WYG Transport Planning

Northumberland County Council

Alnwick, Hexham and Morpeth Town Centre Parking Study

Study Report

A081175-92

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Executive Park
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Appendices

1 Introduction

1.1.1 WYG has been appointed by Northumberland County Council (NCC) to complete a study into the existing car park capacity and usage in the three town centres of Alnwick, Hexham and Morpeth and to produce a strategy for meeting future parking needs. Parking is a significant issue in the towns that is considered by some people to be a constraint on the growth of their economies and their sustainability. Free parking was introduced in 2014 but there is now a perceived lack of parking capacity that has several consequences.

1.1.2 Much of the parking in the town centres is provided in car parks managed by NCC, plus some significant private car parks and on-street parking. On-street parking is the responsibility of the highway authority (NCC) which carries out the enforcement of the on-street and off-street parking restrictions.

1.1.3 This report presents details of the existing town centre car park provision, usage and issues and goes on to forecast how this is likely to change in the future and what measures could be adopted to tackle existing and future parking issues. New data has been collected and consultation has been undertaken with local stakeholders in each town to gain an understanding of existing issues, future changes and potential solutions.

1.1.4 This report is structured as follows:

- Section 2 – Parking Study Context and Evidence
- Section 3 – Alnwick Parking Strategy
- Section 4 – Hexham Parking Strategy
- Section 5 – Morpeth Parking Strategy
- Section 6 – Future Growth Forecasts
- Section 7 – Conclusions and Action Plan

2 Parking Study Context

2.1.1 Parking concerns have been raised regularly with NCC by organisations and individuals in the three study towns and the Council decided to carry out a study to quantify the scale of the issues that exist and to make recommendations for the future. Representations have been made to NCC from the Town Councils, County Councillors, stakeholders and the public about parking in the town centres and some studies and data collection have been carried out in the past. This study uses new, comparable data and consultation to devise consistent strategies for the three towns.

2.1.2 This chapter provides some background context about the towns and a description of the data collection exercise that has been undertaken. **Figure 1** shows the locations of the three towns within the County. They are largely self-contained market towns but with differing relationships with adjacent towns and attractions. Morpeth has closer links with Newcastle and longer distance locations because of the A1 and good railway service, Alnwick is a more remote location but well located on the A1 and has a greater reliance on tourism than the other towns while Hexham has less competition from neighbouring towns and better East-West links than North-South.

Figure 1 – Northumberland Parking Study Towns

2.2 PARKING SURVEY SPECIFICATION

2.2.1 Parking surveys were carried out by a specialist supplier that carried out hourly beat surveys in each car park and on-street within the study area, where the registration numbers of vehicles were recorded in each parking space throughout each survey day (7am-7pm). This provides data on the duration of stay of each vehicle as well as arrival and departure times, occupancy levels and the turnover of each space. Some car parks could not be accessed on foot so cameras were used to record the entry and exit time of vehicles.

2.2.2 All on-street parking restrictions, time limits and any other designations were recorded during the surveys. Streets were divided into sections and car parks were divided into areas.

2.2.3 Surveys were carried out on three days per town in Summer 2017 and three days in Autumn 2017. These days were 'typical' weekdays, the Market Day and the Saturday of the same week. The surveys were undertaken in the three towns, on three days at two different times of the year, totalling 18 days of surveys.

2.2.4 A search of local events was undertaken to ensure that the surveys were not being undertaken on atypical days. However, it is recognised that there are always some events happening in an area on any particular day, especially in August, but dates were found when there were no major events that would invalidate the surveys.

2.2.5 The survey dates are presented in **Table 1**:

Table 1 – Parking Survey Dates

Town	Day Type	Summer Surveys	Autumn Surveys
Alnwick	Weekdays	16, 17 August	19, 20 September
	Saturday	19 August	16 September
Hexham	Weekdays	22, 23 August	27, 28 September
	Saturday	26 August	30 September
Morpeth	Weekdays	30, 31 August	20, 21 September
	Saturday	26 August	23 September

2.3 PREVIOUS PARKING STUDIES AND DATA

2.3.1 Parking has been an important issue in the towns for some time and various studies, policies and data collection have been carried out by the Town Councils, NCC and other organisations in the past.

2.3.2 In **Alnwick**, the Town Council recently collected data on the availability of parking spaces in some of the town centre car parks, which showed there was some spare capacity at 9.00am but very few remaining spaces by 10.45am and at 12noon. The Town Council also devised a list of seven key issues relating to parking in the town (section 3.6). The recently published Alnwick and Denwick Neighbourhood Plan 2014-2031 includes policies relating to parking. In 2015 Sustrans carried out an audit of sustainable travel facilities in the town that included reference to street parking and car parks and solutions that reduce the dominance of the car within the public realm.

2.3.3 Parking in **Hexham** is also an important issue that has been debated extensively in the past. The Business Improvement District has produced a paper on parking issues. Sustrans also carried out an audit of sustainable travel facilities in Hexham and they have subsequently designed a series of scheme options to improve the public realm and remove some parking from the central area. Consultation has recently taken place on these options.

2.3.4 **Morpeth** Town Council produced its own Community Car Parking Plan in 2013 (prior to withdrawal of parking charges) and the Morpeth Town Team carries out an annual benchmarking exercise that includes car parking as one of the Key Performance Indicators. Data on car park usage is collected as part of the benchmarking and the 2016 data shows that the levels of car park occupancy are much higher than in comparable towns. The 2015 Action Plan included specific action relating to parking, one of which is to develop a car parking strategy. The draft Neighbourhood Plan (Referendum Version) included specific policies relating to parking (CATra3). Sustrans also carried out an audit of sustainable travel facilities in Morpeth in 2015 that made reference to car parking.

3 Alnwick Parking Strategy

3.1.1 This chapter presents the evidence base and recommended options for parking in Alnwick. It describes the geography and economy of the town, the car parking that is currently provided and how it is used. Stakeholders have been consulted and their views are presented here. This information has been used as the baseline against which usage and future change is demonstrated. Forecasts of future parking demand have been made, based on the expected growth of the town and other changes in travel and parking behaviour. Finally, there is an assessment of the potential measures and changes that could be introduced in the town to help solve existing and future parking issues.

3.2 ALNWICK

3.2.1 Alnwick is an historic market town situated alongside the A1 between the Northumberland Coast Area of Outstanding Natural Beauty and the Northumberland National Park. It has a successful retail centre and many tourist attractions, including Alnwick Castle and Gardens, a theatre/arts centre, several museums and one of the largest secondhand bookshops in the UK. The resident population is around 8,000 but the overnight population increases significantly during the tourist season and it is also a popular destination for day trips.

3.2.2 The East Coast mainline railway runs to the east of the town and there is a station at Alnmouth, 4 miles from the town centre, which is linked by a bus service. The town has a modern bus station on Clayport Street to the west of the town centre. The A1 is a dual carriageway at Alnwick while just to the south it is still single carriageway. Highways England are planning to dual the section between Alnwick and Morpeth by 2023 to provide a continuous dual carriageway to the south.

3.2.3 Significant growth is proposed on the fringes of the town that will increase the demand for parking and tourist parking is a particular issue during the summer months. Recent growth has been concentrated to the south of the town, adjacent to the A1 junction where new employment and retail units have been constructed.

3.3 PARKING IN ALNWICK

3.3.1 The town centre study area and car parks are shown in **Figure 2.** There are 18 car parks plus various streets where parking is permitted. Parking is free of charge in all of the public car parks and streets managed by NCC but there are time restrictions in some locations and these are controlled by a disc system. Drivers have to indicate their time of arrival on a disc that can be purchased for £1.00 from many outlets across the County and they must leave before the stated time limit. The central car parks are limited to a maximum stay of between 30 minutes and 4 hours.

3.3.2 Most of the public car parking is provided in five car parks along Greenwell Road and alongside some of the streets in the central area. These spaces have been classified as 'car parks' even although they are part of the public highway. Parking on other central streets has been included in the study area, the most significant of which are Bailiffgate (55 spaces) and Bondgate Within (78 Spaces).

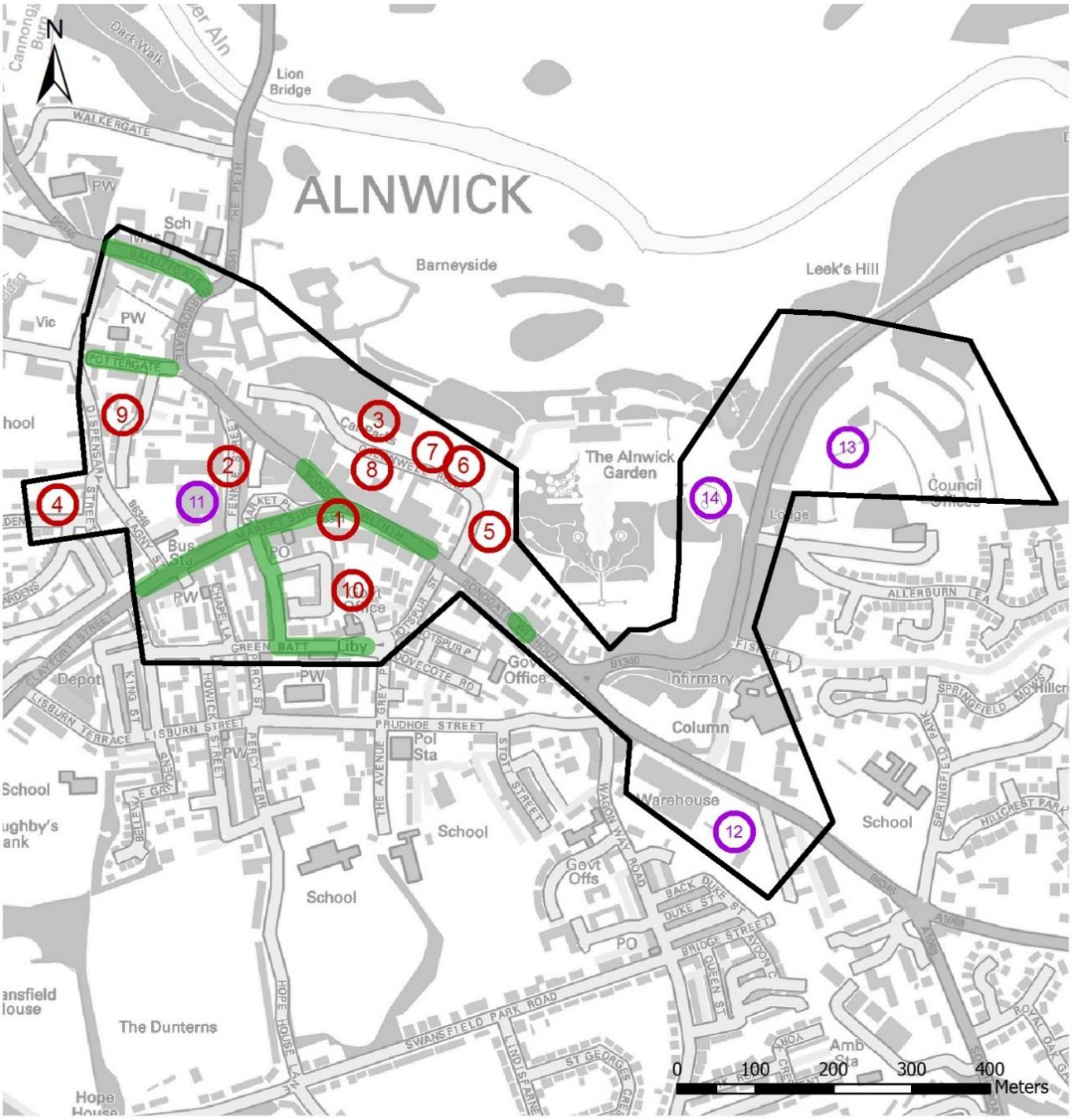
3.3.3 Private car parks are provided by Morrisons and Lidl supermarkets for their customers and by Alnwick Castle and Gardens, who apply a charge of £3.00 to use their spaces. The capacity of the Garden car park was estimated because the spaces are not marked out. It is estimated that there are 600 spaces in the main car park but there is also an overspill area of approximately 250-300 spaces that was not included in the total capacity figures. This area was coned off on the survey days but it is clearly used at other times.

3.3.4 In total, there are an estimated **1,389** off-street parking spaces in the town centre study area (some spaces are unmarked so it is necessary to estimate the number). In addition, the streets that were included in the study area survey contain an estimated **225** parking spaces. The total town centre parking capacity is therefore **1,614** spaces.

Table 2 – Alnwick Town Centre Car Parks

Car Park	Operator	Number of Parking spaces	Time Restrictions
Bondgate Cobbles	NCC	29	2 Hours
Fenkle Street	NCC	40	2 Hours
Dispensary Street	NCC	72	None
Greenwell Road A	NCC	80	None
Greenwell Road B	NCC	44	None
Greenwell Road C	NCC	50	None
Greenwell Road D	NCC	81	4 Hours
Greenwell Road E	NCC	28	None
Pottergate New Row	NCC	23	3 Hours
Roxburgh Place	NCC	41	None
Morrisons	Private	115	Customers only - 3 Hrs
Lidl	Private	84	None
Alnwick Gardens Disabled	Private	102	None
Alnwick Castle & Gardens	Private	600	None
On-street Parking	NCC	225	2 Hours and 4 Hours
TOTAL		1,614	

Figure 2 – Alnwick Study Area



Car Parks

Car Parks	Capacity
1 Bondgate Hill Cobbles	**29 (Short Stay)**
2 Fenkle Street	**40 (Short Stay)**
3 Greenwell Road (Part D)	**81 (Short Stay)**
4 Dispensary Street	**72 (Long Stay)**
5 Greenwell Road (Part A)	**80 (Long Stay)**
6 Greenwell Road (Part B)	**44 (Long Stay)**
7 Greenwell Road (Part C)	**50 (Long Stay)**
8 Greenwell Road (Part E)	**28 (Long Stay)**
9 Pottergate New Row	**23 (Long Stay)**
10 Roxburgh Place	**41 (Long Stay)**
11 Morrisons	**115 (Short Stay)**
12 Lidl	**84 (Short Stay)**
13 Alnwick Garden	**600 (Long Stay)**
14 Alnwick Garden Disabled	**102 (Long Stay)**

Legend

Public Car Parks Private Car Parks On Street Car Park Survey Study Area

3.4 ALNWICK PARKING SURVEY RESULTS

Occupancy

3.4.1 The major concern expressed by residents and stakeholders is that the car parks in Alnwick are often full and it is difficult to find a space at busy times. The occupancy results show how full the car parks were during the survey days. Any occupancy above 85% should be considered as over-capacity because this is recognised by the Chartered Institution of Highways and Transportation as the level at which it becomes difficult for drivers to find the remaining spaces.

3.4.2 **Tables 3 and 4 and Figures 3 and 4** provide a summary of the results on the busiest day during those days surveyed. It was found that the variation between days in August was quite small so the same conclusions would be drawn from data taken from the other days. The busiest day shows the capacity issues that exist but the data can still be considered to be typical of 'normal' conditions.

3.4.3 The 'Town Centre' spaces shown in **Figure 4** include all car parks except the private car parks of Alnwick Garden and Lidl that are further from the town centre, to show the lack of spare car park capacity that exists between 11am and 3pm.

Table 3 – Alnwick Highest Occupancy Day (Weds 16th August)

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bondgate Cobbles	29	14%	17%	38%	79%	90%	93%	100%	72%	90%	76%	62%	62%
Fenkle Street	40	20%	13%	38%	70%	78%	75%	80%	68%	63%	48%	50%	65%
Dispensary Street	72	13%	40%	71%	88%	93%	100%	97%	90%	81%	54%	32%	14%
Greenwell Road A	80	19%	21%	71%	98%	98%	96%	96%	95%	88%	88%	60%	40%
Greenwell Road B	44	5%	16%	93%	100%	98%	98%	100%	100%	98%	93%	48%	20%
Greenwell Road C	50	20%	38%	94%	100%	98%	98%	98%	100%	96%	90%	54%	18%
Greenwell Road D	81	7%	7%	52%	93%	93%	93%	93%	94%	81%	59%	16%	7%
Greenwell Road E	28	43%	75%	93%	100%	96%	96%	96%	96%	100%	75%	25%	21%
Pottergate New Row	23	43%	74%	96%	96%	96%	100%	100%	100%	91%	96%	83%	52%
Roxburgh Place	41	63%	78%	98%	98%	102%	95%	102%	102%	102%	90%	80%	76%
Morrisons	115	13%	36%	60%	83%	92%	107%	92%	90%	87%	70%	50%	37%
Lidl	84	7%	18%	14%	31%	60%	44%	44%	57%	51%	58%	45%	44%
Alnwick Gardens Disabled	102	1%	2%	14%	26%	42%	59%	67%	60%	51%	32%	24%	10%
Alnwick Gardens	600	0%	1%	13%	60%	96%	94%	91%	81%	56%	26%	6%	1%
On-Street	225	28%	31%	46%	54%	72%	76%	68%	70%	61%	62%	48%	45%
TOTAL	1614	12%	18%	39%	67%	87%	88%	85%	81%	68%	51%	31%	22%

Table 4 – Alnwick On-Street (Weds 16th August)

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bailiffgate	55	42%	56%	65%	78%	85%	84%	78%	82%	78%	80%	53%	45%
Bondgate Within	78	12%	13%	33%	33%	59%	69%	53%	60%	50%	46%	38%	33%
Bondgate Without	3	0%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Clayport Street	7	43%	57%	100%	100%	100%	100%	86%	86%	71%	71%	43%	43%
Green Batt	16	31%	19%	6%	19%	44%	44%	50%	56%	25%	44%	56%	50%
Market Street	27	0%	4%	37%	48%	89%	89%	81%	63%	70%	74%	41%	48%
Pottergate	12	58%	42%	42%	50%	83%	92%	75%	83%	58%	83%	83%	92%
St Michael's Lane	27	56%	56%	59%	78%	70%	74%	78%	78%	63%	56%	48%	44%
TOTAL	225	28%	31%	46%	54%	72%	76%	68%	70%	61%	62%	48%	45%

Figure 3 – Alnwick Available Spaces (Weds 16th August)

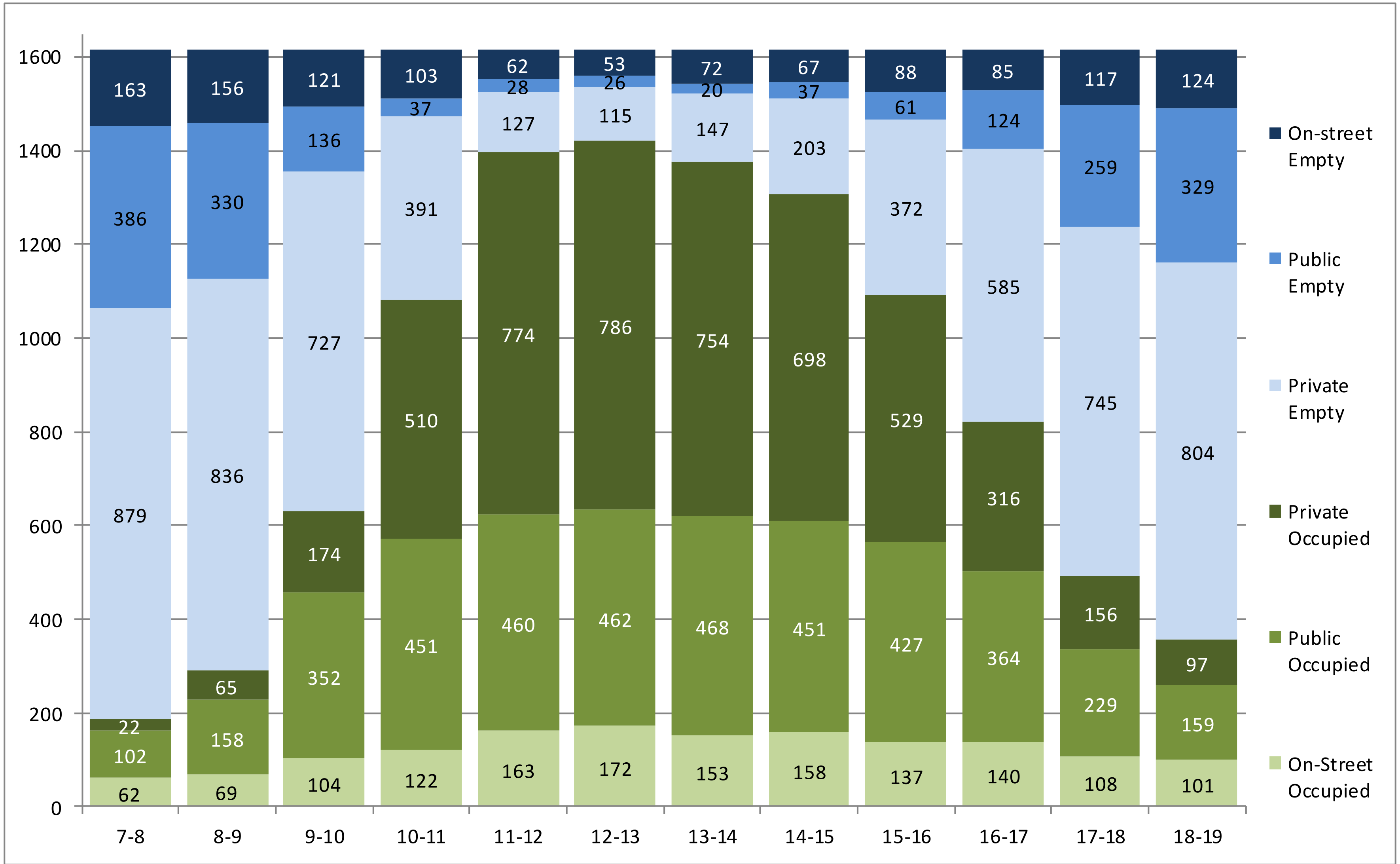
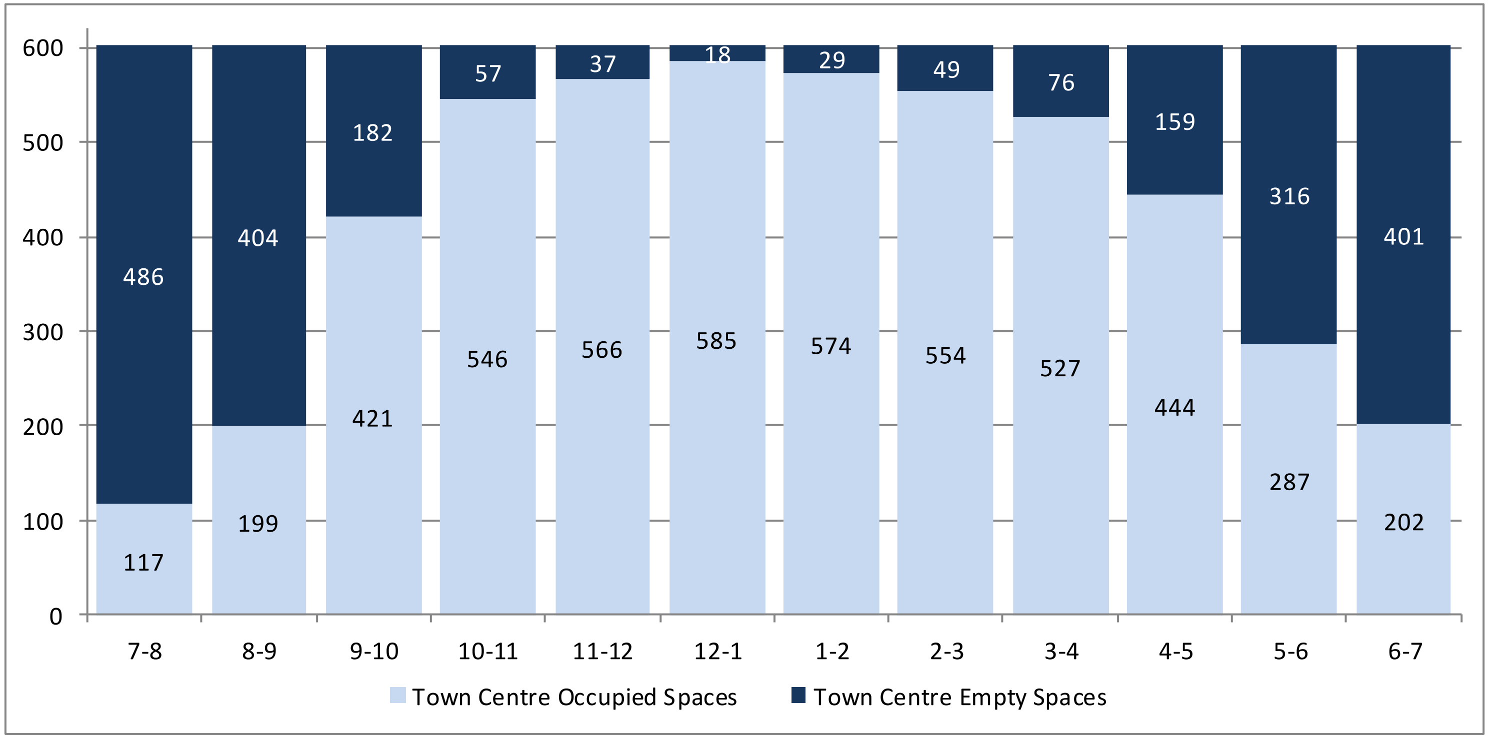


