Scheme description: Integrated Traffic Management
The proposed provision of an intelligent transport system including Variable Message Signage (VMS) and Parking Guidance Information (PGI).

Indicator	(a) Appraisal output criteria	(b) Potential impact (yes / no, positive/negative if known)	(c) Qualitative Comments	(d) Proceed to Step 2
User benefits	(a) Appraisal output criteria The TUBA user benefit analysis software or an equivalent process has been used in the appraisal; and/or the value of user benefits Transport Economic Efficiency (TEE) table is non-zero.	Positive impact	If the project is implemented user benefits will be high for both visitors and locals with reduced delays from traffic congestion. This will have a beneficial impact upon surrounding deprived neighbourhoods with less idling traffic. A GVA uplift is estimated from a 0.2% increase in visitor numbers and 0.5% increase in visitor spend. GVA £0.9m p.a.	Not deemed necessary
Noise	Any change in alignment of transport corridor or any links with significant changes (>25% or <-20%) in vehicle flow, speed or %HDV content. Also note comment in TAG Unit A3.	Slightly positive impact	supporting an estimated 34 jobs. The project if implemented would provide a slight improvement in traffic noise in certain locations for example areas near car parks due to less idling traffic and a reduction in journey times. However, if the project did not proceed traffic volumes and hence noise will remain the same near densely populated diverted routes.	Not deemed necessary
Air quality	Any change in alignment of transport corridor or any links with significant changes in vehicle flow, speed or %HDV content: • Change in 24 hour AADT of 1000 vehicles or more • Change in 24 hour AADT of HDV of 200 HDV vehicles or more • Change in daily average speed of 10kph or more • Change in peak hour speed of 20kph or more • Change in road alignment of 5m or more.	Slightly positive impact	Small impact due to reduction in car kms and increase in efficiency of network, and localised reductions near car parks.	Not deemed necessary
Accidents	Any change in alignment of transport corridor (or road layout) that may have positive or negative safety impacts, or any links with significant changes in vehicle flow, speed, %HGV content or any significant change (>10%) in the number of pedestrians, cyclists or motorcyclists using road network.	Impact would be slightly positive	Very small reduction in accidents due to reduction in parking search traffic circulation. The use of UTMC will have an impact on when an incident is detected through general network monitoring processes either automatically or on the ground, VMS will be used to alert drivers of incidents and rerouting options. Blackpool Council would use UTMC to alter signal settings in real time to support the diversionary routes being promoted by the VMS. This process will help to ensure the most efficient response to the incident or accident and help to mitigate the impacts in terms of congestion and delay to vehicles on the network. Benefits would come from a reduction in journey time increase across the network due to accidents and incidents.	Not deemed necessary
Security	Any change in public transport waiting/interchange facilities including pedestrian access expected to affect user perceptions of personal security.	Impact would be neutral. The project as proposed will provide a status quo in terms of security.	The project is not by its very nature a security improvement scheme.	Not deemed necessary
Severance	Introduction or removal of barriers to pedestrian movement, either through changes to road crossing provision, or through introduction of new public transport or road corridors. Any areas with significant changes (>10%) in vehicle flow, speed, %HGV content.	Impact would be neutral. The project as proposed will provide a status quo in terms of severance.	The project if implemented would provide a status quo situation only.	Not deemed necessary
Accessibility	Changes in routings or timings of current public transport services, any changes to public transport provision, including routing, frequencies, waiting facilities (bus stops / rail stations) and rolling stock, or any indirect impacts on accessibility to services (e.g. demolition & re-location of a school).	Positive Impact	The project if implemented as proposed would provide a positive situation on public transport movements in particular buses with reductions in traffic congestion around key town centre bus routes. This will have a major impact upon communities on low incomes, with low level car ownership whom rely on public transport availability.	Not deemed necessary
Affordability	In cases where the following charges would occur; Parking charges (including where changes in the allocation of free or reduced fee spaces may occur); Car fuel and non-fuel operating costs (where, for example, rerouting or changes in journey speeds and congestion occur resulting in changes in costs); Road user charges (including discounts and exemptions for different groups of travellers); Public transport fare changes (where, for example premium fares are set on new or existing modes or where multi-modal discounted travel tickets become available due to new ticketing technologies); or Public transport concession availability (where, for example concession arrangements vary as a result of a move in service provision from bus to light rail or heavy rail, where such concession entitlement is not maintained by the local authority).	Slightly positive impact	Car fuel usage would reduce slightly due to reduced congestion and idling which would also have a positive impact on the operation of public transport.	Not deemed necessary