

Appendix 2 - SWOT ANALYSIS

Wepre Park – Car Parking Charges

<p><u>STRENGTHS</u></p> <ul style="list-style-type: none">• Protects the park from recurring pressures in times of financial constraints in local government budgets.• .• Encouragement of sustainable travel to the park, which will help contribute to the assessment of local well-being for Flintshire in the following ways:<ul style="list-style-type: none">- Carbon footprint reduction- Air quality improvement• Health and wellbeing benefits through cycling and walking to the park	<p><u>WEAKNESSES</u></p> <ul style="list-style-type: none">• Potential impact of displacement of vehicles to On-Street parking on Wepre Drive and surrounding streets, which currently have no restrictions in place leading to complaints from local residents.
<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Improved traffic management and control in the park• Opportunity to reduce on street parking safety issues through the introduction of a traffic regulation order, restricting parking in Wepre Drive and other residential areas in the vicinity of the park.• Traffic enforcement will provide a safe, organised and well-structured area for visitors to park.• Safeguarding the car park for visitors as charges will discourage users who may be using the park inappropriately resulting in increased space availability.• The use of solar power machines (chip, contactless and phone pay) to enhance and protect the environmentally friendly ethos within the park.• Opportunities to offer a parking season tickets for regular visitors for convenience when visiting the park.• Opportunity to have double ticketing machine for advertising and promotional campaigns. E.g. promoting other tourism locations or free coffee at the visitor centre. Advertising can also be placed on the reverse of the ticket – better option to reduce the number of tickets bought/issued	<p><u>THREATS</u></p> <ul style="list-style-type: none">• Initial reaction of the public and visitors to the park.• Capital layout costs to the Authority for implementing the parking charges.• The impact on the existing enforcement team needs to be assessed. The current team are at capacity and usually work between 8am – 6pm, Monday – Friday with skeleton staff Sat-Sun. Additional enforcement provision will be needed to provide effective control, this is built in as part of the cost model.• Risk of not achieving the projected income targets introduced to the service.• Not implementing may lead to budget and resource pressures in the park.