Wythenshawe Park Car Parking Strategy

January 2024

WSP

MANCHESTER CITY COUNCIL

Wythenshawe Park Car Parking Strategy

Manchester City Council

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Introduction & Study Development

Introduction

The Wythenshawe Park Car Parking Strategy aims to identify existing parking conditions and usage within Wythenshawe Park. This has been developed following the recommendation within the Wythenshawe Park Transport Strategy of Priority Scheme 2 – Car Parking Action Plan, which states:

"[To] Undertake a parking demand assessment to quantify current car parking demand and potential car parking requirements of future development and events, including likely EV provision."

This study comprises of data collection from both the Main Visitor Car Park and the Sports Hub Car Park. As part of the study, the characteristics and constraints of parking facilities are examined and a series of short and long-term development options that could be implemented by Manchester City Council (MCC) and the Wythenshawe Park team are suggested to support and facilitate the aspiration growth plans that MCC have for Wythenshawe Park. The key aims of this study include:

- To understand existing parking demand of both car parks and to develop a strategy that outlines the parking requirements of future development and events, including an optioneering process that identifies potential locations for alternative car parks;
- To establish a clear Car Parking Strategy Vision and associated set of Objectives to help guide the development of the future development of car parking in Wythenshawe Park; and
- To conduct a benchmarking exercise to identify examples of best practice in terms of parking that would positively impact Wythenshawe Park if implemented.

This Car Parking Strategy should be read in conjunction of the Wythenshawe Transport Strategy.

Study Development

Figure 1 reflects the development process of the Wythenshawe Park Car Parking Strategy. Key steps that have been undertaken to produce the Car Parking Strategy are represented in grey while the technical work undertaken at each of these steps are reflected in the blue boxes, including survey data analysis and key themes that will inform the options development. All the key steps have been undertaken in collaboration with key stakeholders from MCC and the Wythenshawe Park Team.

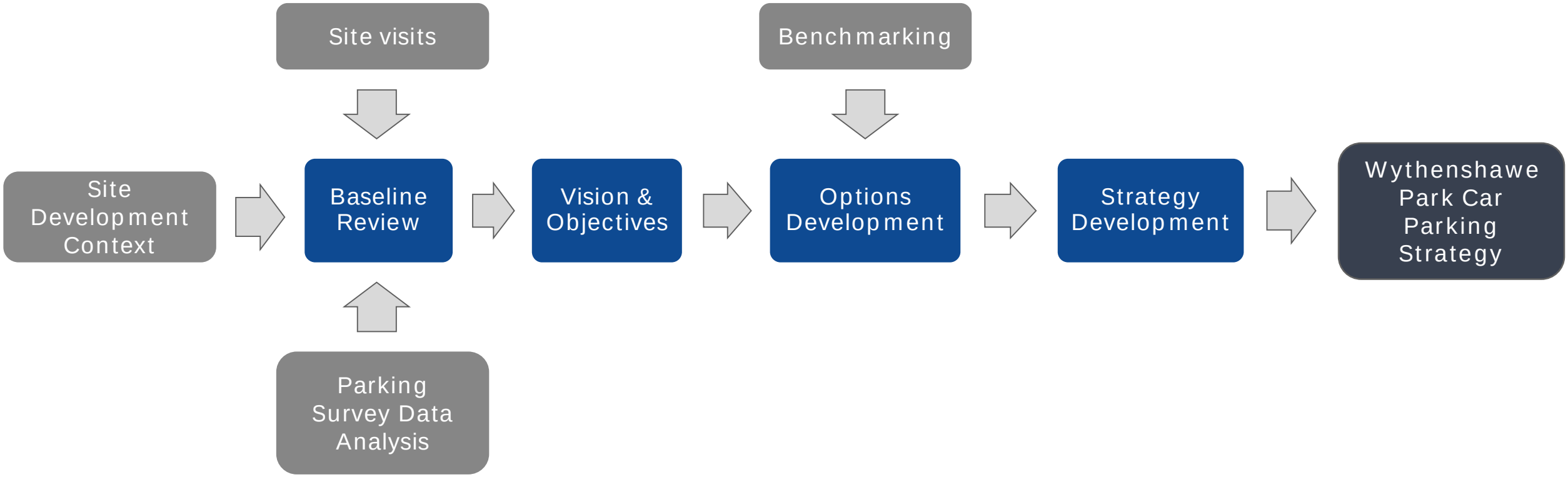


Figure 1: Study development plan

Site and Development Context

Wythenshawe Park offers a variety of activities and facilities such as the cycle hub and the sports hub, tennis courts, football pitches, Wythenshawe Hall, Horticultural centre, Riding Stables, Wythenshawe Community Farm and Walled Garden, Courtyard Cafe, multisport area, play area and outdoor gym alongside various walking and cycling activities that take place throughout the week. Based on the facilities and activities available at Wythenshawe Park, the reasons to produce a Car Parking Strategy include the following:

- An aspiration from MCC to enhance the commercial potential of the site and establish Wythenshawe Park as a 'destination park' for the North West. The car parking offer that serves the park needs to respond and be adaptable to this aspiration.
- A desire from MCC and key stakeholders to increase the scale and quality of the events programme at Wythenshawe Park. This must take into account existing car parking facilities and capacity issues.
- A Car Parking Strategy will help to support future park developments and improvements, in addition to informing the car parking management of future events held at the park.

Policy Context

Policy Context Local

Wythenshawe Park Transport Strategy

The Wythenshawe Park Transport Strategy demonstrates how transport investment will support and facilitate the aspirational growth plans that MCC have for Wythenshawe Park. This includes increasing the overall offer at the park for all visitors, ranging from local residents who use the site as a place for recreation several times per week, to visitors who may only visit the site once per year. This led to the development of two key aims which the Transport Strategy aims to address:

- To increase the number and frequency of visits to Wythenshawe Park and their dwell time;
- To readdress the visitors' transport choice hierarchy to prioritise, facilitate and integrate the most sustainable modes.

Implications for the Wythenshawe Park Car Parking Strategy

As outlined in the introduction, Priority Scheme 2 – Car Parking Action Plan within the Transport Strategy stated that it would be essential for Wythenshawe Park to address the existing issues related to car parking, such as the inefficient layout of both the Main Visitor and Sports Hub Car Parks and lack of parking regime.

The Wythenshawe Park Car Parking Strategy will therefore need to identify achievable and realistic interventions that will address the parking issues established within the Transport Strategy while ensuring that any parking-related improvements do not hinder any existing or future improvements to sustainable travel across the park.

Policy Context Local

Wythenshawe Park Landscape Heritage Plan (2021)

The Landscape Heritage Plan provides an assessment of the heritage, landscape and ecological value of Wythenshawe Park. This assessment produces a series of recommendations and conservation policies which will inform the long-term management strategies of the park. Key sections that have helped to inform meetings held with MCC include landscaped and ecology sensitivities and historic views and vistas.

Implications for the Wythenshawe Park Car Parking Strategy

The Wythenshawe Park Landscape Heritage Plan helps to inform how future developments of the park can utilise and preserve Wythenshawe Park's rich heritage and landscaped areas. A recognition of the existing ecological systems will also be vital to ensure that future developments within the park do not have a detrimental effect on the services they provide and will be achieved by ensuring that any new car park location will be located to the northwest of the main access road, or to the southwest of the Baguley Brook, due to its lower landscape and ecological value. This will help to determine the feasibility and acceptability of alternate car park locations across the park.

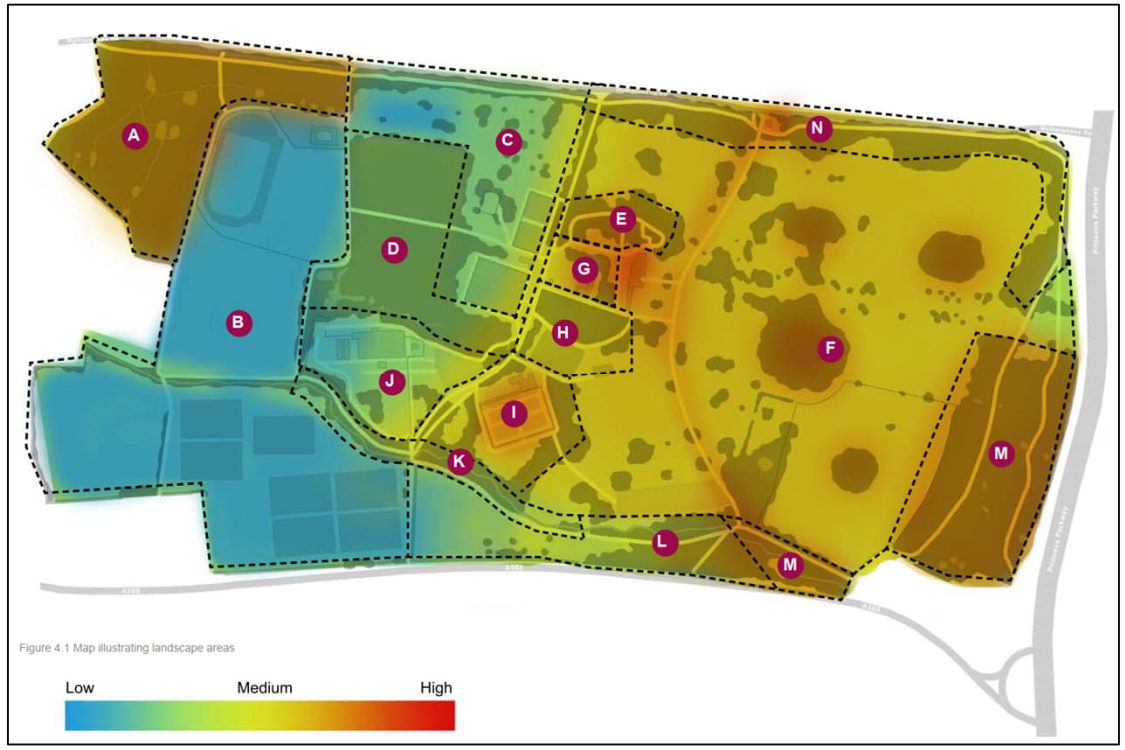
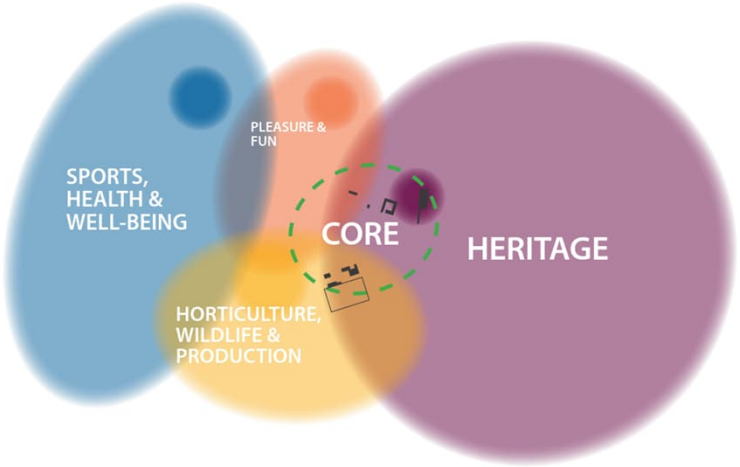


Figure 4.1 Map illustrating landscape areas

Figure 5.4 Improving the natural environment

Policy Context Local



Wythenshawe Park: A 10 Year Strategic Framework (Draft, 2018)

The 10 Year Strategic Framework aims to provide a clear pathway for Wythenshawe Park to realise its potential and achieve the aim of becoming South Manchester's key destination park. It brings together a range of findings and recommendations in relation to a series of identified objectives with those of most importance highlighted below:

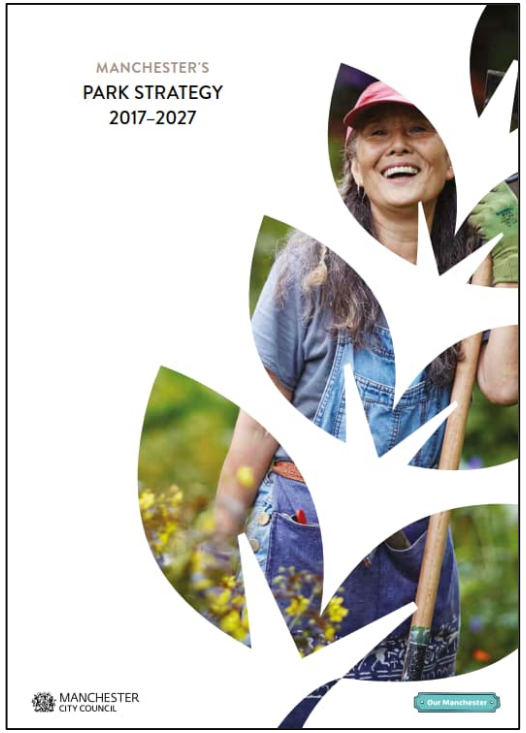
- Increase the number and frequency of visits and their dwell times;
- Improve the attractiveness and quality of the visitor experience, especially for families
- To play to the strengths of the facilities the park currently offers such as Wythenshawe Hall, farming and sport.

Implications for the Wythenshawe Park Car Parking Strategy

As part of the strategic framework a workshop was hosted which gathered participants from the local community to explore their thoughts on existing issues and future aspirations of the park. It was evident that car parking and access were seen as critical to enhancing the visitor experience of Wythenshawe Park.

The Wythenshawe Park Car Parking Strategy supports the need for intervention to improve the parking offer in Wythenshawe Park, whilst ensuring that any changes to the parking align with other aspects of the masterplan established in the Strategic Framework.

Policy Context Local



Manchester's Park Strategy

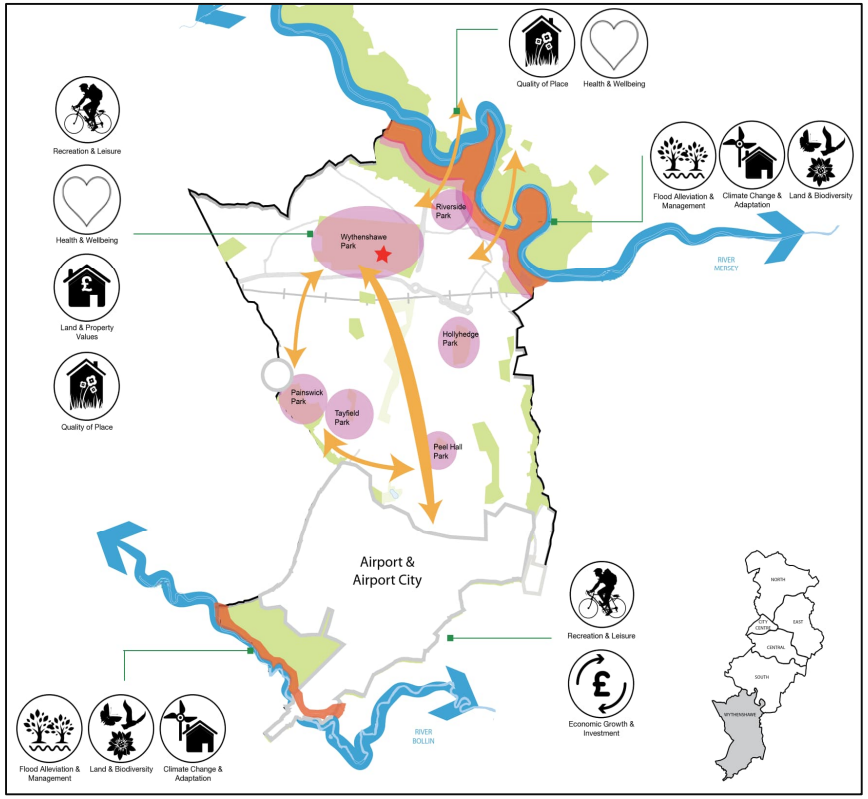
Manchester's Park Strategy attempts to guide the investment and upkeep of Manchester's parks in the medium to long term and establishes the vision, key themes and actions that are needed to ensure parks and green spaces continue to serve the needs of communities across the city.

The Park Strategy establishes four strategic themes which provide a structure and focus to help deliver long term changes to Manchester's parks. These are:

- Parks at the Heart of Neighbourhoods
- Vibrant Parks, Vibrant Communities
- A Manchester Quality Standard
- Productive Parks in Partnership

Implications for the Wythenshawe Park Car Park Strategy

Although not specifically about Wythenshawe Park, the Park Strategy acknowledges the importance of Wythenshawe Park in the wider Greater Manchester city-region and states that it accounts for 11% of MCC's income generated by its parks, second to Heaton Park. It is therefore important that the recommendations within this parking strategy provide a sound base for future investment into the park and that Wythenshawe Park continues to serve and meet the needs of its local community and the wider Greater Manchester area.



Wythenshawe Park Transport Strategy Masterplan Vision

A masterplan vision has been created for Wythenshawe Park following the workshops that were held between WSP and MCC. Five key elements have formed part of this vision and are identified below.

1. Central 'Core Area'

Taken from the 10 Year Strategic Framework for Wythenshawe Park, the core area incorporates areas of Wythenshawe Park associated with heritage, pleasure and fun and horticulture, wildlife and production.

2. Consolidated Entrances

A total of ten consolidated entrances have been proposed based on existing entrances and key desire paths seen around the perimeter of the park. These would make the park more accessible, especially for families and large groups from the south.

3. Walking and Cycling Connectivity

A series of walking and cycling routes have been proposed to improve connectivity between different areas of the park – this is currently being implemented.

4. Wider Distribution of Car Parks

The relocation of car parks at the edges of the park would make the centre heart of the park a more attractive place for visitors than the existing car-centric space where the main car park is located.

5. Connectivity from West

A clear wayfinding and pedestrian route to the park from the Wythenshawe Park and Moor Road tram stop to create an easier journey for those travelling by tram.

Policy Context Local

Manchester Active Travel Strategy

The Manchester Active Strategy sets out Manchester City Council's plan to reduce the reliance on private vehicles and encourage active travel across the city region, with their vision stating that:

"Our vision is that everybody in Manchester will be able to walk, wheel or cycle as part of their everyday lives - for school, work, shopping and socialising, in safety, comfort and happiness."

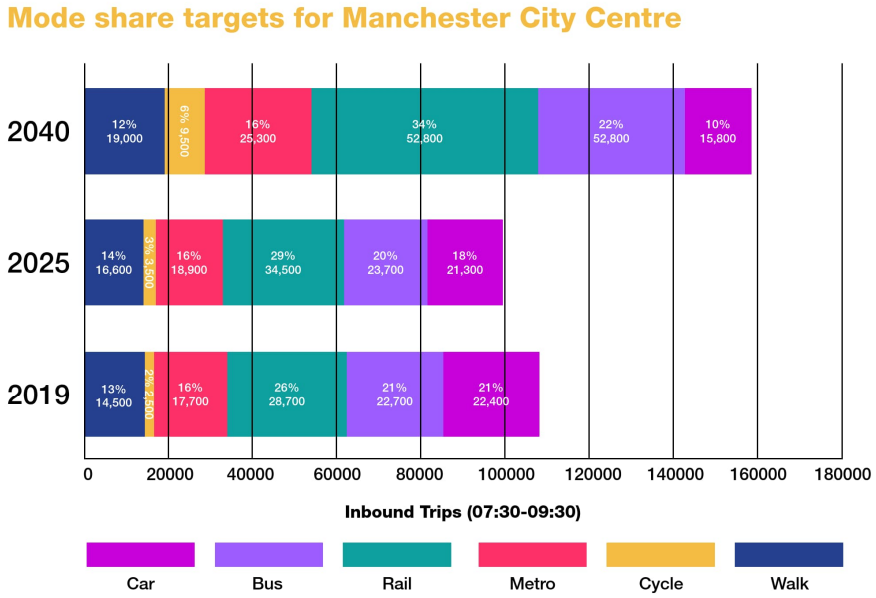
A series of ambitions have been identified to achieve this:

- Improve access to regional centre, district centres, parks and other key destinations;
- Enable safe access to schools and colleges;
- Improve citywide health and wellbeing through transport investment; and
- Reflect the diversity of Manchester and address transport inequalities.

Implications for the Wythenshawe Park Car Parking Strategy

As part of the ambition to improve citywide health and wellbeing through transport investment, the strategy recognises that many wards in Wythenshawe are more health deprived compared to other parts of Manchester. It is therefore important that this Car Parking Strategy also takes into consideration measures to improve active travel given its importance in improving the health of residents, in addition to providing a key active travel link through the park.

In addition, the strategy emphasises the importance of reducing short car trips which could alternatively be made through sustainable modes of travel. This Car Parking Strategy must therefore take into consideration the importance of increasing the number of local trips to the park made by active modes of travel, whilst also developing a coherent plan for parking.



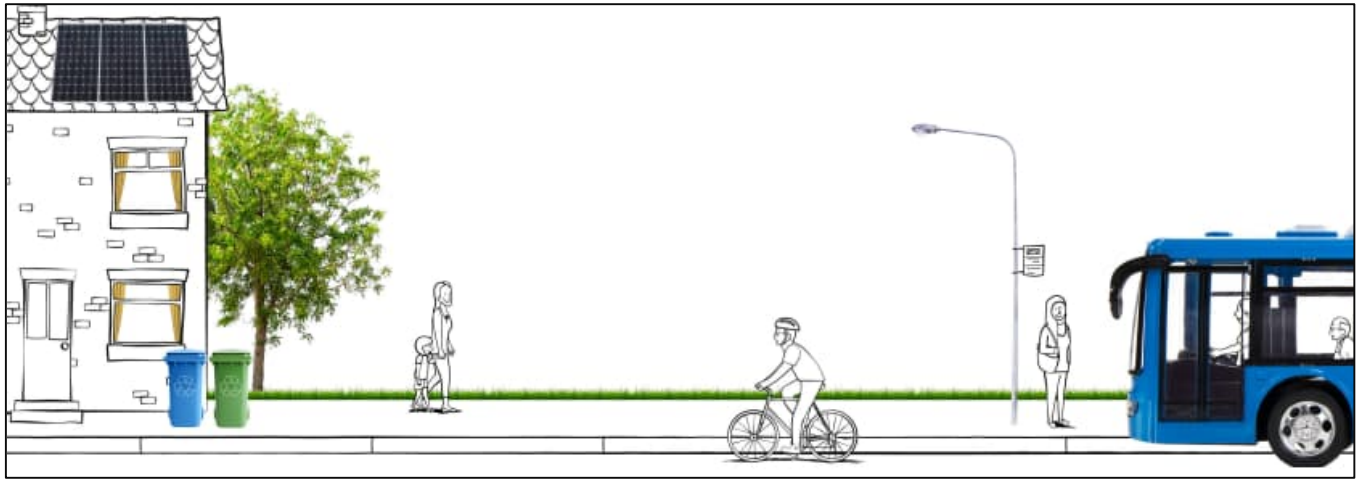
Policy Context Local

Our Manchester Strategy (2020)

With the original version published in 2015 and updated in 2020, the Our Manchester Strategy was written in partnership between MCC, TfGM and residents of Manchester. The document sets out the long-term vision for Manchester's future and details the priorities the city will work on to put Manchester in the top-flight of world cities by 2025.

Implications for the Wythenshawe Park Car Park Strategy

A key priority of Our Manchester Strategy is to create 'A liveable and Zero-Carbon City' which emphasises the importance of good-quality green spaces. This will be taken into consideration in the car parking strategy to ensure that any recommendation and optioneering process will enhance the sustainability of the park and help create a safe and resilient green space.