Figure 4 – Alnwick Town Centre Available Spaces (Weds 16th August)



3.4.4 The results of the parking surveys show that, in **August**:

- Across the combined town centre car parks there was very little spare capacity during the lunchtime peaks with an average occupancy of 90% at the busiest time (85% is a recommended maximum)
- Marketday was surprisingly lower occupancy than the standard weekday, mainly because there were fewer people in the Alnwick Garden car park on that day
- The Saturday average occupancy was slightly lower than the busiest weekday
- Some car parks fill up earlier in the day, e.g. Greenwell, Pottergate and Roxburgh and then have little turnover for the rest of the day, suggesting they are used by town centre workers. Greenwell D (Short Stay) has a greater turnover of visitors than the other long stay Greenwell car parks. The average stay for people arriving in Greenwell Road long stay car parks in the weekday morning was over 6.5 hours.
- Lidl is the only off-street car park that operates with a comfortable level of spare capacity at all times of the day. Morrisons was full every day and the largest car park, Alnwick Gardens, was virtually full at midday on each day.
- There is a small amount of spare on-street parking space, it was 75% occupied at the busiest times. Saturday was the busiest day for on-street parking
- Alnwick Gardens has the most vehicles parked at any one time (up to 575) but Morrisons has many more visitors across the whole day (1,600 vs 950 at the Gardens). Morrisons visitors stay for a shorter time so the car park occupancy is a lot lower. Alnwick Garden visitors mainly arrive between 10am-12 noon while Morrisons is all-day demand.
- The busiest hour for arrivals was on a Saturday from 11am to 12 noon when 642 vehicles arrived in the town
- The bulk of the available spaces at the busiest times are in private car parks. Most public, available parking is on-street, with very few public off-street spaces available. Occupancy excluding Alnwick Garden and Lidl was 88% at the busiest time.

3.4.5 The **September** results showed some variation with the August results:

- Weekday occupancy was a lot lower (maximum of 60% across the combined town centre compared with 90% in August).
- Weekend occupancy was also a lot lower (64% compared with 89% in August).
- Saturday is the busiest day of the week in September, unlike in August.
- The public car parks were still very busy but there was plenty of spare capacity in the private car parks at Alnwick Gardens, Morrisons and Lidl.
- On-street parking was similar to August.

3.5 GROWTH IN PARKING DEMAND IN ALNWICK

3.5.1 New parking demand is expected to be generated by further development in the town and the surrounding area. New homes will be built that will increase demand to travel to the town centre and use the car parks and growth of the town centre will also increase its attraction. The trip generators (homes) and attractors (jobs, retail, services, tourist attractions) will both increase the demand for parking in the town centre.

3.5.2 Discussion with NCC officers has resulted in a list of assumed development. **Table 20** provides a forecast of future development. The proposed expansion represents approximately 16% growth in the number of households in the town between 2017 and 2031.

3.5.3 The Department for Transport TEMPro traffic growth factors (**Table 21**) have been compared with the housing growth. An extra 831 new homes between 2017 and 2031 represents an increase in housing of approximately 60 per year or 16% in total (i.e. 1.1% per year). The TEMPro factors include the effects of housing and employment growth and the forecasts of 16% growth in traffic for the period 2017 to 2031 (1.1% per year) are therefore in line with housing growth forecasts for the area.

3.5.4 When considering the above, alongside the complex range of factors influencing parking demand, as well as the need to encourage sustainable travel, it is considered that the TEMPro growth forecasts are a reasonable basis for estimating future parking demand.

3.5.5 **It can therefore be concluded that the demand for parking in Alnwick is assumed to increase by approximately 1.1% per year in the future years, based on housing and traffic growth forecasts.**

3.5.6 This is expected to lead to further overcapacity of the car parks, leading to further overspill of parking into other locations, including streets and private car parks, additional traffic as more people seek scarce parking spaces and a possible reduction in demand as people are put off by the difficulty of parking.

3.6 CONSULTATION WITH ELECTED MEMBERS AND STAKEHOLDERS

3.6.1 Consultation events were held in Alnwick in September and October with County Councillors, Town Councillors and representatives of various stakeholders (i.e. businesses and other organisations). Attendance at the events was by invite only and an agenda was circulated to provide attendees with suggested discussion points. The events included a presentation of the data results and an open forum to discuss the development of the parking strategy.

3.6.2 The feedback covered all aspects of parking but complete agreement was not achieved for every issue and the summary below is the general consensus of the group but is not necessarily the view of all attendees.

3.6.3 The main points that were raised in the Elected Member consultation have been summarised below:

- The initial findings of the surveys are consistent with local knowledge and previous data
- It was suggested that not providing more parking could encourage more people to use non-car modes. Conversely, free parking encourages people to drive even if other modes are possible. Residents who could walk/cycle are using car parks instead
- Suggestions that this has been the busiest year ever in terms of trade, so not surprising that the car parks are full
- Residents parking is popular on some streets where there is pressure on street parking but not others, depending on local circumstances
- Origin-Destination and journey purpose data for pedestrians would be useful to judge how each car park is being used
- Factors that could increase demand include new edge of town residential developments and dualling of the A1 making the town easier to get to and from
- It was suggested that information on the removal of charges be reviewed; also, any information on the impacts of introducing charging from elsewhere
- Enforcement is generally good
- General perception is that there is insufficient parking but only during the tourist season
- The lack of parking is resulting in people avoiding the town and going to Morpeth/Berwick and out of town shops instead. Some visitors move on if they can’t find a space
- Suggested Alnwick Gardens car park could be used for general town centre parking when space is available there
- Providing more short stay parking for visitors would force workers to park further out of the town centre
- Library / Tourist Information Centre is due to move into the Playhouse site so the adjacent car park will need to be changed to Short stay

- Seasonal time restrictions were suggested – e.g. 2 hours only over more car parks in the tourist season, when locals/workers are more likely to walk and cycle (it was noted that this would impact on workers)
- Reintroducing charging was discussed – recognised that any change in policy needs to be consistent across the county and could have negative economic impacts. Free parking could be for residents while visitors are charged but this idea was rejected previously
- Agreement that there are no obvious locations for additional parking in the town centre
- Temporary, overspill car parks may be possible but are not a permanent, full time solution
- Suggested more disabled spaces and electric vehicle charging points be provided
- The parking spaces in the Marketplace were not included in the surveys – these 14 spaces are always very well used
- Direction signing and Variable Message Signs could be improved/introduced. Signing is poor and off putting for visitors when main car parks are full
- Park and ride was discussed but likely to be very costly to run and the town isn't really large enough to justify a permanent scheme
- Multi-storey car park would solve the capacity problem but very difficult for public sector to provide the funds to build it when there is no direct income stream and it would cause additional traffic issues

3.6.4 The Town Council submitted a list of parking issues that it considers to be important:

- Shortage of car parking spaces particularly over the visitor season (April to September)
- Long stay car parking spaces being used for more than 24-hour period
- Is short / long stay split on Greenwell Road car parks correct?
- Car park directional signage to and maps / signage to alternative parking / signage explaining disc parking
- Condition of car parks especially Roxburgh Place
- Resident parking schemes – review of existing and consideration of new allocation
- Pavement parking especially across double yellow lines

3.6.5 The main points that were raised in the Stakeholder consultation have been summarised below:

- This has been a successful year in the town and footfall was high.
- One solution to the lack of parking capacity is to dig down to create an underground multi-storey car park. Building high is not an option because of the visual impact.
- Providing more spaces means drawing more traffic into the town centre, and there are already traffic problems, especially at the junction of Greenwell Road.

- On the other hand, if more spaces were provided it would reduce the number of vehicles driving round to find a space in different car parks. Many people head for Greenwell Road first because it is free then have to drive out again and a VMS could be useful.
- Parking problem is only a major problem during the summer holidays. Could temporary measures be introduced for the summer period?
- Long stay parking is abused by some residents and businesses by parking overnight.
- Marketplace is a very popular parking area that is very well used, but shouldn't allow more parking in that area than the existing 14 spaces.
- Only by charging for parking will it be possible to justify the expenditure on new car parks.
- Park and Ride – could be a viable solution during the summer. There are spaces in South Alnwick that could be used as a P&R car park, but would need co-operation from the owners, e.g. Sainsburys.
- There are 4 types of measure that could be taken:
    - Capacity – not much can be done, insufficient space to build car parks
    - Demand – don't want to reduce the demand to visit the town
    - Time Limits – viable option
    - Reintroduce Charges – viable option
- Town centre staff that park all day are blocking many of the parking spaces. Adjusting time restrictions would address this, but it could increase bay-hopping (moving cars to avoid time restrictions).
- Seasonal time limits could be introduced to reduce long stay parking in the summer.
- If charges were reintroduced, the first hour could be free, or apply charges during summer months or for long stay. Charge visitors and not residents via permit parking.
- If charges are applied it is important that the funds raised are ringfenced for Alnwick, so that people can see the benefit as well as the cost, e.g. Park and Ride or new car park.
- Resident parking – not that popular in some locations, especially where people have 2+ cars per house.
- Variable Message Signs – would be useful for a sign to show that Greenwell Road is full, to stop traffic driving there.
- Alnwick Gardens monitors customers, it shows that many people visit the town centre as well as visiting the garden. Their car park is serving a town centre function, and many people are willing to pay the £3 to secure a long stay parking space.
- When the Library and TIC moves it would be better to make the adjacent car park (Greenwell A) short stay only, thus reducing the long stay capacity and increasing turnover.

3.7 ALNWICK OPTION ASSESSMENT AND SUGGESTED STRATEGY

3.7.1 Consultation with stakeholders and the new data has been used to develop a list of problems and issues, associated impacts and some suggested objectives that the parking strategy should aim to achieve. These are set out in **Figure 5**.

3.7.2 A wide range of policy tools exist that have the potential to provide support for town centre initiatives and growth. These potential interventions have been assessed on an independent basis without any pre-conceptions and all possibilities have been considered. An assessment of the impacts of these policies and their appropriateness to Alnwick is presented in this section. The types of potential measures are presented in **Table 5**.

3.7.3 One aspect that impacts parking management strategies is the absence of parking charges in the town and it is worth addressing this at the outset of this section because of its impact on many of the other potential measures. Many consultees agreed that the withdrawal of parking charges in 2014 had a significant impact on parking in the town, both positive and negative. The lack of charges removes one of the management tools that parking strategies often make use of, but it is also very popular with many visitors to the town and stakeholders. The parking pattern in the town is related to the availability of free parking as well as the quality of the town centre and in some ways Alnwick is a victim of its own success. This policy is also thought to have led to an increasing reliance on car travel with more people driving into the town centre than used to because there is less disincentive to do so, although there is no data to quantify this effect.

3.7.4 Looking forwards, any potential reintroduction of parking charges would be a major strategic decision for NCC that could have fundamental effects on the provision of parking across the County in the future. From a technical point of view parking charges would provide an additional, useful means of influencing travel and parking behaviour along with a source of income that could be invested in new/improved car park facilities.

3.7.5 The following analysis is presented on the basis that **no parking charges are introduced** but there is also an assessment of the potential impacts of parking charges at the end of this section.

Figure 5 – Alnwick Issues and Objectives Summary

Problems & Issues

- Car parks and streets are full to capacity, especially during the summer
- Traffic, made worse by drivers searching for a parking space
- 'Bay hopping' to overcome time restrictions
- Reliance on car travel, reinforced by free parking
- Limited on-street space for residents
- Growth of the town and economy will make problems worse
- Lack of signing about the number and location of spaces
- Most spare capacity is outside the control of NCC

Impacts

- People avoid the town centre in favour of other towns and edge of town retail
- Additional traffic, air quality and environmental impacts
- Frustration and damaged visitor/resident perception

Objectives of Strategy

- Prioritise the limited space in the town centre for people who have greatest impact on the economy and/or accessibility constraints
- Discourage long stay parking and bay hopping in central area
- Provide more off-street parking capacity, especially in holiday period
- Encourage people to use non-car modes where possible
- Achieve a good balance between the needs of local residents, employees and visitors
- Plan ahead for future parking and transport demands

Table 5 – Potential Parking Measures

	Parking Strategy Measures
1	Off-street Car Park Capacity
2	On-street Parking Capacity
3	Long and Short Stay Parking
4	Sustainable Transport and Park and Ride
5	Condition, Facilities, Technology, Security and Maintenance
6	Operations, Management and Enforcement of Parking
7	Marketing and Promotions
8	Re-introduction of Parking Charges

3.7.6 Each of the potential measures has been assessed to demonstrate their likely effects in the context of the town and NCC operations. Many of the potential parking interventions are related to each other, for instance the availability of parking spaces has a direct relationship with demand and other factors also affect demand, so these factors have been considered together. This section brings together elements of these measures into a package of recommended actions.

3.7.7 The interventions have been assessed with reference to the impact on a series of indicators, including:

- Economic indicators (e.g. footfall, expenditure, vacancy rates)
- Land availability
- Traffic movements and sustainable transport
- Environmental issues
- Council parking operations

INTERVENTION 1 – CAR PARK CAPACITY

3.7.8 The existing and future levels of car park occupancy are so high that an increase in parking capacity at peak times is considered to be essential to prevent the town centre from becoming even more difficult to access. At present the difficulty of finding a parking space is a constraint on the town centre economy as people are likely to be discouraged from shopping or visiting the town centre. The difficulty of parking may cause people to travel to other towns or use out of town retailers.

3.7.9 The question is how many spaces are required and how an increase in capacity should be provided. There is no point in creating more car parks that just fill up all day, any additional spaces need to be well managed to maximise the benefit to the town. It is not necessarily just a case of building more parking spaces, there is a range of different ways to provide more capacity.

3.7.10 The previous data has shown that the town centre is at 90% occupancy at the busiest times in August and this decreases to 60% in September. Within this overall figure is a split between public car parks (over 95% occupied in both months) and private car parks (up to 87% in August but only 43% in September). If the occupancy of the public car parks was to be brought down to the operational maximum of 85% during August it would therefore require 640 parking spaces compared with the existing 490, representing an **increase of 150 spaces**.

3.7.11 This takes account of the forecast 16% growth in demand over the next 14 years but importantly it does not take account of any existing demand that is currently suppressed by the lack of parking (i.e. if more spaces are provided they could just fill up with new trips that currently go elsewhere or that use non-car modes of travel or visit at different times of the day or week because of the parking problems).

3.7.12 The level of suppressed demand is unknown. There is anecdotal evidence of this effect but no quantifiable data about the effect that full car parks have on behaviour. It is possible that any new parking spaces would merely fill up with this suppressed demand and the overall occupancy would still be high. It is unlikely that just building more spaces will solve the problem and there is a lack of space and funding for new car parks. It would also lead to additional traffic in the town centre and even more reliance on car travel. Other measures may be required alongside increased capacity to manage this demand.

3.7.13 The role that the private car parks could play in providing the additional capacity is difficult to determine with a high level of confidence. There is evidence that the private car parks are also used for visits for other town centre purposes than just those on site. Lidl is some way from the town centre so can be considered to be independent in terms of parking, but Morrisons is within the town centre and is used for town centre visits. However, its car park is already full so there is no possibility of additional capacity there.

3.7.14 The remaining private car park at Alnwick Garden is the largest in the town and is used by town centre visitors as well as Garden visitors, at a cost of £3 per day. This car park usually has adequate capacity to provide sufficient parking space for its own demand plus some town centre demand for most of the year, for those people that are prepared to pay the charge.

3.7.15 The main Garden car park is estimated to have 600 spaces but there is an overspill area that has an estimated 250 extra spaces that are used on particularly busy days. A potential solution is to make more use of this spare capacity to take some pressure off the town centre car parks by encouraging long stay trips to use the Garden car park rather than those in the town centre. This is somewhat outside the control of a NCC parking strategy but the Garden could help to provide some of the required additional capacity and they could even provide a permit for local staff that are relocated from long stay car parks in the town centre (see Intervention 3).

3.7.16 The problem arises during school holiday periods when demand for the Garden car park is high, at the same time that town centre demand is high. At those peak times, all the car parks are operating at over 95% occupancy at midday and the private car parks cannot provide any additional capacity. This is the time when the 150 additional spaces would be required. This calculation takes no account of the growth of tourist demand at Alnwick Gardens, which the operator would need to plan for, but which could have an additional knock on effect on town centre demand. There are current expansion plans and an associated increase in the size of the car park.

3.7.17 Providing some additional parking capacity would offer some breathing space for the current constrained situation and future expansion but this is only part of the solution. The provision of more parking spaces is not just a blunt instrument to provide more capacity. It would need to be done in parallel with other initiatives to improve the use of non-car modes and to increase the turnover of the existing parking spaces to use them more effectively. These measures are explored in detail in the following sections.

Location of Additional Parking spaces

3.7.18 In terms of locations for additional spaces, the options are limited by the existing built environment in the town. The scope for significant additional space within walking distance of the town centre is severely restricted by the existing buildings and conservation status of the town. Multi-level parking has been rejected at this stage as too costly and environmentally damaging, although a privately funded scheme, with income from parking charges should not be ruled out.

3.7.19 Measures that bring significant additional car traffic into the town centre are not recommended because of their impact on the environment, air quality and road safety. Therefore, the only likely locations for new car park capacity are away from the town centre. Locations may exist within walking distance, although the consultation exercise did not reveal any potential sites, and other sites may exist further out. Sites further out would need to provide some form of transport into the town centre, e.g. Park and Ride or Park and Cycle.

3.7.20 Providing more off-street car park space would offer the opportunity to reduce the amount of on-street parking. There is a quite a lot of parking in the central core of the town on the streets, the Marketplace and the adjacent cobbled areas but there was not a strong request from stakeholders to remove this parking and it is seen as essential to support some town centre trips. These spaces are time-restricted to ensure a good turnover of spaces and they are in high demand. A public realm scheme may well suggest a reduction in the amount of on-street parking in the central area but that is outside the remit of this study and there is an existing lack of parking that is a currently a higher priority.

INTERVENTION 2 – ON-STREET PARKING CAPACITY

3.7.21 On-street parking plays an important role in the vitality of the town centre and the strategy for on-street and off-street parking needs to be complementary. The unitary status of NCC is helpful in this regard as the Council is responsible for both on- and off-street parking.

3.7.22 The town centre streets are covered by a Disc Zone that requires all parked vehicles to display a disc between 8am and 6pm, Monday-Saturday to monitor the duration of stay of each vehicle.

3.7.23 The survey results show that streets in the central area are popular and have high levels of occupancy, but are not completely full. There is usually some available parking space for the short stay visits that use these streets but it is not enough to provide a significant source of additional parking capacity in the future.

3.7.24 There are also streets in the areas surrounding the town centre, outside the area of this study, that provide parking space for town centre visitors and that experience problems with parking, particularly on terraced streets where there is often insufficient space to meet the demands of residents and visitors. Streets away from the central area are used for town centre parking but it is not reasonable to expect residential streets to provide a parking solution for the town as a whole.

3.7.25 There is clearly a close relationship between on-street and off-street parking and many people use both and choose whichever is the most convenient. Therefore, the impact that changes to car parks could have on street parking and vice versa must be considered. Any measures that lead to an increase in the amount of on-street parking are not recommended, unless the impacts of these changes can be mitigated through the introduction of parking restrictions or resident permit schemes.

3.7.26 Resident parking permit schemes have been implemented on streets in the town and there are some requests for more such schemes. Local residents are able to suggest schemes and NCC will support and implement these where appropriate, if a sufficient level of local support exists. This process should continue and will help to protect streets from the effects of town centre overspill parking. It is recommended that a co-ordinated approach to the introduction of resident permit schemes across the town is adopted as part of the overall parking strategy, recognising that some streets may not want such a scheme.

3.7.27 Where on-street parking does not have a negative impact on nearby residents then it is reasonable to expect that parking will take place. Roads such as The Peth, Clayport Street and Howling Lane provide a significant amount of parking space without it having a major impact on residents. This strategy does not advocate removing parking from these streets but neither does it suggest that a lot more on-street parking space can be provided.

3.7.28 Where parking is unrestricted now then parking may well encroach into these streets in the future as demand increases, unless residents and/or NCC take steps to prevent it. The situation will need to be monitored and action taken to manage on-street issues where necessary.

INTERVENTION 3 – LONG AND SHORT STAY PARKING

3.7.29 The town centre car parks are used for long stay parking by many people but this can be an inefficient use of a scarce public resource. A quick turnover of parking spaces for short term visits is critical in providing capacity and maintaining the viability of the town. If spaces are blocked all day by commuter or resident parking this can deter short trips and damage the local economy.

3.7.30 Free all-day parking is provided in seven of the town centre public car parks (approximately 70% of the public spaces) and the surveys show that these fill up quite early in the day and then turnover is low afterwards. The average stay in Greenwell Road long stay car parks was 5.5 hours across the whole day and 6.6 hours for those arriving in the morning (Greenwell D short stay was 2.4 hours). This suggests that they are heavily used by town centre employees for long stay parking.

