are occasionally scheduled). Friday matches take place in the evening (after 7pm) while Saturday and Sunday matches kick-off in the afternoon (between 12:00 and 15:30 generally). The list of 2016 autumn fixtures, as set out in Table 3—1 below, demonstrates these patterns. There are between 15-18 home fixtures during a season.

Table 3—1: 2016-17 Bath Rugby Fixtures (Source: Bath Rugby)

Opposition	Home/Away	Date	Kick-off
Cardiff Blues	Away	Saturday 10 Dec 2016	14:30
Saracens	Home	Saturday 3 Dec 2016	12:15
Harlequins	Away	Sunday 27 Nov 2016	15:15
Bristol Rugby	Home	Friday 18 Nov 2016	19:45
Scarlets	Away	Friday 11 Nov 2016	19:05
Leicester Tigers	Home	Friday 4 Nov 2016	19:45
Exeter Chiefs	Away	Sunday 30 Oct 2016	15:00
Bristol Rugby	Home	Thursday 20 Oct 2016	19:45
Pau	Away	Saturday 15 Oct 2016	20:45
Sale Sharks	Home	Friday 7 Oct 2016	19:45
Gloucester Rugby	Away	Saturday 1 Oct 2016	15:00

Saturday mid-afternoon kick offs are the preferred option of the club, although Friday nights and Sunday are also generally accepted. Match times are driven, to a certain extent, by television scheduling.

3.2.3 Number of People/Cars Expected

The Rec has capacity to accommodate 14,500 spectators (following a recent expansion in 2016 which added 1,000 seats). The exact current modal split of those travelling to the Rec is not known, however a Travel Survey undertaken in 2013 was issued to Bath Rugby supporters address list, which includes season ticket holders, supporters who have bought tickets online and some away supporters. The results of this survey (shown in Figure 3-3) revealed that around 60% of those travelling to the Rec do so by car, with 25.2% driving.

This results in up to approximately 3,700 cars carrying rugby spectators to the games, with 2,800 cars travelling into the centre of Bath and 900 cars travelling to the city’s park and ride services on match days. Approximately 5,000 people travel to the Rec as car passengers, indicating a very high proportion of car sharing.

Considering motorcycle and bicycle travel to Bath Rugby matches, both modes have very small modal shares, with motorcycles presenting 0.2% and bicycles presenting 0.3% of trips. This suggests that in the region of 30 people travel by motorcycle and 45 travelling by bicycle.

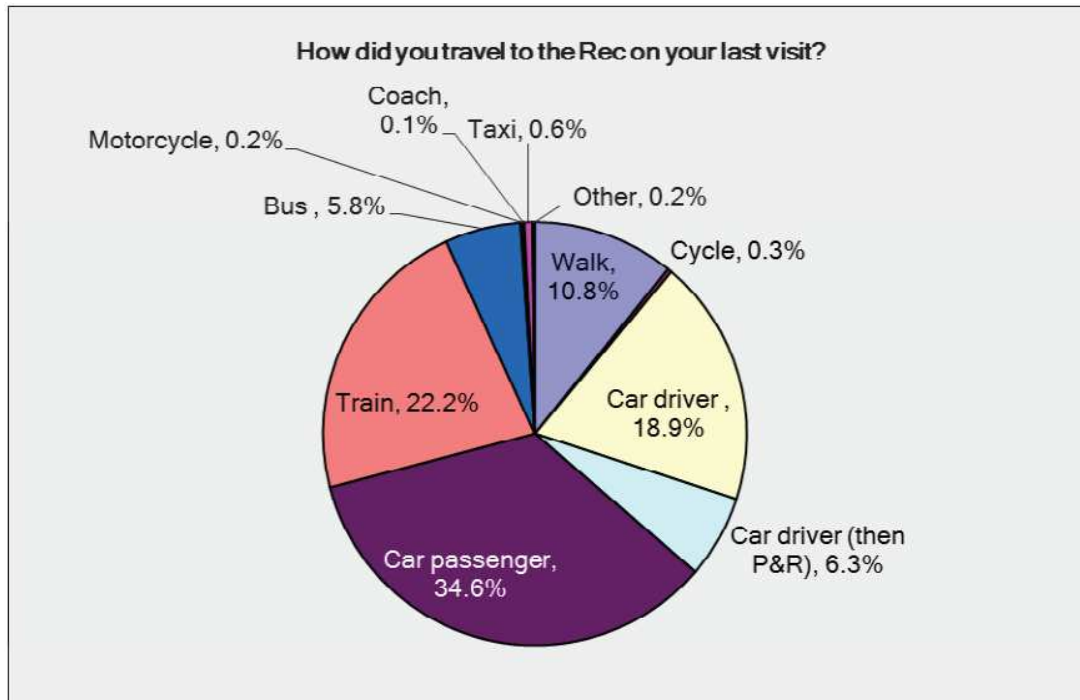


Figure 3-3: Bath Rugby Travel Plan Results

3.2.4 Parking Management and Strategy

Bath Rugby have previously made steps to try and encourage supporters to travel sustainably to matches. This includes a Travel Plan that was created during the Bath Recreation Ground Redevelopment project in 2014.

Targets

The following targets and aspirations are included within the Travel Plan:

- Zero increase in car journeys, regardless of increasing ground capacity;
- To deliver improvements in public transport provision on match days to ensure capacity meets demand;
- To encourage the use of sustainable modes of transport;
- To provide measurable betterment on key transport objectives, including:
 - Carrying 300 passengers by coach on sell-out match days and an average of 150 passengers by coach across all matches.

Measures

A range of measures have also been set out within the Travel Plan to support the principle of transport betterment applied by the club.

Any measures relevant to this chapter have been included in Table 3—2 below, as well as a comment/update on whether the measure has been adopted.