Policy Context Local

TfGM Streets for All

TfGM's Streets for All (SfA) sets out Greater Manchester's progressive approach to making the streets of Manchester easier for all to get around by putting people and sustainable modes of transport first.

The SfA has been produced to support the implementation of Policy 20 of the Greater Manchester Transport Strategy 2040. This policy forms the basis of the SfA vision and is identified below:

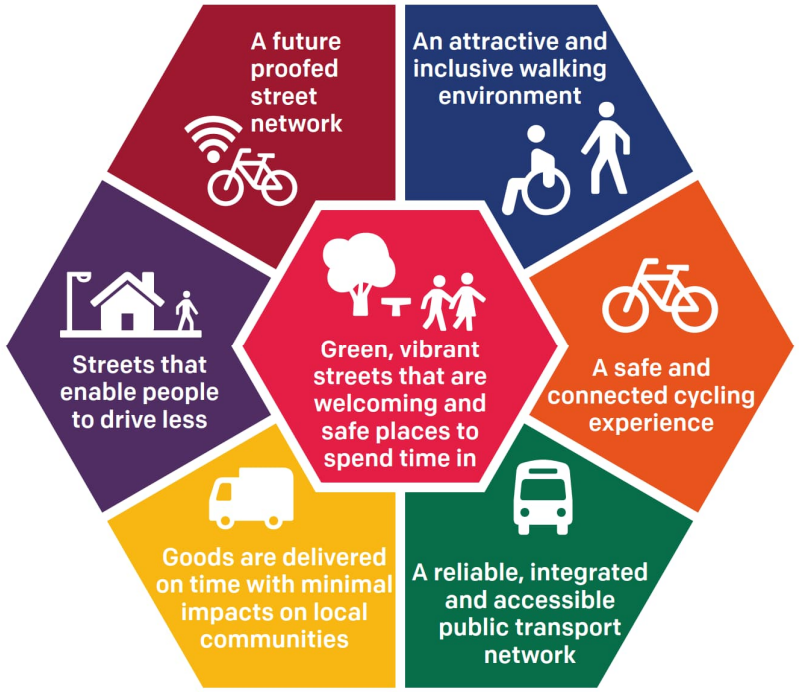
"We will ensure that our streets are welcoming, green, and safe spaces for all people, enabling more travel by walking, cycling and using public transport while creating thriving places that support local communities and businesses."

Implications for the Wythenshawe Park Car Parking Strategy

While not specifically focused on car parking, the TfGM Streets for All will need to be taken into consideration within this Car Parking Strategy given its blueprint for the development of streets to be attractive for all as part of a coherent and connected network that facilitate active and sustainable modes of travel.

For Wythenshawe Park this includes the existing visitor access that leads to the Main Visitor Car Park, in addition to the access road for the Sports Hub Car Park. Whilst the Car Park Strategy aims to improve the management of the existing parking offer within the park, it must also ensure that any recommendations within the strategy also achieve the following based on the core aims of the SfA:

- Provide a safe and connected cycling experience: this will focus on ensuring that active travel to and within the park is enhanced alongside improvements to the parking offer.
- An attractive and inclusive walking environment: this will ensure that any improvements to the parking offer do not hinder but enhance the walking environment for visitors to the park by foot.
- Goods are delivered on time: to ensure that future goods deliveries for facilities within Wythenshawe Park, such as the farm and café, are not hindered by changes to the parking offer within the Park.



Policy Context Regional

Manchester Green and Blue Strategy

The Manchester Green and Blue Strategy recognises the importance of the green and blue spaces throughout Greater Manchester in creating a successful and liveable city. It states that as the city continues to grow, existing and new green and blue infrastructure will need to continue to be an integrated part of this growth. This is summarised in the strategy vision which states:

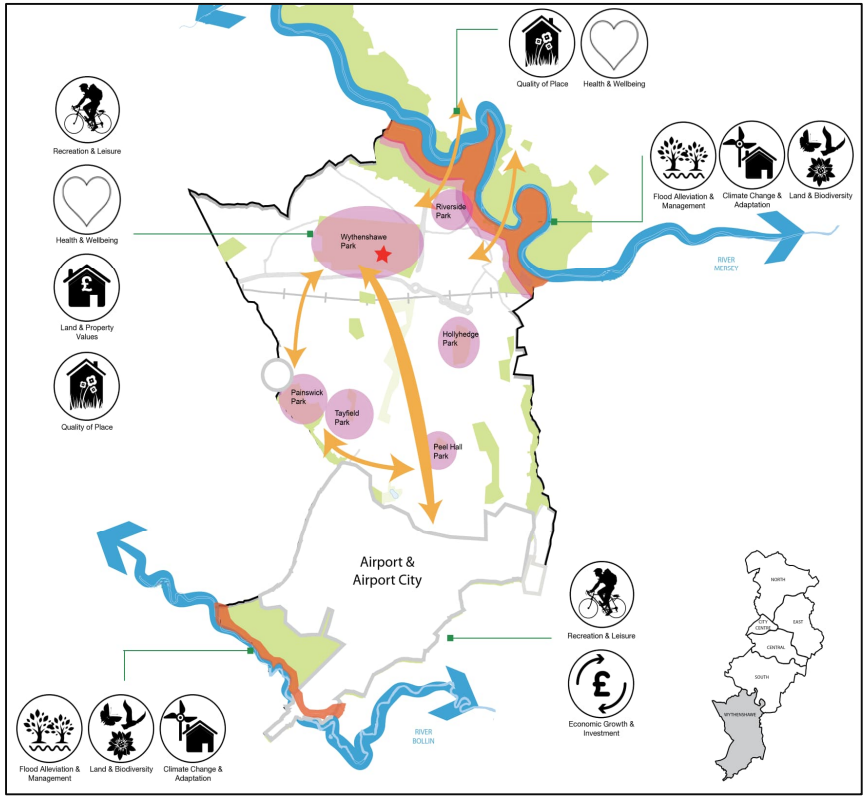
"By 2025 high quality, well maintained green and blue spaces will be an integral part of all neighbourhoods. The city's communities will be living healthy, fulfilled lives, enjoying access to parks and greenspaces and safe green routes for walking, cycling and exercise throughout the city."

Implications for the Wythenshawe Park Car Park Strategy

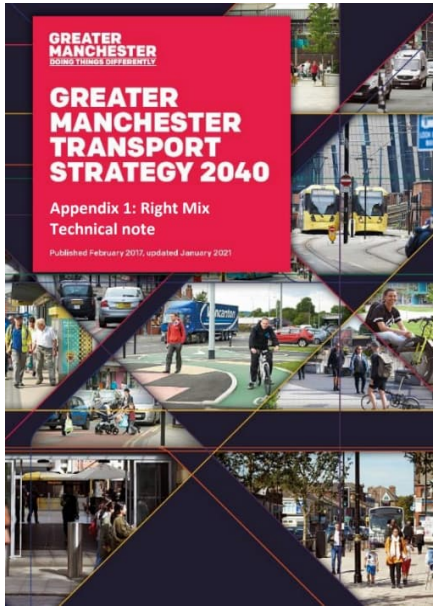
Objective 1: Existing GI states that making best use of limited land resources is critical to ensuring that the needs of the local population can be met. Action 2 of this objectives is focused on enhancing existing parks to maximise their potential in making Manchester a world class city and states that they will be a key part of the city's success over the next 10 years.

In addition, Objective 3: Connectivity and Accessibility states that providing permeable, safe and attractive green routes between existing green infrastructure can be effective in providing ease of access and a means of extending off-road routes for recreation and health benefits. The importance of Wythenshawe Park and the Mersey Valley are also highlighted as major green assets used by local residents and visitors from further afield.

The Wythenshawe Park Team and MCC will need to take into consideration the aims and relevant objectives of the strategy to ensure that any changes in the car parking provision at the park represent an enhancement of the existing green space.



Policy Context Regional



Greater Manchester Transport Strategy 2040 (2021) and Right Mix Technical Note (2021)

The 2040 Transport Strategy sets out the transport vision for Greater Manchester to have "world class connections that support long-term, sustainable economic growth and access to opportunity for all" by being integrated, affordable and reliable. The four key goals which support the vision are as follows:

1. Supporting sustainable economic growth
2. Improving quality of life
3. Protecting our environment
4. Developing an innovative city-region

Implications for the Wythenshawe Park Car Parking Strategy

The GM 2040 Transport Strategy promotes the use of sustainable modes of travel across Wythenshawe and the wider Greater Manchester region by reducing the need to make trips made by private vehicles and therefore reduce demand for parking.

The following Right Mix Technical Note themes will be used to inform the development of this Car Parking Strategy in order to sustainably manage trips to the park made by private vehicle:

- Reviewing existing car park provision (quantum, type and location) to ensure that an adequate number of parking spaces are provided whilst ensuring that travel by sustainable modes of travel is not discouraged;
- Enhancement of active travel facilities to encourage a greater proportion of local and regional trips to Wythenshawe Park will be made by sustainable modes of travel. This includes ensuring there is adequate parking provision for all cycle users.

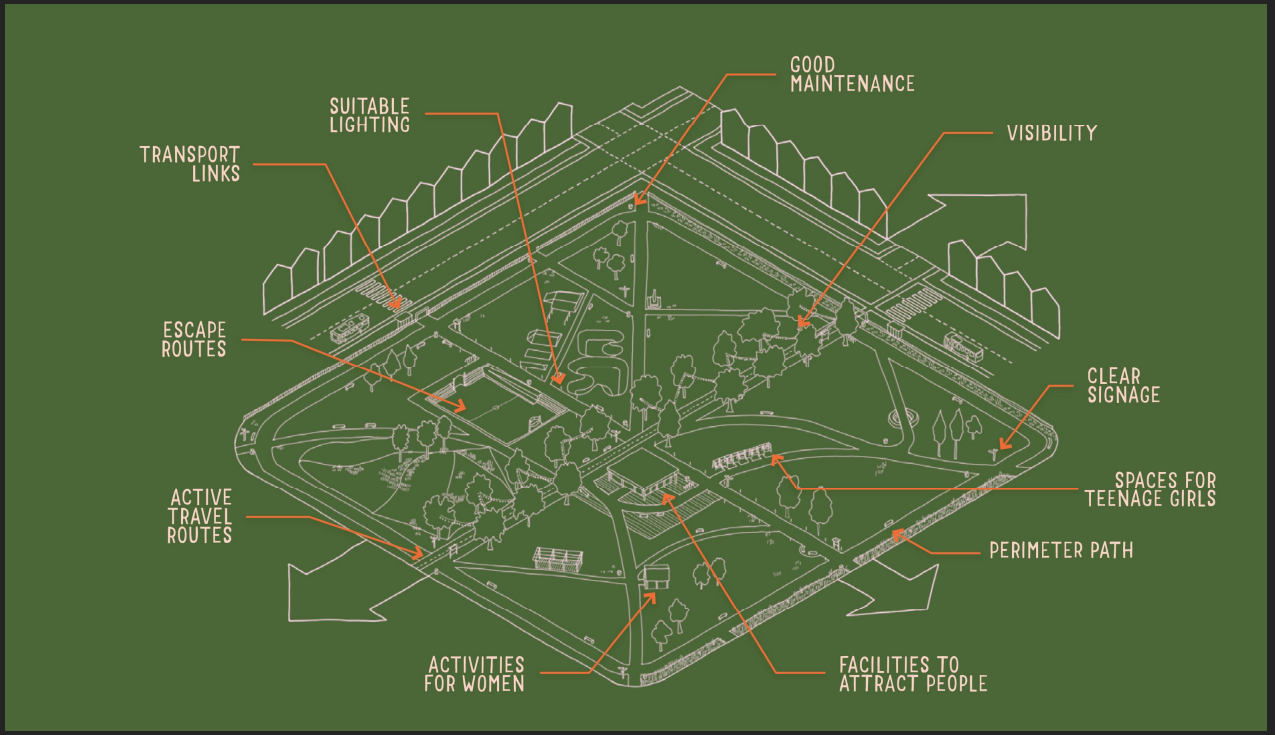
Make Space for Girls Safer Parks: Improving Access for Women and Girls

To ensure that any design changes to Wythenshawe Park remain inclusive, it is important to take into consideration the needs of female users given the results of recent research identifying the regular exclusion felt by female park users in accessing park spaces. The Safer Parks: Improving Access for Women and Girls published in 2023 highlights the issues experienced by girl's when accessing park spaces. Three overarching principles are recommended in order to design parks in a more inclusive manner:

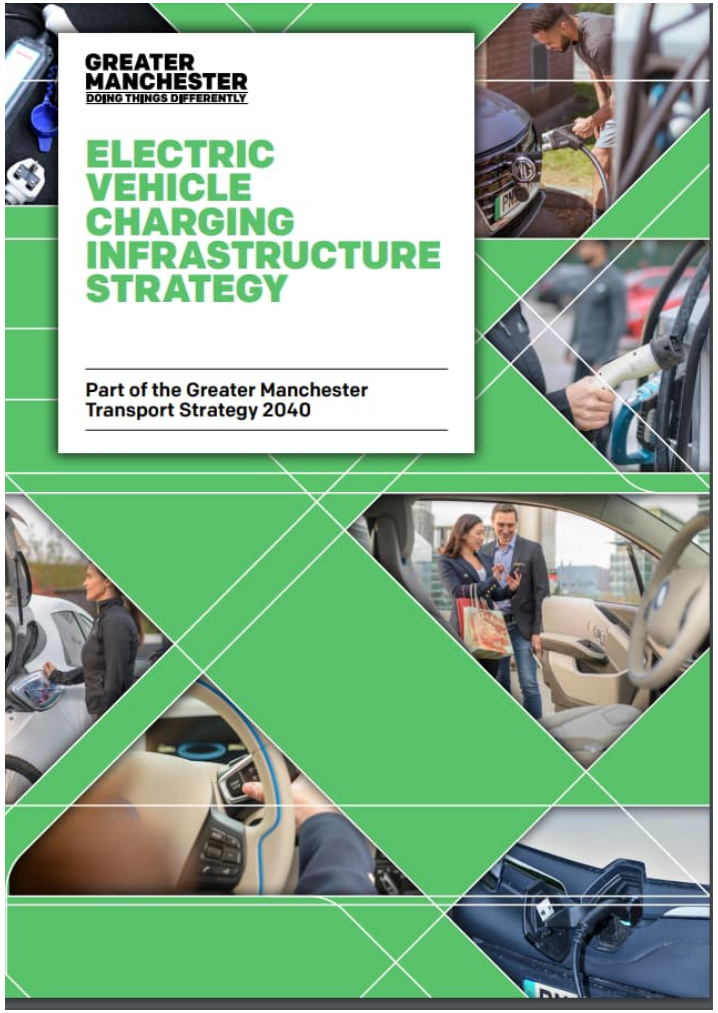
- Eyes on the Park: reflects that the presence of others makes women and girls feel safer;
- Awareness: addresses design issues that can help women and girls feel more secure; and
- Inclusion: considers the importance of bringing a diverse cross-section of women and girls into our parks and designing spaces with their input.

One significant issue faced by women and girls in parks is the predominant exclusion of their needs in park design. Many parks focus heavily on features like skateparks and BMX tracks, which are often dominated by boys. It is essential that parks are envisioned as fully inclusive spaces where individuals can have fun with friends and engage in physical activities that promote mental well-being.

In Einsidler Park, Vienna, the 'quick attraction' initiative introduced hammocks hung from trees, providing a unique incentive for girls to spend time in the park. Additionally, planners created visible footpaths with well-defined routes, improved lighting, and widened entrances and exits, further enhancing the park's overall appeal and accessibility. Such measures help create a more balanced and inviting park environment, addressing the specific needs of women and girls.



Policy Context Regional

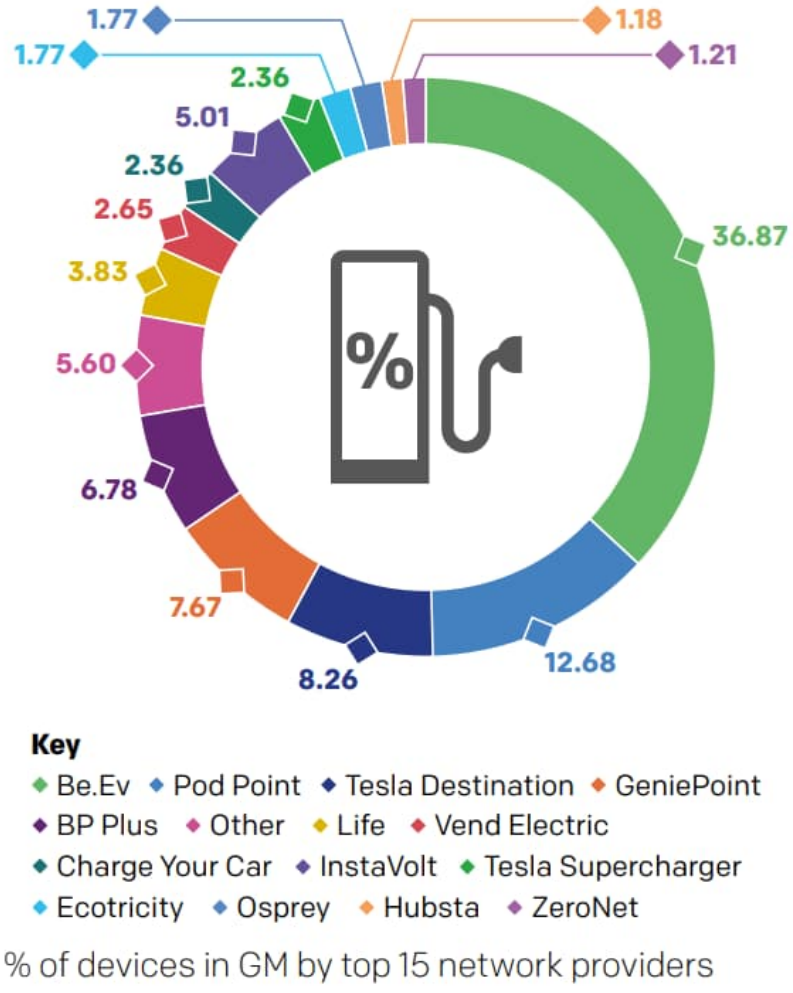


GM Electric Vehicle Charging Infrastructure Strategy (2017)

The GM Electric Vehicle Charging Infrastructure Strategy's overall objective is to to establish a financially sustainable, publicly accessible EVCI network that is scalable to growth in demand and flexible in changes to vehicle technology. This will need to be coordinated across all boroughs of GM. A key projection of the strategy is to supply 2,700 fast and 300 rapid public charges across Greater Manchester by 2025.

Implications for the Wythenshawe Park Car Park Strategy

MCC and the Wythenshawe Park Team will need to identify whether implementing electric vehicle charging infrastructure in any future car park will be beneficial in helping Wythenshawe Park to become a key destination park.

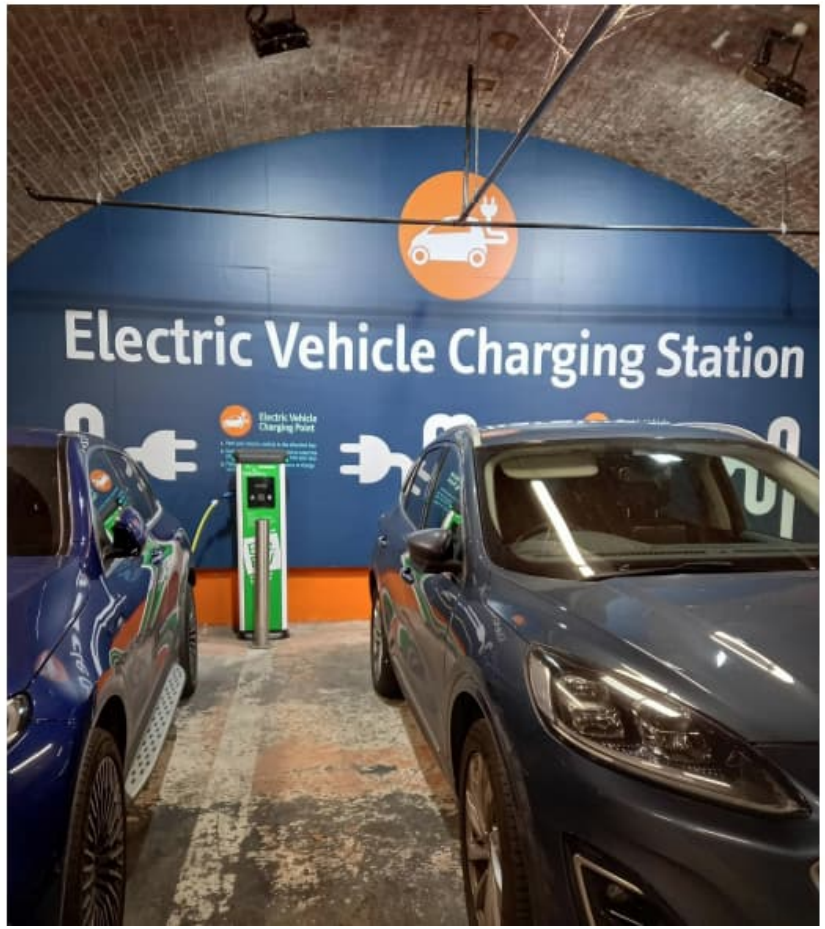


% of devices in GM by top 15 network providers

Policy Context Regional

Manchester Electric Vehicle Charging Strategy

(December 2022)



Manchester Electric Vehicle Charging Strategy (2022)

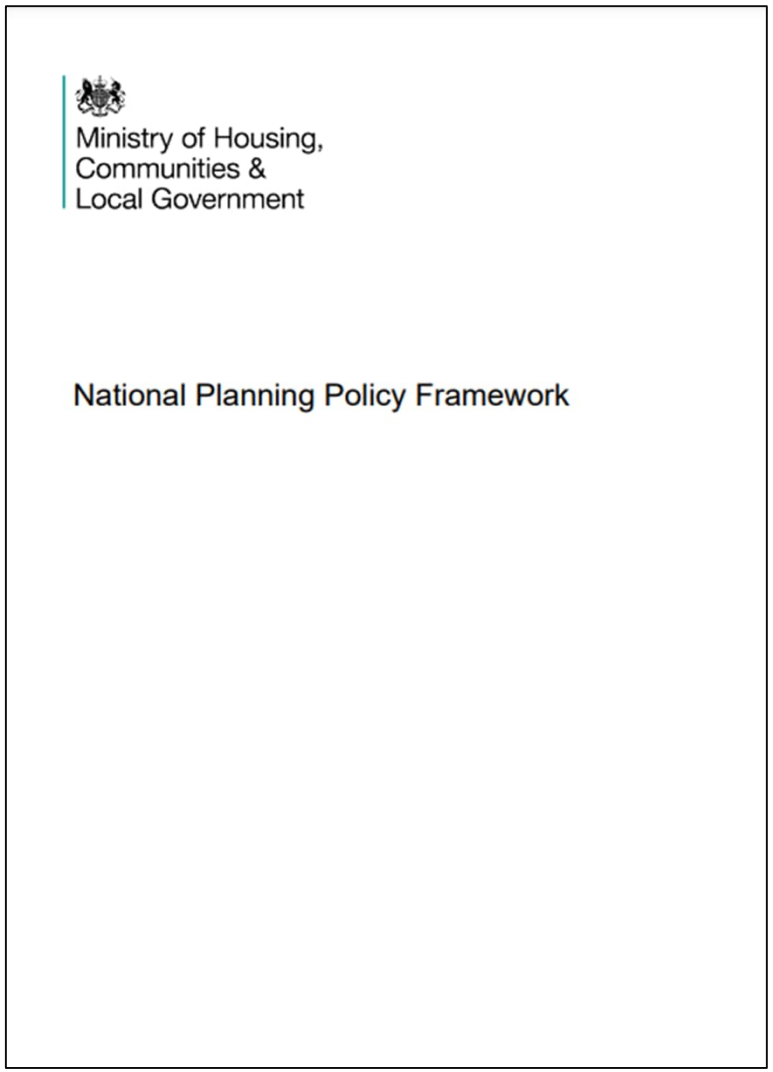
The Manchester Electric Vehicle Charging Strategy (MEVCS) recognises that a switch to Ultra Low Emission Vehicles (ULEV) and electric vehicles (EVs) are a key component to ensure Manchester meets its target of becoming a zero-carbon city region by 2038. The MEVCS explores the role that MCC will play in the development of the network and the principles of how it will engage with the commercial rollout of EV infrastructure.

