

Parking interview surveys carried out in 2008, see Figure 1, showed that the Snow Hill short stay car park is largely used for shopping, personal business and social/recreation trips both directly from home or from other activities including work (classified as home based other and non-home based). The Snow Hill car park was also used for a small number of work trips of which the short duration trips could have been on business. The Snow Hill car park generally reaches the 68 space capacity by the early afternoon on a weekday, Figure 2.

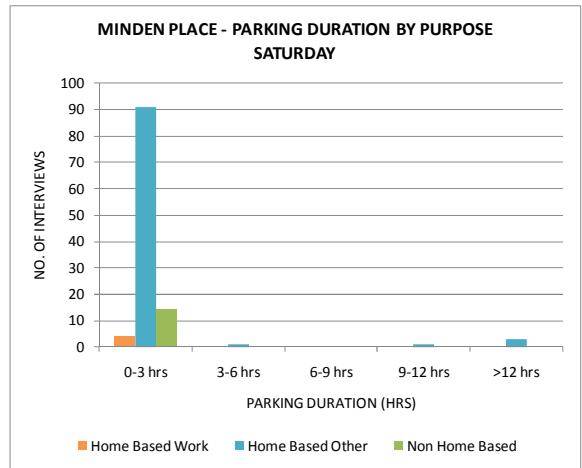
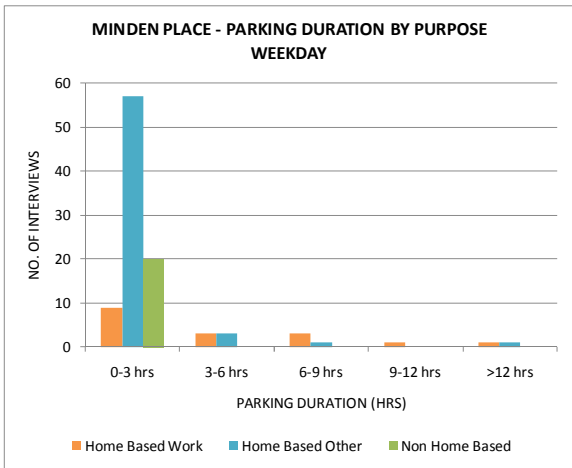
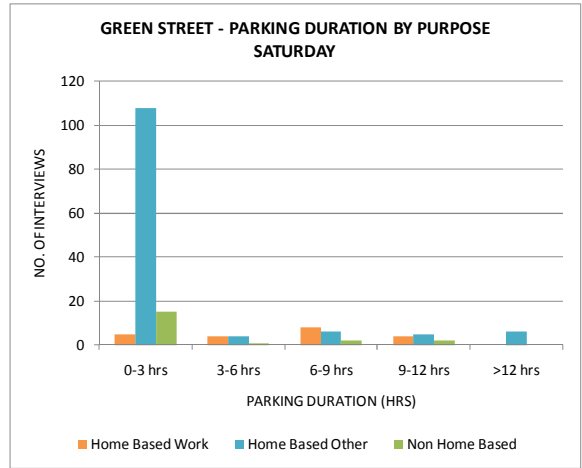
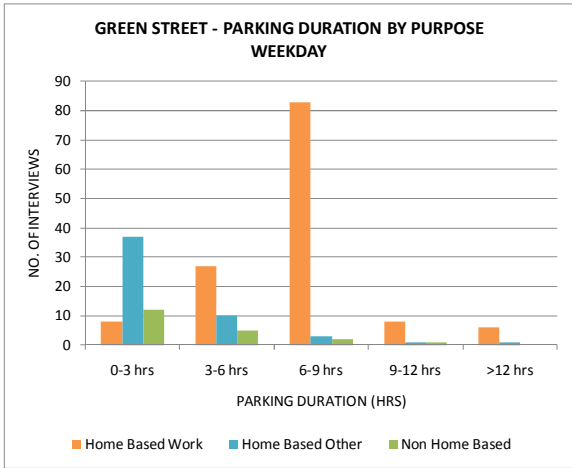
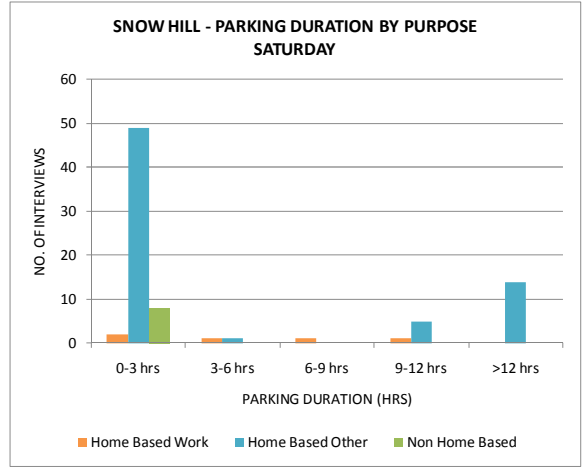
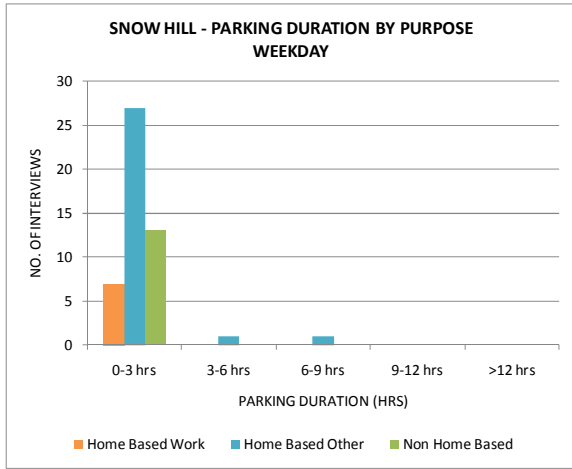
The data for the Green Street multi storey car park shows a large proportion of long stay commuting parking on a weekday and there is a significant number of short stay non-commuting trips on a weekday. On Saturdays the Green Street car park is mostly used for short stay non-commuting trips. The Green Street car park generally reaches the 600 space capacity early in the morning on a weekday, Figure 2.