Table 3—2: Bath Rugby - Travel Plan Measures

Measure Category	Measure	Update
Travel Information	Leaving early/staying longer after a game	Improved facilities at the Rec, including the 'Swift Half' and the provision of different forms of entertainment acts to encourage longer stays at the ground.
	Encouraging car sharing (including a link to a car sharing website)	No information included on website
	Encouragement of cycling	No information included on website
	Encouragement to use public transport	Information included on website on train, bus and coach
	Include links to helpful travel related websites	Links are provided on website to Google Maps (Journey Planner), First Great Western (trains), Centurion Travel (coaches) and First Group (buses)
	Provide travel information in a summary leaflet form available to download from the Club's website	Not available on website
Bus Provision	Match day bus provision promoted as an attractive option for spectators	Travel by bus is the lowest promoted mode on the website
	Combined match and bus journey ticketing	Does not appear to be offered
Coach Provision	Provide seven match day coach services	Four coach services are currently provided
Park and Ride; and Car Sharing	Park and Ride operating hours and bus frequencies coordinated with match fixtures (especially in evenings)	Park and Ride Services are often extended for evening matches
	Provide details of Park and Ride sites on the website and in supporter travel information	Information is included in both website and newsletter

As can be seen within Table 3—2, some of the measures set out in the Travel Plan have been implemented, while others have not. Spectator newsletters contain additional travel information, including some information on cycling which is missing from the website – this should also be replicated on the website in order to make it more widely accessible.

3.2.5 Parking Information and Technology

The Bath Rugby website has a page titled “getting to the Rec” which is dedicated to travel information. The page itself is very simple and easy to follow. It is not, however, immediately obvious from the home page (being accessed through the tab on Fixtures & Results, which is not necessarily intuitive).

The website does not discourage car use to travel to the Rec, and places information on travelling to Bath by car second, just after information on arriving on foot. The opening paragraph on the website states that “...*the Rec is within...an easy stroll of car parks, the train station and Park & Ride drop off points.*” When dealing with travelling to Bath by car, park and ride is promoted ahead of car parking in central Bath, which is good. The information provided could be reordered and improved to encourage more sustainable travel.

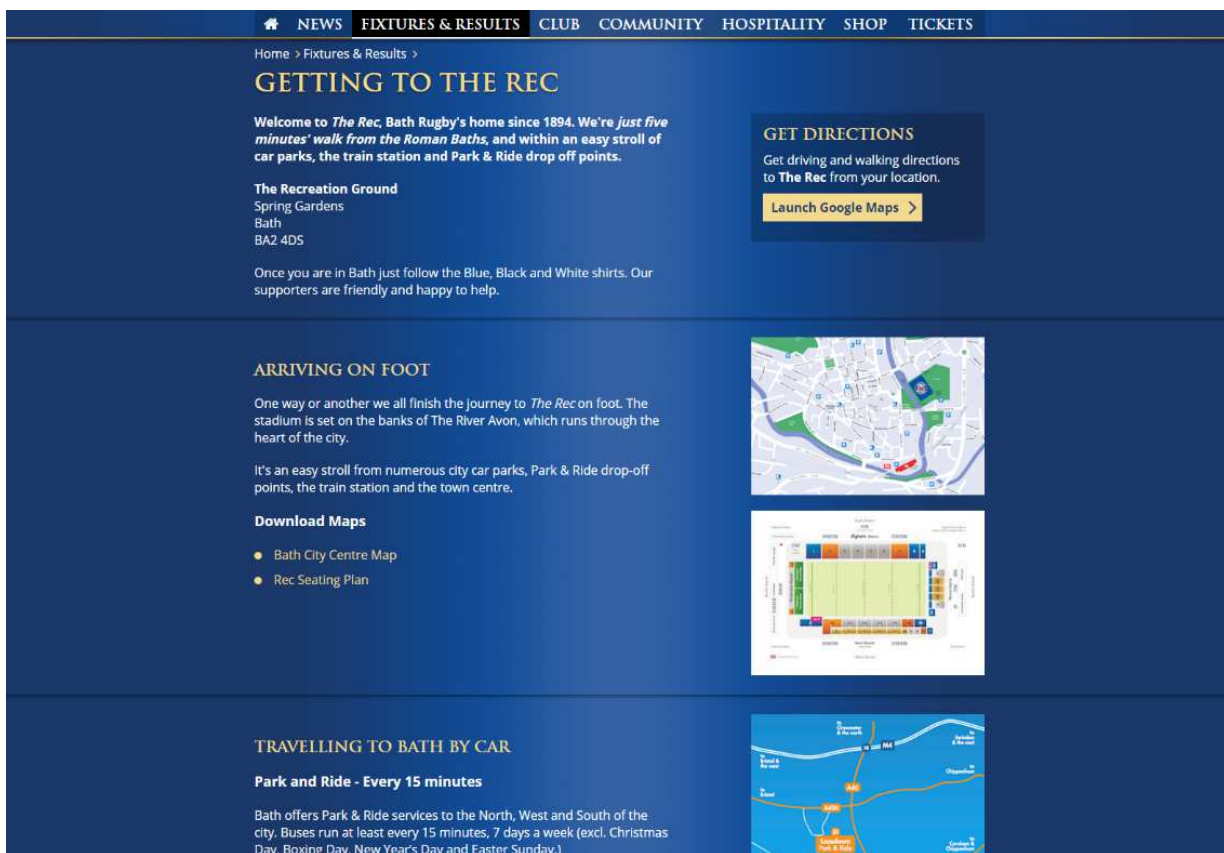


Figure 3-4: Bath Rugby Website Travel Information

3.3 Bath Christmas Market

3.3.1 Overview

Bath's established Christmas Market is held annually in Bath city centre, centred on the space around Bath Abbey. The Christmas market attracts a very high number of visitors to the city - 429,000 visitors attended the market in 2016. This places significant pressure on the city's transport infrastructure, and a certain level of travel disruption is associated with the event. As the market is held in the centre of Bath, a wide range of transport modes are available for those travelling to the market, the website recommends travelling by: coach, train, bus or car, and also using the park and ride services. No special car parking is provided by the event.



Figure 3-5: Bath Christmas Market (Source: VisitBath)

3.3.2 Frequency/Timetable of Events

Bath's Christmas Market event is held annually from the end of November to early-mid December. In 2016 it took place from 24th November-11th December (running over 18 days). The market opens at 10:00 each day and closes anytime between 18:00 and 20:30 during the period it is running (the market closes later from Thursday-Sunday).

3.3.3 Number of People/Cars

The Christmas Market attracts over 400,000 people to Bath each year (429,000 in 2016), with significantly more visitors being attracted at the weekends than on weekdays. It has been estimated that around 30,000 people visit the Christmas Market per day during the weekend. The Christmas Market visitor mode split (as provided by Bath Tourism Plus) is shown in Table 3—3. To assess the demand placed on parking (and other modes of transport) the weekend visitor number has then been broken down in accordance with the mode split.