A set of principles for how MCC will approach the expansion of EV infrastructure will ensure that the existing and future EV infrastructure will be integrated, inclusive, resilient, safe and secure, reliable and well maintained, viable, environmentally responsible and healthier.

Implications for the Wythenshawe Park Car Park Strategy

Any decision to invest in providing EV Charging Infrastructure by MCC and the Wythenshawe Park team will need to align with the principles established in the MECVS.

Policy Context National



National Planning Policy Framework (2023)

The Framework identifies that the purpose of the planning system is to contribute towards sustainable development. It maintains that plans and decisions should apply a presumption in favour of sustainable development.

Implications for the Wythenshawe Park Car Park Strategy

Regarding vehicular parking, the Framework states that:

"Local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists.".

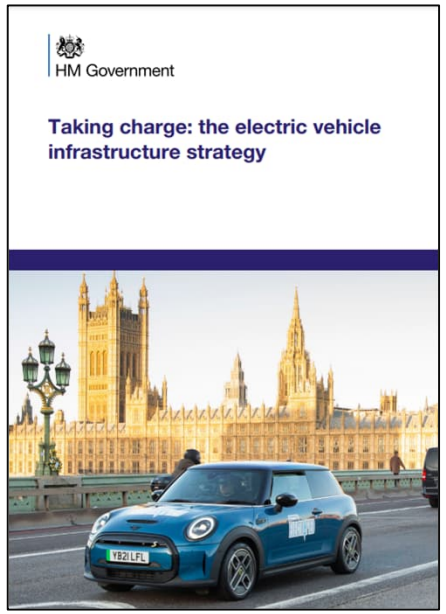
Any changes to parking provision must align with the principles set out in the Framework to ensure that any short and long-term changes to the parking offer in Wythenshawe Park are an improvement on the existing provision in terms of convenience, safety and security, as well as improved accessibility for pedestrians and cyclists.

The Framework also states that:

"patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places."

This Car Parking Strategy must take into consideration the role that parking has in the creation of high-quality places and the mitigation that is required to reduce the negative externalities of parking on the park and the wider community.

Policy Context National



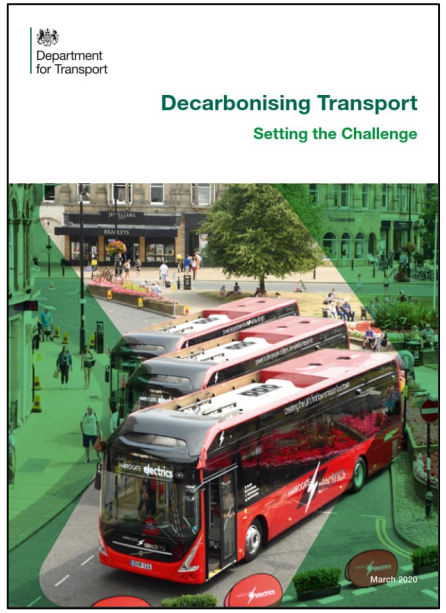
Electric Vehicle and Infrastructure Strategy (2021)

The Electric Vehicle and Infrastructure Strategy (EVIS) sets out an overall vision for the provision of EV charging infrastructure in the UK including the instalment of a reliable network of high-powered charging points along major roads and easy to find and accessible public charging points wherever individuals live. The aim of establishing a world-leading charging network will comprise of 300,000 public chargers as a minimum by 2030. This aims to provide affordable charging points in the public domain to make charging electric vehicles more convenient for those with no charging facilities at home.

Implications for the Wythenshawe Park Car Park Strategy

In addition to the GM Electric Vehicle Charging Infrastructure Strategy, MCC and the Wythenshawe Park Team will need to identify whether implementing electric vehicle charging infrastructure in any future car park is viable and if this consists of an affordable and convenient charging location, particularly for those who have limited access to charging facilities at home.

The decision to implement electric vehicle charging infrastructure will also depend on the outcome of the electric vehicle assessments currently being undertaken by Manchester City Council.



Decarbonising Transport: Setting the Challenge (2020)

This document establishes the requirements of a cross-modal approach to reducing carbon emissions in the transport sector to enable the UK to reach its target of becoming a net zero country by 2050. A key priority of the report is to introduce a rapid renewal of road vehicles with zero emission vehicles which will deliver substantial reductions in emissions over the long term.

Implications for the Wythenshawe Park Car Park Strategy

It is acknowledged that as the move to EVs gathers pace a fit for purpose charging infrastructure network will be required. The report acknowledges the importance of providing EV charging infrastructure outside of homes to allow for rapid and ultra-rapid charging facilities during short and long-range trips. Any improvements to the parking offer in Wythenshawe Park will also need to take into consideration future electric vehicle charging requirements and if charging facilities can be implemented across the park, and if such intervention is economically viable and a useful alternative for those without home charging facilities.

Policy Context Summary

A summary of the policy documents reviewed is provided in Figure 2.

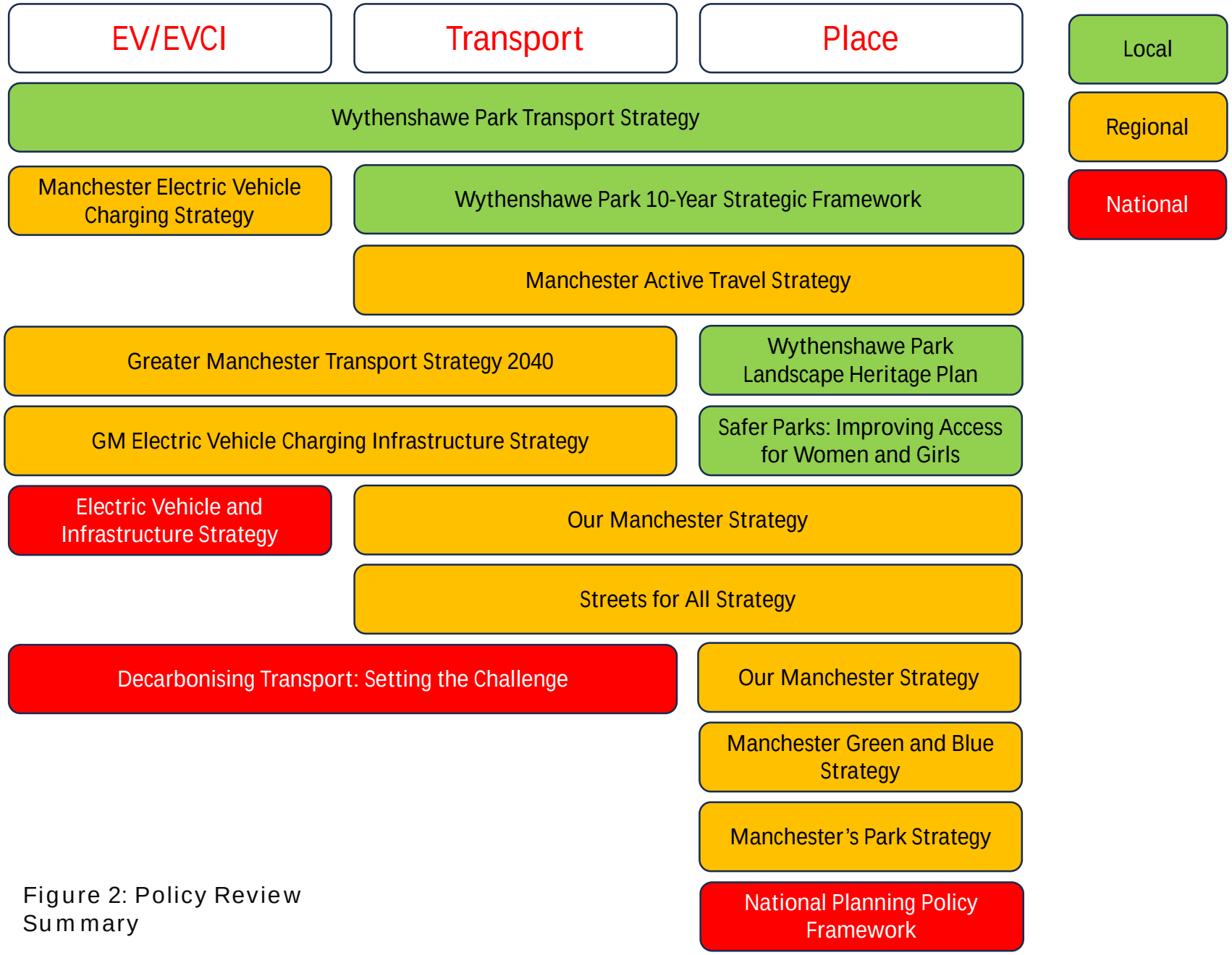


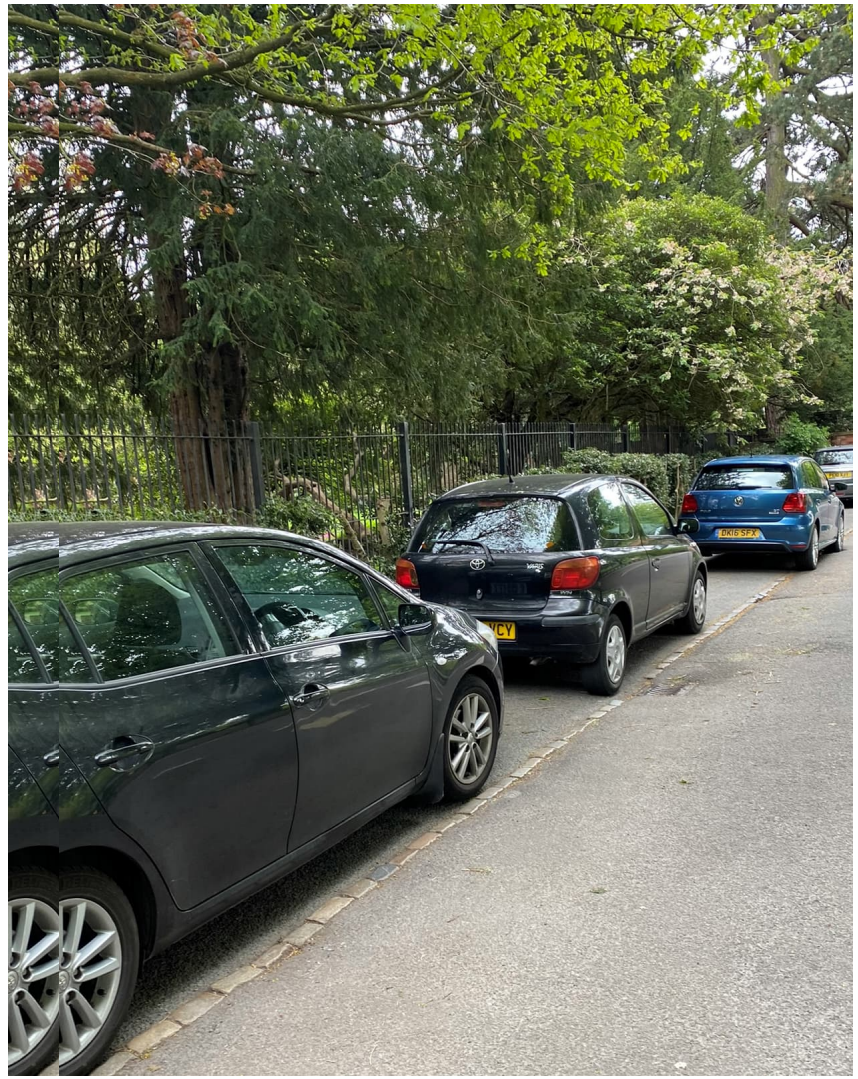
Figure 2: Policy Review Summary

Baseline Review

Baseline Review

Informed by site visits, previous studies and data analysis, this section of the report constitutes a baseline review for key parking-related themes at Wythenshawe Park. The analysis is split into the following sections:

- ❖ Overview of Parking Facilities;
- ❖ On-Street Parking Photo Analysis;
- ❖ Review of local EV charging facilities;
- ❖ Review of parking facilities and Traffic Regulation Orders in vicinity of Wythenshawe Park;
- ❖ Local Highway Network;
- ❖ Events and Activities; and
- ❖ Parking Data Analysis.



Baseline Review Parking Overview

There are a total of 209 car parking spaces in Wythenshawe Park with 125 spaces located in the central car park and 84 at the sports hub car park. For occasional large-scale events, a temporary car park is established by the entrance along Wythenshawe Road at the north of the park. High levels of on-street parking are also seen on Altrincham Road to the south, while Wythenshawe Road in the north consists predominantly of unofficial parking along the outer edges of the park. Wythenshawe Park Car Park offers 125 spaces and is located in the centre of the park.

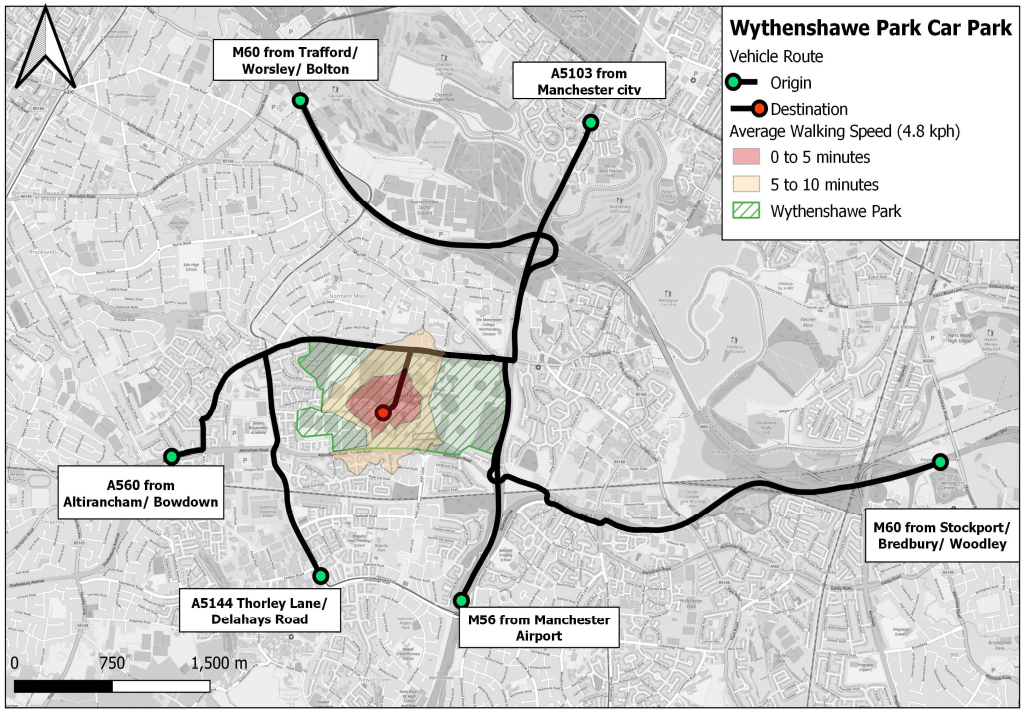


Figure 3: Wythenshawe Park Travel Routes by Private Vehicle

Car Park	Spaces	Disabled Spaces
Sports Hub Car Park	76	8 (+ six for minibuses)
Main Visitor Car Park	117	8
Summer/ Events	c. 500	

Double Yellow Lines
Unofficial Parking
On-Street Parking

The primary directions from which users would approach the site are shown in Figure 3 and indicate the route to access the central car park. Access to the site from a wider geography is important to attract a wider demographic that will enjoy various activities with increased dwell time. Assessment of how these users from further afield would approach the site is important to help inform how MCC can ensure that access routes into the park are as efficient as possible.

The location of the car park at the heart of the park is detrimental to the visitor experience as this space could be much better utilised to attract visitors and increase their dwell time.

Baseline Review Main Visitor Car Park

The main visitor car park is at the centre of the park and has a total of 125 parking spaces, including eight disabled spaces. It is accessible from Wythenshawe Road to the north and is generally used by all visitors who require access to facilities not located adjacent to the sports hub car park.

Constraints

- ❖ Central location of car park: the location is counterproductive to place-making at the centre of the park.
- ❖ Inefficient layout: the triangular shape results in an inefficient use of space and is unrepresentative of the maximum number of parking spaces that could fit inside the car park.
- ❖ Car park free to use: no parking regime represents a missed opportunity to raise revenue to reinvest in the park.
- ❖ Unclear entry into car park: the access road to the Horticultural Centre can be confused as the entrance to the car park due to poor signposting.

Opportunities

- ❖ Provision of new location of car park: a clear opportunity to relocate the car park to the outskirts of the park to allow for a landscape-led car park that provides a flexible space for both typical days and event days.
- ❖ Greater utilisation of the central area of park: a relocation of the main visitor car park will open up the centre of the park to new place-making and people-spaces opportunities and investments.
- ❖ Introduction of parking regime: this will increase revenue generation across the park which can be reinvested in park facilities.

Baseline Review Sports Hub Car Park

The Sports Hub Car Park is located to the northwest of the park and consists of 84 parking spaces, including eight disabled bays and six spaces for minibuses. It is accessible from Wythenshawe Road to the north and serves a variety of park facilities including the sports hub, pump track and the various sporting events that take place to the west and south of the park. The following constrains and opportunities have been identified.

Constraints

- Narrow entrance to car park: the access road to the car park is narrow which contributes safety concerns for all users entering and exiting the park, with only one informal dedicated passing place provided.
- Inefficient layout: similar to the Main Visitor car park, an inefficient use of space around the existing building means that the car park is well below its potential maximum capacity.
- Car park free to use: no parking regime represents a missed opportunity to raise revenue to reinvest in the park.

Opportunities

- To realign car park entrance: to improve the safety of the entrance to the car park, this should be realigned to create a more efficient one-way system with associated active travel infrastructure.
- Increase capacity by providing greater layout efficiency: it is evident that more spaces could be added to the car park through greater layout efficiency and a realignment of existing parking spaces.
- Introduction of parking regime: this will increase revenue generation across the park which can be reinvested in park facilities.

Baseline Review On-Street Parking Photo Analysis

Significant unofficial parking/lack of enforcement: No parking enforcement within the park despite various signs and markings indicating that parking in certain areas is not permitted. Unofficial parking also acts as a major barrier to the protection of the heritage landscape of the park. The existing double yellow lines on the main entrance to the park were previously unenforceable as they were not a designated Traffic Regulation Order. As a result, a significant on-street parking culture has emerged along Wythenshawe Road and Altrincham Road which hinders pedestrians and cyclists navigating these spaces in addition to being unattractive. However, MCC are in the process of enforcing the Traffic Regulation Order to avoid on street parking at these locations.

1. Wythenshawe Road
2. Café Access Road
3. Park Entrance (1)
4. Park Entrance (2)

Baseline Review Local Traffic Regulation Orders

Summary location of TROs:

Figure 4 illustrates the boundary of the park and the Traffic Regulation Orders (TROs) in its vicinity. It is evident that the number of TROs to the parks northern and southern extents is low. This is due to their residential nature and is likely lead to an increase in on-street parking following changes to the parking provision in Wythenshawe Park as visitors look elsewhere to park.

In contrast, to the west of Wythenshawe Park and particularly along Moor Road, a higher concentration of TROs can be seen owing to its status as a prominent transport artery and the presence of the Metrolink.

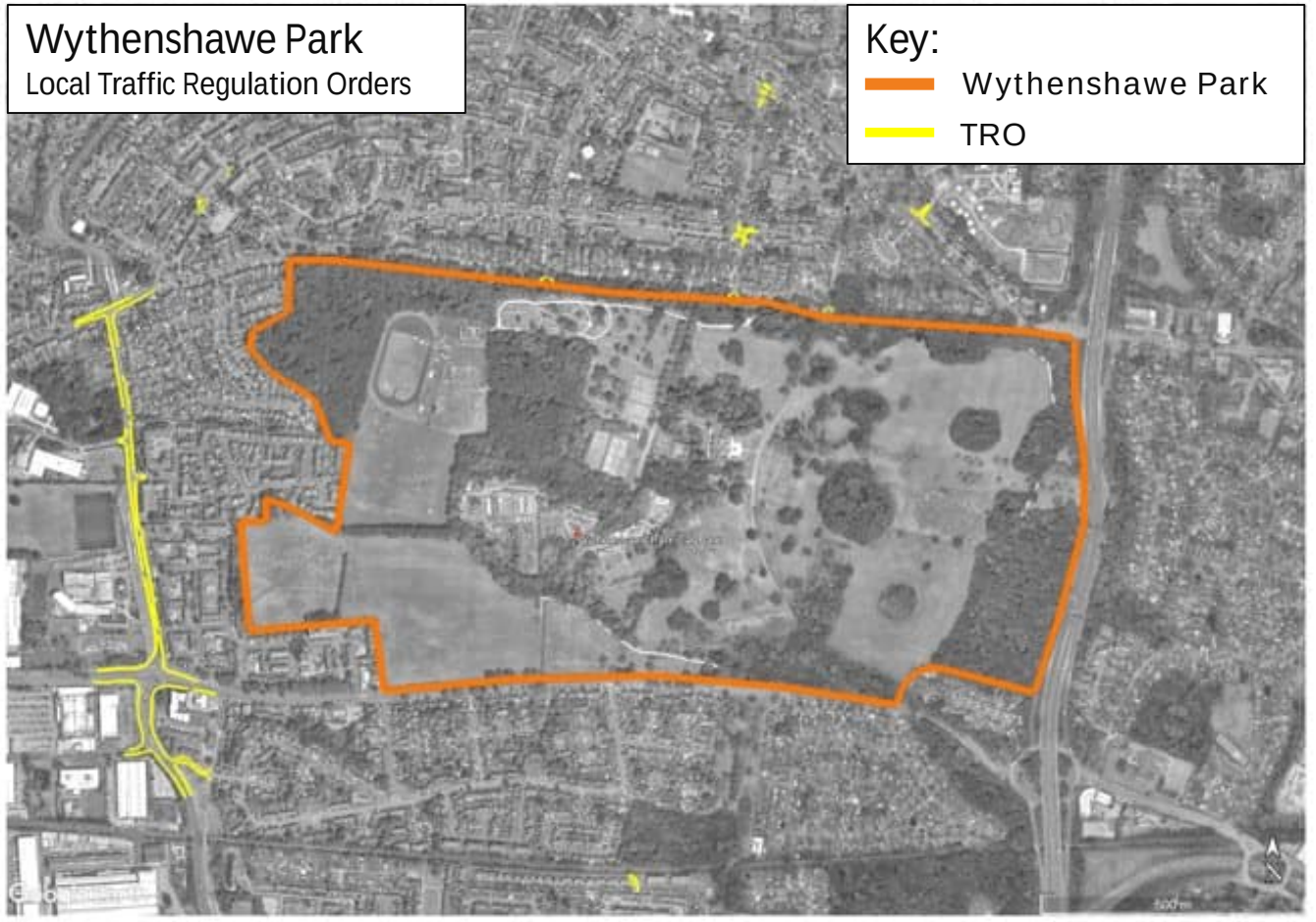


Figure 4: Local Traffic Regulation Orders

Baseline Review Local EV Charging Infrastructure Case Study - Sale Water Park

To assist MCC and the Wythenshawe Park team in determining if investing in EV Infrastructure is a viable strategy, this car parking strategy examines nearby EV Charging Infrastructure that is planned to be installed at Sale Water Park. As part of a £1 million deal with EV charging network Be.EV, 16 charger bays will be installed at Sale Water Park (Trafford) and will be the largest ultra-rapid charging hub in Greater Manchester when complete. This is part of Be.EV's target of getting each of Trafford's 236,000 residents within 10 minutes of a charger. Key features of the new charging hub have been identified below:

- Ultra-rapid chargers will allow drivers to charge their cars from 20% to 80% in as little as 20 minutes;
- State-of-the-art Kempower chargers will be used which intelligently distribute energy supply between vehicles according to capacity and demand;
- Situated in an ideal location two minutes from the M60 means that the charging hub is in an attractive location for both local residents and commuters; and
- Charging hub will be able to charge over 380 cars per day.