3.7.31 Although it is important to provide somewhere for staff to park this is not considered to be an effective use of limited space and it encourages reliance on the car, even for people who could walk/cycle/car share or use a bus. The reallocation of free all-day car parks to serve the short stay demand is an important policy that should be considered. Increasing the turnover of each space would multiply its effectiveness and bring more economic activity to the town centre, but there are important caveats:

- Alternative provision should be made for long stay parking to ensure staff can still access their jobs;
- There is not a wholesale transfer of long stay parking to on-street parking; and
- The practice of bay hopping (where staff regularly move their car between car parks during the working day) is not increased.

3.7.32 Greenwell Road car park A may need to be transferred to short stay when the Library and Tourist Information Centre relocate to the adjacent site. It is suggested this should be a first step in transferring long stay to short stay and that the effects be monitored.

INTERVENTION 4 – SUSTAINABLE TRANSPORT AND PARK AND RIDE

3.7.33 Greater use of sustainable transport modes (i.e. bus, coach, walk and cycle) would help to reduce the demand for parking in the town. Increased use of sustainable modes of travel is an alternative to building more parking spaces, but it has to be recognised that there is limited scope to satisfy all travel and parking needs through the promotion of non-car modes. This is part of the solution but it will not remove the need for more parking spaces entirely.

3.7.34 Sustainable modes are vital for supporting the local economy, but their importance is often underestimated in comparison with car travel. Experience from other areas shows that bus users and pedestrians often spend less money per journey than car users, but they tend to make more journeys so their total contribution to the local economy is usually higher.

3.7.35 Alnwick has a modern bus station within the town centre served by eight different regular bus services and NCC promotes public transport as an alternative mode of travel to the car. There are also many coach trips to the town and facilities are provided for coach parking in Greenwell Road and Alnwick Garden car parks.

3.7.36 Rail access is more difficult because of the location of the nearest station in Alnmouth but there is a long-term proposal to reconnect the town to the mainline along the Aln Valley Railway, although this would terminate to the east of the A1 rather than in the town centre.

3.7.37 Many local residents walk into the town centre but anecdotal evidence suggests that, when parking charges were removed, some people chose to drive instead of walk because it is convenient and free. Some residents have the option to make a choice between driving and walking/cycling and one aim of the study is to implement measures that encourage people to leave the car at home when possible, without causing too much inconvenience. The lack of parking space is already likely to discourage some people from driving but the improvement of sustainable transport options will take this effect further.

3.7.38 The expected increased use of electric vehicles will also have benefits for air quality and additional charging bays should be provided in the town, for both local vehicles and for those taking long distance trips passing through the area who could be attracted into the town for the rapid charge facilities. This will have air quality benefits but would not tackle the car park capacity issues. It may even make the situation worse if some bays are restricted to specific vehicle types.

3.7.39 Given the rural nature of the area, it is not likely that significant improvements to public transport accessibility will be forthcoming soon. In broad terms, public transport is likely to remain used by a limited number of people but this number could increase. Furthermore, as a market town serving a wider rural hinterland, use of the car to access services will remain high and tourists are also likely to have a high level of car reliance.

3.7.40 Measures to promote walking and cycling more widely within settlements could be integrated with efforts to improve specific walking and cycling links between more outlying car-parks and key services located within the town to maximise the convenience for users.

3.7.41 Car parks also have a role to play in the improvement of sustainable transport by providing a secure location for cycle and motorcycle parking and electric vehicle charging. These are already provided in some car parks but this could be expanded, that may help to reduce demand for the conventional parking spaces. The inclusion of more electric vehicle charging points in the busiest car parks would also support efforts to promote sustainable transport modes.

Park and Ride

3.7.42 One specific measure to address the parking capacity and traffic issues in the town is a Park and Ride service. In many ways Park and Ride has a lot of potential and they are successful in many towns and cities. However, Alnwick is considered to be too small to support a permanent Park and Ride for local residents, mainly because of the high cost of providing a regular, full time bus service and the associated car park. However, there may be options available for providing a temporary Park and Ride service during the summer peak period that need to be explored in more detail.

3.7.43 Seasonal Park and Ride schemes have been operated in many towns that have high levels of tourism (e.g. Whitby, Weymouth, Bridlington, Whitstable and Truro) to help reduce traffic in the centre and provide car park capacity at the times it is needed. There were suggestions from stakeholders that temporary car park space may be available to the south-east of the town centre (to intercept A1 traffic) and that school buses may be available for use during the summer months. It may be possible that the businesses in South Alnwick would participate in such a temporary scheme by providing parking space, in return for bringing potential new customers to their site.

3.7.44 If tourists and other long stay visitors and commuters were given the option to park on the edge of the town instead of driving in to find a space, a scheme could be successful. The charges to use such a service would clearly be important in the level of take up and its financial viability. If parking remained free and available in the town centre but a charge was levied on the Park and Ride then it may not be as successful in attracting users so there would need to be a co-ordinated approach to the charges and the town centre time limits to encourage people to use the Park and Ride. Such a scheme would benefit from linking with a new signing scheme (Variable Message Signs or fixed).

3.7.45 The scope of this study does not include engaging with potential car park or land owners and bus operators, but it is recommended that further work is undertaken to explore the options for providing a seasonal Park and Ride service in the town.

INTERVENTION 5 – CONDITION, FACILITIES, TECHNOLOGY, SECURITY AND MAINTENANCE

3.7.46 The existing car parks are thought to be in a reasonable condition and good facilities are provided in most locations. There are some specific issues, such as the Roxburgh car park surface (see photograph below) which is due to be addressed in the near future and all the car parks require ongoing maintenance and improvement. Without any income from parking charges the maintenance of car parks and on-street parking has to be funded by NCC from existing budgets, which are under competing pressure from other services.

3.7.47 Parking for specific vehicles is provided in many of the car parks, including Blue Badge holders, motorhomes, motorcycles and coaches. There are currently 8 disabled bays in the town centre public car parks and an additional 96 spaces in the Alnwick Garden car park. The need for more disabled spaces was raised during the consultation so it is recommended that their use is monitored and more are provided if necessary. The recent surveys showed these spaces were well used during each survey day and at busy times there were no available off-street disabled spaces except in the Alnwick Garden disabled car park, which is not very convenient for disabled town centre visitors.

3.7.48 Electric vehicle charging points have been provided in Greenwell Road and the number of these is expected to increase in the future. During the recent surveys both charging bays were used every day by either one, two or three vehicles per day for between 1 hour and 5 hours.

3.7.49 Four parking bays in Greenwell Road A car park are restricted to large motorhomes between April and October. These bays were used at least once on most of the survey days, mostly for 1-3 hours but not as intensively as all the other bays in that car park.

3.7.50 Streetlights are provided in all public car parks or from the adjacent street, although the quality of these is variable. There are some CCTV cameras but they do not cover all the parking spaces or connecting footways.

3.7.51 Longer-term, the emergence of new driverless technology has the potential to have a transformational effect on the scale and location of both short and long stay parking activity, e.g. after dropping passengers off, autonomous cars could take themselves out of the town centre to park. Whilst the advent of fully automated, driverless cars remains some time away, some driverless functions are likely to be fitted as standard to the next generation of vehicles and well within the medium-term planning horizon.

3.7.52 Further clarity concerning the application of driverless technology has recently been provided following publication of the DfT's Pathway to Driverless Cars that would appear to indicate a clear expectation that trials of remote parking will occur within a reasonably short timeframe and furthermore that they will include evaluation of "out of sight" systems as a fairly rapid follow on.

Direction Signing

3.7.53 Direction signing for the car parks is an important issue that was raised during the consultation. The town centre is well signed from the A1 and closer to the town centre are the car park direction signs. Approaching the junction with Prudhoe Street there is a car park sign that includes Long Stay parking in both directions and Short Stay straight ahead. On the edge of the town centre on Bondgate are direction signs in advance of the Greenwell Road junction that show car parks in three different directions for Long Stay, Short Stay and Long & Short Stay.

3.7.54 There is nothing incorrect on these signs but they could be confusing for first-time visitors who are not aware of the best car park to head for or if there are any available spaces.

3.7.55 However, it seems that most visitors from the A1 direction turn right into Greenwell Road in the first instance, where most parking spaces are located but, as the survey results show, this area gets full by 11am and after that the turnover of spaces is very low (except in Greenwell Road D Short Stay car park). As a result, there are many vehicles that go in and out of Greenwell Road without finding a space.

3.7.56 The options for drivers then get more difficult because of the restricted junction and lack of alternative parking options. The right turn into the town centre (through the Hotspur Tower) is banned and the straight-ahead movement along Hotspur Street towards the other car parks is very difficult because of opposing traffic movements and queues. As a result, most people turn left out of Greenwell Road to travel back out along Bondgate. There is an absence of any parking signs in this direction, although Alnwick Garden is signposted at the next junction. Drivers are not provided with any further guidance to car parks.

3.7.57 The adjacent photograph shows a temporary sign that has been attached to the Greenwell A regulations sign to help direct people to alternative car parks (not an official NCC sign). The existing direction signs are not very helpful in guiding users to Lagny Street car park (referred to as Dispensary Street in NCC information) or the other car parks, although there are maps attached to the disc dispensers.

3.7.58 This unsatisfactory signing is likely to be causing additional mileage and frustration for car users in the town centre. One potential option is to provide Variable Message Signs (VMS) or real-time online and mobile information to direct drivers to the spare parking capacity and reduce the unnecessary mileage. If a sign showed that Greenwell Road car parks were full, drivers could take different routes to other car parks. A problem arises if there are no spare spaces in any car park, but that is a slightly different issue that is addressed in other sections of this study.

3.7.59 A VMS could direct visitors to the Alnwick Garden car park if Greenwell Road were full, even though it is a private car park. Agreement would need to be reached between NCC and Alnwick Garden and even that large car park reaches capacity at the very busiest times. It may be appropriate to install a parking direction sign to the Alnwick Garden car park.

3.7.60 Signing from the west along Clayport Street, B6341 is very limited and most traffic heads straight into the town centre. Drivers from this direction are more likely to be familiar with the town but there could be benefits in directing people towards the car parks via Lisburn Terrace and Green Batt rather than through the town centre and Hotspur Tower.

3.7.61 The Town Council suggested that more signs are required to inform visitors how to use the Disc Parking. NCC should consider installing new signs where appropriate.

INTERVENTION 6 – OPERATIONS, MANAGEMENT AND ENFORCEMENT

3.7.62 NCC carries out all maintenance, operations and enforcement duties in the car parks and on-street parking. The consultation revealed a low level of discontent with the way the car parks are managed and the level of enforcement was considered to be reasonable. One issue was the presence of overnight and long-term parking but this is due to be addressed soon.

3.7.63 The Town Council suggested that there is an issue with illegal parking on pavements and double yellow lines. NCC needs to follow up these concerns and take action where necessary.

3.7.64 One measure that could be investigated further is the introduction of more advertising or sponsorship within the car parks or at the parking disc dispensers. Many local authorities allow this in order to generate a small amount of income to be reinvested in their parking facilities. There could be an issue with the visual impact of such a proposal and any signs would need to be sympathetic to the local environment.

3.7.65 In terms of parking charges, it was recognised that this would be a major political and management issue that would need to be resolved on a County-wide basis. Introducing charges would involve significant additional costs as well as new income, including enforcement, PCN administration, cash collection, ticket machine maintenance, staff costs, etc.

INTERVENTION 7 – MARKETING AND PROMOTIONS

3.7.66 Measures to spread the parking demand and encourage people to visit the town at different times of the day and the year would be beneficial to the economy. There is more scope to increase visitor numbers before and after the main midday peak period and outside the usual holiday periods, when there is more available parking space. Alnwick Garden are hoping to expand their attractions to spread the season over a longer period, but this could also increase the peak time parking problems and improvements to parking would be required as part of this project. One-off events are held in the town and temporary parking arrangements are made.

3.7.67 Other towns have tried initiatives to increase demand at particular times of day to increase demand and spread the impact, including initiatives such as Alive After Five (Newcastle and Sheffield) and Free After Three (various places). Where parking is already free and demand is high this is more difficult to implement because it is not possible to cut the cost of parking. The promotion of town centres through parking has already been done in these towns by removing charges at all times and the success of this policy is reflected in the overcapacity car parks.

3.7.68 It is now necessary to manage this demand rather than increase it at peak times. Spreading the demand into quieter times of day would be desirable but there are limited tools available to do that.

There has been discussion about applying charges at the busiest times of day and year but that is a separate issue discussed in the following Intervention 8.

3.7.69 The provision of online, real-time information about parking capacity and marketing initiatives is expanding and the provision of information by NCC will need to keep pace with technological change and mobile data.

INTERVENTION 8 – PARKING CHARGES

3.7.70 The withdrawal of parking charges has obviously had a major impact on travel and parking behaviour in many parts of the County and it has contributed to the current situation where some town centres are suffering from overcrowded car parks and streets. There are many benefits to free parking in terms of the local economies but, as stated previously, it may also have increased the reliance on and use of car travel and contributed to congestion in car parks and on streets, with knock-on effects on the environment and visitor satisfaction.

3.7.71 The consultation exercise revealed that many people think that free parking has had some negative impacts on the town and many were open to the concept of applying charges. There was less consensus about how, where and when charges should be applied and many options exist. This is clearly a wide-ranging and controversial issue that needs to be addressed on a Countywide basis but the message from the three towns that make up this study was that the reintroduction of charges could provide the additional tools necessary to help deal with the parking problems that exist now and in the future.

3.7.72 Parking charges could be used to:

- Reduce the peaks of demand
- Increase turnover of spaces and use the limited space more effectively
- Provide income to be reinvested in parking and transport
- Discourage car use when other modes of travel are possible
- Influence or affect particular types of users at different times of the day/week/year.

3.7.73 There are risks that charges could have negative effects as well as positive and these need to be considered and minimised. Any impacts on the economy would need to be positive on balance, i.e. the number of people that are put off by the introduction of parking charges would need to be outweighed by the number of extra visitors attracted to better car parks with more available spaces, who are likely to contribute more to the local economy. Most people are used to paying at least a small amount to park, especially in towns that attract tourists. Changes that lead to improvements to the environment could also have a positive economic impact.

3.7.74 Whilst the issue of charging for parking clearly has wider policy implications, it is recommended that the pros and cons of this are explored as it fundamentally affects many of the other options that can be taken. This will give more clarity and guidance for the choice of remaining options that exist.

3.7.75 The effectiveness of this strategy would depend on many variables, such at the level of charges to be applied, the size and cost of land but a strategy of this type would be appropriate, if the principle of new parking charges could be accepted.

ALNWICK PARKING ACTION PLAN

3.7.76 **Table 6** brings together the recommendations drawn from the previous assessment of the potential interventions. It is a package of measures that has been developed on the assumption that **parking charges are not introduced** (except Action 15).

Table 6 – Alnwick Parking Action Plan

Recommended Action		Time scale	Details
1	Convert Long Stay to Short Stay parking	Med	The presence of long stay parking is restricting capacity for short stay trips, which may be damaging the local economy if visitors cannot park. A first step would be the conversion of Greenwell Road A car park to short stay parking as part of the Library/TIC relocation. Alternative locations for the long stay parking will need to be considered in parallel with this change and a large-scale transfer to on-street is unlikely to be an acceptable solution. There are 80 long stay spaces in Greenwell Road A which would need to be replaced at the time of conversion, although many of these are used for short stay as well. Continue to reduce overnight and long-stay parking by residents and businesses with a 24-hour maximum stay.
2	Increase off-street car park capacity	Med / Long	Provide parking capacity to relieve existing problems and future requirements. Initial estimates suggest that at least 150 spaces would be required at peak times of the year to achieve an operational level of occupancy across the whole town centre. Manage these spaces effectively, through time restrictions and/or charges, to ensure they are used efficiently and maximise the benefits to the town. Identify any potential car park sites, review the pros and cons in detail and engage with landowners. Multi-storey and underground car parks are not considered to be practical or affordable under current conditions. Assess the options for making more use of the Alnwick Garden private car park and the overspill parking area to relieve town centre pressure for visitors and long-stay commuters/staff.
3	Summer Park and Ride / Park and Cycle	Long	Investigate the potential to provide a seasonal Park and Ride scheme to be located to the south-east of the town centre. This could intercept long stay trips by commuters and tourists during the summer peak period. Locations of the car park, bus service and the fare/parking charge to be decided. A Park and Cycle scheme could also be considered if a safe and convenient route could be provided into the town centre, with hire bikes. Such a route could also encourage local people to cycle more. Signing improvements would help to attract users.

4	Seasonal Time Restrictions	Short /Med	Separate parking strategies for peak and off-peak time periods. Parking regulations could be amended to provide different time limits during the peak and off-peak time of year, i.e. more short stay spaces during summer, when local workers are more likely to walk and cycle.
5	Relocate On-street Parking	Long	If additional off-street capacity is provided there would be an opportunity to remove some on-street spaces to the benefit of the public realm in the town centre and in the streets that are used for town centre parking. The reduction would be small to ensure there is sufficient capacity for short stay trips in accessible locations, but a targeted removal of spaces could contribute to a public realm improvement scheme in the town centre.
6	Review of on-street parking provision	Short	The effectiveness and abuse of Traffic Regulation Orders to be reviewed to identify any inappropriate parking. Long stay on-street parking to be reduced where it is causing problems, on residential streets for instance.
7	Direction Signing	Short /Med	Review the fixed direction signs and improve where necessary, particularly the Greenwell Road junction to provide better directions to alternative car parks when Greenwell Road is full. Include signs to Alnwick Garden car park Consider costs and benefits of new Variable Message Signs. Monitoring of Greenwell Road required and 'Full' signs displayed. New signs relating to Disc Parking system where needed.
8	Disabled Parking Spaces	Short	Monitor use of disabled spaces over a longer timescale and install more spaces if necessary.
9	Residents Parking Schemes (on-street)	Short	Support residents where there are valid concerns about the ability of residents to park on their street due to parking by visitors.
10	Sustainable Transport	Med	Ensure that parking strategy and sustainable transport strategy are consistent and complementary. Ensure car parks contribute to sustainable transport strategy by reducing reliance on the car and preventing uncontrolled increase in demand. Cycle and motorcycle spaces to be provided in suitable car parks. Investigate costs and benefits of extra electric vehicle charging points.
11	New development and S106	Med/ Long	Seek contributions from developers towards the provision of additional car park supply in town centre
12	Enforcement	Short	Ensure that enforcement resources are targeted in the most effective way to achieve good parking behaviour at an acceptable cost. Investigate particular issues and take action.
13	Marketing and Promotion	Short	Participate in marketing activities that promote town centre trade through parking initiatives
14	Sponsorship and Advertising	Short	Consider options for generating income by increasing advertising or sponsorship of car parks.
15	Reintroduce Parking Charges	Med/ Long	Consider the pros and cons of the reintroduction of parking charges to further manage parking demand.

4 Hexham Parking Strategy

4.1.1 This chapter presents the evidence base and recommended options for parking in Hexham. It describes the geography and economy of the town, the car parking that is currently provided and how it is used. Stakeholders have been consulted and their views are presented here. This information has been used as the baseline against which usage and future change is demonstrated. Forecasts of future parking demand have been made, based on the expected growth of the town and other changes in travel and parking behaviour. Finally, there is an assessment of the potential measures and changes that could be introduced in the town to help solve existing and future parking issues.

4.2 HEXHAM

4.2.1 Hexham is an historic market town lying alongside the River Tyne, Hadrian's Wall and the A69 linking Newcastle and Carlisle, situated between the North Pennines AONB and the Northumberland National Park. The population of the town is approximately 12,000 and it was the administrative centre for the district of Tynedale until 2009, prior to local government reorganisation.

4.2.2 The town combines a busy retail, business and cultural centre with easy access to the countryside and leisure activities and is a popular destination for shoppers and tourists. Tourist attractions in the town include Hexham Abbey, the Old Gaol and Moot Hall, the covered Marketplace and Queen's Hall Arts Centre. There is an historic core to the centre with independent retailers and services while on the edge of the centre are major chain retail stores (Tesco, Homebase, Aldi, Next and M&S).

4.2.3 Egger Ltd is a major employer in the town and other recent employment growth has been located in the same commercial zone between the town centre and the A69 dual carriageway. Hexham General Hospital has recently been rebuilt on the south-east edge of the town centre and a new bus station was constructed across the road. Hexham railway station is located to the north-east of the town on the Tyne Valley Line that provides an hourly service between Hexham, Newcastle and Carlisle.

4.3 PARKING IN HEXHAM

4.3.1 The town centre study area and car parks are shown in **Figure 6.** There are 19 separate car parks, although four of these are within the same large car park at Wentworth, plus various streets where parking is allowed. Parking is free of charge in all of the public car parks and streets managed by NCC but there are time restrictions in some locations and these are controlled by a disc system. Drivers have to indicate their time of arrival on a disc that can be purchased for £1.00 from many outlets across the County and they must leave before the stated time limit. The central car parks are limited to a maximum stay of between 1 and 4 hours.

4.3.2 Most public car parking is provided in the large Wentworth car park that is on the edge of the central retail area, which provides 655 spaces adjacent to the Leisure Centre and Waitrose supermarket, as well as a Coach/HGV park. There are a few other small public car parks in the town centre. Parking on some streets has also been included in the study area, the largest of which is Beaumont Street (72 spaces).

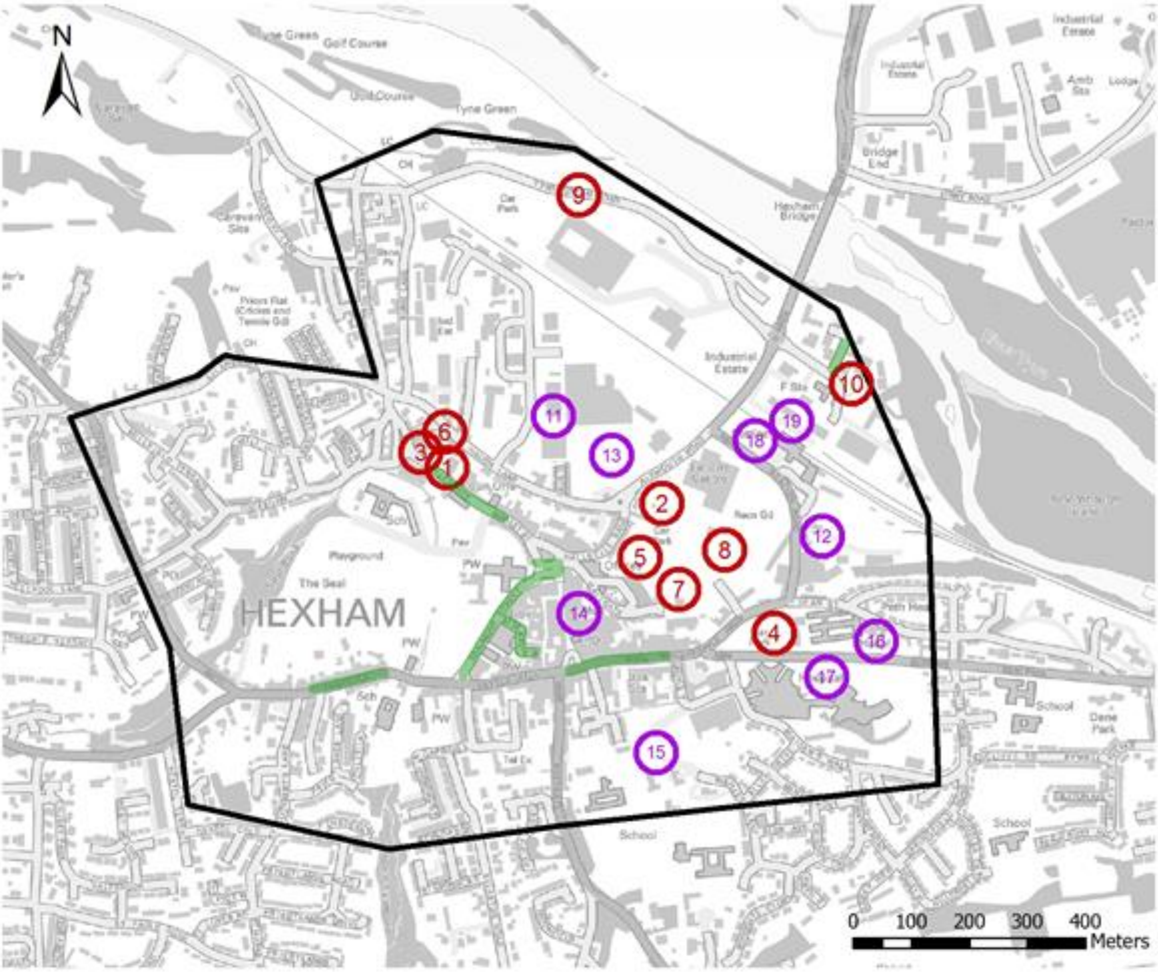
4.3.3 Large private car parks are provided by Homebase, Tesco, Marks and Spencer and Aldi supermarkets for their customers and at the railway station and the General Hospital for their users and staff. M&S, Beales, Railway Station and the Hospital make charges for parking.