Table 3—3: Christmas Market Modal Split (Source: Bath Tourism Plus)

Mode	Mode Split (%)	Approx. Number of Visitors (Weekend)
Car (Driver)	56	16,800
Motorcycle	1	300
Bicycle	1	300
Train	26	7,800
Bus	5	1,500
Coach	4	1,200
Walk	5	1,500
Other	2	600
TOTAL	100	30,000

The highest percentages of visitors travel to the market by car or train (and Bath Tourism Plus suggest that the majority of visitors to the Christmas Market travel from Bristol). The number of people travelling to the market by coach is relatively low, which is surprising considering that the Christmas Market is the busiest time in the year for coaches in the city.

Assuming a car occupancy in the region of 3 people per car, the Christmas market leads to approximately 5,600 cars travelling to Bath on weekend days.

3.3.4 Parking Management and Strategy

Through its PR and marking programme, Bath Tourism Plus encourage visitors to travel to the market during the quieter periods (Monday-Friday) helping to ease the parking (and other transport) impact at the weekends. Fixed signage, as well as temporary variable message signs are put in place on the approaches to Bath to guide visitors to park and ride facilities, instead of city centre car parks. Additional park and ride buses are also put in place on Saturdays, and services run until 22:00. The website for the Christmas Market recommends travelling to Bath using modes other than car, but no incentives are offered for travelling by non-car modes when visiting the Christmas Market.

The Event Management plan for the Bath Christmas Market includes a Traffic Management plan section, which includes the measures to promote the use of park and ride, but no specific parking management section is included.

During the Christmas Market, access to, and parking on, various streets is restricted. This results in some residents being unable to park on their own streets, particularly those that would generally park on York Street (with any cars that remain parked in the restricted areas being removed). Alternative parking is not made available to lessen the impact on those permit holders.

3.3.5 Parking Information and Technology

A page entitled "getting here" is accessible from the "plan your visit" page on the Bath Christmas Market website, though it is not particularly easy to find. Once on the page, there is a recommendation to travel to the market via an organised coach trip or using the park and ride service. Travelling by car is included on the page but is clearly left at the bottom of the list beneath, coach, park and ride, train and bus.

Getting Here

Bath Christmas Market is located in the city centre, only a short walk from Bath Spa train station and various car parks. Bath is a very compact city, so festive shoppers are able to visit the market and all other shops and attractions by foot.

Please note that all details below were correct as of December 2016 - details, timetables and ticket prices may change for 2017.

Travelling by Coach

There are a number of organised coach trips to Bath during Bath Christmas Market. Because of the popularity of the event, we would recommend attending via this mode of transport.

Park & Ride services in Bath

Bath is well served by three Park & Ride services that run seven days a week. Using any of the Park & Ride services takes just 10 minutes to get to the centre of Bath.

The Park and Ride will operate until 21.30 hours (except Sundays) during the Christmas Market. On each Saturday and Sunday there will be additional services and additional ticket sellers will be working to cut queuing times.

Three routes operate into the city:


- Service 21 - Newbridge (Postcode BA1 3NB)
- Service 31 - Lansdown (Postcode BA1 9BJ)
- Service 41 - Odd Down (Postcode BA2 8PA)

Returns cost just £3.00 at weekends and Bank Holidays and £3.30 Monday to Friday, with free parking. A special Group ticket is available for £5.50 return allowing travel for two adults (Monday to Friday after 10am and all day at weekends/Bank Holidays). Up to 5 children travel free with a paying adult.

For more information about the Park & Ride please visit the [Bath Council website](#).

Travelling by Train

Bath Spa train station is located in the centre of Bath, only a short walk from the city's shops and attractions. There are regular train services direct from London Paddington and London Waterloo to Bath Spa, with an average journey time of 90 minutes. Bristol Temple Meads is just 15 minutes away by train and is a major hub for travel to all other parts of the country. A number of services to Bath Spa will



We would recommend attending the market via an organised coach trip, or using a Park & Ride service.




Figure 3-6 – Christmas Market Website Travel Information.

3.4 Roman Baths

3.4.1 Overview

The Roman Baths are located in the heart of the City Centre of Bath and are a very popular tourist attraction, attracting more than 1 million visitors each year. Their central location means that the Roman Baths are accessible by a wide range of transport modes: train, bus, coach, walking, cycling and car. No dedicated parking is provided at the Roman Baths.

3.4.2 Frequency/Timetable of Events

The Roman Baths are open every day of the year apart from Christmas Day and Boxing Day. As shown in Figure 3-7, the busiest times of the year at the Roman Baths are during Easter, between Christmas and New Year, and during July and August (the summer peak). The busiest days of the year in 2016 were 21st-23rd July, when up to 6,000 people were visiting the Roman Baths a day. For the purposes of this note, that level of activity has been deemed to be a major event.