This case study is an example of best practice regarding implementation of EVCI and one that Wythenshawe Park could replicate if investment in EVCI was a preferred strategy for the short and long-term future of the park.

Baseline Review Local EV Charging Infrastructure

There are approximately 22 EV charging locations within the regional vicinity of Wythenshawe Park. Figure 5 shows the location and type of kilo-wattage on offer from each location. It is evident that 7kw chargers are the most frequently available with nine charging locations, followed by 50kw chargers with six charging locations. These have the ability to charge an average electric car from 0-80% in approximately 40 minutes.

As electric vehicles become more prevalent, EV charging infrastructure ensures they remain relevant and accommodates existing and future visitors of the park who currently own or plan to purchase electric vehicles in the future.

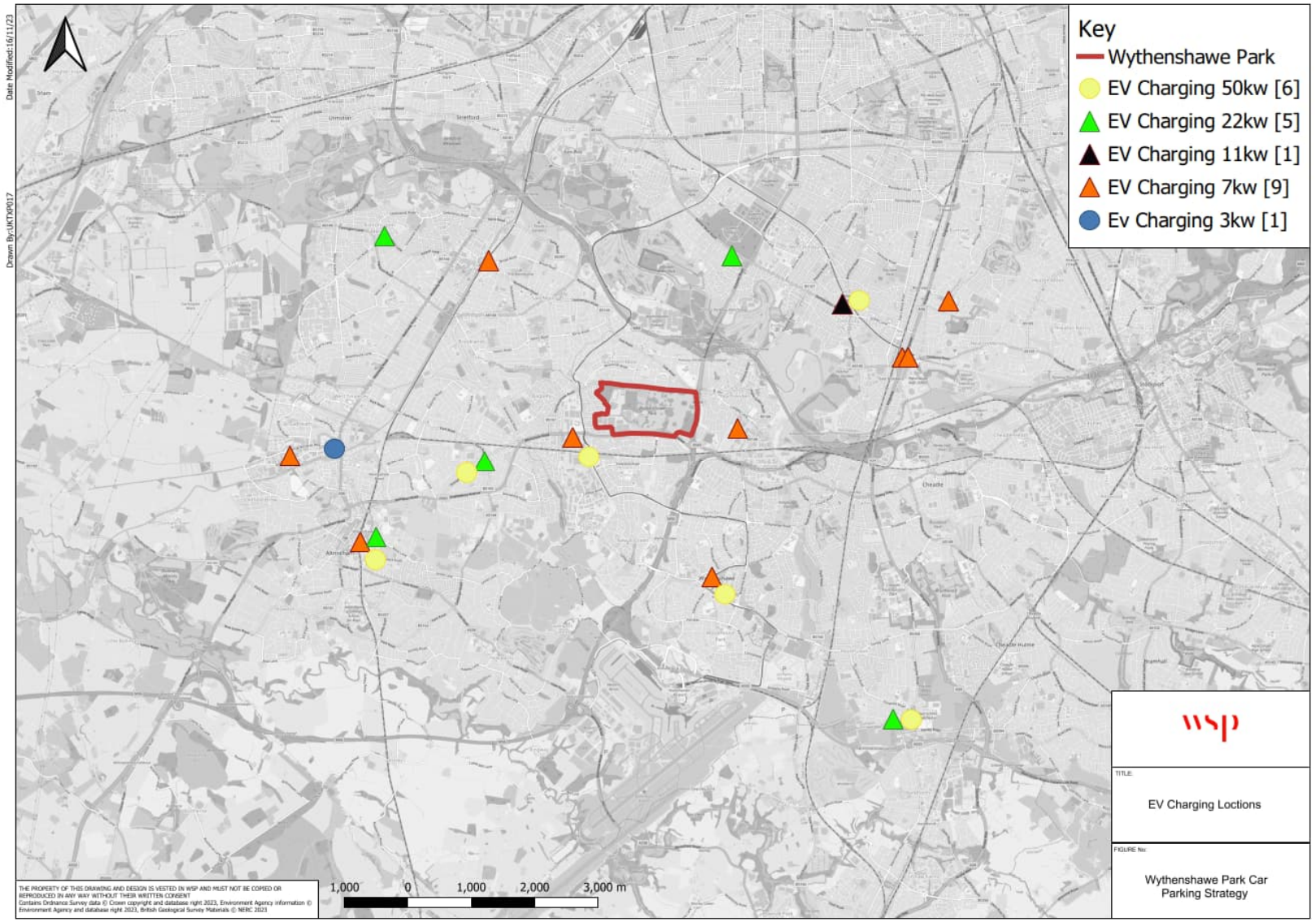
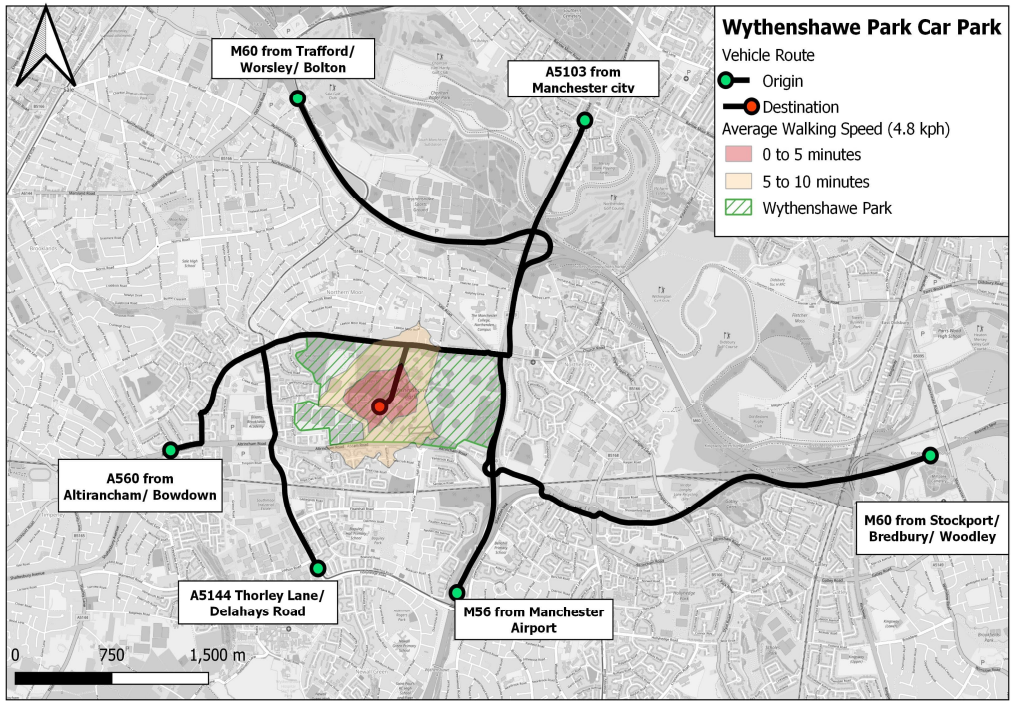


Figure 5: EV Charging Locations

Baseline Review Local Highway Networks Surrounding Wythenshawe Park

Wythenshawe Park is surrounded by major highway networks including the M60 and M56 as identified in Figure 6. This prime location positions the park in an ideal location for commuters travelling to and from Manchester via high-capacity routes, providing them with the opportunity to charge their electric vehicles. Specifically, the proposed relocated car park could house various kilowattage options charging stations, strategically designed to entice park users to prolong their stay. This would encourage visitors to explore the park and the diverse range of facilities and amenities offered whilst charging their vehicle..



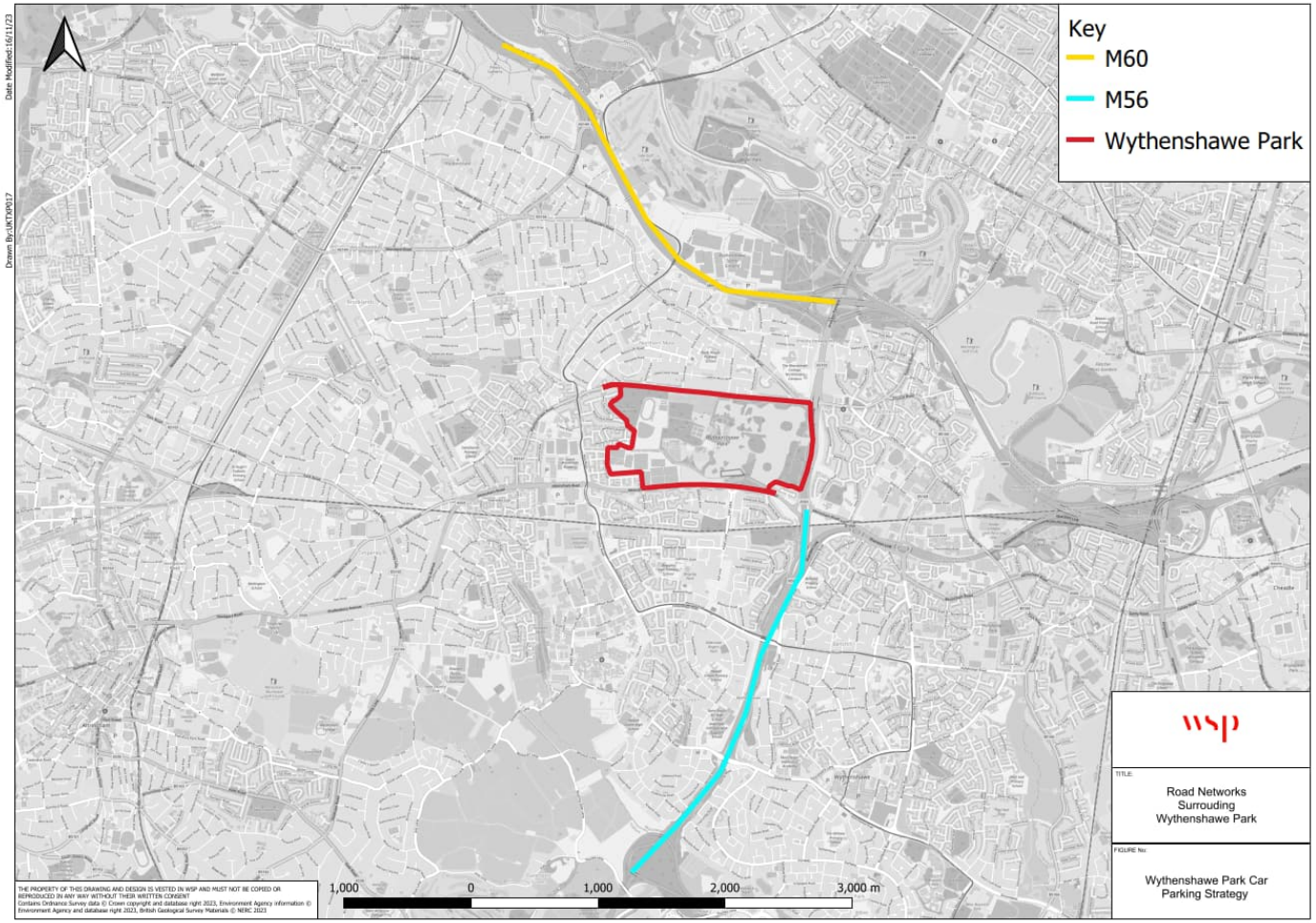


Figure 6: Road Network surrounding Wythenshawe Park

Baseline Review Manchester Airport: EV Charging Opportunity

Manchester Airport is located a 10-minute drive south of Wythenshawe Park and is in a good position to receive a new revenue stream through the potential deployment of EV charging stations within the park. Wythenshawe Park can strategically leverage the absence of nearby EV charging facilities through its strategic location to meet the demands of taxi drivers who often find themselves waiting for their next jobs around the vicinity of the airport. In the proposed car park to the north of the park along Wythenshawe Road, there is an opportunity to install high-capacity charging ports that will provide charging facilities to drivers who require fast or rapid charging between jobs.

Figure 7: Parking and Charging Hub in Bremen, Germany

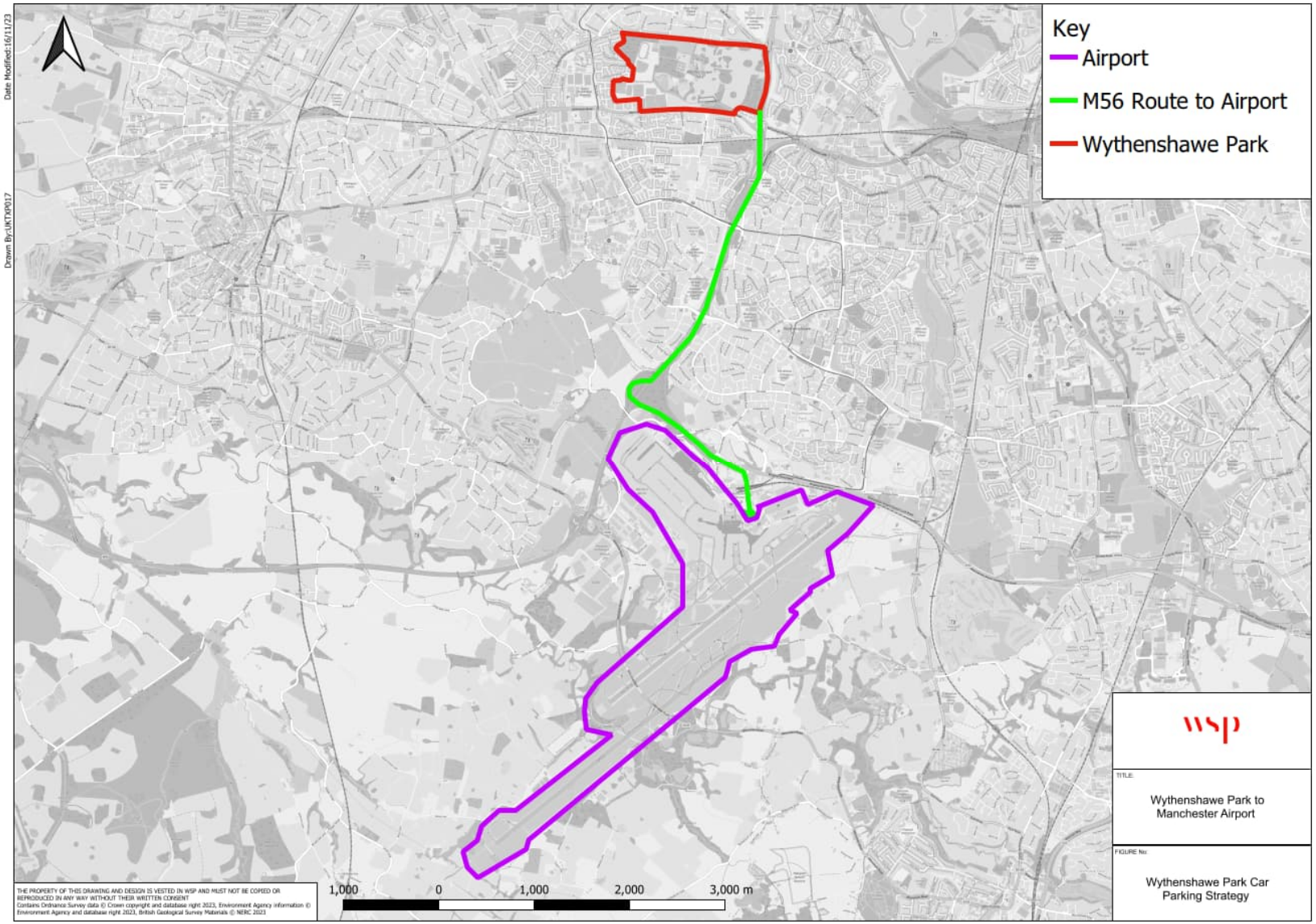


Figure 8: Wythenshawe Park to Airport Route

Baseline Review Events and Activities

As identified in the Wythenshawe Park Transport Strategy, various events take place throughout the park on a weekly or monthly basis. Information has been provided by the Wythenshawe Park team that identifies regular events across 2022 and 2023/2024, along with special events across the same time period. This has been identified in the following table. Those activities in Blue occur daily, green once a week and orange once a month.

Key
- Daily
- Once a Week
- Once a Month

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Free and exciting digital trails in Wythenshawe Park – Open Access	Free and exciting digital trails in Wythenshawe Park – Open Access	Free and exciting digital trails in Wythenshawe Park – Open Access	Free and exciting digital trails in Wythenshawe Park – Open Access	Free and exciting digital trails in Wythenshawe Park – Open Access	Free and exciting digital trails in Wythenshawe Park – Open Access	Free and exciting digital trails in Wythenshawe Park – Open Access
Monthly Litter Pick – 11:00-13:00	Sale Harriers Athletics Club 19:00-20:30	Sale Harriers Athletics Club 18:00-20:00	Sale Harriers Athletics Club 19:00-20:30	Simply Cycling All ability cycling sessions 10:00-15:00	Sale Harriers Athletics Club 10:00-12:00	Sale Harriers Athletics Club 10:00-13:00
Sale Harriers Athletics Club 18:00-20:00	Second Chance Cycling 10:00-12:00	Simply Cycling All ability cycling sessions 10:00-12:00	Second Chance Cycling 10:00-12:00	Wellbeing Walks 10:30-12:30	Simply Cycling All ability cycling sessions 13:00-15:00	Wythenshawe Community Run 08:45-10:00
Wythenshawe Weightlifting club 17:30-20:00	Simply Cycling All ability cycling sessions 10:00-15:00	Volunteer Gardening 13:00-15:00	Food Growing 13:00-16:00	Wythenshawe Weightlifting Club 17:30-20:00	Second Chance Cycling 10:00-12:00	Wythenshawe Weightlifting Club
Walking Mum's Club 11:00-11:50	Winston Athletics Sessions 18:00-19:00	Health Walks with the Parks team 13:00-14:30			Wellbeing Walks 10:00-13:00	
We Do Tennis for 4 & 5 year olds 16:30-17:30	Walking Tennis 10:00-12:00	Wythenshawe Weightlifting Club 17:30-20:00			Wonder Walks 10:00-12:00	
We Do Tennis for 6, 7 & 8 year olds 17:30-18:30	Nordic Walking 13:00-14:00				Volunteering 10:00-12:00	
We Do Tennis for 4 & 5 year olds 18:30-19:30					Park Run 09:00	

Baseline Review Wythenshawe Park Events

Whilst the Wythenshawe Park Events Strategy is currently being developed, various events regularly take place at Wythenshawe Park. This includes live music across the August Bank Holiday weekend, with more events due to be held in 2024. The Wythenshawe events team have an aspiration to create a varied events calendar which will include the following:

- ❖ Halloween/ Christmas Family Events;
- ❖ Food festivals;
- ❖ Circuses/Funfairs;
- ❖ Mass Participation events (e.g. Tough Mudder and Race For Life); and
- ❖ Cultural Events

Live music events expect up to 30,000 people in attendance though this is dependent on the act. Noel Gallagher was a headliner in August 2023 and parking demand was approximately 1000 spaces. These parking spaces are situated to the east of the main vehicular entrance into the park and is used as an informal car park during large events.

The production of the Wythenshawe Park Events Strategy will therefore need to develop a clear public transport strategy to encourage visitors to travel to the park by public transport. This will aid in the management of parking demand during large events that take place at the park. This has been further examined within the Benchmarking section of this Car Parking Strategy.

Baseline Review Parking Data Analysis – Dwell Time, May 2023

Dwell time data was gathered as part of the parking data commission to understand the length of time that private vehicle users spent in the park. This was gathered for the following reasons:

- To determine the average length of stay for all vehicles, split by vehicle type and dwell time category;
- To identify the dwell time period with the most frequent number of vehicles; and
- To identify differences in the number of vehicles per dwell time period across the Sports Hub Car Park and the Main Visitor Car Park.

It can be identified from the survey data that Sunday was busier than Saturday and sees a longer dwell time at the park. Across both days it is evident that a significant proportion of stays are under 30 minutes which suggests that both car parks are being used for drop off and pick up purposes.