4.3.4 In total, there are an estimated **2,529** off-street parking spaces in the study area (some spaces are unmarked so it is necessary to estimate the number). In addition, the streets that were included in the study area survey contain an estimated **161** parking spaces. The total town centre parking capacity is therefore **2,690** spaces.

Table 7 – Hexham Town Centre Parking

Car Park	Operator	Number of Parking spaces	Time Restrictions
Gilesgate Short Stay	NCC	7	2 Hours
Gilesgate Short Stay 2	NCC	30	3 Hours
Gilesgate Long Stay	NCC	12	None
Wentworth Short Stay	NCC	207	2 Hours
Wentworth Medium Stay	NCC	209	3 Hours
Wentworth Long Stay	NCC	267	None
Wentworth HGV/Coach	NCC	9	None
Loosing Hill	NCC	50	3 Hours
Tyne Green	NCC	184	None
Tyne Mills	NCC	33	None
Aldi	Private	124	1.5 Hours
Homebase	Private	135	2 Hours
Tesco	Private	463	3 Hours
Beales	Private	31	3 Hours
Marks and Spencer	Private	263	4 Hours
Corbridge Road	Helen McArdle	79	None
General Hospital	NHS	343	None
Railway Station Westbound	Northern Rail	58	None
Railway Station Eastbound	Northern Rail	24	None
On-street Parking	NCC	161	1 and 2 Hours
TOTAL		2,690	

Figure 6 – Hexham Study Area



Car Park	Capacity		
1 Gilesgate Short Stay	**7 (Short Stay)**	13 Tesco	**463 (Short Stay)**
2 Wentworth (Short Stay)	**207 (Short Stay)**	14 Beales	**31 (Short Stay)**
3 Gilesgate (Short Stay)	**30 (Short Stay)**	15 Marks & Spencer	**263 (Short Stay)**
4 Loosing Hill	**50 (Short Stay)**	16 Corbridge Road	**79 (Long Stay)**
5 Wentworth (Medium)	**209 (Medium Stay)**	17 Hexham General Hospital	**348 (Long Stay)**
6 Gilesgate (Long Stay)	**12 (Long Stay)**	18 Hexham Station (West Bound)	**58 (Long Stay)**
7 Wentworth (Long Stay)	**267 (Long Stay)**	19 Hexham Station (East Bound)	**24 (Long Stay)**
8 Wentworth (HGV's & Coaches)	**9 (Long Stay)**		
9 Tyne Green	**184 (Long Stay)**		
10Tyne Mills	**33 (Long Stay)**		
11Aldi	**124 (Short Stay)**		
12 Homebase	**135 (Short Stay)**		

Legend

On Street Car Park Survey Public Car Parks Private Car Parks Study Area

4.4 HEXHAM PARKING SURVEY RESULTS

Occupancy

4.4.1 The major concern expressed by residents and stakeholders is that the car parks in Hexham are often full and it is difficult to find a space at busy times. The occupancy results show how full the car parks were during the survey days. Any occupancy above 85% should be considered as over-capacity because this is recognised by the Chartered Institution of Highways and Transportation as the level at which it becomes difficult for drivers to find the remaining spaces.

4.4.2 **Tables 8, 9 and 10 and Figures 7 and 8** provide a summary of the results on the busiest day during those days surveyed. It was found that the variation between days was quite small so the same conclusions would be drawn from data taken from the other days. The busiest day shows the capacity issues that exist but the data can still be considered to be typical of 'normal' conditions.

4.4.3 The 'Central Area' spaces shown in **Figure 8** include the public car parks in the central area of the town, excluding private car parks and those on the edge of the town centre. It shows the limited amount of spare car park capacity during the lunchtime peak period.

Table 8 – Hexham Highest Occupancy Day (Tues 22nd August)

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Gilesgate Short Stay	7	0%	0%	14%	71%	57%	100%	100%	100%	29%	86%	29%	43%
Wentworth Short Stay	207	14%	25%	33%	43%	62%	70%	61%	54%	48%	43%	50%	57%
Gilesgate Short Stay 2	30	0%	0%	10%	63%	90%	90%	90%	93%	80%	60%	30%	33%
Loosing Hill	50	6%	12%	58%	102%	96%	100%	62%	98%	80%	48%	42%	38%
Wentworth Medium Stay	209	1%	8%	32%	62%	99%	95%	93%	92%	70%	46%	21%	21%
Gilesgate Long Stay	12	92%	100%	92%	100%	100%	100%	100%	100%	100%	75%	75%	67%
Wentworth long Stay	267	34%	96%	97%	99%	99%	99%	98%	99%	94%	88%	51%	31%
Wentworth HGV/Coach	10	10%	20%	20%	30%	50%	50%	40%	20%	20%	40%	40%	90%
Tyne Green	184	4%	6%	18%	27%	27%	29%	30%	27%	23%	13%	15%	17%
Tyne Mills	33	76%	82%	82%	82%	82%	82%	79%	73%	64%	27%	9%	3%
Aldi	124	4%	7%	19%	18%	37%	36%	38%	40%	35%	35%	33%	1%
Homebase	135	3%	4%	11%	19%	30%	34%	21%	24%	29%	24%	25%	10%
Tesco	463	0%	0%	42%	63%	71%	68%	63%	58%	52%	45%	41%	26%
Beales	31	13%	35%	58%	87%	94%	84%	90%	90%	74%	71%	45%	23%
Marks and Spencer	263	2%	5%	8%	28%	63%	62%	61%	46%	31%	19%	15%	14%
Corbridge Road	79	9%	11%	30%	32%	42%	42%	37%	42%	38%	32%	15%	6%
General Hospital	343	29%	84%	93%	88%	85%	85%	91%	87%	75%	50%	29%	20%
Railway Westbound	58	21%	34%	43%	62%	78%	84%	81%	84%	79%	60%	40%	29%
Railway Eastbound	24	13%	13%	13%	17%	17%	21%	17%	21%	21%	17%	13%	13%
On-Street	161	17%	38%	62%	76%	89%	81%	81%	83%	82%	78%	60%	67%
TOTAL	2690	13%	30%	46%	59%	70%	70%	68%	65%	57%	46%	34%	26%

Table 9 – Hexham On-Street (Tues 22nd August)

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
B6305 Hencotes	9	78%	67%	78%	78%	100%	78%	78%	67%	89%	100%	67%	56%
B6305 Priestpopple	28	21%	32%	50%	100%	129%	104%	104%	107%	121%	89%	75%	93%
Beaumont Street	68	19%	47%	85%	87%	103%	97%	94%	100%	93%	97%	63%	62%
Gilesgate	16	6%	13%	31%	81%	75%	75%	81%	88%	75%	75%	63%	69%
Market Place	17	0%	6%	6%	6%	12%	12%	12%	12%	6%	6%	41%	53%
Market Street	4	25%	50%	100%	100%	100%	100%	100%	100%	100%	50%	75%	100%
St. Mary's Wind	11	0%	82%	100%	91%	91%	91%	100%	91%	91%	100%	64%	100%
Tyne Mills Ind. Est.	8	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%
TOTAL	161	17%	38%	62%	76%	89%	81%	81%	83%	82%	78%	60%	67%

Table 10 – Hexham Occupancy by Car Park Type (Tues 22nd August)

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Central Area Short & Medium	503	7%	15%	33%	58%	82%	85%	77%	77%	62%	46%	36%	38%
Central Area Long Stay	289	36%	93%	94%	96%	97%	97%	96%	96%	92%	86%	52%	35%
Outer Area	721	22%	50%	60%	62%	62%	64%	66%	64%	56%	37%	23%	18%
Private	1016	2%	4%	27%	43%	60%	59%	55%	49%	42%	35%	31%	18%

Figure 7 – Hexham Available Spaces (Tues 22nd August)

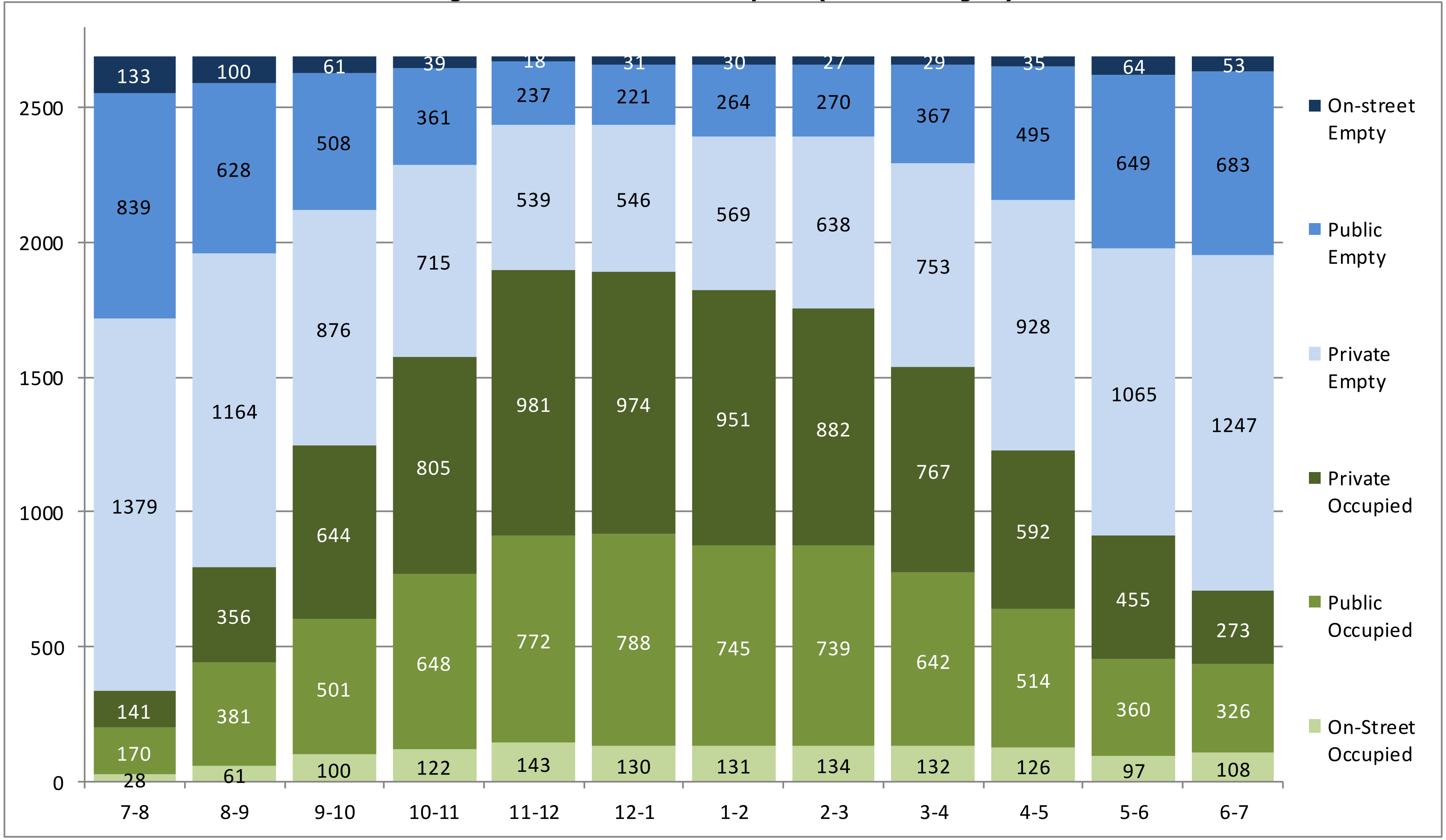
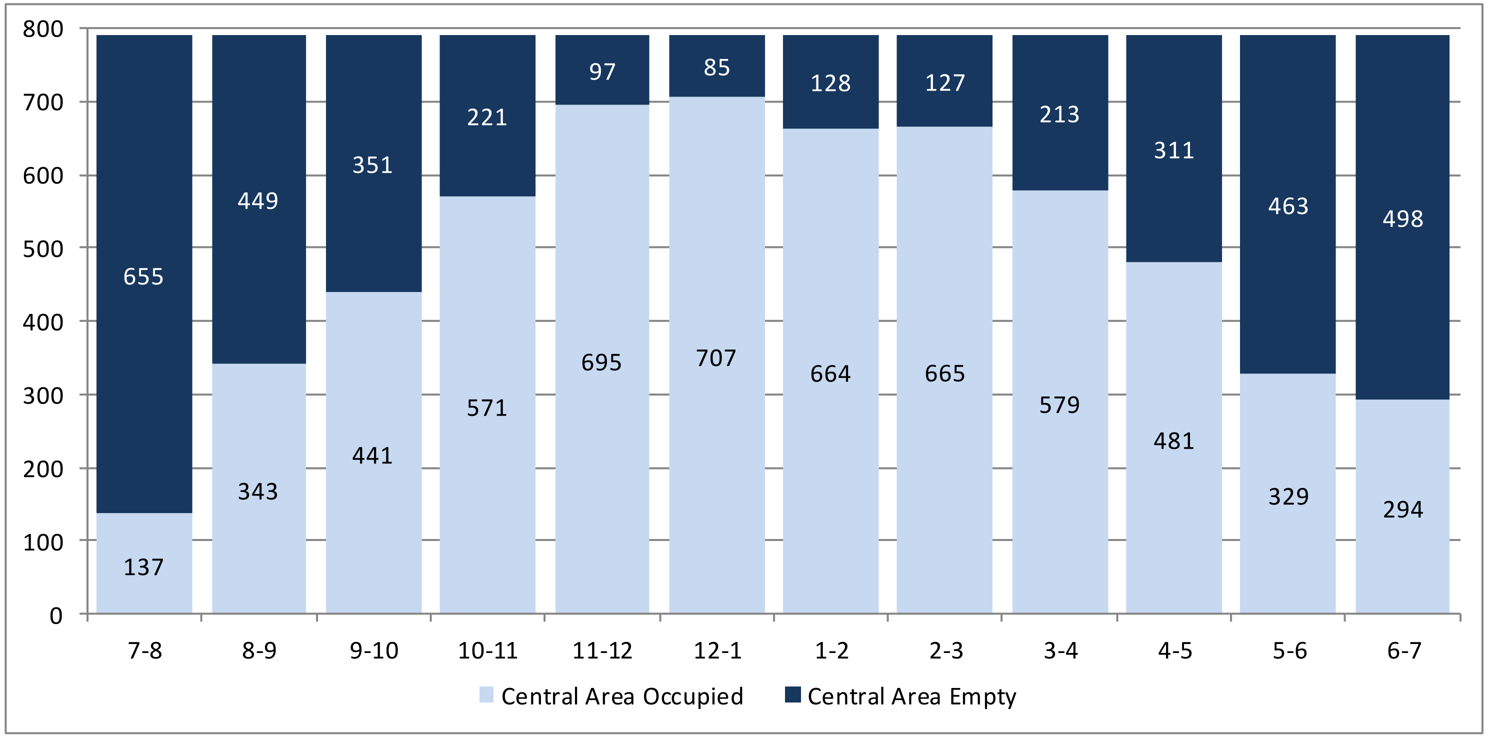


Figure 8 – Hexham Central Area Available Public Spaces (Tues 22nd August)



4.4.4 The results of the parking surveys show that, in **August**:

- Across the combined town centre car parks there was some spare capacity at all times with an average occupancy of 70% at the busiest time (85% is the recommended maximum). The long stay parking in the central area was full all day.
- However, there was much variation between car parks with some being full for the whole day while others had low levels of occupancy. Most of the spare capacity was in the private car parks and public car parks in the outer area at some distance from the town centre.
- The public car park occupancy (excluding Tyne Green) was up to 89% while the private car park occupancy was just 64%.
- Marketday was similar occupancy to the other weekdays while the Saturday average occupancy was significantly lower than the weekdays (59% average v 70%). Occupancy was much lower on Saturday in Gilesgate Short Stay, Tyne Mills, Corbridge Road, General Hospital and Railway West.
- The private retail car parks (Aldi, Tesco, Homebase, M&S) were busier on Saturday than weekdays, although they still had spare capacity.
- The biggest difference between the weekday and Saturday was at the General Hospital that was 93% full in the week and only 20% full on Saturday.
- Some car parks fill up earlier in the day, e.g. Gilesgate and Wentworth Long Stay, Tyne Mills and General Hospital have little turnover for the rest of the day, suggesting they are used by commuters. Wentworth Short and Medium have a high turnover during the day.
- Tyne Green has plenty of space at all times which helps to bring down the overall average occupancy across the town.
- Aldi, Homebase and M&S have plenty of spare capacity at all times while Tesco reached 80% occupancy on Saturday and Beales reached full occupancy every day.
- The westbound railway car park at the front of the station gets quite full during the week (84%) while the eastbound car park has low occupancy at all times (up to 21%).
- There is a very little spare on-street parking space, 90% of the spaces were occupied at the busiest times and there was evidence of over-parking. Saturday had the lowest occupancy of on-street parking. Market Place had low occupancy because the market was in operation.
- Tesco is by far the most used car park, with 4,000 cars visiting on a Saturday compared to just 1,000 in the combined Wentworth car parks.

4.4.5 The **September** results showed some variation with the August results:

- Weekday occupancy was virtually the same (maximum of 71% across the combined town centre compared with 70% in August).
- Weekend occupancy was slightly higher (63% compared with 59% in August).
- The occupancies of individual car parks were very similar in August and September. There was plenty of spare capacity in the private car parks while the public car parks were virtually full. The public car park occupancy (excluding Tyne Green) was up to 91% while the private car park occupancy was just 67%.
- On-street parking was lower than August.

4.5 GROWTH IN PARKING DEMAND IN HEXHAM

4.5.1 New parking demand is expected to be generated by further development in the town and the surrounding area. New homes will be built that will increase demand to travel to the town centre and use the car parks and the growth of the town centre will also increase its attraction. The trip generators (homes) and attractors (jobs, retail, services, tourist attractions) will both increase the demand for parking in the town centre.

4.5.2 Discussion with NCC officers has resulted in a list of assumed development. **Table 20** provides a forecast of future development. The proposed expansion represents approximately 12% growth in the number of households in the town between 2017 and 2031.

4.5.3 The Department for Transport TEMPro traffic growth factors (**Table 21**) have been compared with the housing growth. An extra 728 new homes between 2017 and 2031 represents an increase in housing of approximately 50 per year or 12% in total (i.e. 0.9% per year). The TEMPro factors include the effects of housing and employment growth and the forecasts of 12% growth in traffic for the period 2017 to 2031 (0.9% per year) are therefore in line with the housing growth targets.

4.5.4 When considering the above, alongside the complex range of factors influencing parking demand, as well as the need to encourage sustainable travel, it is considered that the TEMPro growth forecasts are a reasonable basis for estimating future parking demand.

4.5.5 **It can therefore be concluded that the demand for parking in Hexham is assumed to increase by approximately 0.9% per year in the future years, based on housing and traffic growth forecasts.**

4.5.6 This is expected to lead to further overcapacity of the car parks, leading to further overspill of parking into other locations, including streets and private car parks, additional traffic as more people seek scarce parking spaces and a possible reduction in demand as people are put off by the difficulty of parking.

4.6 CONSULTATION WITH ELECTED MEMBERS AND STAKEHOLDERS

4.6.1 Consultation events were held in Hexham in October with County Councillors, Town Councillors and representatives of various stakeholders (i.e. individual businesses, the Business Improvement District and other organisations). Attendance at the events was by invite only and an agenda was circulated to provide attendees with suggested discussion points. The events included a presentation of the data results and an open forum to discuss the development of the parking strategy.

4.6.2 The feedback covered all aspects of parking but complete agreement was not achieved for every issue and the summary below is the general consensus of the group but is not necessarily the view of all attendees. The main points that were raised in the Elected Member consultation have been summarised below:

- Members expected September data to be different to August. Surveys were carried out 3 years ago that showed that August was busier
- Overnight parking is an issue in the long stay car parks.
- Corbridge Road car park is earmarked for redevelopment so those spaces will be lost, but it is not very well used
- Some local town centre users tend to have a hierarchy of preferred parking locations, i.e. Beaumont Street – Marketplace – Wentworth, so Beaumont is usually full
- People parking for business/commuting purposes find it difficult to find a space. There are not enough Long Stay spaces.
- Stakeholders claimed that 500 long stay spaces were lost at the same time that charges were withdrawn but it is not known how this estimate was calculated. The decrease in capacity and increase in demand at the same time, that has led to the current problems. 500-800 more spaces are required.
- Some workers choose to 'bay hop' to avoid time restrictions, which causes various problems. This causes lost work time and extra traffic in the town centre.
- When charges were withdrawn a lot of on-street parking relocated to the car parks but the time restrictions have forced people back on-street, causing problems for residents
- Permit parking for businesses used to work well.
- Short stay parking seems to work OK but tourists can be put off by the lack of spaces
- There are potential additional capacity sites:
  - Dale Garage site, Haugh Lane
  - Bunker Site, Alemouth Road. Access is severely restricted
  - Old Bus Station, Priestpopple. Access is restricted and there are traffic issues along the road
  - On-street. May be opportunities to add spaces on some roads

- A new car park has been provided at the old Fire Station, Tyne Mills. Aimed at long stay, town centre commuters rather than local businesses, but it is not very well used.
- Vacant, brownfield land in the town has been earmarked for housing rather than car parking
- Re-introduction of parking charges – some people were in favour of this in order to manage demand and ensure the capacity is used efficiently. Many stakeholders felt it needs to be considered as an option.
- Capital budgets for building new spaces are restricted, especially if car parks would have to be free and not generate any income
- Consider making charges for any new car parks only
- Need to increase capacity and also consider bringing charges back at the same time
- Town Council would not wish to take responsibility for parking from NCC

4.6.3 The main points that were raised in the Stakeholder consultation have been summarised below. Again, there was not complete agreement about some of these comments and issues:

- The old parking permit scheme was successful. Some employers used to purchase these for their staff. Now staff need to get to the long stay spaces before 8am to get a space, which is too early for some people and businesses. Reintroduce permits and charges
- It was said that many people park in Wentworth and then catch the train, blocking spaces all day and not contributing to the town centre economy. There is some disagreement about this issue, analysed in more detail in the following section. If this happening it would be advisable to stop rail commuters from using Wentworth and use Tyne Green and Fire Station instead.
- Many people bay-hop and use the Tesco spaces. Some get tickets from wardens or Tesco if they get held up in work.
- Tyne Green is unattractive, unlit and too far for many people because of the distance and unattractive pedestrian routes. Railway bridge route to town centre is unpleasant.
- Many businesses are closing or relocating out of the town centre.
- Beaumont Street is OK except for Saturdays which are unmanageable. Need more capacity. Weddings are difficult to cater for. The existing two-hour stay is required by the hotel and would not wish to see this reduced.
- Workers find solutions, mainly by parking on-street. Causes problems on the streets on the edge of town centre and at school times.
- Most people would be happy to see the reintroduction of charges. The current situation cannot be allowed to continue and a small charge would be acceptable. Maybe keep short stay free. Many businesses opposed the removal of charges.