Daily Visitor Figures 2016/2017

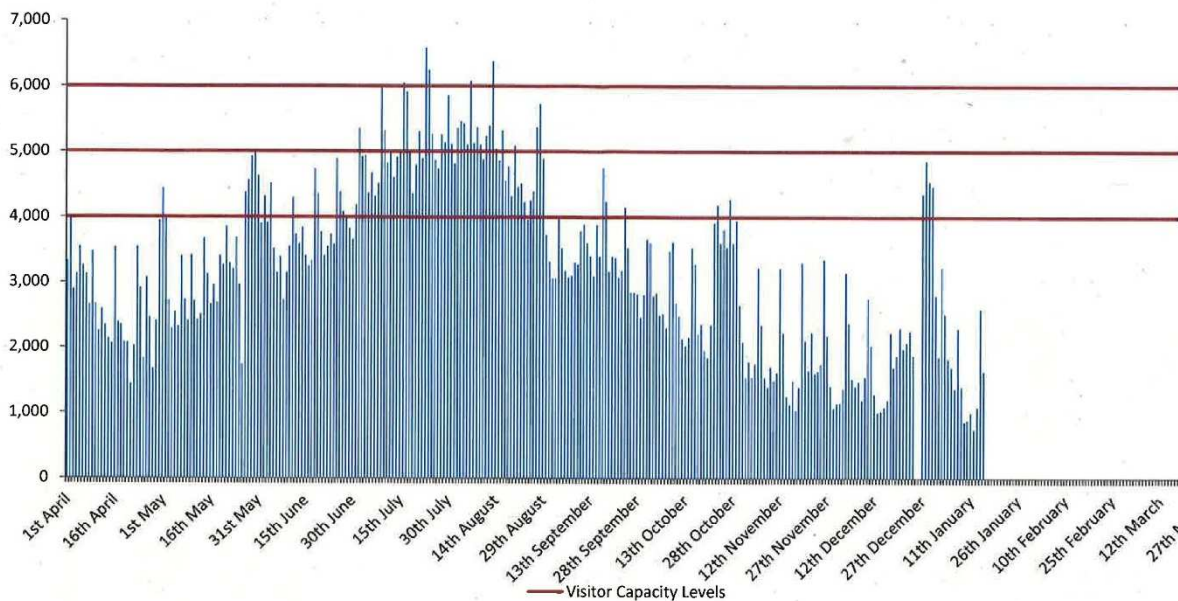


Figure 3-7 - Roman Baths Visitor Profile

3.4.3 Number of People/Cars

During the three busiest days of the year in 2016 an approximate daily average of 5,500 visitors attended the Roman Baths. The modes used by those travellers are as set out in Table 3—4 (as per B&NES Council Heritage Services survey information from summer 2016). The highest proportion of visitors (40%) travel to the Baths by car (as either car drivers or passengers), followed by coach with (30%). The number of people travelling to the Baths by motorcycle and bicycle is unknown but is likely to be very small.

Based on the mode split, approximately 2,200 people travel into Bath by car on the busiest days during the peak season. It should be noted, however, that compared to some other events (like rugby matches) this demand will be spread relatively evenly throughout the day.

Table 3—4: Roman Baths Modal Split (Source: B&NES Heritage Services)

Mode	Visitor Modal Split (%)	Number
Walk	15%	825
Car	40%	2,200
Train	15%	825
Coach	30%	1,650
TOTAL	100%	5,500

3.4.4 Parking Management and Strategy

There is no known parking management or parking strategy adopted by the Roman Baths to ensure that those driving to the Baths park efficiently. No event management plan is required for busy days at the Roman Baths.

3.4.5 Parking Information and Technology

A page entitled “getting here” is accessible from the “visit” page on the website (shown below in Figure 3-8), it is relatively easy to find. The information is all presented on one page and travelling by car is given quite a prominent place on the page – within this section park and ride services are primarily mentioned, and Lansdown Park and Ride (to the north of the city) is specifically recommended for those arriving in the city by car.

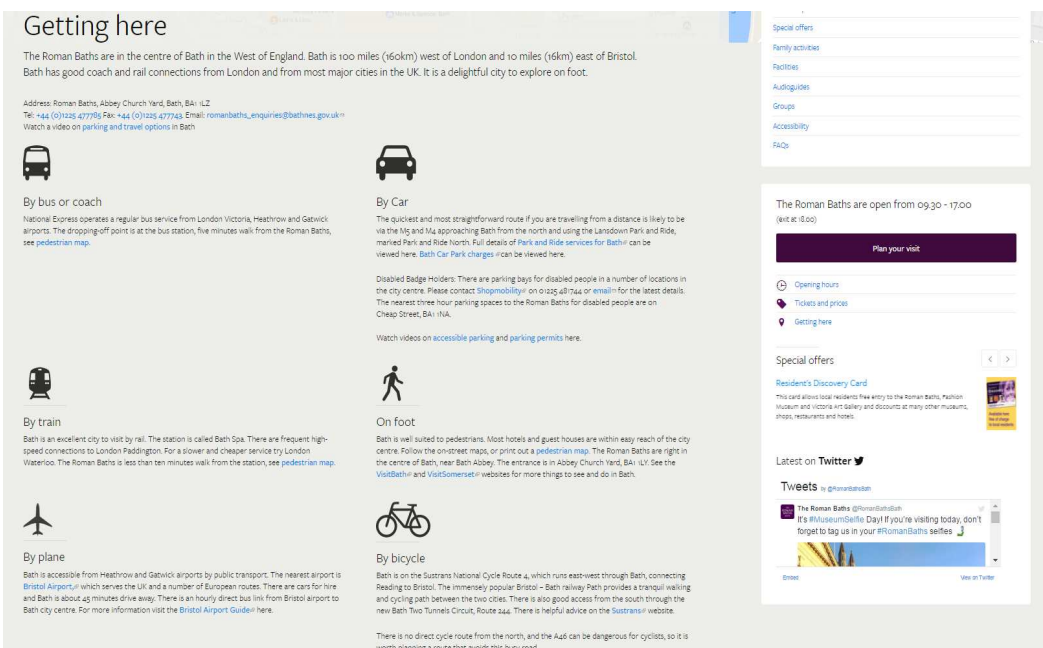


Figure 3-8: Roman Baths Website

3.5 Other Bath City Centre Events

3.5.1 Overview

There are a number of other major events that occur in central Bath throughout the year. These include:

- Bath Half Marathon (event image shown below as Figure 3-9),
- Bath Rotary Club Fireworks Display
- Remembrance Day
- Jane Austen Festival
- Tour of Britain,

Each of these events run for a day and require road closures for approximately 24 hours. None provided dedicated parking at the event.



Figure 3-9: Bath Half Marathon

3.5.2 Frequency/Timetable of Events

Table 3—5 shows a breakdown of each of the above mentioned events, stating the start time of each event, and the dates each event was or has been held in 2015, 2016 and 2017. As can be seen, most of the events occur on a Saturday or Sunday and at approximately the same date each year. It is unknown whether the Tour of Britain will return to Bath again and if so on what day/date.

Table 3—5: Frequency and Timing of Other City Centre Events

	Event Time	2015 Event Date/Road Closures	2016 Event Date/Road Closures	2017 Event Date/Road Closures	Visitor Numbers (Approx.)
Bath Half Marathon	11:00	1 March (Sunday)	13 March (Sunday)	12 March (Sunday)	40,000 spectators 12,000 participants
Tour of Britain	10:00-16:00	n/a	8 September (Thursday)	TBC	20,000
Remembrance Day	11:00	8 November (Sunday)	13 November (Sunday)	12 November (Sunday)	2,000
Jane Austen Festival	11:00-12:30	12 September (Saturday)	10 September (Saturday)	9 September (Saturday)	900
Bath Rotary Club Firework Display	17:30	7 November (Saturday)	5 November (Saturday)	TBC	10,000
Bath Festival Opening	17:30	Unknown	20 May (Friday)	19 May (Friday)	Unknown

3.5.3 Number of People/Cars

The scale of these events varies, with the Bath Half Marathon being easily the largest, attracting 40,000 spectators as well as 12,000 participants. A significant number of spectators for that event would be Bath residents, travelling to the event on foot. This would also be the case for the Tour of Britain (attracting 20,000 people) and, to a lesser extent, for the annual Bath Rotary Club Fireworks display (attracting 10,000 people).