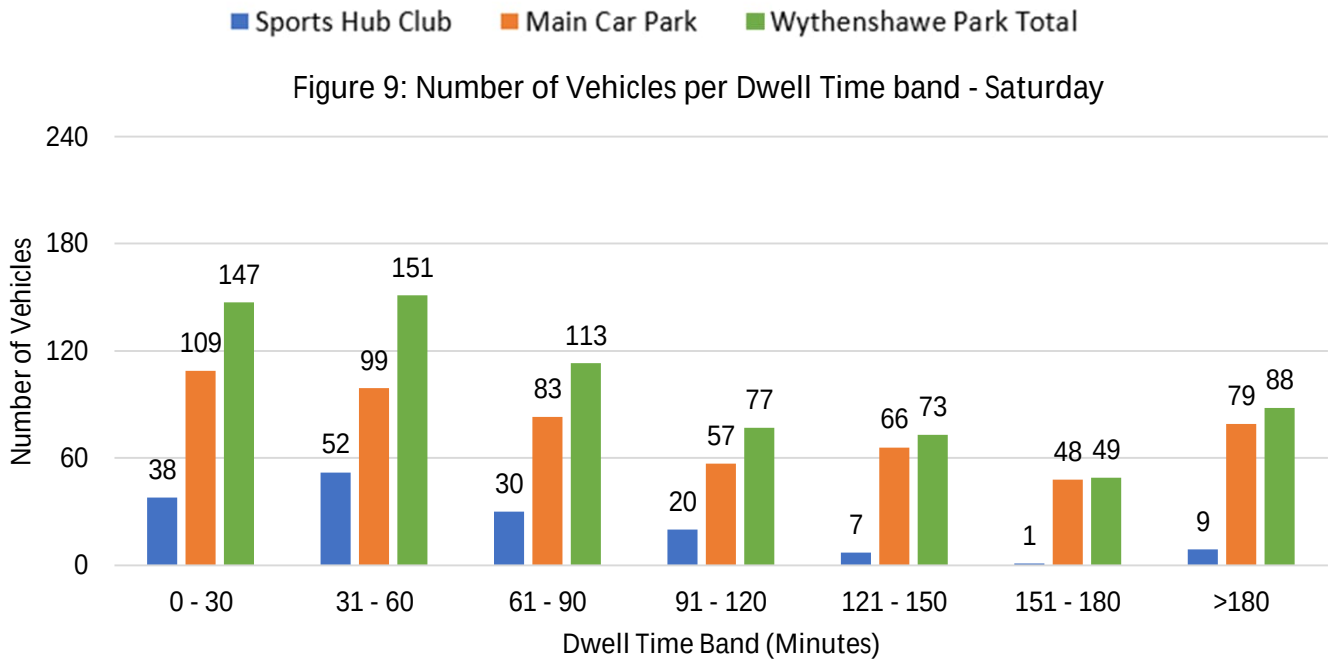


Figure 9: Number of Vehicles per Dwell Time band - Saturday

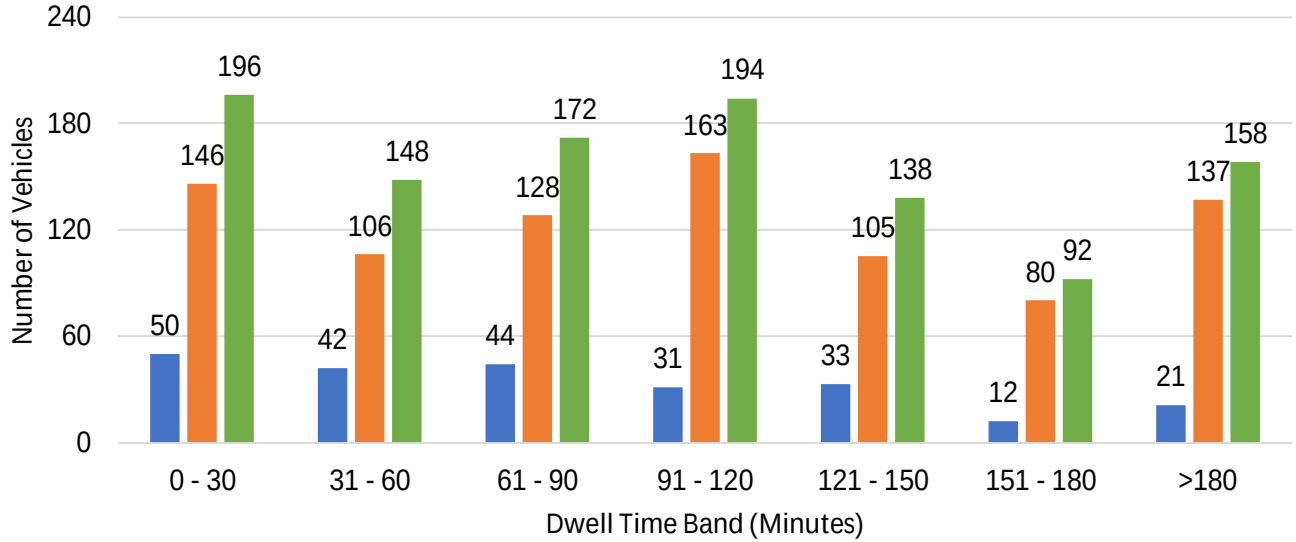


Figure 10: Number of Vehicles per Dwell Time band - Sunday

Baseline Review Parking Data Analysis – Dwell Time, August 2023

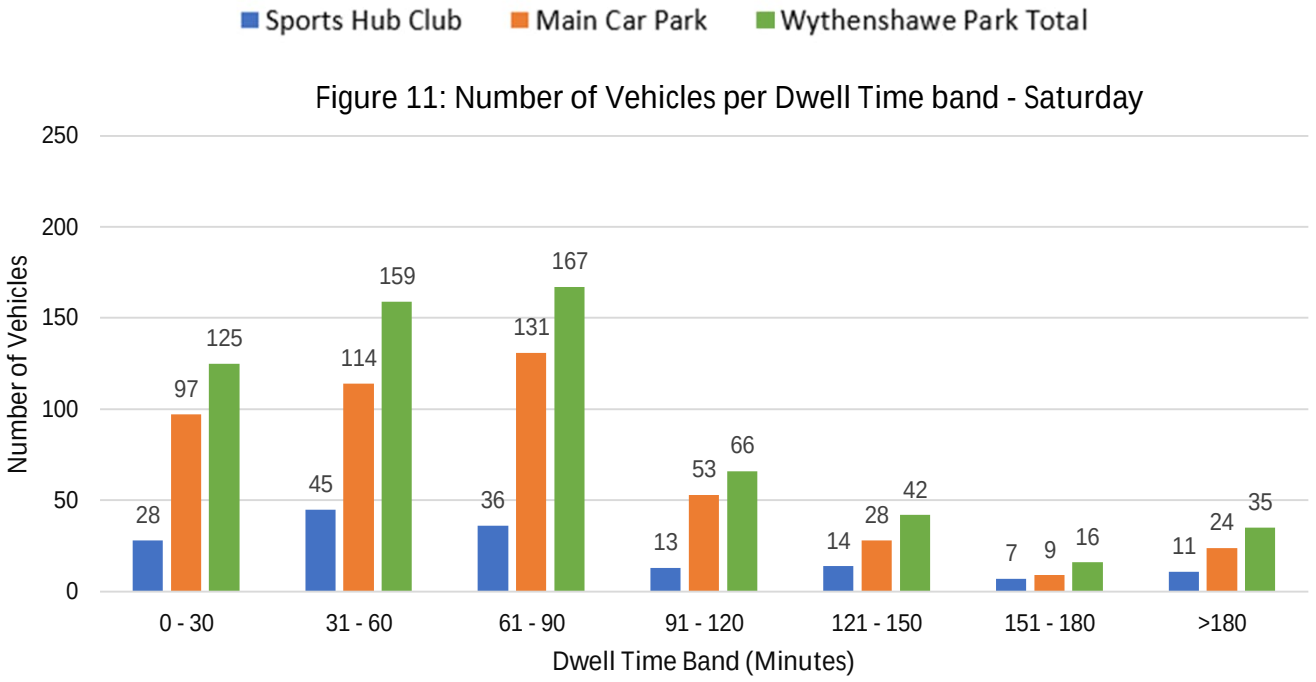


Figure 11: Number of Vehicles per Dwell Time band - Saturday

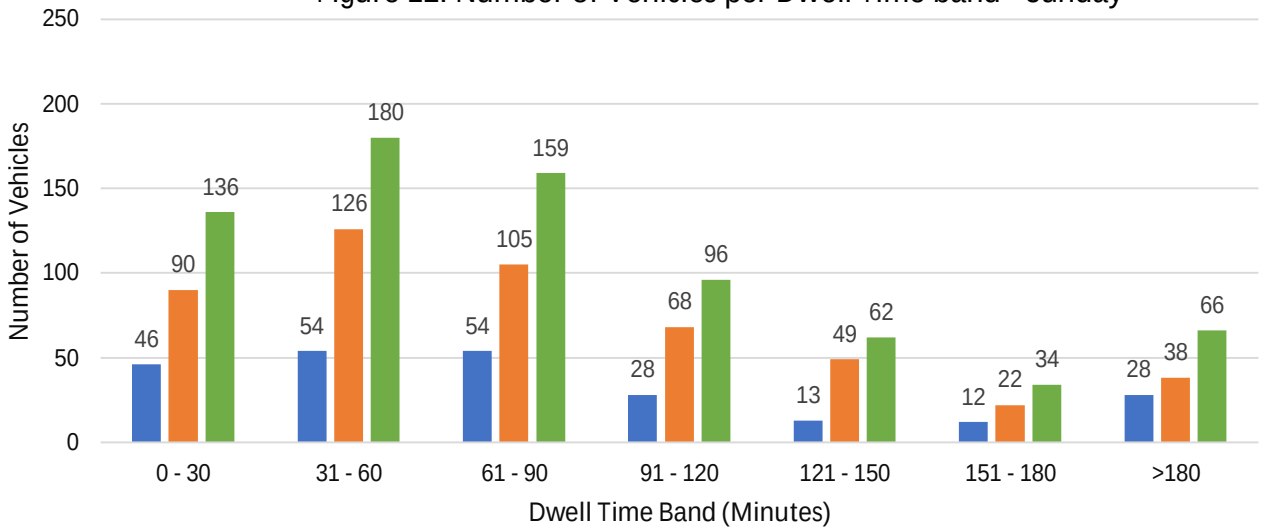


Figure 12: Number of Vehicles per Dwell Time band - Sunday

It is evident that dwell time data for a typical weekend in August is similar to that of May, with key observations from the data identified below:

- Main Car Park can be seen to be considerably busier than the Sports Hub Car Park, with the number of vehicles per dwell time category greater than that of the Sports Hub Car Park across every dwell time category for both Saturday and Sunday;
- A considerable proportion of stays are 90 minutes or less across both days of analysis, indicating that both car parks are being used for short-term purposes such as events that are approximately one hour long; and
- It is evident that the difference between number of vehicles per dwell time is significant for both car parks, with a clear trend towards vehicles staying for shorter time periods.

Baseline Review Parking Data Analysis – 2022/23 Huq Data

Using the 2022/2023 Huq data and the conversion factor from the traffic survey that took place in May and August 2023, the projected annual dwell time for Wythenshawe Park can be seen in Figure 13 below. It indicates that the typical range of dwell time in the car park in Wythenshawe Park varies from 70 to 110 minutes. The range from the projected dwell time is similar to the finding from the survey, which identified that a majority of the most of the vehicles are staying an average of 90 minutes across both car parks.

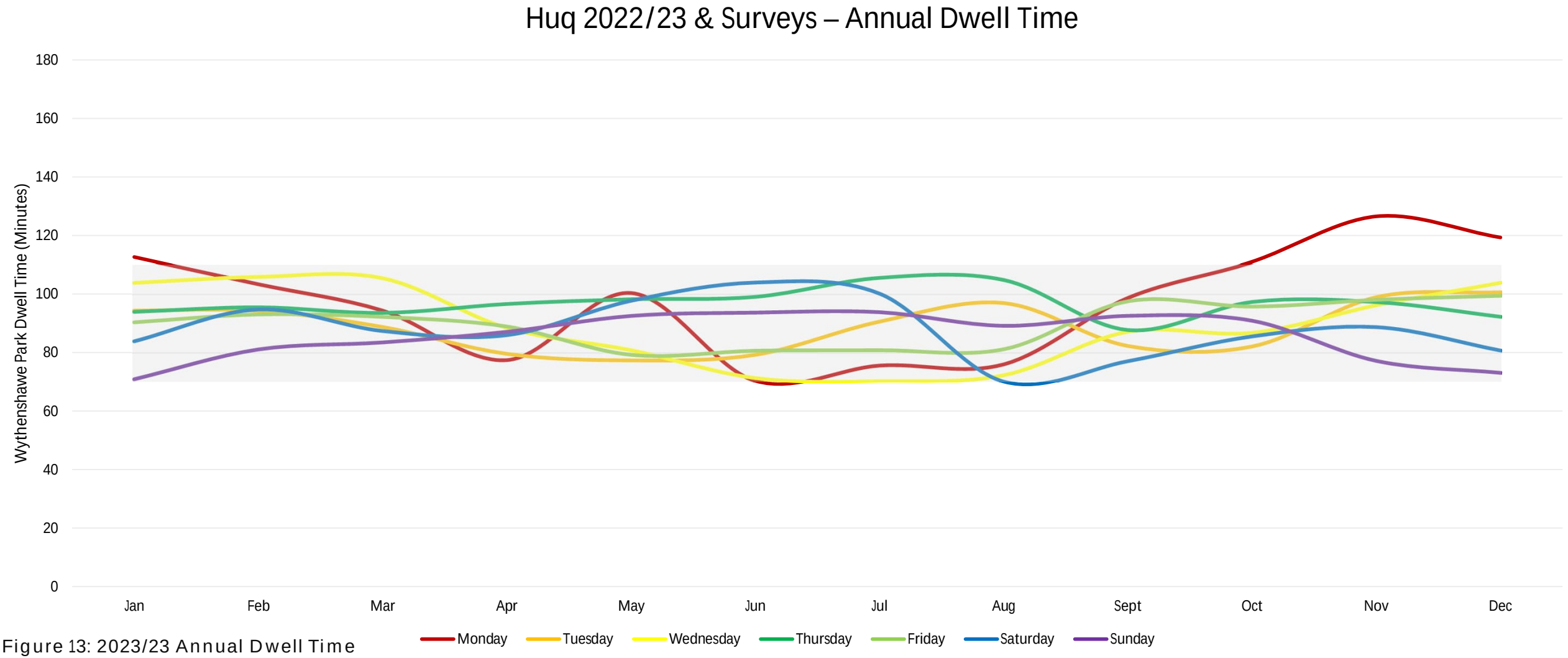


Figure 13: 2023/23 Annual Dwell Time

Baseline Review Parking Data Analysis – 2021 Huq Data

Using the 2021 Huq data and the conversion factor from the traffic survey taken place in May and August 2023, the projected annual dwell time for Wythenshawe Park can be seen in Figure 14 below. It indicates that the typical range of dwell time in the car park in Wythenshawe Park varies from 80 to 120 minutes. The range of projected dwell time using Huq data in year 2021 is slightly greater than the dwell time of the 2022/23 Huq data (70-110 minutes) and is reflective of the results of the survey, which identified that most vehicles are staying an average of 90 minutes across both car parks.

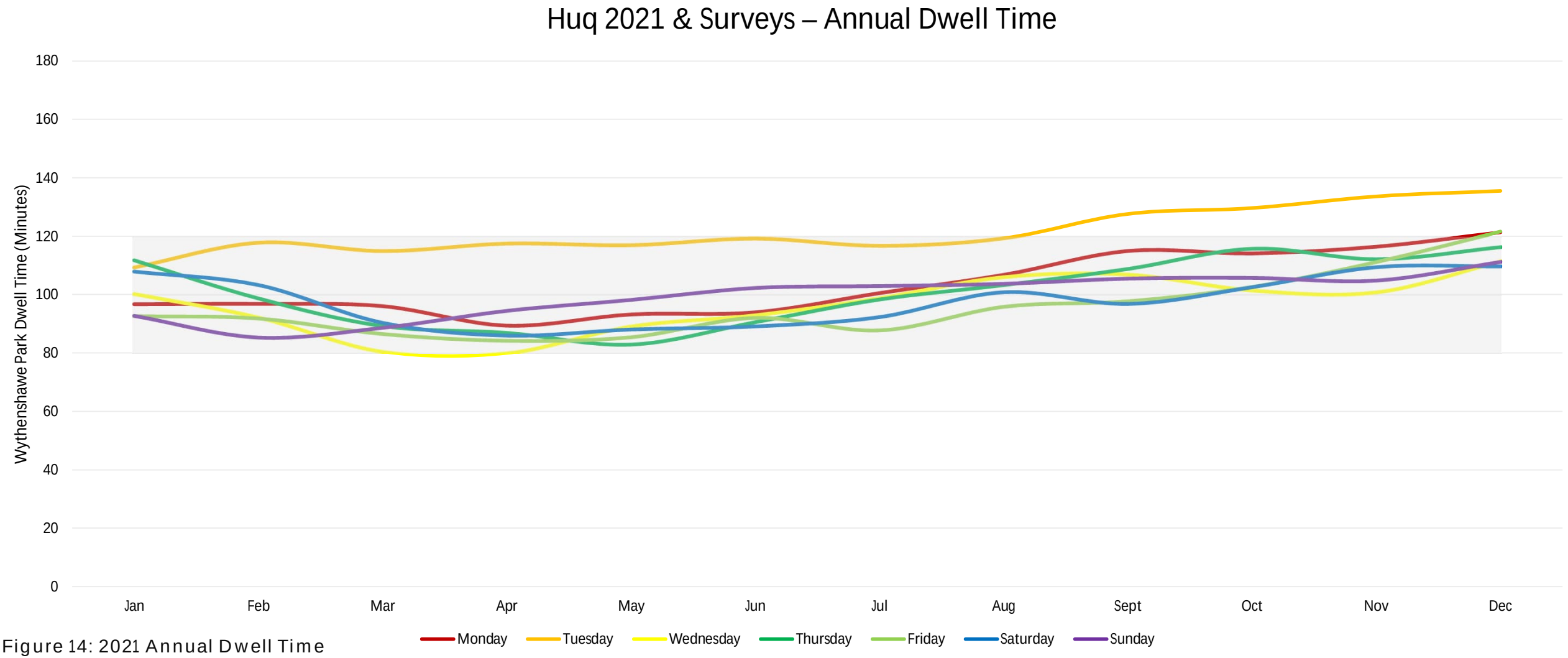


Figure 14: 2021 Annual Dwell Time

Baseline Review Parking Data Analysis – Occupancy, May 2023

To understand parking demand across the park, occupancy data was gathered for a period of 48 hours from Friday evening to Sunday evening. The results indicated the following:

- Across both car parks it is evident that the Main Car Park consistently displays a higher occupancy level than that of the Sports Hub Car Park. This is likely reflective of the central location of the Main Car Park and the various activities and events that can be accessed from it throughout the week;
- The Sports Hub Car Park is generally underutilised, with occupancy rates only exceeding 60% for approximately two hours on Sunday;
- A sharp increase in parking occupancy can be seen in both car parks throughout the mornings of Saturday and Sunday.
- The total general occupancy rate of Wythenshawe Park does not exceed 90%. It is therefore considered that, overall, the car parks of Wythenshawe Park are operating within capacity; and
- There are very limited times of the day where the car parking demand at the Main Car Park slightly exceeds 100%.

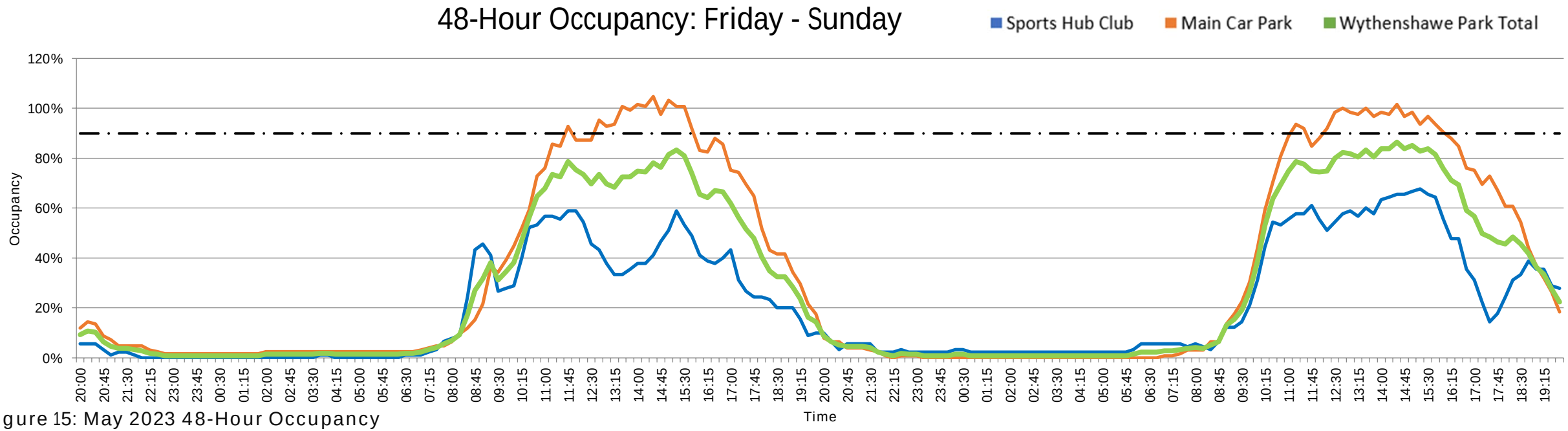


Figure 15: May 2023 48-Hour Occupancy

Baseline Review Parking Data Analysis – Occupancy, August 2023

Occupancy data was also gathered for August with key findings identified below:

- Unlike the occupancy data for May, it is evident that that the occupancy data for the Main Car Park and Sports Hub Car Park is relatively similar, with no clearly defined time periods where a particular car park has a higher level of occupancy;
- A steep increase in the occupancy levels of both car parks can be seen for both Saturday and Sunday morning.
- Theoretical capacity is only exceeded for a relatively short time period across both days and is indicative that the demand for parking in Wythenshawe Park is well within the theoretical capacity of parking across the 48-hour period.
- It is also evident that maximum capacity is only exceeded for a short period of half an hour on Saturday at the Main Car Park, and on Sunday on the Sports Hub Car Park.

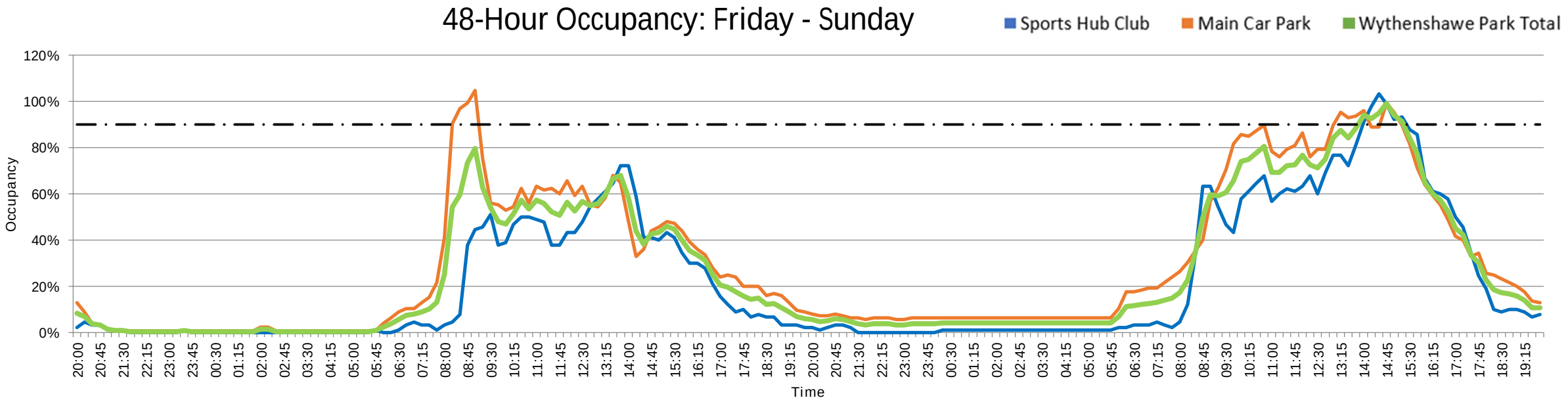


Figure 16: August 2023 48-Hour Occupancy

Baseline Review Parking Data Analysis – 2022/23 Huq Data

Using the 2022/23 Huq data and the conversion factor from the traffic survey taken place in May and August 2023, the projected annual parking demand for Wythenshawe Park can be seen in Figure 17 below. It is evident that the typical range of vehicles in the car park varies between 100 to 215, which is shown as a grey hatch below. It indicates that the parking provision in the car parks are generally sufficient, with overflow parking utilised during large events.