- People take advantage of free parking and drive everywhere now instead of walk/cycle/car share
- Loss of employment in town centre has had a large impact
- Potential additional capacity sites:
  - Dysart, Old Bus Station, Priestpopple. More retail units not needed.
  - Old BT site
  - Dale Garage site, Haugh Lane
  - Bunker Site, Alemouth Road. Site is large and would not need to be decked
- The Bunker site could be free of charge if charges were then applied in the central area.
- Pedestrianisation was discussed. Some think it is a bad idea, especially if it reduces town centre parking space and discourages on short-stay trips. However, a better public realm could help to bring more people in and the success of the town cannot rely on quick car trips into the centre. There is a conflict between car access and town centre appearance.
- The hill between Wentworth and the town centre makes life difficult for some people so some parking needs to be retained at the higher level.
- Wedding parking is very difficult on Beaumont Street.
- Remove HGV and Coach parking from Wentworth and use that space for other purposes. Provide space for these further out.
- The Business Improvement District could assist with initiatives to support the economy via parking improvements, e.g. phone app or vouchers.
- Need to include the major retailers in this consultation process, even though NCC has little influence over their parking operations.
- Time limits can be confusing for visitors, convert all to 3 hours?
- Pedestrian links and streetlighting also need to be improved.
- Northern Rail have initiatives to promote travel to Hexham and elsewhere.
- Improvements to other modes of travel are required to reduce parking demand. Park and Ride would not be a viable option.
- Town Centre economy has been damaged by recent retail developments on the edge of the town centre and the loss of employment in the centre, including NCC staff.
- Variable Message Signs showing directions to vacant car parks are little use when all the public car parks are full.

4.7 HEXHAM OPTION ASSESSMENT AND SUGGESTED STRATEGY

4.7.1 Consultation with stakeholders and the new data has been used to develop a list of problems and issues, associated impacts and some suggested objectives that the parking strategy should aim to achieve. These are set out in **Figure 9**.

4.7.2 A wide range of policy tools exist that have the potential to provide support for town centre initiatives and growth. These potential interventions have been assessed on an independent basis without any pre-conceptions and all possibilities have been considered. An assessment of the impacts of these policies and their appropriateness to Hexham is presented in this section. The types of potential measures are presented in **Table 11**.

4.7.3 Parking in Hexham does not appear to be as seasonal in nature as in other places, the differences between the August and September data are smaller. This is likely to be due to the lower reliance on the tourism trade in Hexham. This means that any solutions would need be full-time rather than seasonal or part-time.

4.7.4 One aspect that impacts parking management strategies is the absence of parking charges in the town and it is worth addressing this at the outset of this section because of its impact on many of the other potential measures. Many consultees agreed that the withdrawal of parking charges in 2014 had a significant impact on parking in the town and this effect was compounded with a significant loss of public parking space at a similar time and changes to the time limits.

4.7.5 The lack of charges removes one of the management tools that parking strategies often make use of, but it is also very popular with many visitors to the town and stakeholders. The parking pattern in the town is related to the availability of free parking as well as the quality of the town centre. This policy is also thought to have led to an increasing reliance on car travel with more people driving into the town centre than used to because there is less disincentive to do so, although there is no data to quantify this effect.

4.7.6 Looking forwards, any potential reintroduction of parking charges would be a major strategic decision for NCC that could have fundamental effects on the provision of parking across the County in the future. From a technical point of view parking charges would provide an additional, useful means of influencing travel and parking behaviour along with a source of income that could be invested in car park facilities.

4.7.7 The following analysis is presented on the basis that **no parking charges are introduced** but there is also an assessment of the potential impacts of parking charges at the end of this section.

Figure 9 – Hexham Issues and Objectives Summary

Problems & Issues

- Public car parks are full to capacity at busy times but this is not reflected in the local economy, which has declined recently
- People find it difficult to park close to the town centre for very short trips
- Traffic, made worse by drivers searching for a parking space
- There is a lack of space for long stay, commuter parking and people 'Bay hop' to overcome time restrictions
- Reliance on car travel, reinforced by free parking
- Much of the spare capacity is outside the control of NCC

Impacts

- Frustration and damaged visitor/resident perception
- People avoid the town centre in favour of edge of town retail
- Businesses are closing or considering relocation
- Additional traffic, air quality and environmental impacts

Objectives of Strategy

- Prioritise the limited space in the town centre for people who have greatest impact on the economy and/or accessibility constraints
- Provide more public off-street parking capacity all year round
- Encourage people to use non-car modes where possible
- Achieve a good balance between the needs of local residents, employees and visitors
- Plan ahead for future parking and transport demands

Table 11 – Potential Parking Measures

	Parking Strategy Measures
1	Off-street Car Park Capacity
2	On-street Parking Capacity
3	Long and Short Stay Parking
4	Sustainable Transport
5	Condition, Facilities, Technology, Security and Maintenance
6	Operations, Management and Enforcement of Parking
7	Marketing and Promotions
8	Re-introduction of Parking Charges

4.7.8 Each of the potential measures has been assessed to demonstrate their likely effects in the context of the town and NCC operations. Many of the potential parking interventions are related to each other, for instance the availability of parking spaces has a direct relationship with demand and other factors also affect demand, so these factors have been considered together. This section brings together elements of these measures into a package of recommended actions.

4.7.9 The interventions have been assessed with reference to the impact on a series of indicators, including:

- Economic indicators (e.g. footfall, expenditure, vacancy rates)
- Land availability
- Traffic movements and sustainable transport
- Environmental issues
- Council parking operations

INTERVENTION 1 – CAR PARK CAPACITY

4.7.10 There is limited spare capacity in the public car parks (i.e. those operated by NCC) and the spare capacity that does exist in the town is either in private car parks or in public car parks that are inconvenient for the town centre (e.g. Tyne Green, Old Fire Station and Corbridge Road). A potential objective of the parking strategy could be to provide sufficient capacity so that there is always some vacant space in a public car park within a convenient and pleasant walk to the town centre, without creating too many spaces that are empty on most days.

4.7.11 It is worth highlighting that although the car parks are effectively full, this situation only lasts for a couple of hours at lunchtime. Before 11am and after 1pm the levels of occupancy are within operational limits, although this time period will expand as demand grows in the future.

4.7.12 There has been a reduction of 85 parking spaces in recent years and a change in the balance between short and long stay that have contributed to the current overcapacity. The existing and forecast levels of public car park occupancy are so high that an increase in parking capacity is considered to be essential to prevent the town centre from becoming even more difficult to access at peak times.

4.7.13 At present the difficulty of finding a parking space is a constraint on the town centre economy as people are likely to be discouraged from shopping or visiting the town centre. The difficulty of parking may cause people to shop in, or visit other towns or use the out of town retailers.

4.7.14 The other related capacity issue is a lack of parking space for people that work in the town. Long stay parking is well over-capacity and many workers choose to use short stay car parks and 'bay-hop' to avoid the time restrictions. Long stay parking is a poor use of limited town centre space so it is important to ensure that the space that is made available for long stay parking is to the benefit of essential town centre workers. Options need to be explored for the creation or improvement of long stay parking in other locations but these still have to be attractive if they are to be successful.

4.7.15 The question is how many new parking spaces are required and how should that increase in capacity be provided. There is little benefit in creating more car parks that just fill up all day, any additional spaces need to be well managed to maximise the benefit to the town. It is not necessarily just a case of building more parking spaces, there is a range of other ways to provide more capacity.

4.7.16 The data has shown that the town centre is at 71% average occupancy at the busiest times but within this overall figure is a split between public car parks in the central area (Long Stay is over 95% occupied) and private car parks (up to 67%). Future demand is forecast for 12% growth over the next 14 years. However, calculating how many parking spaces are required is not a simple task because, although it is known that the existing occupancy is 95%, it is not just a case of providing 10% more spaces to bring this down to the recommended maximum of 85%.

4.7.17 This approach does not take account of any existing demand that is currently suppressed by the lack of parking and driver behaviour that is currently affected by the lack of capacity (e.g. bay hopping). However, the level of existing suppressed demand is unknown. There is anecdotal evidence of this effect but no quantifiable data about the effect that the full car parks have on behaviour. If more spaces are provided they could just fill up with new trips that currently go elsewhere or that use non-car modes of travel or visit at different times of the day or week because of the parking problems.

4.7.18 Building more spaces alone is unlikely to solve the problem and it could lead to additional traffic in the town centre and even more reliance on car travel. Other measures may be required alongside increased capacity to manage this demand.

4.7.19 The role that the private car parks could play in providing the additional capacity is difficult to determine with a high level of confidence. There is evidence that some private car parks such as Tesco, M&S and Beales are also used for other town centre purposes but there is uncertainty about the continued availability of these private spaces for this type of use. The use of 'public' spaces by Waitrose customers is also complex and there is a risk that Waitrose could claim back some of the public spaces for their own customers in the future. Corbridge Road car park is earmarked for development so there would be a further reduction in the number of available spaces, although this car park is not heavily used and the impact on the town centre would be small.

4.7.20 Providing some additional parking capacity would offer some breathing space for the current constrained situation and future expansion but this is only part of the solution. The provision of more parking spaces would need to be done in parallel with other initiatives to improve the use of non-car modes and to increase the turnover of the existing parking spaces to use them more effectively. These measures are explored in detail in the following sections.

4.7.21 There is some anecdotal evidence that the long stay spaces in the Wentworth car park are being used by rail commuters rather than by town centre users for which they are intended. However, NCC has previously carried out CCTV surveys and found no evidence that this is a significant issue. The recent parking surveys did not distinguish between different types of users but the length of stay data shows that nearly 40% (158 vehicles) of the users of that car park stayed for 9 hours or more (this excludes those that stayed after 7pm, when the surveys ended). Some of those 40% could be rail commuters but it is not known how many.

4.7.22 If rail commuters are using Wentworth they should be relocated to the railway station car parks or the public car parks near to the station to release capacity, although this would be difficult to achieve in the absence of parking charges without inconveniencing some town centre users as well.

4.7.23 **Table 12** provides a methodology for calculating the amount of parking spaces that are needed in the town.

Table 12 – Hexham Car Park Capacity Estimates

	Parking Spaces	Max % Occupancy
Current Requirement		
Public parking spaces in the Central Area car parks	792	
Edge of Centre spaces (Tyne Green, Mills and Fire Station)	267	
Existing Maximum Occupancy in Central Area car parks	729	92%
Existing demand suppressed by the lack of spare capacity	Unknown	
Spaces required to meet 85% target occupancy in 2017	858	85%
Additional spaces required 2017 (excluding suppressed demand)	66 (858-792)	
Potential loss of existing spaces (Corbridge Road)	79	
Total spaces required	145	
Future Requirement		
Growth in Parking Demand Growth by 2031 (+12%)	816	103%
Spaces required to meet 85% target occupancy in 2031	960	85%
Additional spaces required by 2031	168 (960-792)	
Total spaces required (2031)	247	

4.7.24 The table shows that a small number of extra spaces (66) would be required to bring the occupancy down to the recommended level of 85%. This figure excludes any additional demand that is currently being suppressed by the lack of available parking space, which could be substantial, i.e. the existing demand could be over 100% but this cannot be quantified because it is not known what these drivers are doing instead. Therefore, the figures in the table are the minimum number of spaces required in the short term. Extra spaces (79) would also be required to compensate for the redevelopment of the Corbridge Road car park.

4.7.25 The calculation also ignores the capacity that is available at the edge of the town centre at Tyne Green, Tyne Mills and the former Fire Station site. This is because many people are reluctant to use those car parks when they are visiting the town centre because of the walking distance and/or the unappealing conditions for pedestrians. If these barriers could be reduced then more people could be encouraged to use these car parks, although nothing can be done about the walk distance. Such improvements could be carried out alongside the provision of more parking capacity.

Location of Additional Parking spaces

4.7.26 In terms of locations for additional spaces there are a number of potential sites that have been considered. These are proposals at this stage and no discussion has taken place as part of this study with the owners of these sites to establish the likelihood, acceptability or costs of such schemes. However, NCC has been considering these sites for some time and has previously engaged in dialogue with some of the landowners. These sites have constraints and issues that would need to be addressed as part of an option assessment process.

4.7.27 Measures that bring significant additional car traffic into the town centre would also have impacts on the environment, air quality and road safety. Therefore, the best locations for new car park capacity are away from the town centre, where land is more likely to be available and traffic would be kept out of the town centre.

4.7.28 Providing more off-street parking would offer the opportunity to reduce the amount of on-street parking. There is some on-street parking in the central core of the town but there was not a strong request from stakeholders to remove this parking and it is seen as essential to support some town centre trips. These spaces are time-restricted to ensure a good turnover of spaces and they are in very high demand, particularly along Beaumont Street and Market Place.

4.7.29 More long stay off-street space could relieve the pressure on some residential streets that are used for town centre parking, but on-street restrictions may be needed to reinforce this approach.

4.7.30 In terms of creating new car park capacity, potential sites have been suggested at the following locations:

- 'Bunker' site, Alemouth Road
- Dale Garage, Haugh Lane
- Old Bus Station, Priestpopple
- Old British Telecom site, Gaprigg Court

4.7.31 There would be various issues to overcome to develop these sites into car parks, including land ownership, vehicle access, planning permission and the costs of purchase and construction. Some of the sites are better located than others in terms of access and traffic impacts.

4.7.32 The Bunker site would be able to intercept many trips from the A69 direction before they reach the town centre and thus reduce town centre traffic as well as parking. It is a good location for the north-west of the town and is 300m walk distance from the Market Place, which is not unreasonable for many long stay users. It is also close to the railway station and Tyne Mills. The site is currently vacant and is being marketed for rent for other land uses. It is 2.2ha, large enough to provide a substantial car park or as part of a mixed-use site. Access into the site could be difficult off Alemouth Road for large volumes of traffic but there may be acceptable solutions.

4.7.33 The Dale Garage site is off Haugh Lane to the north of the town centre. It is 400m walk to the Marketplace and is large enough to provide a reasonable sized car park. Vehicle access would be feasible although the site is less convenient from the A69 direction and drivers would have to go past the Wentworth car park to get there. It would be more accessible from West Hexham.

4.7.34 The former Bus Station site on Priestpopple has been earmarked for mixed-use redevelopment for some time and using it for parking instead would be difficult to justify and presumably the land would be expensive in such a location close to the town centre. It is a 230m walk to the Market Place and even closer to the pedestrianised shopping streets. The site is in a congested location where large volumes of additional traffic would not be particularly welcome. It has recently been put into use as a temporary car park, until such time that the permanent development proceeds.

4.7.35 The former British Telecom site on Gaprigg Court was also suggested as a potential car park site. The site is within easy walking distance of the town centre (370m to the Market Place and even closer to the pedestrianised area) and access for vehicles appears to be feasible, albeit along a short residential street (St. Wilfrid's Road). The site is quite large and could accommodate approximately 200 parking spaces if the buildings were demolished. Discussions have taken place between NCC and BT in the past and the site was eliminated from consideration at that time.

Market Place

4.7.36 A recent public realm scheme consultation has proposed a reduction in the amount of on-street parking and through traffic in the central area but the benefits of this need to be balanced against the reduction of parking in the central area. The availability of parking in the central area, without having to walk up the hill from the Wentworth car park may be a higher priority than public realm in supporting town centre businesses.

4.7.37 This study does not comment on the pros and cons of the Market Place pedestrianisation scheme options, but a suggested objective of the scheme in relation to parking would be to allow essential vehicles only into the central area (Market Place, Beaumont Street, etc.) but remove the through trips by people who are just trying to find a convenient parking space in the centre. Much of the traffic in the centre are drivers searching for a space but if the through-movement (Beaumont-Market Place-Hallstile Bank) was removed or made more difficult it could encourage people to use the more suitable routes to access other car parks (i.e. Battle Hill and Priestpopple).

4.7.38 The number of parking spaces to be provided in the Market Place is a decision that will emerge from the consultation and design process but some spaces need to be retained for essential parking for loading and people with accessibility problems.

INTERVENTION 2 – ON-STREET PARKING CAPACITY

4.7.39 On-street parking plays an important role in the vitality of the town centre and the strategy for on-street and off-street parking needs to be complementary. The unitary status of NCC is helpful in this regard as the Council is responsible for both on- and off-street parking.

4.7.40 The town centre streets are covered by a Disc Zone that requires all parked vehicles to display a disc between 9am and 5pm, Monday-Saturday to monitor duration of stay. There is a 2-hour time limit on most town centre streets (1 hour in the Market Place).

4.7.41 The results show that streets in the central area are popular and often have high levels of occupancy, but on other days they were not so well used. There was some available parking space for the short stay visits but not enough to provide a significant source of additional parking capacity in the future.

4.7.42 There are also streets in the areas surrounding the town centre, outside the area of this study, that provide parking space for town centre visitors and that experience problems with parking, particularly on terraced streets where there is often insufficient space to meet the demands of residents and visitors. Streets away from the central area are used for town centre parking, including long stay parking by town centre employees but it is not reasonable to expect residential streets to provide a parking solution for the town as a whole.

4.7.43 There is clearly a close relationship between on-street and off-street parking and many people use both and choose whichever is the most convenient. Therefore, the impact that changes to car parks could have on street parking, and vice versa must be considered. Any measures that lead to an increase in the amount of on-street parking is not recommended, unless the impacts of these changes can be mitigated through the introduction of parking restrictions or resident permit schemes.

4.7.44 Resident parking permit schemes have been implemented on streets around the edge of the town centre and there are requests for more schemes. Local residents are able to suggest schemes and

NCC will support and implement these where appropriate, if a sufficient level of local support exists. This process should continue and will help to protect streets from the effects of town centre overspill parking. It is recommended that a co-ordinated approach to the introduction of resident permit schemes across the town is adopted as part of the overall parking strategy, recognising that some streets may not want such a scheme.

4.7.45 Where on-street parking does not have a negative impact on nearby residents then it is reasonable to expect that parking will take place. Some roads provide a significant amount of parking space without it having a major impact on residents. This strategy does not advocate removing parking from these streets but neither does it suggest that a lot more on-street parking space can be provided.

4.7.46 Where parking is unrestricted now then parking may well encroach into these streets in the future as demand increases, unless residents and/or NCC take steps to prevent it. The situation will need to be monitored and action taken to manage on-street issues where necessary.

4.7.47 Beaumont Street is by far the largest and busiest area of on-street parking in the town centre and many people head for that street as their preferred location and then move on if it is full, often through the Market Place itself. Beaumont Street contains 68 parking spaces (42% of the on-street spaces surveyed) and it performs an important role for short trips to the centre.

4.7.48 The time restriction on Beaumont Street is a 2-hour maximum stay and the survey results showed that approximately 90% of users leave within that period and the remainder also included Blue Badge holders who are permitted to stay longer. Therefore, the level of compliance with the restriction is good and no changes are recommended to the restrictions on Beaumont Street. On-street parking in the Market Place is discussed in the previous intervention.

INTERVENTION 3 – LONG AND SHORT STAY PARKING

4.7.49 There is a mixture of different time restrictions in the town centre car parks, with 2, 3 and 4 hour limits as well as all day parking available. The town centre car parks are used for long stay parking by many people but this can be an inefficient use of a scarce public resource. A quick turnover of parking spaces for short term visits is critical in providing capacity and maintaining the viability of the town. If spaces are blocked all day by commuter or resident parking this can prevent short trips and damage the local economy.

4.7.50 Free all-day parking is provided in the Wentworth long stay car park which accounts for approximately 33% of the town centre public parking spaces (267). The surveys show that these fill up quite early in the day and then turnover is low afterwards, suggesting that they are mainly used by employees and commuters for long stay parking.

4.7.51 Although it is important to provide somewhere for staff to park this is not considered to be an effective use of limited space and it encourages reliance on the car, even for people who could walk/cycle/car share or use a bus. The reallocation of free all-day car parks to serve the short stay demand is an important policy that should be considered. Increasing the turnover of each space would multiply its effectiveness and bring more economic activity to the town centre, but there are important caveats:

- Alternative provision should be made for long stay parking to ensure staff can still access their jobs;
- There is not a wholesale transfer of long stay parking to on-street parking; and
- The practice of bay hopping (where staff regularly move their car between car parks during the working day) is not increased.

4.7.52 In principle, people who are parking all day are often prepared to walk a little further than for short trips so there is scope to provide more long stay parking a bit further out from the town centre, where land is more likely to be available and affordable. This would also keep some traffic out of the town centre. If long stay parking could be provided at the edge of the town then there is scope to convert some of the existing long stay spaces into short stay and increase their daily turnover, and maybe apply a charge to these premium parking spaces, if such a measure were acceptable to NCC.

4.7.53 Rail commuter parking in Wentworth is said to be taking up valuable space (as discussed in Intervention 1 – Car Park Capacity). The removal of rail parking is recommended but it is not simple to separate rail commuters from the commuters to Hexham town centre. More survey work would be required to identify the extent of the problem and the pattern of parking behaviour by rail commuters and to use this information to develop ways to dissuade rail commuters from using the Wentworth long stay car park.

INTERVENTION 4 – SUSTAINABLE TRANSPORT

4.7.54 Greater use of sustainable transport modes (i.e. bus, coach, walk and cycle) would help to reduce the demand for parking in the town. Increased use of sustainable modes of travel is an alternative to building more parking spaces, but it has to be recognised that there is limited scope to satisfy all travel and parking needs through the promotion of non-car modes. This is part of the solution but it will not remove the need for more parking spaces entirely.

4.7.55 Sustainable modes are vital for supporting the local economy, but their importance is often underestimated in comparison with car travel. Experience from other areas shows that bus users and pedestrians often spend less money per journey than car users, but they tend to make more journeys so their total contribution to the local economy is usually higher.

4.7.56 Hexham has a modern bus station on the edge of the town centre with bus services to a wide range of destinations and NCC promotes public transport as an alternative mode of travel to the car. There are also many coach trips to the town and facilities are provided for coach parking in the Wentworth car park.