Details of the exact mode splits of these events are unknown, though the Bath Half Marathon, in particular, generates a very high parking demand in the city.

3.5.4 Parking Management and Strategy

During many of these events, particularly during the Bath half marathon, road closures mean that residents must relocate their vehicles away from their normal parking areas. If a resident does not move their car in time, the owner of the vehicle must be located, or the vehicle will be towed to a nearby street or to the vehicle pound. Vehicle towing occurs regularly in the run up to/during events. No alternative parking arrangements are made for displaced resident vehicles.

To help enforce the relocation of residents vehicles, yellow paper suspension notices are displayed on lampposts 4 weeks in advance of the events. During the 4 weeks that these notices are displayed they must be monitored by taking pictures of the notices each day. These notices tend to be removed immediately prior to the event by the organisers, either by civil enforcement officers if the event is run by B&NES Council or by the organisers themselves if it is being held by a private organiser.

A number of these events have their own Event Management Plans, including the Bath Half Marathon, the Tour of Britain, Bath Rotary Club Firework Display and Remembrance Day. According to event management plan guidance provided by B&NES Council, each Event Management Plan should contain a detailed traffic management plan, including information on parking including: *Car parks, entrance and exit routes, signage, stewards, pedestrian walkways, lighting (if the event will take place in dusk or darkness), ground protection (if there is a likelihood of poor weather), any suspensions of existing parking bays*

Bath Half Marathon Event Management Plan

The Event Management Plan for the Bath Half Marathon features a thorough traffic management plan, and suggests that the information provided to competitors and spectators (by e-newsletters, social media and in the pre-event guide) includes recommendations to use the park and rides. The plan also states that the event organisers will request use of the Variable Message Signs to direct drivers to the city centre once the park and rides are full.

Tour of Britain Event Management Plan

The Event Management Plan for the Tour of Britain includes a small transport plan that states that participants will primarily be encouraged to arrive on-foot and by park and ride. Information is also provided setting out where staff, coaches and bicycles will park.

Bath Rotary Club Firework Display Event Management Plan

The Event Management Plan for the Bath Rotary Club Firework Display has a short traffic management section, stating that there will be no car parking provided at the Rec, there is no recommendation as to where event-goers should park.

3.5.5 Parking Information and Technology

The travel and parking information provided for these events is surprisingly limited in most instances, and for some events is completely absent.

Bath Half Marathon

Travel information, which is relatively easy to find, is provided on the Bath Half website. This prioritises information on Bath's park and ride services (including a temporary park and ride service offered at the Bath Racecourse), but also gives prominence to City Centre Parking, listing it before trains and buses. Links to relevant transport information on other websites are provided, and competitors are encouraged to arrive at the event early to take in the atmosphere.

Tour of Britain

There is currently no dedicated webpage for travel information relating to the Tour of Britain.

Remembrance Day

There does not appear to be a dedicated website for the Bath Remembrance Day Parade, therefore there is limited visible travel information.

Jane Austen Festival

The Jane Austen Festival has its own website but it does not appear to have a travel information page to advise event-goers of the most suitable ways to travel to Bath for the event.

Bath Rotary Club Firework Display

The Rotary Club of Bath has a webpage but it is lacking detailed travel information for events.

3.6 University of Bath Events**3.6.1 Overview**

The University of Bath campus is a 3km/10 minute drive outside of the city centre, at the top of Bathwick Hill on the east side of Bath. The Campus is mainly accessed from the centre of the city by car or by bus, with the steepness of Bathwick Hill acting to discourage travel on foot or by bike.

There are a number of events held by the University each year, which can be categorised into the following types:

- Open Days
- Careers Fairs
- Sporting Events

3.6.2 Frequency/Timetable of Events**Open Days**

There are different kinds of open days at the University, including: big open days (of which there are three), UCAS open days and department open days (which run from Oct –Apr occurring every Wednesday).

The 3 big open days for 2017 are to be held on the following dates:

- Thursday 15 - Friday 16 June 2017
- Saturday 16 September 2017

All of the above Open Days will run from 9.30am to 4pm.

Careers Fairs

Three key careers fairs are held at the University throughout the year. The details of the last two events that have occurred as well as the next planned one are as follows:

- Autumn Careers Fair – Thursday 20 and Friday 21 October 2016 (11am-4pm)

- Summer Internships Fair - Friday 25 November 2016 (10am-3pm)
- Graduate Recruitment Fair – Tuesday 25 April 2017 (10am-3pm)

A summary of University of Bath open day and career fair scheduling is provided in Table 3—6.

Table 3—6: University of Bath Open Days and Careers Fairs

Event Type	Date	Day(s)	Start Time	Finish Time	No. of Attendees
Departmental Open Day	15 February	Wednesday	10:30	17:00	1828
Departmental Open Day	8 March	Wednesday	10:30	16:30	1478
Departmental Open Day	11 March	Saturday	10:00	16:00	1,000-2,000
UCAS Open Day	2-4 April	Sunday-Tuesday	09:00	17:00	11,000
Uni Open Day	15-16 June	Thursday-Friday	07:00	22:00	16,000
Uni Open Day	16 September	Saturday	07:00	22:00	11,000
Autumn Careers Fair	October	Unknown	10:00	16:00	2,000

Sporting Events

A large variation of sporting events are held at the University of Bath, with more than one generally occurring each week. There is a good mix of all-day events (including events that run over more than one day) and events that are held in the evening from 6.30-8.00pm.

3.6.3 Number of People/Cars

As set out in Table 3—6, the largest events, in terms of numbers of attendees are the Open days in June, which attract anywhere from 11,000 to 16,000 people per day. UCAS open days can attract up to 11,000 people, with the autumn careers fair and departmental open days attracting more modest numbers of attendees (up to approximately 2,000). The number of people attending sporting events varies from 100 to 3,000.

