



Dear Jeremy Walker,

Blackpool Pleasure Beach gives its wholehearted support to this proposal, to better guide visitors to all resort car parks using a car parking guidance information system. This and the proposed VMS will enhance the visitor experience for all our customers.

We consider the scheme to be an innovation that will help create growth in the local economy, by making the resort's attractions more accessible and better connected.

We look forward to working with Blackpool Council as the scheme is further developed and implemented

Yours Sincerely,

Mike Brown

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