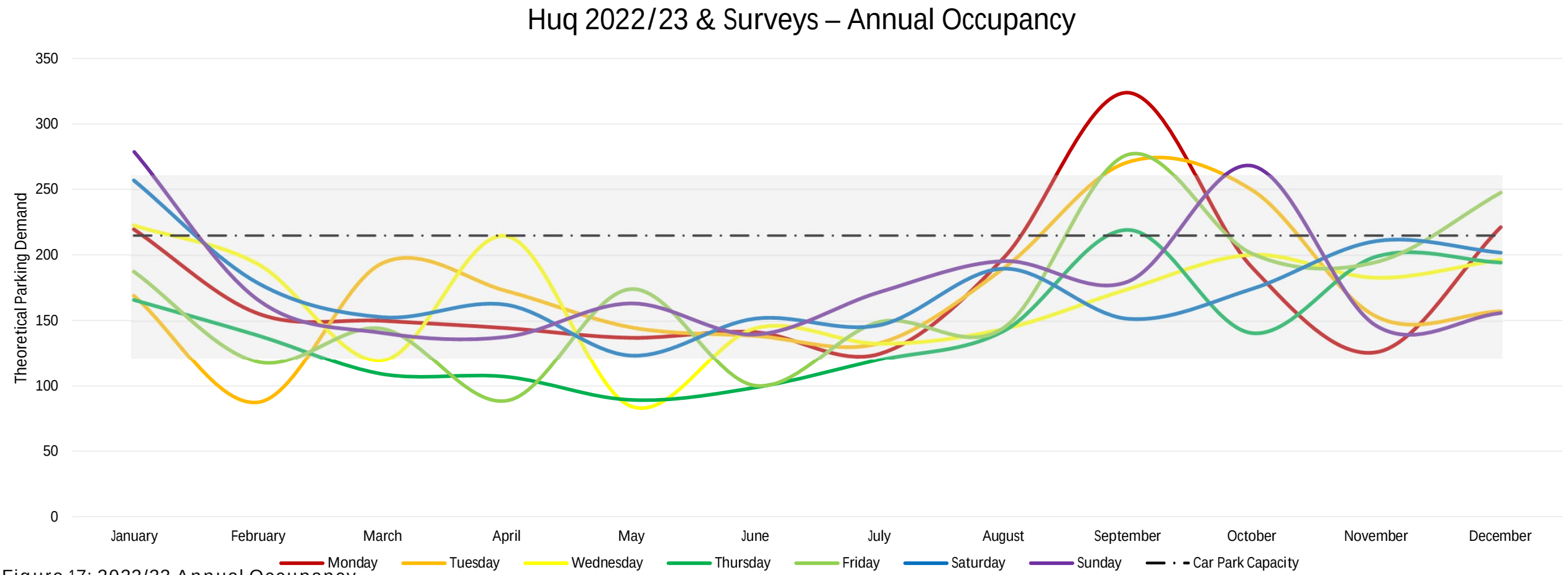


Figure 17: 2022/23 Annual Occupancy

Baseline Review Parking Data Analysis – 2021 Huq Data

Using the 2021 Huq data between January and December and the conversion factor from the traffic survey taken place in May and August 2023, the projected annual parking demand for Wythenshawe Park can be seen in Figure 18 below. It is evident that the typical range of vehicles in the car park varies from 100 to 200, shown via the grey hatch below, indicating that the parking provision in the park is generally sufficient for a significant proportion of the year. Similar to the results of the 2022/23 Huq data, it is clear that the overflow car parks have been used on days of large events. In comparison to the 2022/23 Huq data, the range of projected annual parking demand is lower and with the the existing car park provision sufficient to support the projected parking demand.

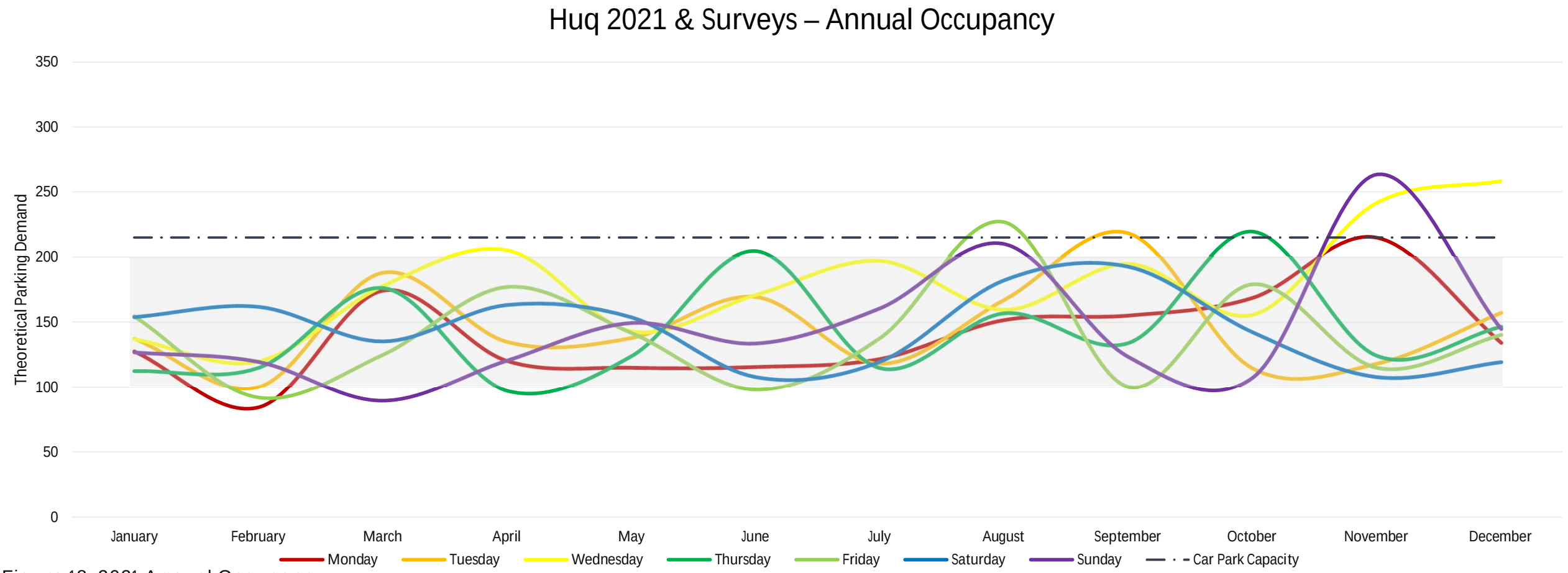


Figure 18: 2021 Annual Occupancy

Car Parking Strategy Vision and Objectives

Car Parking Strategy Vision and Objectives

To help guide the development of the future development of car parking in Wythenshawe Park, a Car Parking Vision has been adopted with an associated set of Objectives to guide the development and assessment of investment options in the study.

Car Parking Strategy	
Car Parking Vision	**Objectives**
'To improve the visitor experience of all park users by relocating the Main Visitor Car Park to the north and south of the Park, allowing a greater utilisation of space at its centre.' 'To provide parking facilities that benefit all site users whilst encouraging travel to Wythenshawe Park by sustainable modes of transport.'	Review main car park layout and access.
	Enforce parking restrictions at the Park and its vicinity.
	Introduce a car park charging regime
	Formalise dynamic parking (Overflow / Future)
	Promote Sale Water Park Park & Ride
	Implement data gathering mechanisms

Car Parking Strategy Future Car Park Vision

Figure 19: Wythenshawe Road Car Park Concept Design

Wythenshawe Park's visionary masterplan has been designed through collaborative workshops between MCC and WSP and introduces transformative changes to the layout and parking management of Wythenshawe Park. This involves relocating the Main Visitor Car Park to the north of the park, accessible from Wythenshawe Road, with a complimentary car park to the south made accessible from Altrincham Road. This will ensure that the centre of the park becomes a place-making space and a more attractive space for visitors.

As seen in Figure 19, the proposal for the redesigned car park at the park's north entrance is delineated by distinct red and blue boundaries. The red boundary represents the permanent hardstanding surface car park. While the blue boundary represents an overflow car park that will be utilised as flexible space when overflow parking is not required. The permanent hardstanding car park is a long-term solution for the relocation of the existing Main Visitor Car Park, while the overflow car park is designed with a softer and eco-friendly permeable surface. Furthermore, the southeastern corner of the car park could also act as a designated parking area for coaches, helping to amplify visitor traffic. Such a provision holds the potential to attract schools and other various groups. This will be achieved without a significant reduction in the number of private vehicle parking spaces.

Car Parking Strategy Future Car Park Vision

Figure 20: Altrincham Road Car Park Concept Design

As outlined in the visionary masterplan of Wythenshawe Park, it has been identified that a new car park to the south of the park will be key in improving the quality of parking and ensuring the short and long-term successful management of parking demand across Wythenshawe Park.

It was identified in the various workshops held between WSP and MCC that a car park to the south of the park would be beneficial for the following reasons:

- Able to reduce the size of the new car park to the north and its impact on the heritage and ecology of the park;
- Will provide a more convenient parking location for those using the football fields to the south of the park, allowing for the potential of a food and beverage van to be located in its vicinity;
- Likely to reduce the number of vehicles using Wythenshawe Road to the north of the park and reduces the burden on the existing entrance of the park;
- Will provide an opportunity to undertake junction improvements to the south of the park that will enhance pedestrian and cycling access to the south of the park, in addition to the improvements to the north; and
- Increases the appeal of visiting Wythenshawe Park with shorter journey times from locations to the south of the park.

Car Parking Strategy Future Active Travel Vision

Figure 21: Existing main vehicular entrance into Wythenshawe Park prioritises private vehicles over walking and cycling.

Figure 22: Reimagined main vehicular entrance that prioritises sustainable modes of travel by creating an active travel gateway.

In addition to outlining the future layout and management of parking demand of Wythenshawe Park, this Car Parking Strategy must also take into consideration the importance of increasing the number of local trips to the park made by active modes of travel as a way of reducing the car parking demand. This includes the development of an attractive and inclusive walking and cycling environment.

The Future Active Travel Vision of Wythenshawe Park consists of the revitalisation of the main vehicular entrance to the north (Figure 21) into an active travel gateway (Figure 22). This will be key to enabling more trips to be made to Wythenshawe Park by active modes of travel and is associated with the following benefits:

- An improved sense of arrival and creation of a key gateway point will improve the visitor experience by creating an entrance that is memorable, pleasant, part of the experience and more accessible;
- By optimizing entrances to cater to individuals with disabilities, the elderly, and families, the park becomes a welcoming space for diverse demographics;
- Strategic redesign promotes sustainable travelling options into the park; and
- A well-lit visible entrance area enhances the aesthetics and safety measures of the park contributes significantly to visitors' safety, particularly women.

Benchmarking

Option Development Benchmarking (1)

To support the development of the Car Parking Strategy Vision and Objectives, examples have been provided for the benchmarking of best practice. This has been separated into benchmarks that are linked to the six objectives, in addition to wider parking-related themes that could be implemented at Wythenshawe Park. More details on benchmarking examples can be seen in Appendix A.

Bruntwood Park, Cheadle

Review main car park layout and access.

Parco del Valentino, Turin

Enforce parking restrictions at the Park and its vicinity.

Lyme Park, Cheshire

Introduce a car park charging regime

Severn Bark, Bridgnorth

Formalise dynamic parking (Overflow / Future)

Bee Network Website

Promote Sale Water Park Park & Ride

LiDAR

Implement data gathering mechanisms

Option Development Benchmarking (2)

Makers Market, West Didsbury

Meanwhile Use of Main Visitor Car Park

Golpa – Grass and Gravel Reinforcement

Utilisation of geosynthetic materials

AI-developed Wythenshawe Park Entrance

Active travel enhancements within a sustainable travel route into the park

Cycle Hub, Dundee

Introduce a core Cycle Hub to complement existing cycling facilities

First Street, Manchester

Future of Main Visitor Car Park

Bath on the Beach, Bath

Seasonal events in reutilised space at the centre of Wythenshawe Park

Option Development Benchmarking (3)

Mersey Vale Nature Park, Stockport

Enhance heritage and ecology

Greenwich Royal Park, London

Create a ceremonial route

RHS Garden Bridgewater, Salford

Offer integrated public transport tickets for events

Homebrew Van, First Street

Improve food and beverage offer through meanwhile and future use of Main Visitor Car Park

Luna Cinema, Bolton Abbey

Improve visitor numbers outside of non-peak hours

Stockport's Giant Leap Frog Art Trail

Join artistic and cultural events in new redefined space at the centre of the park

Future Demand and Provision

Future Demand and Provision

Following from the Car Parking Strategy Vision and Objectives and Benchmarking, an examination of what the Future Demand and Provision of what the parking offer in Wythenshawe Park will look like has been undertaken. This aims to provide Wythenshawe Park with a series of detailed and realistic parking and non-parking-related options that can be implemented. Figure 23 identifies the themes that the Future Demand and Provision will address.

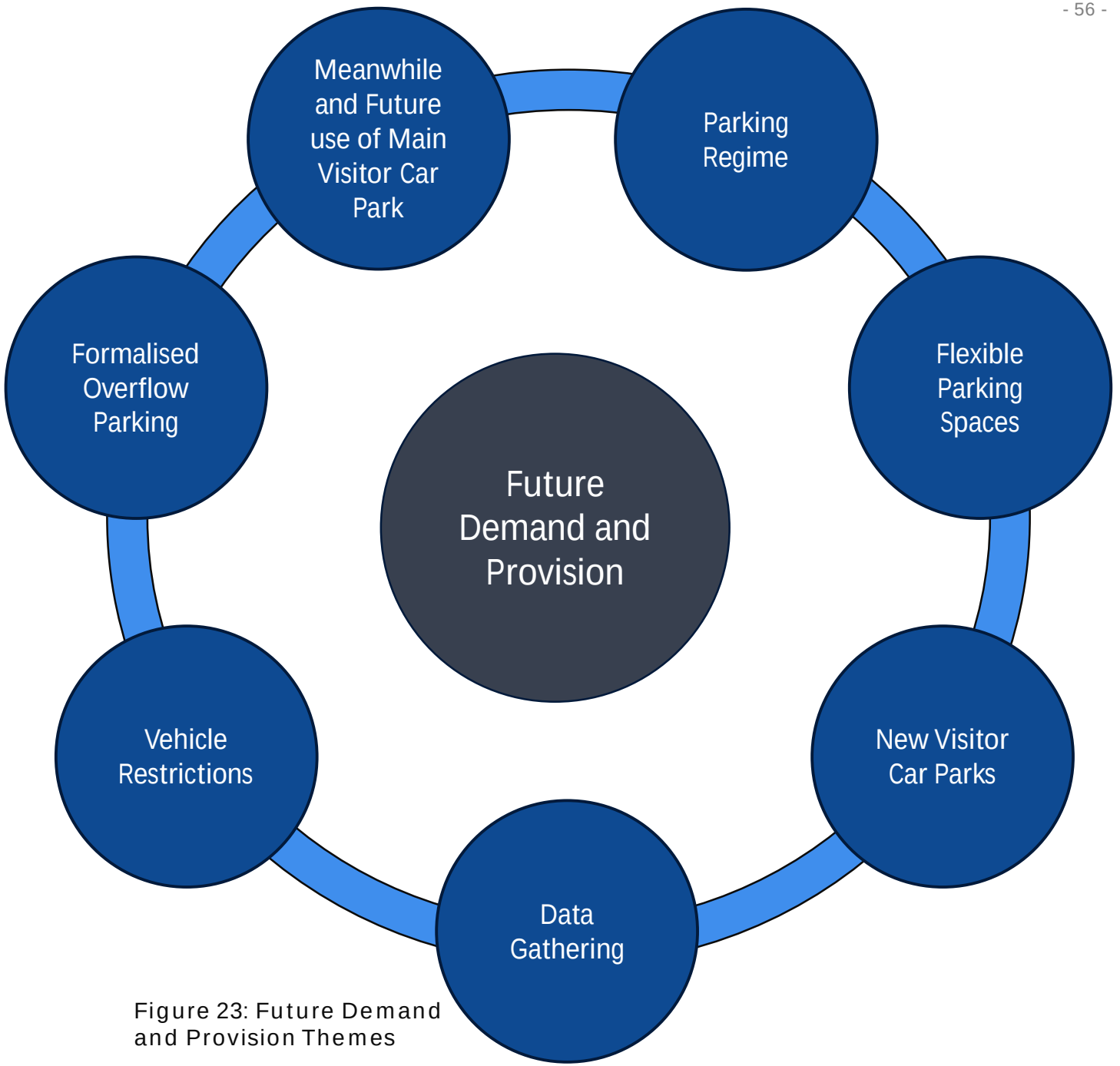


Figure 23: Future Demand and Provision Themes

Future Demand and Provision New Visitor Car Parks
Future Demand and Provision Introduce Vehicle Restrictions

Figure 24: Future Parking Vision of Wythenshawe park

New Visitor Car Park to the North and South

As identified in the Transport Strategy and other benchmarking examples such as *Heaton Park*, new visitor car parks situated to the north and south of Wythenshawe Park will significantly reduce vehicular movement throughout the park, creating a better environment for those visiting the park by sustainable modes of travel.

Introduction of Planters to Restrict Vehicle Movement

As identified in the benchmarking exercise and other benchmarking examples such as *Parco del Valentino*, planters are a cost-effective method of preventing unwanted vehicular movements across the park. They could also be used to support the development of Quiet Lanes.

Figure 25: Introduction of planters in Levenshulme, Manchester, as part of a low traffic neighbourhood trial implemented in 2021.

Introduction of hedgerows to separate vehicles from the park

As identified in the benchmarking exercise including *Hillworth Park*, hedgerows are a cost-effective method for providing parks with aesthetic enhancement. Hedges provide a natural and visually pleasing barrier between a parking lot and park, creating a safer and quieter atmosphere for both motorists and pedestrians.

Future Demand and Provision Introduce Vehicle Restrictions

Quiet Road and Dedicated Vehicular Entrance

As identified through the benchmarking exercise, the existing vehicular entrances to Wythenshawe Park could be transformed into a similar road type to that of a Quiet Lane, with dedicated road space that facilitates active travel movement into the park whilst limiting the speed of vehicles. This will provide infrastructure that supports active travel movement into the park from the remaining park entrances.

Dedicated Wythenshawe Park Maintenance Vehicles Car Park

Also identified through the benchmarking exercise, the provision of a dedicated car park for maintenance vehicles only at the appropriate location in the park can be delivered in conjunction with the Quiet Road approach and dedicated vehicular entrances. Maintenance vehicles, along servicing and emergency vehicles, would be the only vehicles to travel through the main Park road. However, maintenance vehicles could retain the dedicated car park by the Horticultural Centre. Wythenshawe Park staff however would have to park their vehicles at the dedicated car parks across the park as a way of incentivising alternative methods of travel and not providing more convenient arrangements than to general visitors.

Future Demand and Provision Formalised Overflow Parking
Future Demand and Provision Flexible Parking Spaces

Formalised Overflow Parking

As identified in the Transport Strategy and as seen in the benchmarking examples of *Lyme Park* and *Heaton Park*, a formalisation of overflow parking is beneficial for the successful management of parking demand in parks during events and busy days. In Lyme Park, a large area is dedicated to overflow parking and has operated as an overflow area for a significant period, while plans are currently in place at Heaton Park to formalise the overflow parking to the south of the Sheepfoot Lane car park that will provide 1,500 parking spaces. It is advised that a long-term solution to overflow parking will need to be developed in Wythenshawe Park to provide dynamic parking capacity whilst protecting the heritage and ecology of the centre of the park.

Introduction of flexible space

As identified in the data analysis section, it is evident that car park utilisation outside of the core park hours are relatively low and can be identified as an opportunity to attract more visitors into the park during non-peak times. By running later and more frequent events at the park, the introduction of evening parking demand could provide the following benefits:

- Greater number of visitors throughout the evening will increase revenue for the park through higher income received from implementation of parking regime;
- Increase in usage of future EV charging infrastructure as part of any new car park, which would also lead to increased revenue being created on the park; and
- Could be used as an informal events space during the day, leading to higher revenue generation.

Meanwhile Use of Main Visitor Car Park

Key Themes

- ❖ Revenue Generation
- ❖ Increased Footfall
- ❖ Events Hosting

When the construction of a new car park in Wythenshawe Park is complete, the existing Main Visitor Car Park can be utilised as a Meanwhile Space, ensuring its full utilisation up until its demolition. Two benchmarking examples have been provided that showcase efficient uses of car parks.

West Didsbury Makers Market, Manchester

The Makers Market is an artisan food, crafts and music market which hosts regular weekly markets in various locations across Greater Manchester. When held in Didsbury this takes place in a large section of the Withington Hospital Car Park from the hours of 11:00-16:00. This is a productive use of car park space that is underutilised throughout the rest of the week.

Makers Market, West Didsbury

The Strand Shopping Centre, Bootle

Sefton Council have recognised the potential for Bootle Strand Shopping Centre to become a key part of the regeneration of the town centre. This is part of a wider strategy to invest in the centre and ensure it remains a positive asset to the Bootle community.

The first stage of this involved repurposing the car park to the south of The Strand during development. Set between the Liverpool-Leeds canal and The Strand, Salt and Tar is now the Borough's new hub for large scale and community events, in addition to food and drink, with a successful and beyond expectations opening in May 2023.

Salt and Tar, Bootle Strand

Future Demand and Provision Meanwhile Use of Main Visitor Car Park
Future Demand and Provision Flexible Parking Spaces

Meanwhile Use of Main Visitor Car Park

Using the existing main visitor car park as a meanwhile space will be beneficial for the following reasons:

- ❖ Improved scope for greater revenue generation from more efficient use of space;
- ❖ Increase in footfall and visitors throughout the park; and
- ❖ Relatively low-cost method of improving utilisation at the centre of the park before any formal masterplan development coming forward, with options including markets, music events and sports facilities.

Implementation of Geosynthetic Materials

It is recommended that a *cell track* or similar surface is implemented. These are hexagon-shaped panels which seamlessly interlock and offer versatility in accommodating either soil for lush grass growth or gravel. This product can also utilise thicker materials and supplementary features such as white parking markers and geotextile rolls. An approximate price per square metre of cell track grid is £12.15[1] per square meter.

Using Geosynthetics for an overflow car park will provide a stable surfacing option to retain decorative gravel or grass for car parks and roads, whilst remaining permeable for tree roots that lie beneath.

1. Based on price of Golpa provided by Geosynthetics in November 2023

Future of Main Visitor Car Park

Key Themes

- ❖ Regeneration
- ❖ Increased Footfall
- ❖ Revenue Creation

A pivotal transformation awaits the current Main Visitor Car Park as it adapts to make the most of its available space. To illustrate efficient space utilization, two benchmarking examples have been showcased.

First Street, Manchester

Located off Deansgate to the southeast of Manchester City Centre, First Street is a good illustration of a transformed space, having undergone significant changes with what was a significant area of land dedicated to car parking and is now a thriving and dynamic commercial and arts district. This adaptable locale now plays host to a diverse range of activities, from broadcasting sporting events to organising recreational gatherings. In May 2023, the public realm space in First Street, Tony Wilson Place, hosted the opening night of Manchester Jazz Festival.