The majority of those travelling to open days do so by car, with many people travelling long distances as a family group by that mode. Some parking provision is made for these attendees at the university (described in more detail in section 3.6.4 below) and the use of Bath park and rides is encouraged.

For the careers fair and for sporting events coaches are more important, with the majority of attendees travelling by that mode. The majority of attendees of the careers fairs are young students from educational establishments, travelling as a group to the University by coach.

3.6.4 Parking management and Strategy

348 pay and display car parking spaces are generally available at the university campus. During major events, additional car parking spaces are made available to attendees in a number of campus car parks (locations shown in Figure 3-10), including:

- East car park
 - East car park overflow
 - East car park extension
- West car park
 - West car park extension
- East playing field
- West playing field
- South car park
- St John's playing field

In total, up to approximately 3,200 parking spaces are provided on site during open days (the times of highest demand). Despite this provision, the University recommends the use of public transport for travelling to their events and recommends, where the car is used, that parking takes place at the Park and Ride sites in Bath, as opposed to the campus itself. It is believed that up to 1,500 people use Landsdown Park and Ride for travel to open days. In order to encourage this, a special bus runs direct from the park and ride to the university at that time (with a 15-20min frequency).

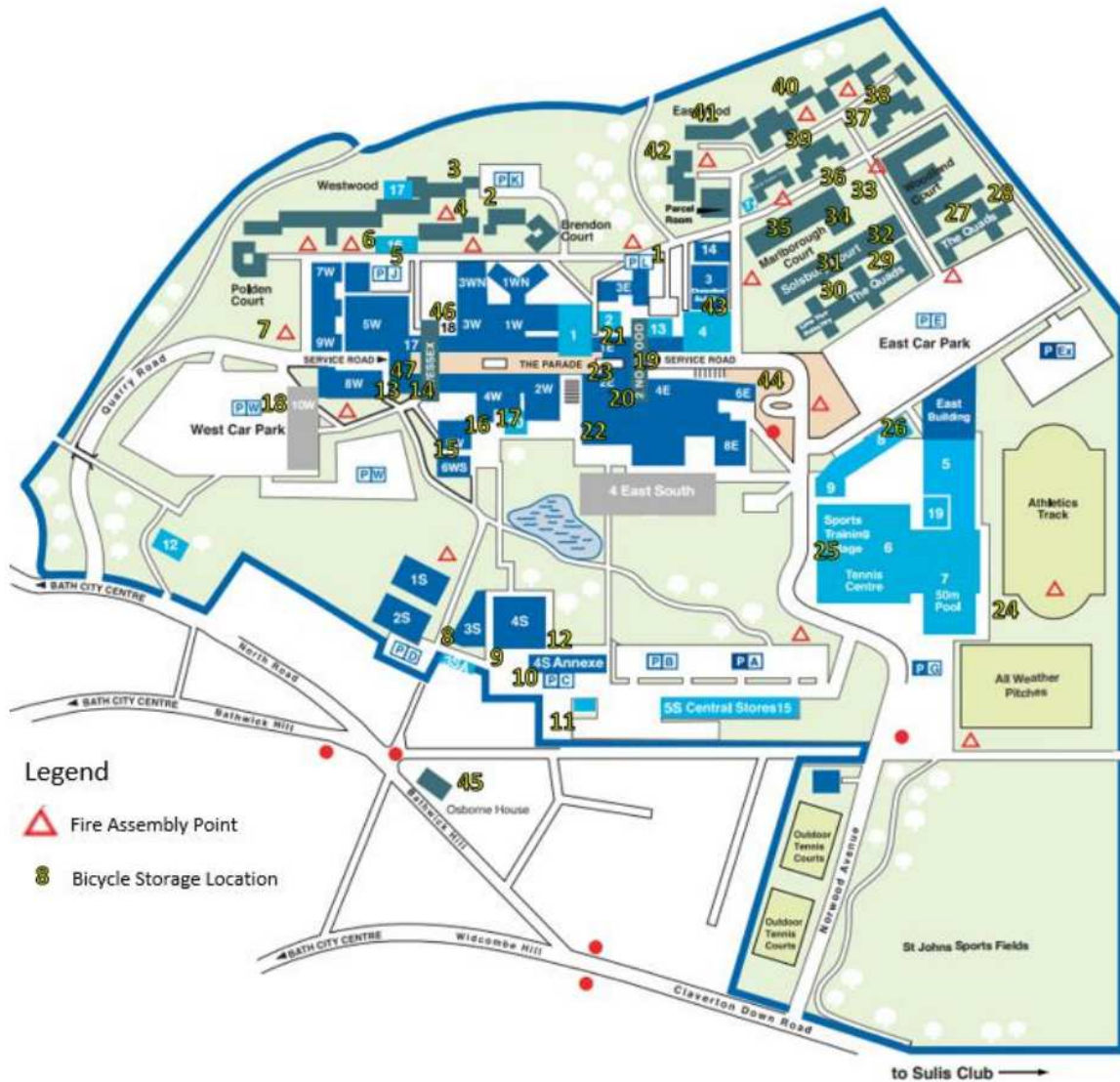


Figure 3-10: University of Bath Parking Locations

3.6.5 Parking Information and Technology

The website for Open Days at the University of Bath provides comprehensive information (as shown in Figure 3-11) for travel to the site. The highlight of this is the direct recommendations made by the University to travel using public transport. Modes of travel are recommended in the following order: train, bus, park and ride, car and then coach. The webpage is relatively easy to find when Open Days are searched for and is easy to navigate once found.

For careers fairs and sporting events information on travelling to the University is much less clearly identifiable.