4.7.57 Rail access is relatively good with frequent services between Newcastle and Carlisle and the station is within walking distance of the town centre. There is adequate parking capacity at the station but there is some suggestion that rail commuters park in the Wentworth car park all day, at no cost, to avoid the charges that are applied in the station car parks. This is a poor use of scarce town centre parking space and needs to be prevented to free up space for town centre use.

4.7.58 Many local residents walk into the town centre but anecdotal evidence suggests that, when parking charges were removed, some people chose to drive instead of walk because it is convenient and free. Some residents have the option to make a choice between driving and walking/cycling and one aim of the study is to implement measures that encourage people to leave the car at home when possible, without causing too much inconvenience. The lack of parking space is already likely to discourage some people from driving but the improvement of sustainable transport options will take this effect further.

4.7.59 Given the rural nature of the area, it is not likely that significant improvements to public transport accessibility will be forthcoming soon. In broad terms, public transport is likely to remain used by a limited number of people but this number could increase. Furthermore, as a market town serving a wider rural hinterland, use of the car to access services will remain high and tourists are also likely to have a high level of car reliance.

4.7.60 The provision of a Park and Ride service was discussed during the consultation but there was little support for the concept. A shuttle bus trial was carried out previously but it was not used enough to offset the costs. The size of the town and the location of the bus station would make a permanent Park and Ride site difficult to promote.

4.7.61 Measures to promote walking and cycling more widely within the town could be integrated with efforts to improve specific walking and cycling links between more outlying car-parks and key services located within the town in order to maximise the convenience for users.

4.7.62 Car parks also have a role to play in the improvement of sustainable transport by providing a secure location for cycle and motorcycle parking and electric vehicle charging. These are already provided in some car parks but this could be expanded, that may help to reduce demand for the conventional parking spaces. The inclusion of more electric vehicle charging points in the busiest car parks would also support efforts to promote sustainable transport modes.

INTERVENTION 5 – CONDITION, FACILITIES, TECHNOLOGY, SECURITY AND MAINTENANCE

4.7.63 The existing car parks are in a reasonable condition and good facilities are provided in most locations. Ongoing maintenance and improvement will be required but without any income from charges the maintenance of car parks and on-street parking must be funded by NCC from existing budgets which are under competing pressure from the other services provided by the Council.

4.7.64 Parking for specific vehicles is provided in many of the car parks, including Blue Badge holders, parent and child spaces, motorcycles, pool cars, HGVs and coaches. There are currently 21 disabled bays in the town centre public car parks and an additional 66 disabled spaces in the various private car parks.

4.7.65 The recent surveys showed these disabled spaces were quite well used during each survey day but there was usually at least one available disabled space in each car park. The number will need to increase as demand increases.

4.7.66 Electric vehicle charging points have been provided in the Wentworth car park and the number of these is expected to increase in the future. During the recent surveys, the four charging bays were used every day by up to six vehicles during the day.

4.7.67 Streetlights are provided in all public car parks or from the adjacent street, although the quality of these is variable. There are some CCTV cameras but they do not cover all the parking spaces or connecting footways.

4.7.68 Longer-term, the emergence of new driverless technology has the potential to have a transformational effect on the scale and location of both short and long stay parking activity, e.g. after dropping passengers off, autonomous cars could take themselves out of the town centre to park. Whilst the advent of fully automated, driverless cars remains some time away, some driverless functions are likely to be fitted as standard to the next generation of vehicles and well within the medium-term planning horizon.

4.7.69 Further clarity concerning the application of driverless technology has recently been provided following publication of the DfT's Pathway to Driverless Cars that would appear to indicate a clear expectation that trials of remote parking will occur within a reasonably short timeframe and furthermore that they will include evaluation of "out of sight" systems as a fairly rapid follow on.

HGV Parking

4.7.70 An area of Wentworth car park is reserved for HGVs and bus/coaches (Car Park 8). There are 9 large bays marked for HGVs and Coaches only. These bays were well used at the weekend when they were virtually full on each day but less well used on weekdays. They were more heavily used in September than August. Many of the bays were used by just one vehicle for the whole day, often the same vehicle on multiple days, and the spaces filled up every evening, indicating overnight parking is taking place. Coaches were more common during the daytime while the evening parking was HGVs.

4.7.71 Consultation revealed that there is some dissatisfaction with the HGV parking at a strategic and local level. There have been complaints about the volume of HGVs parking overnight, obstruction for residents, overspill into the rest of the car park and other unsuitable locations and the lack of facilities that are provided for drivers. A recent study by the North-East Freight Partnership has shown that the current HGV facilities are unsatisfactory and it is pressing for better facilities to be provided with support from Transport for the North.

4.7.72 Ideally the HGV and Coach parking would be removed from the Wentworth car park and relocated to somewhere more appropriate where there are better facilities and greater capacity. This would release parking capacity for other vehicles in the Wentworth car park.

Direction Signing

4.7.73 Direction signing for the car parks is an important issue that was raised during the consultation. Clearly direction signs serve a purpose for people unfamiliar with the town centre while locals are more likely to use their familiar routes. They can be used to guide some people to use the most appropriate car parks and routes to reduce unnecessary mileage and pollution in the town centre.

4.7.74 The town centre is well signed from the A69 and closer to the centre are the car park direction signs. Approaching from the A69 there is a sign in advance of the Tyne Mills roundabout that points right towards the Tyne Green car park. This is a simple P sign with no names or description. There are no signs to the left at the roundabout pointing towards the Tyne Mills, railway station eastbound or former Fire Station car parks.

4.7.75 At the next downstream roundabout (Station Road) there is a sign on the approach for Long Stay parking to the left but there is no name or any other information. At the roundabout itself there is a sign to the left for Coach and HGV parking and to the right for cars. The Wentworth car park is clearly signed at this junction and it is clear to any visitors that this is the place to park for the town centre.

4.7.76 To the east of the town centre there are parking direction signs towards unnamed car parks that lead to the secondary Wentworth access. There are signs to the Hospital car parks, Loosing Hill and Wentworth along the A695.

4.7.77 Signing from the east along the B6305 is not very informative. At the Beaumont Street junction, there are Disc Zone signs but no direction signs to car parks. A sign here could be helpful in directing people along Priestpopple to the Wentworth car park to prevent them driving through the Market Place, although most people from this direction are likely to be locals who use their familiar routes.

4.7.78 The parking direction signing in the town is generally good and is unlikely to be causing much additional mileage and frustration for car users in the town centre. One potential option to consider is Variable Message Signs (VMS) that direct drivers to the spare parking capacity and reduce the unnecessary mileage. If a sign showed that the Wentworth car parks were full, drivers could take different routes to other car parks. A problem arises if there are no spare spaces in any car park, but that is a slightly different issue that is addressed in other sections of this study.

4.7.79 A VMS could direct visitors to Tyne Green or Loosing Hill car parks if Wentworth were full. A VMS could work together with a new car park to intercept visitors before they reach the busy town centre car parks. VMS can be expensive to install and maintain so careful consideration would be needed whether it would be worth the cost.

INTERVENTION 6 – OPERATIONS, MANAGEMENT AND ENFORCEMENT

4.7.80 NCC carries out all maintenance, operations and enforcement duties in the car parks and on-street parking. The consultation revealed a low level of discontent with the way the car parks are managed and the level of enforcement is reasonable during the working day but perhaps lacking outside of those hours.

4.7.81 Some consultees suggested that the various time limits that are in place in the different car parks are confusing, particularly in the Wentworth car park. Simplification of these limits would be preferable if possible. Issues relating to HGV and Coach parking were discussed within Intervention 5.

4.7.82 There was some dissatisfaction with the level of investment that has been made by NCC in Hexham's car parks and in the town. In terms of parking charges, it was recognised that this would be a major political and management issue that would need to be resolved at a County-wide basis. Introducing charges would involve significant additional costs as well as new income, including enforcement, PCN administration, cash collection, ticket machine maintenance, staff costs, etc.

4.7.83 One measure that could be investigated further is the introduction of more advertising or sponsorship within the car parks or at the parking disc dispensers. Many local authorities allow this in order to generate a small amount of income to be reinvested in their parking facilities. There could be an issue with the visual impact of such a proposal and any signs would need to be sympathetic to the local environment.

INTERVENTION 7 – MARKETING AND PROMOTIONS

4.7.84 Measures to spread the parking demand and encourage people to visit the town at different times of the day and the year could be beneficial to the economy. Other towns have tried initiatives to increase demand at particular times of day to increase demand and spread the impact, including initiatives such as Alive After Five (Newcastle and Sheffield) and Free After Three (various places). Where parking is already free and demand is high these are more difficult to implement because no cost advantage can be given. The promotion of town centres by parking services has already been done in these towns by the removal of charges at all times and the success of this policy is reflected in the overcapacity car parks.

4.7.85 It is now necessary to manage this demand rather than increase it at peak times. Spreading the demand into quieter times of day would be desirable but there are limited tools available to do that. There has been discussion about applying charges at the busiest times of day and year but that is a separate issue discussed in the following Intervention 8.

4.7.86 The provision of online, real-time information about parking capacity and initiatives is expanding and the provision of information by NCC will need to keep pace with technological change and mobile data. The Business Improvement District have provided a positive intent to help NCC to design and implement promotions and initiatives relating to parking and the town centre economy, such as voucher schemes and mobile phone apps.

INTERVENTION 8 – PARKING CHARGES

4.7.87 The withdrawal of parking charges has obviously had a major impact on travel and parking behaviour in many parts of the County and it has contributed to the current situation where some town centres are suffering from overcrowded car parks and streets. There are many benefits to free parking in terms of the local economies but, as stated previously, it may also have increased the reliance on and use of car travel and contributed to congestion in car parks and on streets, with knock-on effects on the environment and visitor satisfaction.

4.7.88 The consultation exercise revealed that many people think that free parking has had some negative impacts on the town and many were open to the concept of applying charges. There was less consensus about how, where and when charges should be applied and many options exist. This is clearly a wide-ranging and controversial issue that needs to be addressed on a Countywide basis but the message from the three towns that make up this study was that the reintroduction of charges could provide the additional tools necessary to help deal with the parking problems that exist now and in the future.

4.7.89 Parking charges could be used to:

- Reduce the peaks of demand
- Increase turnover of spaces and use the limited space more effectively
- Provide income to be reinvested in parking and transport
- Discourage car use when other modes of travel are possible
- Influence or affect particular types of users at different times of the day/week/year.

4.7.90 There are risks that charges could have negative effects as well as positive and these need to be considered and minimised as much as possible. Any impacts on the economy would need to be positive on balance, i.e. the number of people that are put off by the introduction of parking charges would need to be outweighed by the number of extra visitors attracted to better car parks with more available spaces, who are likely to contribute more to the local economy. Changes that lead to improvements to the environment could also have a positive economic impact.

4.7.91 Whilst the issue of charging for parking clearly has wider policy implications, it is recommended that the pros and cons of this are explored as it fundamentally affects many of the other options that can be taken. This will give more clarity and guidance for the choice of remaining options that exist.

4.7.92 In Hexham, there is some scope to provide additional parking capacity because there seems to be more land available at the edges of the town centre. However, these sites are generally in private ownership and would therefore have a high cost to purchase or lease. If charges were applied at the same time that extra car parks were provided it could represent a more realistic business case, e.g. if Wentworth were made short stay only and charges were applied and the income were used to fund the provision of more long stay parking on another site slightly further out from the town centre.

4.7.93 The effectiveness of this strategy would depend on many variables, such at the level of charges to be applied, the size and cost of land but a strategy of this type would be appropriate, if the principle of new parking charges could be accepted.

HEXHAM PARKING ACTION PLAN

4.7.94 **Table 13** brings together the recommendations drawn from the previous assessment of the potential interventions. It is a package of measures that has been developed on the assumption that **parking charges are not introduced** (except Action 15).

Table 13 – Hexham Parking Action Plan

Recommended Action		Time scale	Details
1	Increase off-street car park capacity	Med	Provide parking capacity to relieve existing problems and future requirements. Initial estimates suggest that at least 145 spaces would be required at peak times of the year to achieve an operational level of occupancy across the public car parks in the town centre. Carry out detailed assessment of all potential sites and engage with landowners. Remove certain types of user from Wentworth car park to increase capacity and turnover if alternative locations can be found (e.g. HGVs, Coaches, Rail Commuters and some Long Stay parking).
2	Convert Long Stay to Short Stay parking	Short / Med	The presence of long stay parking is restricting capacity for short stay trips, which may be damaging the local economy if visitors cannot park. Convert part of the Wentworth long stay car park to medium or short stay if good alternative locations for the long stay parking can be identified and developed. Large-scale transfer to on-street is unlikely to be an acceptable solution and TROs may be needed to prevent negative impacts. Reduce overnight and long-stay parking by residents and businesses with a 24-hour maximum stay.
3	Relocate on-street parking	Long	If additional off-street capacity is provided there would be an opportunity to remove some on-street spaces to the benefit of residential streets that are used for town centre parking. Retain some capacity for short stay trips in the most accessible locations, but a targeted removal of spaces could contribute to the proposed public realm scheme in the Market Place.
4	Short Stay Time Limits	Short	Simplify time limits in the car parks from 2 and 3-hour maximum stay to the same duration.
5	Retain sufficient parking spaces within the central area	Short/ Med	The town centre is divided into two levels, with the historic core at a higher level than the main car parks and major retail outlets. This means that most people have to walk up the hill between the two which can be difficult for some people. It is essential to retain sufficient parking and loading space at the top of the hill for people with mobility issues and for loading/unloading at the small businesses.

6	Review of on-street parking provision	Short	The effectiveness and abuse of Traffic Regulation Orders to be reviewed to identify any inappropriate parking. Long stay on-street parking to be reduced where it is causing problems, on residential streets for instance.
7	Direction Signing	Short /Med	Review the fixed direction signs and improve where necessary, Consider costs and benefits of new Variable Message Signs. Monitoring of car park occupancy would be required and 'Full' signs displayed with alternative locations shown.
8	Disabled Parking Spaces	Short	Monitor use of disabled spaces over a longer timescale and install more spaces if necessary.
9	Residents Parking Schemes (on-street)	Short	Support residents where there are valid concerns about the ability of residents to park on their street due to parking by visitors.
10	Sustainable Transport	Med	Ensure that parking strategy and sustainable transport strategy are consistent and complementary. Ensure car parks contribute to sustainable transport strategy by reducing reliance on the car and preventing uncontrolled increase in demand. Cycle and motorcycle spaces to be provided in suitable car parks. Investigate costs and benefits of extra electric vehicle charging points.
11	New development and S106	Med/ Long	Seek contributions from developers towards the provision of additional car park supply in town centre.
12	Enforcement	Short	Ensure that enforcement resources are targeted in the most effective way to achieve good parking behaviour at an acceptable cost. Investigate particular issues and take action.
13	Marketing and Promotion	Short	Participate in marketing activities that promote town centre trade through parking initiatives
14	Sponsorship and Advertising	Short	Consider options for generating income by increasing advertising or sponsorship of car parks.
15	Reintroduce Parking Charges	Med/ Long	Consider the pros and cons of the reintroduction of parking charges to further manage parking demand.

5 Morpeth Parking Strategy

5.1.1 This chapter presents the evidence base and recommended parking options for Morpeth. It describes the geography and economy of the town, the car parking that is currently provided and how it is used. Stakeholders have been consulted and their views are presented here. This information has been used as the baseline against which usage and future change is demonstrated. Forecasts of future parking demand have been made, based on the expected growth of the town and other changes in travel and parking behaviour. Finally, there is an assessment of the potential measures and changes that could be introduced in the town to help solve existing and future parking issues.

5.2 MORPETH

5.2.1 Morpeth is an historic market town that is the administrative centre of Northumberland County Council. It was part of Castle Morpeth District until local government reorganization in 2009. The town is located at an historically important crossing point of the River Wansbeck and lies alongside the A1, 15 miles to the north of Newcastle. The river provides a natural boundary around three sides of the town centre. Morpeth has a station on the East Coast mainline railway with direct connections to London, Newcastle and Edinburgh. It has a modern bus station adjacent to new retail developments in the town centre.

5.2.2 Morpeth is the service centre for the surrounding area with retail, business and leisure functions while it is also close to attractive countryside. There is a wide range of independent shops and national retail chains within walking distance of the town centre and there are many historical sites in the town, including the Clock Tower, Castle and Chantry. The County Council is based at County Hall in the south of the town. These factors make it an attractive place to live and visit and significant growth is forecast. The current population of Morpeth is approximately 14,000.

5.3 PARKING IN MORPETH

5.3.1 The town centre study area and car parks are shown in **Figure 10**. There are 18 car parks, plus various streets where parking is allowed. Parking is free of charge in all the public car parks and streets managed by NCC but there are time restrictions in some locations that are controlled by a disc system. Drivers must indicate their time of arrival on a disc that can be purchased for £1.00 from many outlets across the County and they must leave before the stated time limit.

5.3.2 Car parks are spread around the town centre with the largest being those adjacent to the retail developments along Stanley Terrace and Staithes Lane. The south side of the town centre is served by the two NCC car parks either side of Newmarket and some smaller car parks. On-street parking has also been included in the study area, these are generally small numbers of spaces with the largest being Dacre Street with 36 spaces.

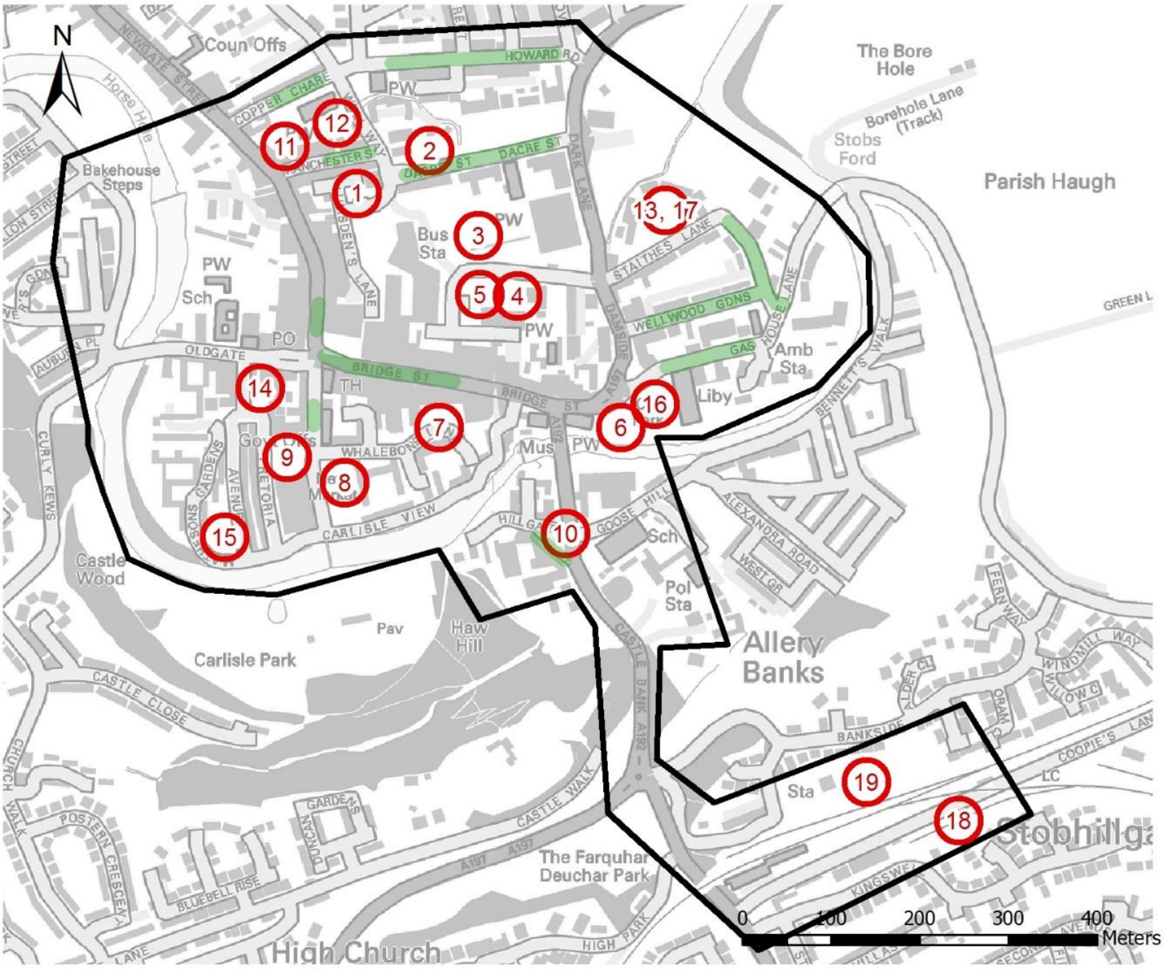
5.3.3 A large customer car park is provided by Morrisons on a deck above the NCC Staithes Lane long stay car park (that also contains some Morrisons staff parking) and the two car parks at the railway station are included in the study area.

5.3.4 In total, there are an estimated **1,673** off-street parking spaces in the town centre study area (some spaces are unmarked so it is necessary to estimate the number). In addition, the streets that were included in the study area survey contain an estimated **170** parking spaces. The total town centre parking capacity is therefore **1,843** spaces.

Table 14 – Morpeth Town Centre Parking

Car Park	Operator	Number of Parking spaces	Time Restrictions
Back Riggs	NCC	31	3 Hours
Dacre Street	NCC	35	3 Hours
Stanley Terrace North	NCC	350	3 Hours
Stanley Terrace South (Lidl)	NCC	80	3 Hours
Corporation Yard	NCC	34	3 Hours
The Terrace Short Stay	NCC	36	3 Hours
Whalebone Lane (x4)	NCC	47	3 Hours
Newmarket East	NCC	106	3 Hours
Newmarket West	NCC	63	3 Hours
Castle Square	NCC	14	3 Hours
St. James Short Stay	NCC	13	3 Hours
St. James Long Stay	NCC	46	None
Staithes Lane (incl. Morrisons staff)	NCC	297	None
Greys Yard	NCC	20	None
Mathesons Gardens	NCC	52	None
The Terrace Long Stay	NCC	43	None
Morrisons	Private	273	3 Hours
Railway Station West	Northern Rail	60	None
Railway Station East	NCC	73	None
On-street Parking	NCC	170	30 Mins and 2 Hours
TOTAL		1,843	

Figure 10 – Morpeth Study Area



Car Park	Capacity		
1 Back Riggs North	31 (Short Stay)	11 St James (Short Stay)	13 (Short Stay)
2 Dacre Street	35 (Short Stay)	12 St James	46 (Long Stay)
3 Stanley Terrace North	350 (Short Stay)	13 Staithes Lane	297 (Long Stay)
4 Stanley Terrace South	80 (Short Stay)	14 Greys Yard	20 (Long Stay)
5 Corporation Yard	34 (Short Stay)	15 Matheson's Gardens	52 (Long Stay)
6 The Terrace	36 (Short Stay)	16 The Terrace (Long Stay)	43 (Long Stay)
7 Whalebone Lane (x4)	47 (Short Stay)	17 Morrisons Supermarket	273 (Long Stay)
8 Newmarket East	106 (Short Stay)	18 Railway East NCC	73 (Long Stay)
9 Newmarket West	63 (Short Stay)	19 Railway West Northern Rail	60 (Long Stay)
10 Castle Square	14 (Short Stay)		

Legend

On Street Car Park Survey — Public Car Parks — Study Area

5.4 MORPETH PARKING SURVEY RESULTS

5.4.1 A major concern expressed by residents and stakeholders is that the car parks in Morpeth are often full and it is difficult to find a space at busy times. The occupancy results show how full the car parks were during the survey days. Any occupancy above 85% should be considered as over-capacity because this is recognised by the Chartered Institution of Highways and Transportation as the level at which it becomes difficult for drivers to find the remaining spaces.