Bath on the Beach

Bath on the Beach is a reimagination of the city's riverside area, focusing its transformative charm on the idyllic banks of the River Avon. The dynamic space transitions from a beach-like paradise to a wintry wonderland featuring an ice-skating rink. A testament to adaptability, it thrives in the face of the fickle British weather, ensuring year-round enjoyment of this unique and ever-evolving riverside location. Tailoring the facilities that Wythenshawe Park offers in accordance with the switch in British weather, from summer to winter, is an innovative way of keeping visitor numbers consistent.

Cycle Hub

To increase visitor numbers and their dwell time, an example of a cycle hub has been provided. This should be developed alongside any improvements to the parking offer within Wythenshawe Park.

Dundee Cycle Hub, Dundee

Situated on the banks of the River Tay to the south of the city centre, Dundee Cycle Hub provides a bicycle hire and repair service and an onsite independent café. Cycle hire for standard bicycles is priced at £5 per half day and £10 per full day. With the option to hire e-bikes and mountain bikes. The cycle hub also provides various services and activities that are open to the public, such as maintenance classes, training and social rides to build confidence.

Station South, Levenshulme

Station South is based in the former building of Levenshulme Rail Station and is situated along the Fallowfield Loop, consisting of a cycle café, bar, workshop, urban garden and community space. In addition to a bike repair service there is also a bicycle hire scheme that allows bicycle hire from two hours up to 28 days.

Key Themes

- ❖ Cycle Hire
- ❖ Transport Hub, offering range of multi-modal travel
- ❖ Diverse Range of Services

Dundee Cycle Hub

Station South

Dundee Cycle Hub – QR Chatbot

Future Demand and Provision Introduce a Cycle Hub
Future Demand and Provision Future Use of Main Visitor Car Park

Cycle Hub

Providing a cycle hub on site at Wythenshawe Park will be beneficial for the following reasons:

- Providing rentable bicycles that can be used on the pump track and the trail around the park, individuals and families who do not have access to these bikes at home will be more incentivised to use the parks facilities;
- Providing a cycle hub could be implemented alongside an associated good quality and reasonably priced coffee or food outlet, providing an extra source of revenue for the park; and
- Increases the overall appeal of the park, particularly if the Bee Bikes scheme and current cycle network is extended further south and into Wythenshawe Park.

Dundee Cycle Hub Space

Homebrew Van, First Street

Future of Main Visitor Car Park

A commercialisation and redevelopment of the existing main visitor car park will bring the following benefits for Wythenshawe Park:

- Increase in footfall and visitors throughout the park;
- Optimal land use and place-making space that will better serve the community and generate economic value; and
- Repurpose the space to improve the facilities the park offers.

Future Demand and Provision Implement Data Gathering Mechanisms
Future Demand and Provision Parking Regime

Huq Data

HUQ data refers to location-based data collected by the company HUQ industries. They specialize in providing anonymised and aggregated data sourced from mobile applications and various other sources to offer insights into human behaviour and movement patterns. HUQ data would be beneficial within Wythenshawe Park as it would help the park understand foot traffic patterns and popular areas within the park. This would help park management optimise facilities, allocate resources, and plan events or activities more effectively.

ANPR

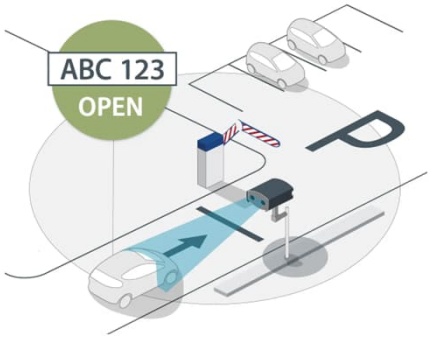
ANPR stands for Automatic Number Plate Recognition. It's a technology used for automatically reading vehicle number plates. This technology can be used for various purposes but in the context of Wythenshawe park this could be very efficient for parking management. ANPR systems are employed in parking facilities to automate entry and exit, track parking duration, and manage payments. This would result in a direct and unvaluable dataset for car parking demand and duration of stay.

LiDAR

LiDAR stands for Light Detection and Ranging. It's a remote sensing method that uses light in the form of a pulsed laser to measure ranges to the earth's surface. LiDAR systems can generate precise 3D representations of landscapes, objects, or environments. For that reason, LiDAR could be effective within Wythenshawe Park as it can be used to analyse visitor movement patterns, identify popular routes, and assess the usage of amenities. This information helps in optimizing paths, seating areas, and facilities to enhance visitor experiences.

Parking Regime based on Duration of Stay

As identified in the Wythenshawe Park Transport Strategy and the benchmarking exercise, including *Heaton Park* and *Bruntwood Park*, a parking regime and charging structure based on the duration of stay could be implemented at Wythenshawe Park. This could be implemented by technology such as ANPR which would remove the need for a full-time employee to manage the day-to-day parking demand of Wythenshawe Park. This would increase revenue for the park which could be reinvested into its facilities. This parking regime would also incentivise travel to the park by sustainable modes of travel by providing free entry to those who have not travelled to the park by private vehicle.



Car Park Management and Action Plan

Car Park Management and Action Plan Summary

Summary

The Wythenshawe Park Car Parking Strategy identifies the characteristics and constraints of parking facilities across Wythenshawe Park alongside a series of short and long-term development options that could be implemented by MCC and the Wythenshawe Park team to support and facilitate the aspiration growth plans that MCC have for the park. The development options outlined in this Car Parking Strategy ensure that the quality and sustainability of parking in Wythenshawe Park is improved, with key consideration given to the accessibility and connectivity of the park by sustainable modes of travel.

As established in the introduction, this Car Parking Strategy has been developed to:

- To understand existing parking demand of both car parks and to develop a strategy that outlines the parking requirements of future development and events, including an optioneering process that identifies potential locations for alternative car parks;
- To establish a clear Car Parking Strategy Vision and associated set of Objectives to help guide the development of the future development of car parking in Wythenshawe Park; and
- To conduct a benchmarking exercise to identify examples of best practice in terms of parking that would positively impact Wythenshawe Park if implemented.

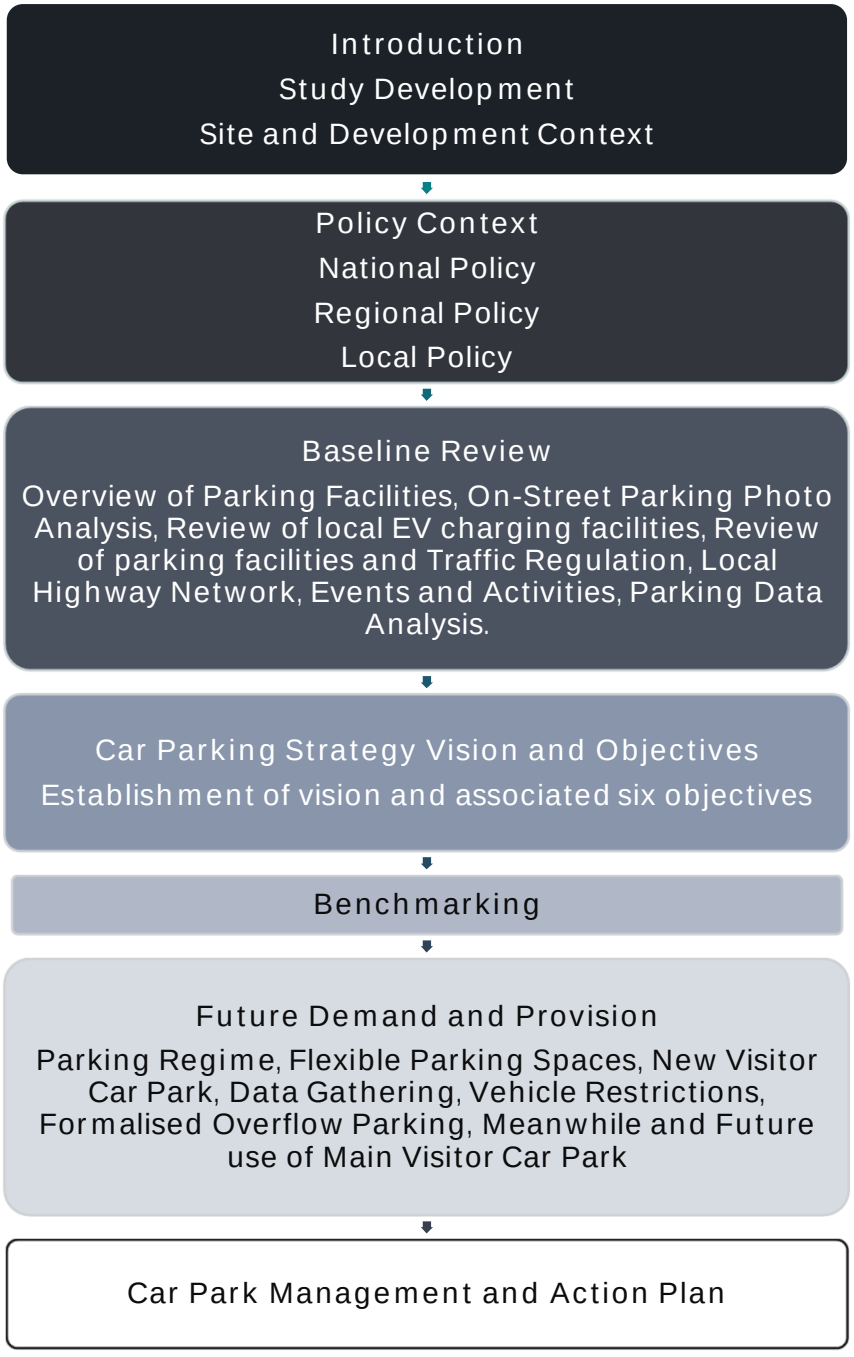


Figure 26: Summary of Car Parking Strategy Development Process

Car Park Management and Action Plan

A series of next steps have been identified that need to be implemented as part of a Car Park Management and Action Plan for Wythenshawe Park. A total of eight steps in a sequential order have been identified and agreed jointly between MCC and WSP. These are considered key steps for achieving the visionary parking masterplan.

Step 1

Introduce TROs on access roads into Wythenshawe Park to prevent on-street parking in the short-to long-term future and identify a monitoring solution to track the success and effectiveness of this intervention.

Step 2

Development of a masterplan and commercial plan to provide a Meanwhile Use of the existing Main Visitor Car Park, ensuring its full utilisation up until its demolition

Step 3

Development of car park to the north of Wythenshawe Park, displacing the existing main car park and part of the overflow.

Step 4

Full removal of existing overflow which will allow an active travel boulevard to be established at northern entrance to the park.

Step 5

Development of south car park, allowing provision of new activities and facilities whilst providing greater flexibility for day-to-day operations and events in the park

Step 6

Introducing a parking regime in the newly built car parks and the Sports Hub Car Park that requires minimal infrastructure and capital investment, allowing reinvestment back into the park

Step 7

Development of long-term masterplan and commercial strategy for the Future Use of existing Main Visitor Car Park to increase long-term footfall and revenue generation for Wythenshawe Park.

Step 8

Implementation of Wythenshawe Park Events Strategy to ensure efficient utilisation of all new permanent and overflow parking spaces for future events.

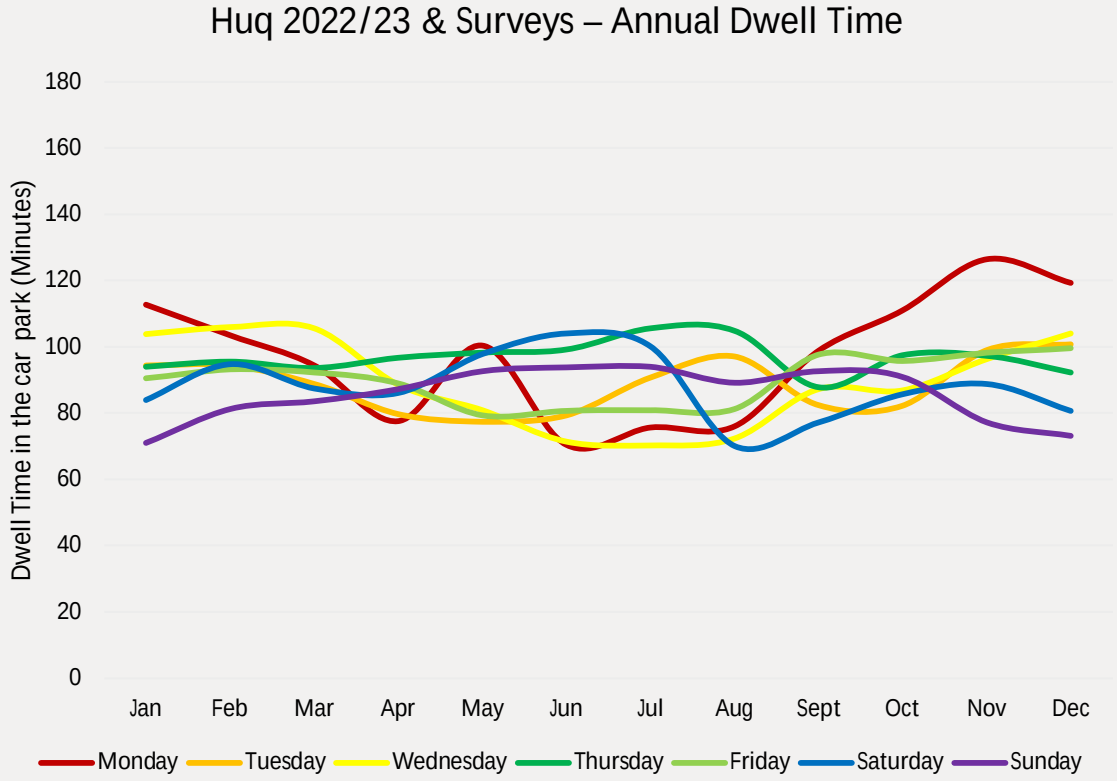
Appendix A
Huq data analysis methodology

Methodology of analysis using Huq Data – Dwell Time

- WSP received two sets of data from Huq, which are the monthly dwell time from Monday to Sunday in Wythenshawe Park from 1st January 2021 to 31st December 2022 and 1st September 2022 to 31st August 2023.
- The dwell time in Wythenshawe Park car parks on the same weekday in the manual traffic count in May and August 2023 have been matched to the person dwell time from Huq in year 2022/23. A factor has been generated by dividing each other. The average of these values, which is 0.05, will be used as a conversion factor used to project the yearly average dwell time in Wythenshawe Park car parks.

Weekday	Person Dwell Time from Huq (Minutes)	Average Dwell Time in the car park from survey (Minutes)	Factor
May - Monday	102.8	100.5	0.98
May - Sunday	129.4	92.7	0.72
August - Saturday	149.0	70.2	0.47
August - Sunday	125.5	89.3	0.71
Average			*0.72*

- The conversion factor 0.72 is used to multiply with the daily dwell time from Huq to project the yearly dwell time in the car park. The projected average dwell time on Mondays to Sundays in different months have been calculated and summarised in graphs, which are shown in Baseline Review section.

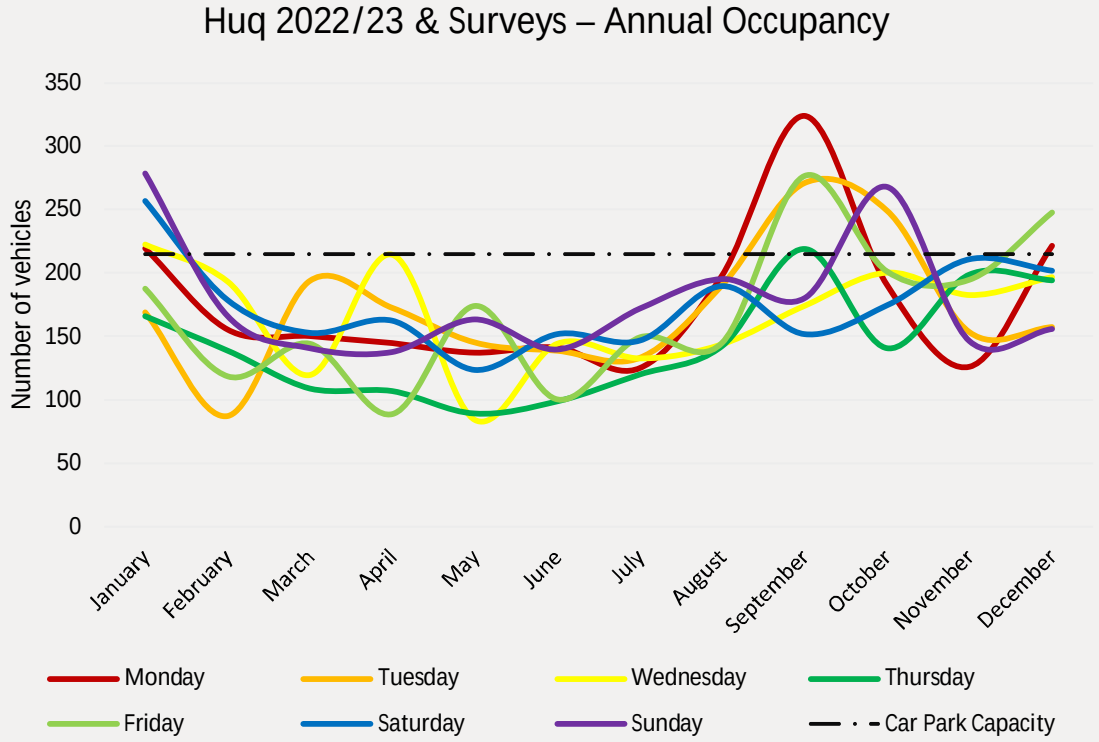


Methodology of analysis using Huq Data – Parking Occupancy

- WSP received two sets of data from Huq, which are the daily footfall from Monday to Sunday in Wythenshawe Park from 1st January 2021 to 31st December 2022 and 1st September 2022 to 31st August 2023.
- The maximum parking demand in Wythenshawe Park car parks on the same weekday in the manual traffic count in May and August 2023 have been matched to the person dwell time from Huq in year 2022/23. A factor has been generated by dividing each other. The average of these values, which is 0.05, will be used as a conversion factor used to project the yearly daily parking occupancy in Wythenshawe Park car parks.

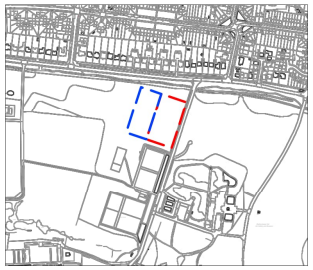
Weekday	Daily Footfall from Huq	Parking Occupancy from survey	Factor
May - Monday	3,448	186	0.05
May - Sunday	3,708	179	0.05
August - Saturday	3,383	171	0.05
August - Sunday	3,479	213	0.05
Average			*0.05*

- The conversion factor 0.05 is used to multiply with the daily footfall from Huq to project the yearly daily parking occupancy in the car park. The projected average occupancy on Mondays to Sundays in different months have been calculated and summarised in graphs, which are shown in Baseline Review section.

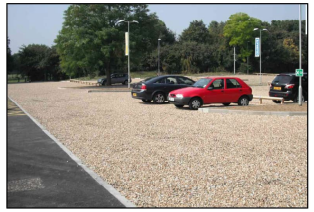


Appendix B
Car parks illustrative landscape design

Car Park Concept Design 1 Main Visitor Car Park



KEY PLAN - SCALE 1:10 000



01 ZONE 01 - Permanent Car Park -
Tarmac on circulation areas, Gravel on parking spaces.

02 ZONE 02 - Reinforced Gravel on circulation areas,
permeable paving on parking spaces

03 ZONE 03 - Reinforced grass on circulation areas,
reinforced grass on parking spaces

DO NOT SCALE

KEY

- Main Car Park 6497 m²
- Overflow Car Park 5218 m²
- Existing trees to be removed
- Existing trees to be retained
- Proposed Trees
- Tarmac surface
- Gravel Surface parking spaces
- Reinforced Gravel Surface circulation areas
- Permeable seeded paving
- Grassed area parking spaces
- Grassed area circulation
- Gravel bound footway
- Shrub planting area
- Wildflower planting area

NOTES
Tree locations are indicative.
All information on tree locations are based on Geolocation data.
Layout to be reviewed by Highways engineers.