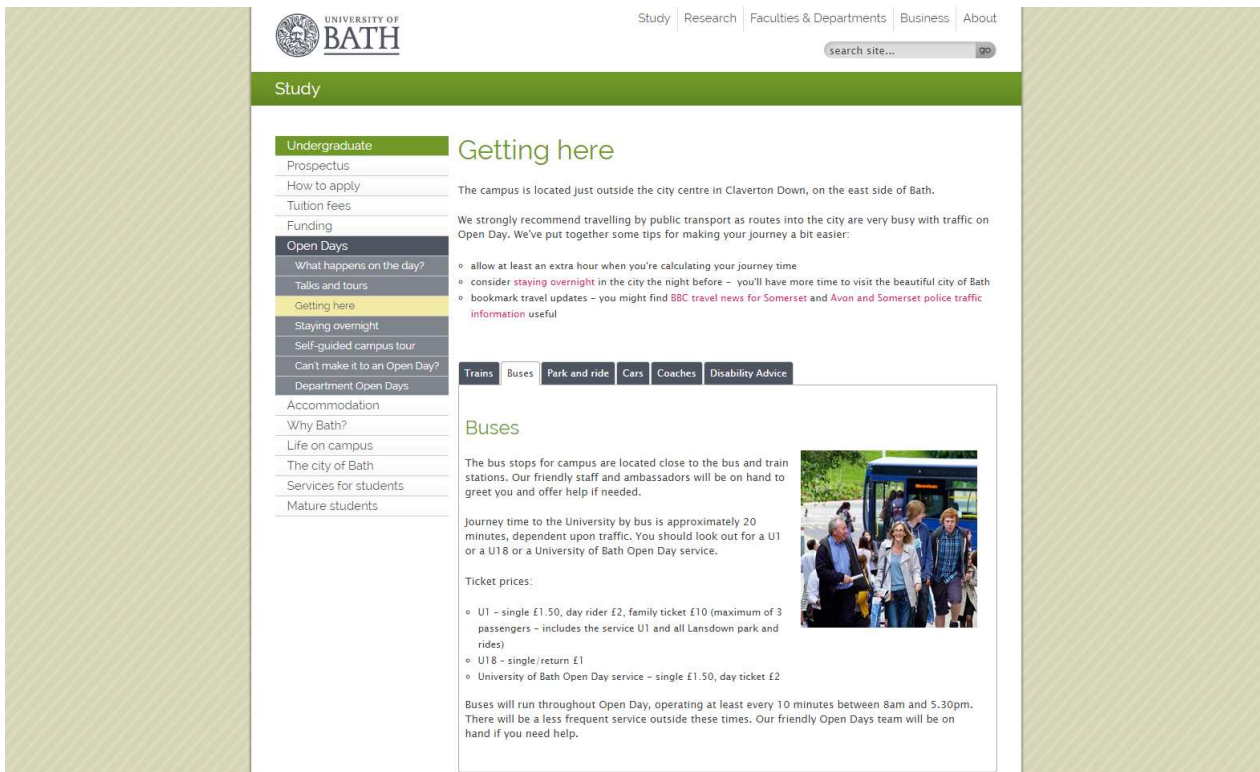


Figure 3-11: University of Bath Open Day Website

4 Opportunities and Challenges

4.1 Introduction

A number of opportunities and challenges for events in B&NES have been identified through the appraisal of each of the different individual events. These opportunities and challenges are set out below under the following headings:

- Event timing/frequency
- Demand Levels and Modal Split
- Parking Locations
- Parking Management and Strategy
- Parking Information and Technology

The recommendations of this note act to respond to those key challenges and take advantage of the key opportunities identified.

4.2 Event Timing/Frequency

OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> • There is the opportunity to join up event organisers to ensure that there is minimal clashing in event schedules; • There is an opportunity to balance events throughout the year depending on their size and the modal split that they typically attract; 	<ul style="list-style-type: none"> • There have been recent issues with large events clashing (Christmas Market and Bath Rugby Match), Where these clashes are unavoidable there is a challenge to deal with the parking issues that inevitably arise; • Any events that occur during peak visitor times are likely to suffer increased parking challenges, for example during Easter, the peak of summer and also during the Christmas break.

4.3 Demand Levels and Modal Split

OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> • There is the opportunity for a higher use of park and ride services across all events; • Incentives could be offered to park and ride users such as money off food and drink to those who produce a bus and event ticket – although it is accepted this is difficult within the city on its busiest days, due to existing high demand; 	<ul style="list-style-type: none"> • Many people choose to drive to major events, which means they generate very high numbers of parkers, for example 3,700 vehicles on home Bath Rugby match days and 6,000 vehicles during weekends of the Christmas Market;

<ul style="list-style-type: none"> • There is the opportunity to further increase the number of people car sharing; • There is an opportunity to gather more information on travel behaviours. • More could be done to encourage alternatives to car use (and so reduce parking requirements) – for example, can pricing be used to encourage use of park and ride, rail, local bus etc. during peak periods? 	<ul style="list-style-type: none"> • There is a challenge to discourage people from travelling by the modes that are traditionally used to travel to certain events, for example, parents tend to drive their children to Open Days at University; • Non-car modes often have limited spare capacity during event times. Strategies to encourage their use instead of private cars could impact negatively on the user experience of those otherwise travelling by those modes during event times.
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4.4 Parking Locations

OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> • Spaces could be reserved for spectators at park and ride services and at car parks within Bath; • If not already done, controlled parking on local residential streets could be introduced to encourage people to travel using other modes; • Potential park and ride to the east of Bath could allow those travelling from the east to use a park and ride rather than travel into the centre of Bath; • Potential temporary park and ride locations could be identified at more peripheral locations in or outside Bath; • Alternative parking locations are often made available to event-goers by private operators during major events, this could be expanded. 	<ul style="list-style-type: none"> • Major events provide limited dedicated event parking (with the exception of the University of Bath) so demand for parking associated with events is mainly covered by publicly available parking stock; • The parking stock in Bath is already heavily utilised due to Bath being a prime tourist destination and hub for the local area; • Finding a way to balance the supply and demand of parking during major events alongside ‘business as usual’ activity; • Continuing to deliver successful events whilst minimising the impact of event traffic on the city

4.5 Parking Management and Strategy

OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> Event Travel Management Strategies could be undertaken for each major event, as well as an overarching strategy for all events; A travel demand management strategy could be implemented to provide non-event goers with the information required to tailor their travel around events, limiting the impact of the event on them and helping to minimise event impact overall. 	<ul style="list-style-type: none"> Co-ordinating an overarching Event Travel Management Strategy for all events; Ensuring that, if an overarching Event Travel Management Strategy was introduced, everyone complies to it.

4.6 Parking Information and Technology

OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> Utilise technology to provide information on and directions to available parking; There could be an opportunity to offer technology that enables those arriving at events to locate the nearest available parking space; Make web pages on how to get to events much easier to find; Potential opportunity to provide live updates to parking; Travel web pages could make more direct recommendations on how to travel to events; Limited information is provided to non-event goers, making it hard for them to plan around and avoid times of event related transport and parking issues. 	<ul style="list-style-type: none"> Ensuring that each events website encourages modes of travel that when combined do not lead to traffic congestion and parking issues for certain modes;

5 Benchmarking of Car Parking Management

5.1 Introduction

This chapter sets out a number of best practice strategies that have been put in place elsewhere for car parking management at leading major events. Consideration of these best practices can help to guide the recommended approaches for B&NES.