5.4.2 Surveys of the NCC Staithes Lane long stay car park underneath the Morrisons car park were omitted in August but were included in the September surveys, so there is an inconsistency between the number of parking spaces in each month. NCC enforcement officers report the Staithes Lane car park is very busy most of the time so it is not expected that there is a major difference between its use in August and September, so the September figures are representative of 'normal' conditions in that car park.

5.4.3 One issue that has arisen is the unused spaces in Staithes Lane that are reserved for Morrison's and Sanderson's Arcade staff. This affects the overall occupancy of that car park so it is necessary to separate the 62 reserved spaces from the remainder when considering the capacity of that car park for public parking.

5.4.4 **Tables 15, 16 and 17 and Figure 11** provide a summary of the results on the busiest day during those days surveyed. It was found that the variation between days was quite small so the same conclusions would be drawn from data taken from the other days. The busiest day shows the capacity issues that exist but the data can still be considered to be typical of 'normal' conditions.

Table 15 – Morpheth Highest Occupancy Day (Thurs 21st September)

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Back Riggs	31	0%	39%	74%	94%	90%	97%	71%	77%	68%	81%	65%	94%
Dacre Street	35	0%	11%	49%	91%	91%	94%	86%	86%	83%	63%	43%	23%
Stanley Terrace North	350	5%	11%	44%	81%	96%	93%	90%	85%	83%	62%	41%	35%
Stanley Terrace South	80	0%	9%	24%	38%	93%	95%	81%	81%	80%	63%	43%	18%
Corporation Yard	34	15%	47%	85%	91%	94%	94%	91%	97%	97%	85%	85%	68%
The Terrace Short Stay	36	0%	19%	44%	47%	86%	86%	92%	89%	94%	44%	33%	42%
Whalebone Lane (x4)	47	6%	49%	70%	82%	89%	86%	87%	75%	87%	60%	50%	27%
Newmarket East	106	14%	32%	41%	58%	82%	97%	80%	64%	87%	80%	68%	63%
Newmarket West	63	21%	71%	49%	73%	86%	94%	94%	95%	92%	68%	67%	79%
Castle Square	14	14%	29%	57%	50%	64%	79%	93%	86%	100%	93%	64%	79%
St. James Short Stay	13	0%	38%	54%	92%	85%	100%	77%	85%	92%	77%	77%	54%
St. James Long Stay	46	93%	100%	100%	98%	98%	93%	96%	96%	98%	96%	87%	85%
Morrisons	273	19%	35%	56%	73%	75%	65%	66%	61%	54%	49%	48%	35%
Greys Yard	20	60%	60%	65%	70%	70%	75%	65%	65%	65%	50%	60%	60%
Mathesons Gardens	52	58%	100%	100%	100%	98%	98%	90%	92%	94%	63%	44%	25%
The Terrace Long Stay	43	23%	100%	102%	102%	102%	102%	102%	102%	102%	93%	65%	42%
Railway East NCC	73	84%	96%	96%	96%	96%	96%	96%	95%	93%	92%	84%	60%
Railway West Northern Rail	60	48%	102%	100%	105%	105%	105%	105%	103%	102%	97%	92%	85%
Staithes Lane (incl. Morrisons)	297	1%	10%	65%	81%	81%	83%	84%	78%	77%	67%	54%	22%
On-Street	170	26%	28%	39%	39%	44%	41%	39%	46%	43%	42%	41%	42%
TOTAL	1843	18%	35%	59%	75%	84%	83%	80%	77%	77%	65%	54%	42%

Table 16 – Morpeth On-Street (Thurs 21st September)

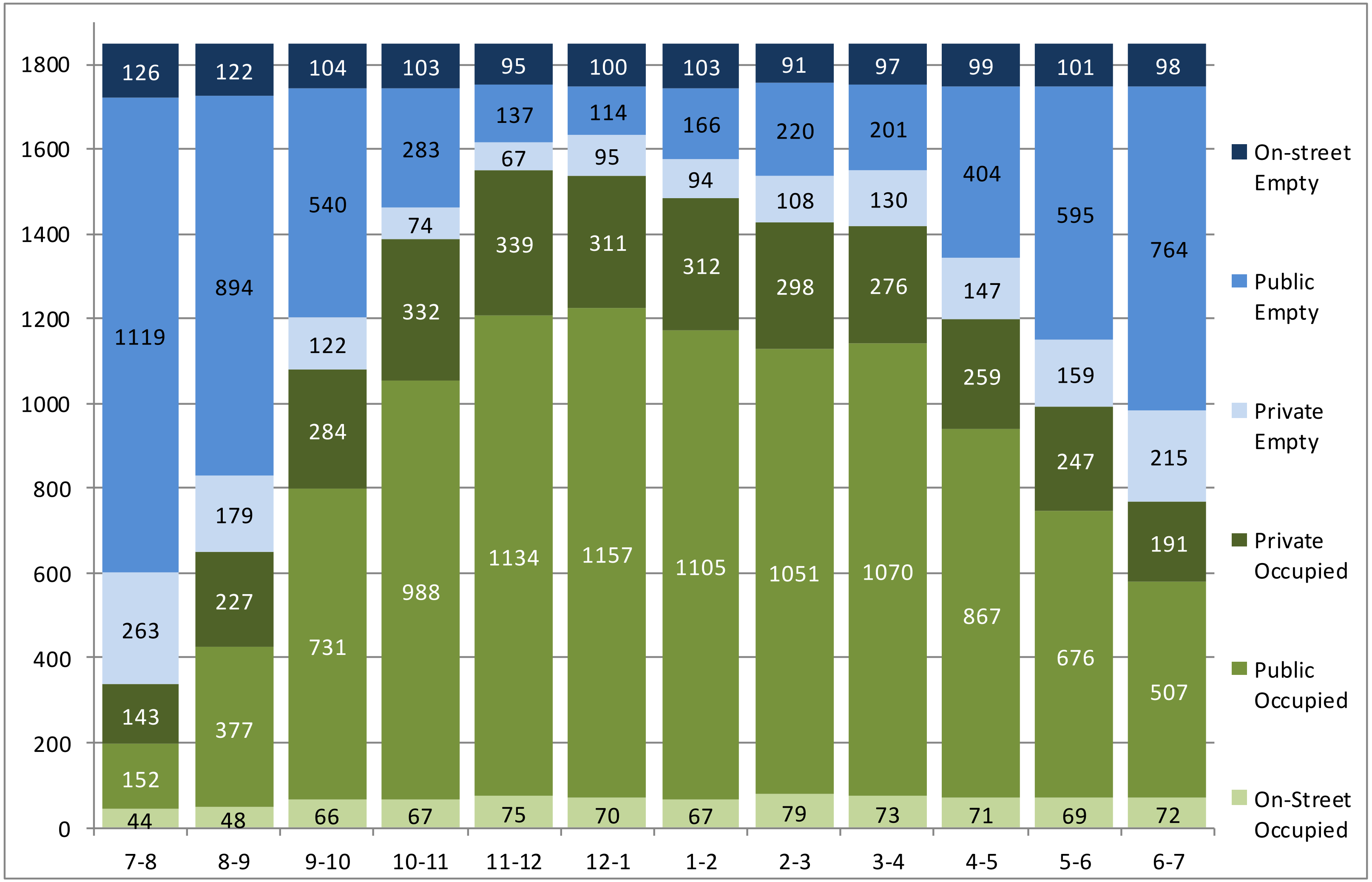
OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
A192 Bridge Street	25	4%	32%	52%	60%	60%	68%	60%	56%	32%	56%	52%	40%
A192 Newgate Street	6	67%	17%	67%	100%	100%	100%	83%	83%	50%	17%	83%	67%
Castle Square	8	13%	13%	50%	25%	63%	75%	75%	88%	88%	88%	88%	75%
Copper Chare	10	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dacre Street	34	32%	35%	41%	41%	47%	44%	24%	53%	50%	50%	44%	41%
Gas House Lane	12	8%	8%	25%	33%	25%	42%	33%	42%	92%	17%	8%	17%
Howard Road	23	48%	52%	48%	48%	61%	22%	30%	48%	48%	65%	65%	78%
Manchester Street	7	29%	43%	57%	86%	71%	86%	100%	100%	71%	86%	71%	100%
New Market	5	40%	60%	80%	20%	40%	60%	80%	80%	60%	60%	60%	40%
Wellwood Gardens	40	28%	18%	23%	20%	23%	18%	28%	20%	20%	15%	13%	23%
TOTAL	170	26%	28%	39%	39%	44%	41%	39%	46%	43%	42%	41%	42%

Table 17 – Morpeth Car Parks (Thurs 21st September)

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Non-Railway Short Stay	1082	10%	27%	49%	73%	87%	86%	82%	77%	77%	62%	50%	42%
Non-Railway Long Stay*	402	24%	45%	87%	99%	99%	100%	100%	96%	95%	82%	66%	37%
Railway	133	68%	98%	98%	100%	100%	100%	100%	98%	97%	94%	87%	71%

* Excluding the reserved staff spaces in Staithes Lane

Figure 11 – Morpeth Available Spaces (Thurs 21st September)



5.4.5 The results of the parking surveys show that, in **August**:

- Across the combined town centre car parks there is very little spare capacity during the weekday lunchtime peaks with an average occupancy of up to 88% at the busiest times. This average includes the Morrisons staff parking that was found to be very little used, so the occupancy of the publicly available parking spaces is well over 90%.
- Saturday is significantly lower occupancy than the weekdays. The lack of parking in the railway station car parks is the main reason for this as these are overcapacity on weekdays.
- The Marketday and standard weekday were very similar.
- The only significant amount of available space is in the Morrisons customer car park with a small amount in Whalebone Lane. If Morrisons staff and customer car parks are excluded the average occupancy across the rest of the study area would be approaching 100%, i.e. well over the operational capacity level.
- Some car parks fill up early with commuters, e.g. Railway Station, Back Riggs and The Terrace. Some car parks were still busy at 7pm, suggesting they serve the evening economy, e.g. Castle Sq., Newmarket and Back Riggs. St. James was very busy for the whole time, even at 7am, suggesting some overnight parking by residents.
- Saturday was slightly busier in total than the other days, although car park occupancy was lower. This is because the demand is more spread out across the day.
- Stanley Terrace North had the most vehicles parked at any one time (up to 350) but Morrisons has many more visitors across the whole day (3,600 vs 2,000 at Stanley Terrace North on Saturday).
- There is some spare on-street parking space, it was less than 50% occupied at the busiest time, although some of these spaces are reserved for permit holders. Dacre Street contains the most on-street spaces and it had some available spaces at all times.

5.4.6 The **September** results showed some variation with the August results:

- Weekday and weekend car park occupancies were very similar.
- The only significant amount of spare capacity was in the Morrisons customer car park.
- On-street parking was similar to August.

5.5 GROWTH IN PARKING DEMAND IN MORPETH

5.5.1 New parking demand is expected to be generated by further development in the town and the surrounding area. New homes will be built that will increase demand to travel to the town centre and use the car parks and growth of the town centre will also increase its attraction. The trip generators (homes) and attractors (jobs, retail, services, tourist attractions) will both increase the demand for parking in the town centre.

5.5.2 Growth in demand has been assumed to be related to the number of new homes that are proposed in each town. It is recognised that there will also be growth generated by other types of land use development but to avoid double counting of future parking demand the growth in housing has been used as an indicator of parking growth.

5.5.3 Morpeth is expected to have by far the largest number of new homes of the three study towns. Various housing developments have been proposed in Morpeth that will change the supply and demand for parking spaces in the future. The details of the proposed sites and what they are expected to contain are constantly evolving and this forecast is therefore a current best-e of what might change.

5.5.4 Discussion with NCC officers has resulted in a list of assumed development. **Table 21** provides a forecast of future development. The proposed expansion is in the order of 35% growth in the number of households in the town between 2017 and 2031.

5.5.5 The Department for Transport TEMPro traffic growth factors (**Table 22**) have been compared with the housing growth. An extra 2,400 new homes between 2017 and 2031 represents an increase in housing of approximately 170 per year or 35% in total (i.e. 2.5% per year). The TEMPro factors include the effects of housing and employment growth and the forecasts of 14% growth in traffic for the period 2017 to 2031 (1.0% per year) are therefore significantly lower than the housing growth.

5.5.6 It is considered that the growth in housing numbers of 35% may not necessarily result in the same level of growth in town centre parking demand. This is because the creation of new jobs in the town centre is not expected to be of the same level. Retail demand could increase in line with the growth in housing so the impact on short stay parking could be in the order of 35% but it is considered that long stay parking by commuters would not increase by that amount.

5.5.7 **Therefore, the expected growth in parking demand that should be used for planning purposes is assumed to be in the order of 35% for short stay parking and 25% for long stay parking over the next 14 years.**

5.5.8 This growth is expected to lead to further overcapacity of the car parks, leading to further overspill of parking into other locations, including streets and private car parks, additional traffic as more people seek scarce parking spaces and a possible reduction in demand as people are put off by the difficulty of parking.

5.6 CONSULTATION WITH ELECTED MEMBERS AND STAKEHOLDERS

5.6.1 Consultation events were held in Morpeth in September and November with County Councillors, Town Councillors and representatives of various stakeholders (i.e. individual businesses, Morpeth Town Team and other organisations). Attendance at the events was by invite only and an agenda was circulated to provide attendees with suggested discussion points. The events included a presentation of the data results and an open forum to discuss the development of the parking strategy.

5.6.2 The feedback covered all aspects of parking but complete agreement was not achieved for every issue and the summary below is the general consensus of the group but it is not necessarily the view of all attendees. The main points that were raised in the Elected Member consultation have been summarised below:

- The accuracy of the surveys was questioned because there is a feeling that footfall has been low this year because of the gas main roadworks. Chamber of Trade monitor footfall. Councillors felt the road works could affect traffic and parking patterns for a while, even when they are complete. Dacre Street on-street looked lower than was expected.
- It was questioned whether parking over the Christmas period should be assessed as well. It was also suggested that the parking strategy should not be produced for the worst-case scenario because it would result in over-provision for the rest of the year.
- St James long stay car park fills up before 8.30am before any other car park. Staithes Lane fills up by 9-9.30am, except for the Morrisons staff parking.
- Shop workers use the 3-hour short stay car parking spaces which are free and just move their car around every 3 hours, wasting time and creating traffic (‘bay hopping’).
- Streets in the Stanners (Abbey View, etc) acts as an overflow car park.
- The Old Registry car park (approximately 50 spaces) has been sold for redevelopment and the spaces will be lost, although it is not known who uses these spaces.
- New development will put pressure on current car parking problems. There is likely to be overspill into residential streets, similar to when the charges were in place. New development includes:
    - Queens Head Hotel. Very little parking here so new demand will use public car parks
    - New wedding venue
    - Residential development
    - Smailes redevelopment
    - Approximately 5 spaces may be lost at Railway station due to extension.

- Potential sites for new car parks in Morpeth:
  - New multi-storey car park near railway station adjacent to Mafeking Roundabout. Potential 100+ spaces.
  - Goose Hill primary school converted to car park. Potential 100+ spaces.
  - Land adjacent to Railway station on Coopie's Lane could become car parking with 30 spaces but this is for the station rather than the town centre.
  - Potential car parking on the old Library site near Gas House Lane but new development likely to be leisure use.
  - Potential extra car parking at new deck at Stanley Terrace (outside Next). Estimated 160 spaces.
  - Extension of railway station car park.
  - Mail Depot, 80 spaces, but would need to buy this site and the owner could have other plans
  - BT building. Commercial site, expensive to purchase
  - Decking of St. James St. car park taking advantage of level differences but difficult to access
  - More on-street parking, e.g. Newgate and Bridge street. Not an ideal solution for creating an attractive town centre.
- The implementation of some of these could provide a short-term solution.
- Parking charges. They have been used before and have proven unpopular. The worry is people will shop in other nearby towns where parking is free as people will pay for extra petrol rather than charges. Some people suggested this was a good solution in some circumstances but there was also strong opposition.
- If charges were applied it would have to be across the whole County to make it fair.
- Change the bay hopping culture of shop workers because if the free parking is not utilised by shoppers then it is bad for business. Business owners could help to influence staff behaviour. A long stay car park further out could provide a better facility for long-stay commuters.
- Sustainable transport. Very few attractive options for this. Encourage short trips by cycle. Difficult as lots of trips are for retail which requires a car to carry goods. Some potential to use travel plans to change modes amongst staff. Topography is an issue with cycling and walking. Bus services are not that attractive when parking is free.
- Park and Ride – potentially at Heighley Gate. Interchange penalty could be an issue. P&R are not always successful and can be expensive.
- Implement short term schemes and see how things develop over time.
- There is a difficult balance between providing more parking to meet demand and creating more traffic in the town centre.

5.6.3 The main points that were raised in the Stakeholder consultation have been summarised below:

- The lack of long stay car parking spaces is exacerbated by residents and rail passengers parking in them for days at a time. Designated residents parking bays with permit schemes have been unpopular due to the charges and residents requiring several permits. NCC has investigated the potential to cap the number of days cars can park in long stay car parks, to free up parking spaces.
- At Christmas, there is a pronounced shortage of parking spaces.
- There is potential for car parks to be built (included in the previous list) which would provide parking capacity within the town.
- Funding may be available for car parks from various sources, including European funding linked to tourism.
- Improved signage could help alert drivers to free spaces. Better standard signing directing people to car parks may be needed. VMS signs alerting drivers to free spaces would be useful. Use the Internet, leaflets, NCC website to alert people to car parks locations.
- Morrisons parking spaces are often under-utilised with an over provision of staff parking spaces. There is a need for dialogue with Morrisons to look at capacity there and perhaps have staff parking on surface and have some long-stay underground.
- Charging was mentioned and if it were reintroduced NCC would need to implement it in other towns as well. People agreed that cheap parking that was convenient in terms of round amounts (e.g. £1 an hour) could work and accept that payment may be needed.

5.7 MORPETH OPTION ASSESSMENT AND SUGGESTED STRATEGY

5.7.1 Consultation with stakeholders and the new data has been used to develop a list of problems and issues, associated impacts and some suggested objectives that the parking strategy should aim to achieve. These are set out in **Figure 12**.

5.7.2 A wide range of policy tools exist that have the potential to provide support for town centre initiatives and growth. These potential interventions have been assessed on an independent basis without any pre-conceptions and all possibilities have been considered. An assessment of the impacts of these policies and their appropriateness to Morpeth is presented in this section. The types of potential measures are presented in **Table 18**.

5.7.3 Parking in Morpeth does not appear to be as seasonal in nature as some other places, the differences between the August and September data are very small. This is likely to be due to the lower reliance on seasonal tourism. This means that any solutions would need be full time rather than seasonal or part-time.

5.7.4 One aspect that impacts parking management strategies is the absence of parking charges in the town and it is worth addressing this at the outset of this section because of its impact on many of the other potential measures. Many consultees agreed that the withdrawal of parking charges in 2014 had a significant impact on parking in the town.

5.7.5 The lack of charges removes one of the management tools that parking strategies often make use of, but it is also very popular with many visitors to the town and stakeholders. The parking pattern in the town is related to the availability of free parking as well as the quality of the town centre. This policy is also thought to have led to an increasing reliance on car travel with more people driving into the town centre than used to because there is less disincentive to do so, although there is no data to quantify this effect.

5.7.6 Looking forwards, any potential reintroduction of parking charges would be a major strategic decision for NCC that could have fundamental effects on the provision of parking across the County in the future. From a technical point of view parking charges would provide an additional, useful means of influencing travel and parking behaviour along with a source of income that could be invested in car park facilities.

5.7.7 The following analysis is presented on the basis that **no parking charges are introduced** but there is also an assessment of the potential impacts of parking charges at the end of this section.

Figure 12 – Morpeth Issues and Objectives Summary

Problems & Issues

- Public car parks and streets are full to capacity at busy times
- Traffic, made worse by drivers searching for a parking space
- There is a lack of space for long stay, commuter parking and people 'Bay hop' to overcome time restrictions
- Reliance on car travel, reinforced by free parking
- Lack of signing about the number and location of spaces
- The small amount of spare capacity is outside the control of NCC
- Large scale housing is proposed in the town that is likely to lead to a corresponding increase in town centre parking demand

Impacts

- Additional traffic, air quality and environmental impacts
- Frustration and damaged visitor/resident perception
- Business closure and challenges for regeneration

Objectives of Strategy

- Prioritise the limited space in the town centre for people who have greatest impact on the economy and/or accessibility constraints
- Provide more public off-street parking capacity all year round
- Encourage people to use non-car modes where possible
- Achieve a good balance between the needs of local residents, employees and visitors
- Plan ahead for future parking and transport demands

Table 18 – Potential Parking Measures

	Parking Strategy Measures
1	Off-street Car Park Capacity
2	On-street Parking Capacity
3	Long and Short Stay Parking
4	Sustainable Transport
5	Condition, Facilities, Technology, Security and Maintenance
6	Operations, Management and Enforcement of Parking
7	Marketing and Promotions
8	Re-introduction of Parking Charges

5.7.8 Each of the potential measures has been assessed to demonstrate their likely effects in the context of the town and NCC operations. Many of the potential parking interventions are related to each other, for instance the availability of parking spaces has a direct relationship with demand and other factors also affect demand, so these factors have been considered together. This section brings together elements of these measures into a package of recommended actions. The interventions have been assessed with reference to the impact on a series of indicators, including:

- Economic indicators (e.g. footfall, expenditure, vacancy rates)
- Land availability
- Traffic movements and sustainable transport
- Environmental issues
- Council parking operations

INTERVENTION 1 – CAR PARK CAPACITY

5.7.9 There is limited spare capacity in the public car parks (i.e. those operated by NCC) and much of the spare capacity that does exist in the town is restricted for Morrisons customers and staff. A potential objective of the parking strategy could be to provide sufficient capacity so that there is always some vacant space in a public car park within a convenient and pleasant walk to the town centre, without creating too many spaces that are empty on most days.

5.7.10 At present the difficulty of finding a parking space is seen as a constraint on the town centre economy as people are likely to be discouraged from shopping or visiting the town centre. The difficulty of parking may cause people to shop in or visit alternative towns.

5.7.11 The other related capacity issue is a lack of parking space for people that work in the town. Long stay parking is well over the 85% recommended threshold of capacity and many staff use short stay car parks and 'bay-hop' to avoid the time restrictions. Long stay parking is a poor use of limited town centre space so it is important to ensure that the space that is made available for long stay parking is to the benefit of essential town centre workers. Options need to be explored for the creation or improvement of long stay parking in other locations but these still should be attractive if they are to be successful.

5.7.12 The question is how many new parking spaces are required and how should that increase in capacity be provided. There is little benefit in creating more car parks that just fill up all day, any additional spaces need to be well managed to maximise the benefit to the town. It is not necessarily just a case of building more parking spaces, there is a range of other ways to provide more capacity.