The Minden Place short stay car park shows the same characteristics as Snow Hill although with the 240 space capacity there is generally available parking throughout the day.

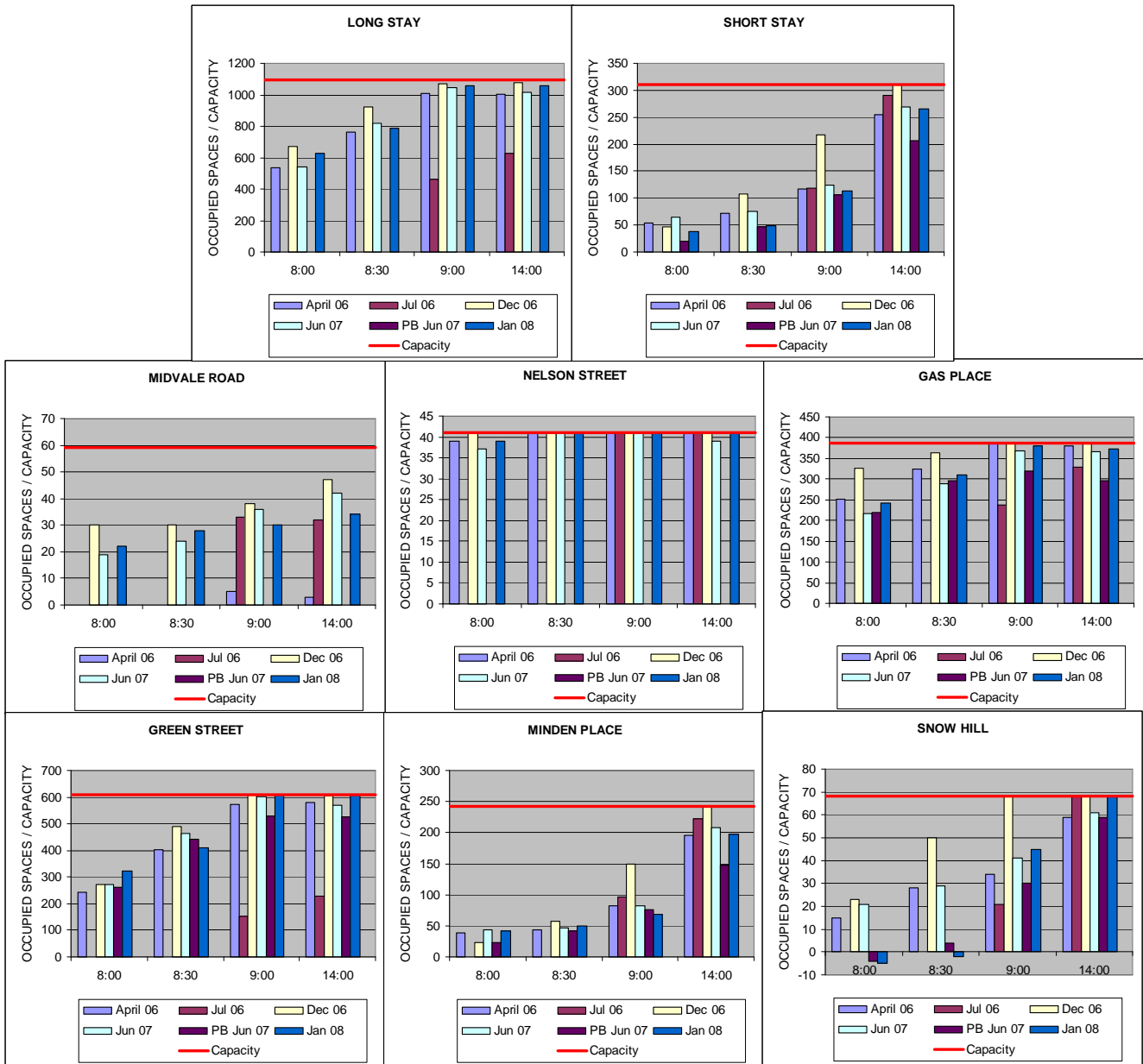
The 2008 parking interview survey also obtained information on the alternative car parks used if the first choice car park was full, Figure 3. For Snow Hill the most used alternative car parks are the Sand Street and Minden Place short stay car parks although Green Street was also popular as it is the closest alternative and has a large capacity a therefore a good chance of finding a space. Pier Road was identified as the most used alternative long stay car park for Green Street on weekdays. Sand Street and Snow Hill are the most used alternative short stay car parks for Green Street with Snow Hill being most popular on Saturdays.

The car park surveys show there is sufficient demand for additional parking at Snow Hill. It is the closest short stay car park to the town centre shops and offices and it regularly reaches capacity. There is a significant amount of short stay parking at the nearby Green Street car park which also regularly reaches capacity with Snow Hill being used as an alternative. The capacity of Green Street is planned to be reduced by around 90 spaces due to the Police Station redevelopment and this will restrict the amount of available short stay parking as commuters arrive earlier. There will therefore be demand for at least 90 additional spaces at Snow Hill.

**Figure 1: Parking Duration by Trip Purpose**



**Figure 2: Demand at Public Car Parks**



**Figure 3: Alternative Parking**