5.2 Overarching Transport Strategy for an Event

An Overarching Transport Strategy for an events can be applied to help develop transport aims and goals for that event. In the context of Events Demand Management, it takes into account all modes of travel, with regular travel surveys of users undertaken to determine the demand for transport.

An overarching and bespoke event goer journey planning tool can be incorporated into a strategy to aid those travelling from one place to an event in the most efficient way as possible.

Event example(s): T in the Park 2015, The Edinburgh Festivals, Irish Rugby Football Club

5.3 City-Wide Travel Planning for Events

City-wide travel planning for events takes into account a range of events happening simultaneously within a city as a whole, rather than planning for each event individually.



Figure 5-1: London 2012 Olympics

Event Management and Operations are integrated upon delivery and a city-wide approach involves liaison with public transport operators for an efficient flow of travel.

Event example(s): Transport for London.

5.4 Communications

There is a range of guidance, techniques and approaches in managing travel demand – strategically imparting information through various mediums is one of these techniques. It is important for event goers to know the various travel options to get to an event, and also which modes of travel are highly recommended. This may help to spread the time people arrive at and depart from an event and may also spread demand across a variation of modes. It is equally important to inform others who may not be attending the event which areas are likely to be busy during the event, allowing them to understand which areas should be avoided at certain times, and enabling undue congestion to be avoided.

Social media can be utilised for travel information operations and venue travel announcements on the day of an event. This can be effectively combined with travel announcements visible within the event venue that help to manage the travel choices of those leaving.

Event(s): Glastonbury, London 2012 Olympics, Rugby World Cup 2015, Glasgow 2014 Commonwealth Games

5.5 Event Day Parking Restrictions

During events, parking restrictions can be enforced to ensure that the area surrounding the venue remains free of congestion and that minimum disruption is caused to the local community.

An example of this is at Wembley Stadium, where a road parking zone is usually activated during events held at the Stadium, this means that only residents and businesses within the zone can apply for a permit to park within it.



Figure 5-2: Wembley Stadium, London

Event example(s): Wembley Stadium

5.6 Pre-booking and Pre-Paying of Parking Spaces

Allowing attendees of an event to pre-book parking before the event can be useful for managing the demand for parking. Some events go as far as to not allow attendees to park on the day of the event without a booking. Generally, where pre-booking is applied, bookings can be made up until midnight on the day before the event and it is possible to book up to 3 months in advance. Where events apply pre-booking, it is generally related to there being no guarantee of available parking spaces for those attending the event.

Event example(s): City of Manchester Stadium, Rugby World Cup 2015 (Millennium Stadium, Cardiff).

5.7 Vehicle Accreditation System

Vehicle Accreditation Systems are implemented to support operation and security requirements, as well as to manage vehicle access to certain events. Where this system is applied, the ability of a vehicle to gain access to a venue is dependent on its accreditation status.

Event example(s): Rugby World Cup 2015, London 2012 Olympics.

5.8 Extensive Use of (Temporary) Park and Ride

A temporary Park and Ride provides the same functionality as a conventional Park and Ride facility, but is often utilised on a temporary basis to deal with extra demand coming from major events. For example, in Lincoln, a temporary Park and Ride is often implemented during the Christmas period to help alleviate congestion and the resulting stress incurred by visitors trying to find city centre parking.

Event example(s): Rugby World Cup 2015, London 2012 Olympics.

Non-Event example(s): Christmas Park and Ride Lincolnshire Showground



Figure 5-3 - Temporary Park and Ride in Lincoln

6 Recommendations

A series of recommendations and opportunities for an enhanced approach to managing parking for events are detailed within this chapter. All of the proposed recommendations are to be carried out or initiated by B&NES Parking and Events Management Teams. The recommendations are as listed below:

Establish a Joint Events Management Transport Stakeholder Group

- Establish a Joint Events Management Transport Stakeholder Group that meets regularly to share good practices for event transport, including parking, and to discuss and coordinate upcoming events. This Group should include B&NES Council representation (incl. Events Management, Tourism, Transport Strategy and Parking Teams), as well as major event organisers and transport operators. This Stakeholder Group would also work with event organisers to actively promote car sharing and use of non-car modes.

Develop Event Travel Management Strategy for B&NES

- Develop a visitor travel strategy or event travel management strategy for B&NES as a whole, which extends far beyond parking issues. This should be linked to B&NES' event/visitor 'offer' as well as B&NES Council's overall transport strategy, helping to allow travel and transport to support the attainment of visitor and event aspirations. It would extend beyond being a functional operational guide on events and would contain a modal hierarchy which would be very explicit about the role of parking for events alongside other modes. The strategy could perform a number of roles including acting as framework for event organisers and others to operate within. It could be an informative advisory strategy that sets out good practice guidance, checklists and so forth to help event organisers to prepare for the travel and transport aspects of an event.
- On the occasion of large scale events, particularly during the Christmas Market when it is known there will be significant parking pressure in the City, a **Travel Demand Management plan** should be developed for the event. Used with great success in other major events, such as Commonwealth Games, Rugby World Cup, Olympics and so on, Travel demand management plans have resulted in the change in travel behaviour of up to 35% of the local community (not going to the event). This can help to free up capacity on the transport network for those going to the event, ensuring the success of the event and the vitality of the area. Travel demand management plans ensure that those not going to the event have a full appreciation of when the event is occurring, when different modes of travel are expected to be busy and what alternative options may be available. This enables that group to make the right decisions about how and when they travel, or indeed if they should travel at all and in doing so reduce the overall disruption associated with the event.

Other Recommendations

There are also a number of practical actions that could be taken to improve parking for events in B&NES. These could be carried out in isolation, or could be contained in any overarching strategy.

- Investigate the potential for additional temporary Park and Ride car parking at strategic locations on the main approaches to Bath;
- Utilise technology (including smartphone applications, social media streams and VMS) to improve event travel information and better manage event travel. Any technology developed should be inclusive of as many different events and event's organisers as possible in order to provide holistic information to event-goers.

Appendix A Major Events Worksop Notes

Anna Rothnie
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