P02	15/12/23	RF	LAYOUT REVISION	RW	RW
P01	31/10/23	RF	FIRST ISSUE	RW	RW

DRAWING STATUS: S0 - WORK IN PROGRESS

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CLIENT: MANCHESTER CITY COUNCIL

ARCHITECT:

PROJECT: Heaton Park Transport Plan
Wythenshawe Park

TITLE: WYTHENSHAWE ROAD CAR PARK
MAIN CAR PARK CONCEPT DESIGN
LANDSCAPE GENERAL ARRANGEMENT

SCALE @ A3:	CHECKED:	APPROVED:
1:1000	RW	RW

PROJECT No:	DESIGNED:	DRAWN:	DATE:
70088759	RF	RF	December 23

DRAWING No: 70088759-WSP-XX-XX-DR-LA-00001 REV: P02

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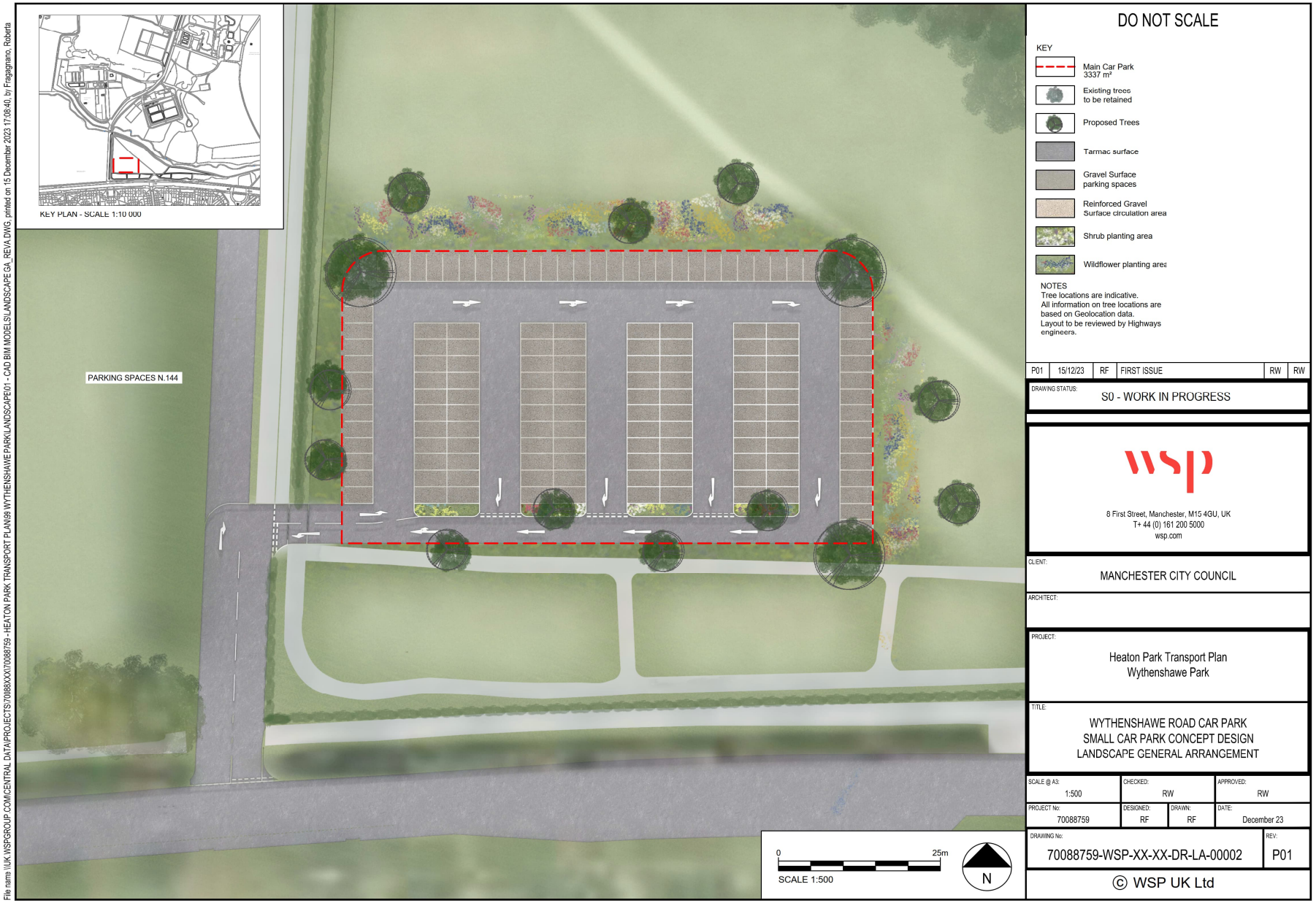
File name \\UK.WSPGROUP.COM\CENTRAL DATA\PROJECTS\70088XXX\70088759 - HEATON PARK TRANSPORT PLAN\08 WYTHENSHAWE PARK\LANDSCAPE\01 - CAD BIM MODELS\LANDSCAPE GA_REVA.DWG, printed on 15 December 2023 16:52:43, by Fraggiarano, Roberta

Car Park Concept Design 2 Altrincham Road Car Park



Appendix C
Benchmarking Case Studies

Scheme G: Review Main Car Park Layout and Access
Scheme H: Enforce Parking Restrictions at the Park and its Vicinity

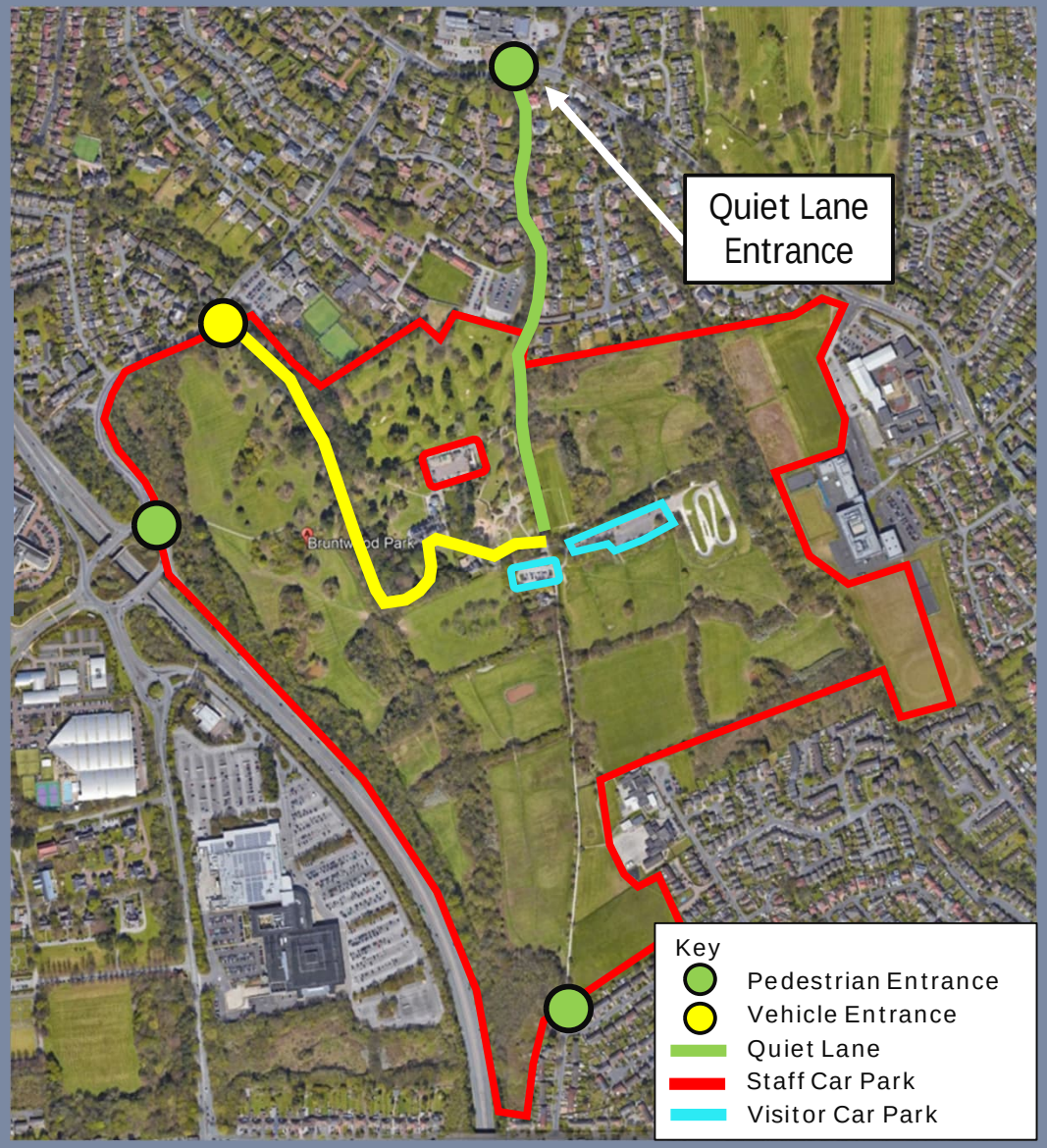
Key Themes

- ❖ Parking Regime
- ❖ Car Park Location and Type
- ❖ Quiet Roads

Situated in a similar suburban environment to Wythenshawe Park, Bruntwood Park is a residential park which serves the local areas of Cheadle, Cheadle Hulme, Bramhall and Heald Green.

Key Parking Facilities

- ❖ Separate parking for both staff and visitors;
- ❖ Visitor parking located in vicinity of key park amenities such as The Kiosk Café and BMX Track;
- ❖ Two key entrances to park, with entrance from Schools Hill dedicated to private vehicles whilst Bruntwood Lane a 'Quiet Lane' that aims to enhance active travel on country lanes.



Quiet Lane Sign

Visitor Car Park

Scheme G: Review Main Car Park Layout and Access
Scheme H: Enforce Parking Restrictions at the Park and its Vicinity

Key Themes

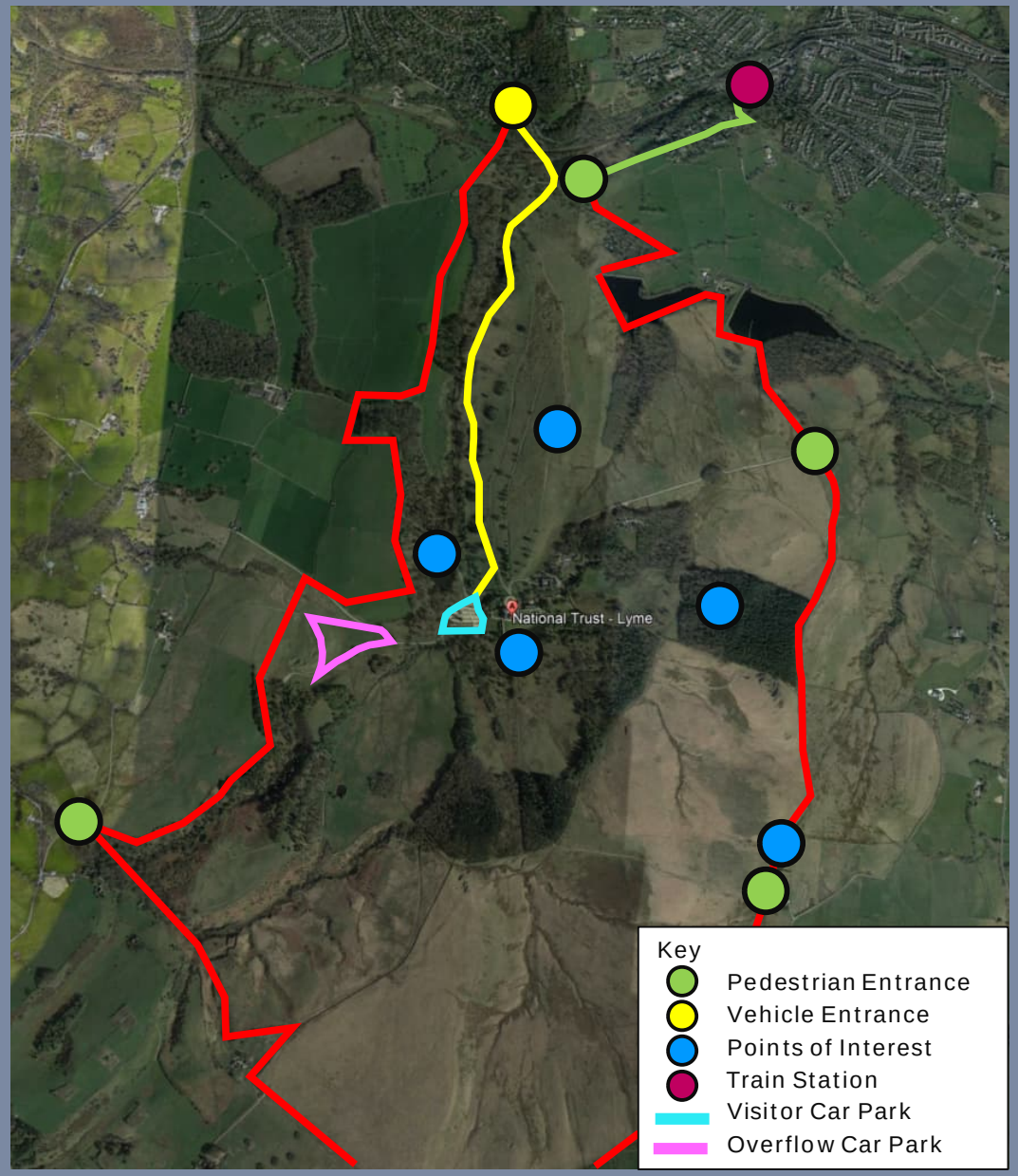
- ❖ Parking Regime
- ❖ Car Park Location and Type
- ❖ Quiet Roads

Situated to the south of the city centre of Turin, Parco del Valentino is situated on the banks of the River Po in northern Italy and is one of the city's most important green spaces. Amenities include a botanical garden, medieval village, and publicly accessible sports facilities and greenspaces.

Key Parking Facilities:

- ❖ Visitor parking located at the north of the park and situated away from the main amenities of the park. Wide footways that accommodate walking and cycling provide access from the car park to the rest of the park;
- ❖ Planters placed beyond the car park to prevent vehicle movement throughout the rest of the park;
- ❖ Priority given to pedestrians and cyclists at main entrance to park, improving safety and reducing vehicle speeds; and
- ❖ Parking regime of €1.50 per hour between 08:00 and 19:30, with private vehicle users allowed to purchase as many hours required. Outside of these hours, the car park is free to use.

Scheme J: Formalise Dynamic Parking (Overflow/Future)
Scheme I: Introduce a car park charging regime



Situated to the south of Stockport in Cheshire, Lyme Park is an estate managed by the National Trust which consists of a mansion house surrounded by formal gardens whilst also providing access to the peak district.

Key Themes

- ❖ Overflow Parking
- ❖ Parking Regime and Cost Structure
- ❖ Amenity Admittance Cost

Key Parking Facilities

- ❖ Main car park that is accessed from the A6, providing access to various amenities within the park;
- ❖ A parking regime based on the number of admissions that visitors would have access to;
- ❖ A parking regime that is based on visitor classification rather than the amount of time that individuals are permitted to stay in the park, with prices starting at £6 per adult and £3 per child; and
- ❖ An overflow car park that permits a further 670 parking spaces during peak periods.

Overflow Parking

Vehicular Entrance

Scheme J: Formalise Dynamic Parking (Overflow/Future)
Scheme I: Introduce a car park charging regime

Situated to the east of Bridgnorth in Shropshire, Severn Park sits to the west of the River Severn and is a residential park that contains 26 acres of recreational land with various events taking place throughout the year.

Key Themes

- ❖ Parking Regime
- ❖ Flexible Spaces
- ❖ Evening/Overnight Stay Parking

Key Parking Facilities

- ❖ Total car parking capacity of approximately 400 parking spaces;
- ❖ Car park charging regime; and
- ❖ Parking spaces spread over a combination of surfaced and unsurfaced car parks. This allows for flexible camping and overnight spaces which improves utilisation of the park during the evening and late-night events.

Scheme J: Formalise Dynamic Parking (Overflow/Future)
Scheme I: Introduce a car park charging regime

Key Themes

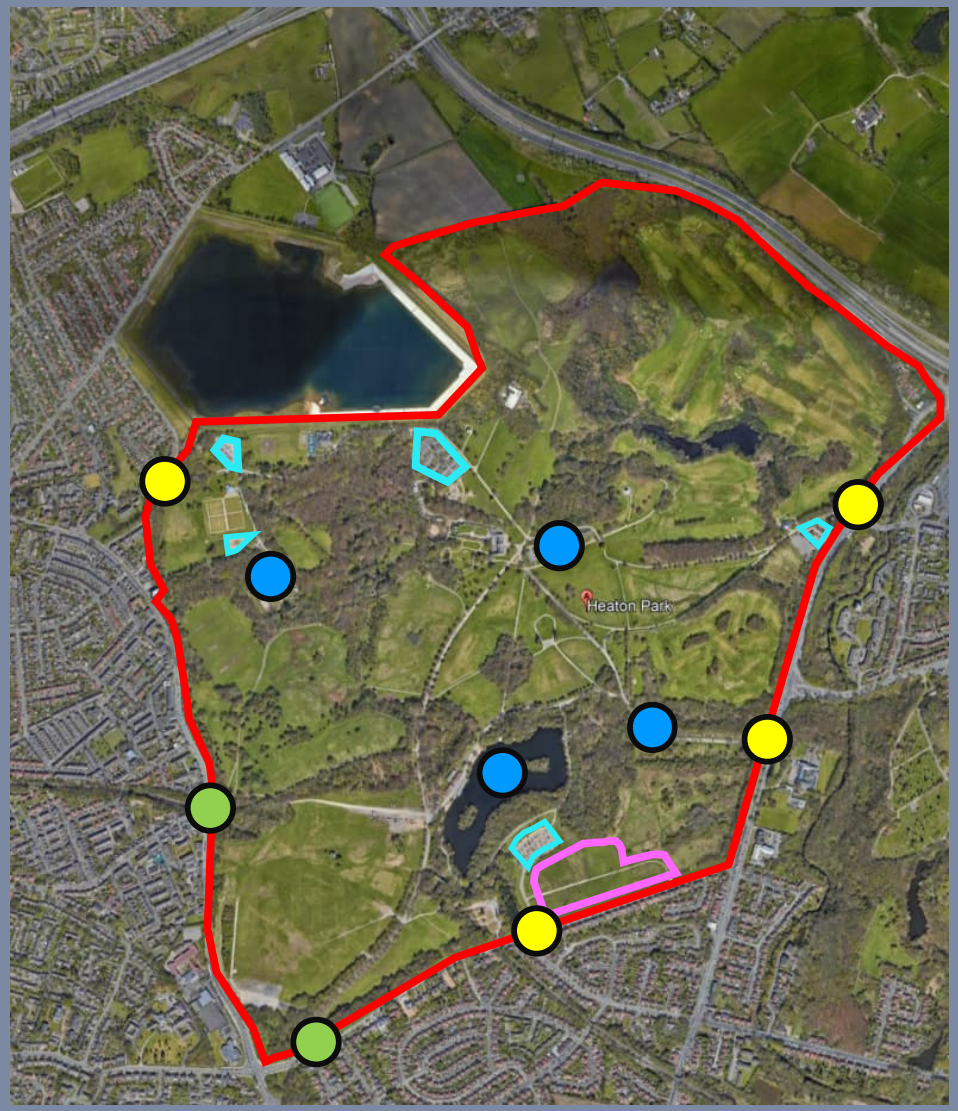
- ❖ Car Park Location and Type
- ❖ Overflow Parking
- ❖ Parking Regime

Situated to the north of Manchester in Middlewood, Heaton Park is a key destination park for the northwest and is regarded as Manchester's leading park with key assets and attractions including Heaton Hall and Orangery, the Boating Lake, Garden Centre and Tram Museum.

Key Parking Facilities:

- ❖ In total there are five car parks that visitors use to the west, east and south of the park. These are accessible from key roads including the A576, A665 Bury Old Road and Sheepfoot Lane;
- ❖ A total of 726 parking spaces means that the park is well-suited to hosting large events. This is in addition to the overflow car park to the south of the park, which if fully utilised could accommodate up to 1,500 vehicles. This is currently only used between June and October for events ; and
- ❖ Parking regime which consists of:
    - Up to one hour: £1
    - One to three hours: £2
    - Over three hours: £3

As of the 24th October there will be an increase of 50p for each time category. This is in line with the option development for Heaton Park as set out in the Heaton Park Transport Plan.

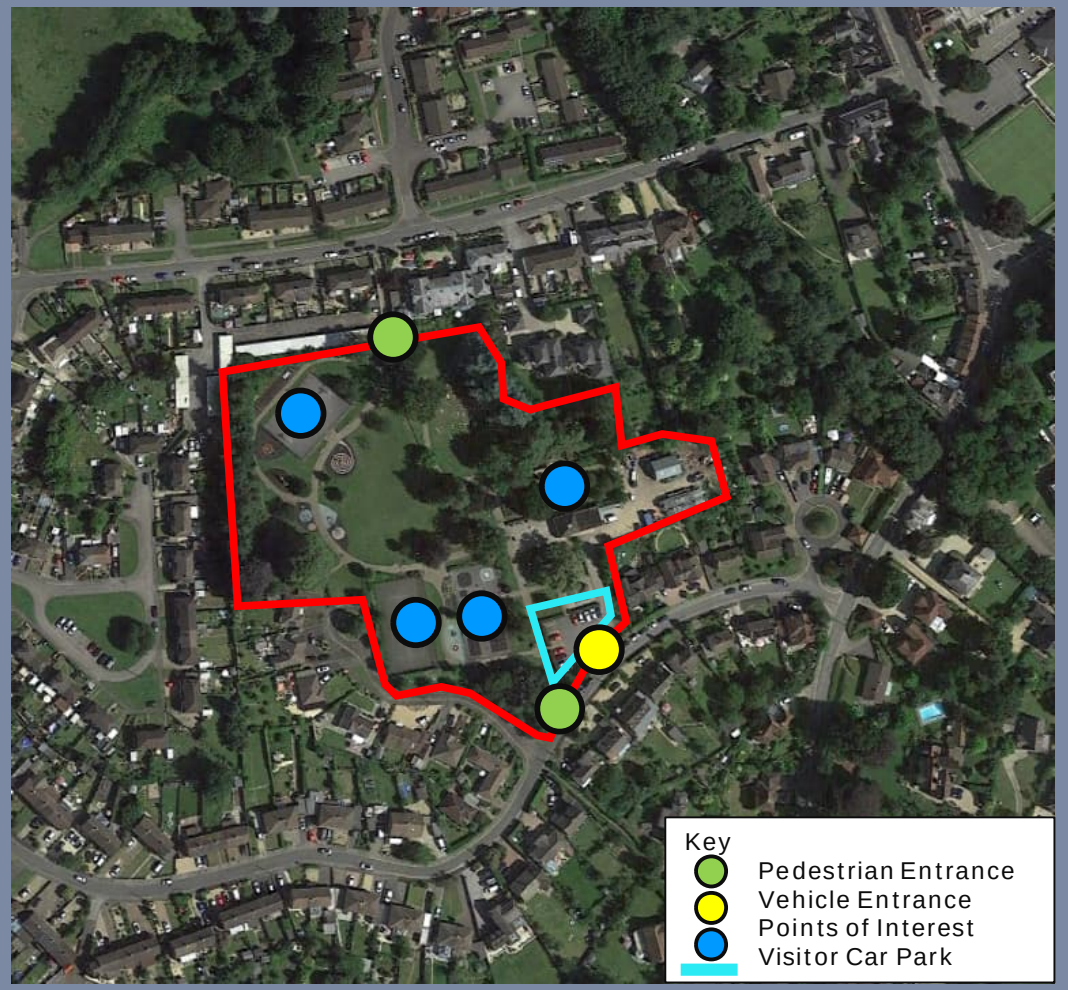


Scheme J: Formalise Dynamic Parking (Overflow/Future)

Key Themes

- ❖ Car Park Location and Type
- ❖ Quiet Roads
- ❖ Hedge row separation

Hillworth Park is situated in the town of Devizes, Wiltshire. It is part of a local housing estate and provides a green space for friends and family. Its facilities include a tennis court, a multi-purpose football cage, play equipment, and a bird sanctuary.



Key Parking Facilities:

- ❖ Parking facilities located south of the Park, off Queens Rd and situated away from the main amenities of the park. A total of 11 car parking spaces (2 disabled) means the parking facilities are often capable of hosting the volume of visitors to the park, particularly as it is within a walking distance for many that visit
- ❖ Parking has a gate which closes overnight for security purposes.
- ❖ A hedgerow has been planted to surround the car park. Having a hedgerow around a car park can provide several benefits, both aesthetic and practical.
- ❖ The Car Park is free for visitors of the park and for the staff of the park's café.

Scheme K: Promote Sale Water Park Park & Ride

To increase the proportion of visitors travelling to Wythenshawe Park by public transport for Noel Gallagher's High Flying Birds in August 2023, information was provided on how to get to Wythenshawe Park by public transport via the Bee Network website. Detailed information was also provided on accessing the park by using the Sale Water Park Park & Ride.

To increase multimodal trips to and from Wythenshawe Park, this information should be provided on the main MCC website for Wythenshawe Park, in addition to any websites associated with Wythenshawe Park such as Friends of Wythenshawe Park/Hall and organisations that hold regular events and activities in the park.

Ariel view of Sale Park & Ride site

Tram Stop	Time on Foot to Nearest Park Access
Wythenshawe Park	5-10 Minutes
Moor Road	Less than 5 Minutes

Park and Ride

If you have to drive, did you know that there are Park and Ride sites in Greater Manchester, where you can park your car for free and hop on the tram to your destination?

The nearest Park and Ride sites to Wythenshawe Park are:

- Sale Water Park (285 spaces, 16 disabled spaces)
- East Didsbury (278 spaces, 18 disabled spaces)

If you park at Sale Water Park, you can take the tram directly to Moor Road in less than 10 minutes.

If you park at East Didsbury, take the tram to St Werburgh's Road and then change to the Airport line for Moor Road.

Before travelling on the tram you will need to purchase a ticket either by buying one at the ticket machines or by using contactless – just touch-in at the start and then out at the end of you journey using the on-stop machines.

Event Shuttle Bus

There will be a shuttle bus operating two routes on the night. The shuttle bus service take fans either between Sale and the venue, or Manchester city centre and Wythenshawe Park before the event, then the shuttle will set off from the park and return to the city centre via Sale after the concert. Further route information is below.