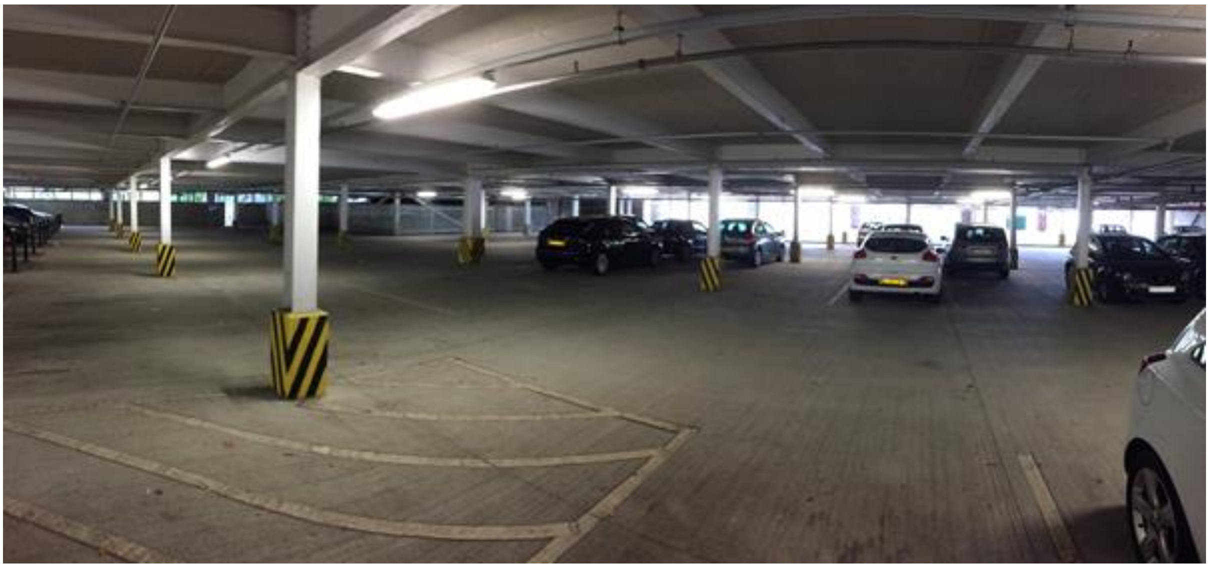
5.7.13 The data has shown that the town centre is at 88% average occupancy at the busiest times but within this overall figure is a split between public car parks in the central area (over 95% occupied) and private car park (up to 75%). Future demand is forecast for 35% growth in housing over the next 14 years so the current parking spaces will be severely over capacity in the short and long term.

5.7.14 However, calculating how many parking spaces are required is not a simple task because, although the existing occupancy is 95%, it is not just a case of providing 10% more spaces to bring this down to the recommended maximum of 85%.

5.7.15 This approach does not take account of any existing demand that is currently suppressed by the lack of parking and driver behaviour that is currently affected by the lack of capacity (e.g. bay hopping). However, the level of existing suppressed demand is unknown. There is anecdotal evidence of this effect but no quantifiable data about the effect that the full car parks have on behaviour. If more spaces are provided they could just fill up with new trips that currently go elsewhere or that use non-car modes of travel or visit at different times of the day or week because of the parking problems.

5.7.16 Building more spaces is unlikely to solve the problem alone and it could lead to additional traffic in the town centre and even more reliance on car travel. Traffic along some routes in the town centre is already a concern to some at peak times. Other measures may be required alongside increased capacity to manage this demand.

5.7.17 Unlike the other towns the role of private car parks in Morpeth is relatively small because most car parks are controlled by NCC. There is little scope that the only private car park (Morrisons) is going to provide a comprehensive solution to the problem, although the Morrisons staff parking spaces could be used more efficiently to the overall benefit of the town (see photo below).



5.7.18 An additional private car park was under construction at the time of this study (Gas House Lane). Users will have to pay a charge but the car park is expected to contain a reasonable number of new parking spaces (approximately 60). If the car park does open will be important to monitor the success of this car park and if it helps to relieve parking pressure in the future.

5.7.19 Additional capacity is also expected to be provided at the adjacent Library site on Gas House Lane. A temporary car park is due to be provided here by NCC that is convenient for the town centre, but the capacity and timescales are unknown.

5.7.20 Providing some additional parking capacity would offer some breathing space for the current constrained situation and future expansion but this is only part of the solution. The provision of more parking spaces would need to be done in parallel with other initiatives to improve the use of non-car modes and to increase the turnover of the existing parking spaces to use them more effectively. These measures are explored in detail in the following sections.

5.7.21 **Table 19** provides a methodology for calculating the minimum amount of parking spaces that are needed in Morpeth.

Table 19 – Morpeth Car Park Capacity Estimates

	Parking Spaces	% Occupancy
Current Requirement		
Public car park spaces in the town centre	1,205	
Existing maximum occupancy in public car parks	1,157	96%
Existing demand suppressed by the lack of spare capacity	Unknown	
Spaces required to meet 85% target occupancy in 2017	1,361	85%
Additional spaces required 2017 (excluding suppressed demand)	156 (1361 - 1205)	
Potential change in parking spaces (incl. Gas House Lane (+60), Old Registry Office (-50))	+10	
Total number of spaces needed	**146**	
Future Requirement		
Growth in Parking Demand Growth by 2031 (+35% short stay and +25% long stay)	1,523	126%
Spaces required to meet 85% target occupancy in 2031	1,792	85%
Additional spaces required by 2031	**587** (1792-1205)	

5.7.22 The table shows that the creation of 146 additional parking spaces would be required in the short term to bring the occupancy down to the recommended level of 85%. This figure excludes any additional demand that is currently being suppressed by the lack of available parking space, which could be substantial, i.e. the existing demand could be over 100% but this cannot be quantified because it is not known what these drivers are doing instead. Therefore, the figures in the table can are the minimum number of spaces that is required in the short term. Such improvements could be carried out alongside the provision of more parking capacity.

Location of Additional Parking spaces

5.7.23 In terms of locations for additional spaces there are several potential sites that have been considered. These are just proposals at this stage and no discussion has taken place during this study with the owners of these sites to establish the likelihood, acceptability or costs of such schemes. These sites have constraints and issues that would need to be addressed as part of an option assessment process.

5.7.24 Measures that bring significant additional car traffic into the town centre would also have impacts on the environment, air quality and road safety. Therefore, the best locations for new car park capacity are away from the town centre, where land is more likely to be available and traffic would be kept out of the town centre.

5.7.25 Providing more off-street parking would offer the opportunity to reduce the amount of on-street parking. There is some on-street parking in the central core of the town but there was not a strong request from stakeholders to remove this parking and it is essential to support some town centre trips. These spaces are time-restricted to ensure a good turnover of spaces.

5.7.26 More long stay off-street space could relieve the pressure on some residential streets that are used for town centre parking, but on-street restrictions may be needed to reinforce this approach.

5.7.27 In terms of creating new car park capacity, potential sites have been suggested at the following locations:

- Multi-storey car park in Allery Banks, close to Railway Station and Mafeking Roundabout
- Goose Hill Primary School
- Former Library site
- Decking of Stanley Terrace North car park
- Decking of St. James car park
- Royal Mail Depot
- Former British Telecom Building
- Railway Station

5.7.28 There would be various issues to overcome to develop these sites into car parks, including land ownership, vehicle access, planning permission and the costs of purchase and construction. Some of the sites are better located than others in terms of access and traffic impacts. Information about some of the proposals is limited.

5.7.29 The potential for the construction of a multi-storey car park in Morpeth has been put forward previously, including by the Former Leader of the County Council in 2016. This would represent a comprehensive solution to the lack of parking capacity in the town, but there would be significant issues to be addressed, including funding sources, traffic generation and access, land availability and purchase, air quality and sustainable transport policies. Without any income to offset the costs of construction it is difficult to propose such an investment with a high level of certainty, but if capital and revenue funding can be secured then the scheme could proceed.

5.7.30 Sites have been considered for a multi-storey car park to the south of the river so traffic could be kept out of the town centre. Long stay parking could be relocated to the car park, replaced by short stay in the central area.

5.7.31 Goose Hill Primary School near Castle Square is due to be relocated and this would release the existing site for redevelopment. One option would be to create a car park on the site, or part of the site. This is a good location for town centre parking, with a short walk over the river bridge into the town centre and vehicle access off the A192 would be possible.

5.7.32 The Library on Gas House Lane is now closed and due to be redeveloped. This site has been identified as suitable for temporary parking while the permanent redevelopment is planned and designed. It is not known whether some permanent car parking could be provided as part of the proposed development, but that would be beneficial to the town. The site is adjacent to The Terrace car park so this car park could be extended into the Library site if land is made available.

5.7.33 Decking of Stanley Terrace North car park has been suggested as a way to increase capacity without the need for additional land. The proposal has a lot of merits in terms of providing extra capacity in the heart of the town centre where the demand is highest. There could be an opportunity to secure private funding for such scheme from the adjacent town centre developments, although the costs would be high. The visual impacts and the additional traffic that would be attracted into the town centre would be challenges that would need to be tackled.

5.7.34 Decking was also suggested at the St. James car park to take advantage of the level differences. This is quite a small site, next to St. James Church so there would be difficult issues with access and conservation to overcome and the quantity of additional spaces would be relatively small.

5.7.35 The Royal Mail depot is located on the edge of the town centre on Oldgate, within a convenient walking distance. The status and availability of this site is not known but it could be a suitable location for a public car park if the site could be secured. The site would also be suitable for many other types of development so it is likely to have a high value. Access would be feasible, although it would bring more traffic along Bridge Street, Newgate Street and Oldgate.

5.7.36 Demand is already very high at the Railway Station and this is expected to increase further when the frequency of trains is increased in the future. There are various proposals to expand parking capacity, including using the landscaped area on the opposite side of Coopie’s Lane from the station building. There is limited scope to extend the existing car parks because of the railway tracks and level crossing on Coopie's Lane. The proposed multi-storey car park in Allery Banks would provide plenty of extra capacity but there are major delivery issues to overcome, as discussed previously in this section.

5.7.37 This is not a comprehensive assessment of every potential site but a high-level assessment of some potential options. Other sites may exist and there may be fundamental issues with some of the sites above that make them unfeasible for new car parks. This work shows that there are options for providing more capacity but more work and engagement with landowners is required to take the options to the next stage of development.

INTERVENTION 2 – ON-STREET PARKING CAPACITY

5.7.38 On-street parking plays an important role in the vitality of the town centre and the strategy for on-street and off-street parking needs to be complementary. The unitary status of NCC is helpful in this regard as the Council is responsible for both on- and off-street parking.

5.7.39 The town centre streets are covered by various restrictions and time limits. Most streets have a 2-hour time limit and many have exemptions for permit holders. Bridge Street and Newgate Street have 30-minute time limits. Wellwood Gardens had plenty of spare capacity in the parking surveys, but most of this is restricted to resident permit holders only.

5.7.40 The survey results show that there is usually a small amount of available on-street parking space for the short stay visits but it is not enough to provide a significant source of additional parking capacity in the future.

5.7.41 There are also streets in the areas surrounding the town centre, outside the area of this study, that provide parking space for town centre visitors and that experience problems with parking where there is often insufficient space to meet the demands of residents and visitors. Streets away from the central area are used for town centre parking, including long stay parking by town centre employees but it is not reasonable to expect residential streets to provide a parking solution for the whole town.

5.7.42 There is clearly a close relationship between on-street and off-street parking and many people use both and choose whichever is the most convenient. Therefore, the impact that changes to car parks could have on street parking, and vice versa must be considered. Any measures that lead to an increase in the amount of on-street parking is not recommended, unless the impacts of these changes can be mitigated through the introduction of parking restrictions or resident permit schemes.

5.7.43 Resident parking permit schemes have been implemented on streets throughout the town. Residents can suggest schemes and NCC will support and implement these where appropriate, if a sufficient level of local support exists. This process should continue and will help to protect streets from the effects of town centre overspill parking. It is recommended that a co-ordinated approach to the introduction of resident permit schemes across the town is adopted as part of the overall parking strategy, recognising that some streets may not want such a scheme.

5.7.44 Where on-street parking does not have a negative impact on nearby residents then it is reasonable to expect that parking will take place. Some roads provide a significant amount of parking space without it having a major impact on residents. This strategy does not advocate removing parking from these streets but neither does it suggest that a lot more on-street parking space can be provided.

5.7.45 Where parking is unrestricted now then parking may well encroach into these streets in the future as demand increases, unless residents and/or NCC take steps to prevent it. The situation will need to be monitored and action taken to manage on-street issues where necessary.

INTERVENTION 3 – LONG AND SHORT STAY PARKING

5.7.46 In Morpeth, there is a simple system of time limits, with all the central car parks having a 3-hour limit while those on the edge of the town centre are long stay with no time limits. The car parks in the town centre that allow all-day parking that are very busy during the working day, but this can be an inefficient use of a scarce public resource. A quick turnover of parking spaces for short term visits is critical in providing capacity and maintaining the viability of the town. If spaces are blocked all day by commuter or resident parking this can prevent short trips and damage the local economy.

5.7.47 Free all-day parking is provided in five of the town centre public car parks (approximately 32% of the public spaces) and the surveys show that these fill up quite early in the day and then turnover is low afterwards, suggesting that they are mainly used by town centre employees for long stay parking.

5.7.48 Although it is important to provide somewhere for staff to park this is not considered to be an effective use of limited space and it encourages reliance on the car, even for people who could walk/cycle/car share or use a bus. The reallocation of free all-day car parks to serve the short stay demand is an important policy that should be considered. Increasing the turnover of each space would multiply its effectiveness and bring more economic activity to the town centre, but there are important caveats:

- Alternative provision should be made for long stay parking to ensure staff can still access their jobs;
- There is not a wholesale transfer of long stay parking to on-street parking; and
- The practice of bay hopping (where staff regularly move their car between car parks during the working day) is not increased.

5.7.49 In principle, people who are parking all day are often prepared to walk a little further than for short trips so there is scope to provide more long stay parking a bit further out from the town centre, where land is more likely to be available and affordable. This would also keep some traffic out of the town centre. If long stay parking could be provided at the edge of the town then there is scope to convert some of the existing long stay spaces into short stay and increase their daily turnover, and maybe apply a charge to these premium parking spaces, if such a measure were acceptable.

INTERVENTION 4 – SUSTAINABLE TRANSPORT

5.7.50 Greater use of sustainable transport modes (i.e. bus, coach, walk and cycle) would help to reduce the demand for parking in the town. Increased use of sustainable modes of travel is an alternative to building more parking spaces, but must be recognised that there is limited scope to satisfy all travel and parking needs through the promotion of non-car modes. This is part of the solution but it will not remove the need for more parking spaces entirely.

5.7.51 Sustainable modes are vital for supporting the local economy, but their importance is often underestimated in comparison with car travel. Experience from other areas shows that bus users and pedestrians often spend less money per journey than car users, but they tend to make more journeys so their total contribution to the local economy is usually higher.

5.7.52 Morpeth has a modern bus station in the town centre with bus services to a wide range of destinations and NCC promotes public transport as an alternative mode of travel to the car. The forecast growth of the town will provide the opportunity to improve the commercial bus services for new and existing residents as the demand to travel increases.

5.7.53 Rail access is good with frequent services to Newcastle and other destinations along the East Coast mainline and the station is within walking distance of the town centre. Morpeth is a commuter town with many people travelling by train to Newcastle to work. The railway service is so successful that both station car parks are usually full on weekdays. The frequency of the train service is expected to increase in the future which will further add to the demand for station parking. Extensions to the existing car parks and new car parks have been proposed at the station to create more capacity, although the forthcoming development of the station will remove some of the existing parking spaces.

5.7.54 One proposal is to create a small car park on the landscaped area opposite the station entrance (see photo below). Provided that the site can be adequately accessed this proposal would replace the lost spaces and provide some extra capacity, but it is likely that more would be needed in the future to meet future rail station parking demand.

5.7.55 The multi-storey car park that has been proposed between the station and the town centre could also provide additional parking for rail commuters, if it were to proceed.

5.7.56 Many residents walk into the town centre but anecdotal evidence suggests that, when parking charges were removed, some people chose to drive instead of walk because it is convenient and free. Some residents have the option to make a choice between driving and walking/cycling and one aim of the study is to implement measures that encourage people to leave the car at home when possible, without causing too much inconvenience. The lack of parking space is already likely to discourage some people from driving but the improvement of sustainable transport options could take this effect further.

5.7.57 Given the rural nature of the area, it is not likely that significant improvements to public transport accessibility will be forthcoming soon. In broad terms, public transport is likely to remain used by a limited number of people but this number could increase. Furthermore, as a market town serving a wider rural hinterland, use of the car to access services will remain high.

5.7.58 The provision of a Park and Ride service was discussed during the consultation but there was little support for the concept because of the costs of providing the car park and bus service. This could be something to consider as part of the wider transport strategy for Morpeth but would be difficult to justify on parking grounds alone.

5.7.59 The topography of the town is always likely to limit the role of cycling and walking but measures to promote these modes more widely should maximise the convenience for users.

5.7.60 Car parks also have a role to play in the improvement of sustainable transport by providing a secure location for cycle and motorcycle parking and electric charging. These are already provided in some car parks but this could be expanded, that may help to reduce demand for the conventional parking spaces. The inclusion of more electric vehicle charging points in the busiest car parks would also support efforts to promote sustainable transport modes.

INTERVENTION 5 – CONDITION, FACILITIES, TECHNOLOGY, SECURITY AND MAINTENANCE

5.7.61 The existing car parks are in a reasonable condition and good facilities are provided in most locations. Ongoing maintenance and improvement will be required but without any income from charges the maintenance of car parks and on-street parking is funded by NCC from other budgets, which are under competing pressure from the other services that the Council provides.

5.7.62 Parking for specific vehicles is provided in many of the car parks, including Blue Badge holders, parent and child spaces, car club and electric vehicles. There are currently 39 disabled bays in the town centre public car parks and an additional 19 disabled spaces in the various private car parks.

5.7.63 The recent surveys showed the disabled spaces in Stanley Terrace and Whalebone Lane were well used during each survey day and there were times when no disabled spaces were available in those car parks. The Staithes Lane disabled spaces were not very well used. The number will need to increase as demand increases.

5.7.64 Electric vehicle charging points have been provided in the Stanley Terrace North and Railway Station car parks and the number of these is expected to increase in the future. During the recent surveys, the Stanley Terrace charging bays were used every day by up to four vehicles per day but the Railway Station ones were little used.

5.7.65 Streetlights are provided in all public car parks or from the adjacent street, although the quality of these is variable. There are some CCTV cameras but they do not cover all the parking spaces or connecting footways.

5.7.66 Longer-term, the emergence of new driverless technology has the potential to have a transformational effect on the scale and location of both short and long stay parking activity, e.g. after dropping passengers off, autonomous cars could take themselves out of the town centre to park. Whilst the advent of fully automated, driverless cars remains some time away, some driverless functions are likely to be fitted as standard to the next generation of vehicles and well within the medium-term planning horizon.

5.7.67 Further clarity concerning the application of driverless technology has recently been provided following publication of the DfT's Pathway to Driverless Cars that would appear to indicate a clear expectation that trials of remote parking will occur within a reasonably short timeframe and furthermore that they will include evaluation of "out of sight" systems as a fairly rapid follow on.

Direction Signing

5.7.68 Direction signing for the car parks is an important issue that was raised during the consultation. Clearly direction signs serve a purpose for people unfamiliar with the town centre while locals are more likely to use their familiar routes without reference to signs. They can be used to guide some people towards the most suitable car parks using the most appropriate routes and to reduce unnecessary mileage in the town centre.

5.7.69 From the south, when crossing the A192 river bridge parking is signposted to the east of the town centre, towards The Terrace and Staithes Lane. At the Morrisons roundabout, Long Stay is directed towards the Staithes Lane car park and there is a large, non-highway authority sign for Disc Parking towards Stanley Terrace. From the north along Newgate Street the parking direction signs point along Manchester Street towards the Stanley Terrace car parks. No signs direct visitors to the Newmarket car parks until they have already reached the Bridge Street / Newgate roundabout in the centre of the town, but these car parks are usually full regardless of this.

5.7.70 There does not appear to be much wrong with the existing direction signs. The only thing missing is any information on the location of vacant spaces. This would require the introduction of a Variable Message Signs (VMS) that direct drivers to the spare parking capacity and reduce the unnecessary mileage. If a sign showed that the Stanley Terrace car parks were full, drivers could take different routes to other car parks. A problem arises if there are no spare spaces in any car park, but that is a slightly different issue that is addressed in other sections of this study.

5.7.71 A VMS could direct visitors to a new car park if the existing ones were full. A VMS could work together with a new car park to intercept visitors before they reach the busy town centre car parks. VMS can be expensive to install and maintain so careful consideration would be needed whether it would be worth the cost.

INTERVENTION 6 – OPERATIONS, MANAGEMENT AND ENFORCEMENT

5.7.72 NCC carries out all maintenance, operations and enforcement duties in the car parks and on-street parking. The consultation revealed a low level of discontent with the way the car parks are managed and the level of enforcement was reasonable.

5.7.73 In terms of parking charges, it was recognised that this would be a major political and management issue that would need to be resolved at a County-wide basis. Introducing charges would involve significant additional costs as well as new income, including enforcement, PCN administration, cash collection, ticket machine maintenance, staff costs, etc.

5.7.74 One measure that could be investigated further is the introduction of more advertising or sponsorship within the car parks or at the parking disc dispensers. Many local authorities allow this in order to generate a small amount of income to be reinvested in their parking facilities. There could be an issue with the visual impact of such a proposal and any signs would need to be sympathetic to the local environment.

INTERVENTION 7 – MARKETING AND PROMOTIONS

5.7.75 Measures to spread the parking demand and encourage people to visit the town at different times of the day and the year could be beneficial to the economy. Other towns have tried initiatives to increase demand at particular times of day to increase demand and spread the impact, including initiatives such as Alive After Five (Newcastle and Sheffield) and Free After Three (various places). Where parking is already free and demand is high this is more difficult to implement because no cost advantage can be given. The promotion of town centres through parking has already been done in these towns by removing charges at all times and the success of this policy is reflected in the overcapacity car parks.

5.7.76 It is now necessary to manage this demand rather than increase it at peak times. Spreading the demand into quieter times of day would be desirable but there are limited tools available to do that. There has been discussion about applying charges at the busiest times of day and year but that is a separate issue discussed in the following Intervention 8.

5.7.77 The provision of online, real-time information about parking capacity and marketing initiatives is expanding and the provision of information by NCC will need to keep pace with technological change and mobile data.

INTERVENTION 8 – PARKING CHARGES

5.7.78 The withdrawal of parking charges has obviously had a major impact on travel and parking behaviour in many parts of the County and it has contributed to the current situation where some town centres are suffering from overcrowded car parks and streets. There are many benefits to free parking in terms of the local economies but, as stated previously, it may also have increased the reliance on and use of car travel and contributed to congestion in car parks and on streets, with knock-on effects on the environment and visitor satisfaction.

5.7.79 The consultation exercise revealed that many people think that free parking has had some negative impacts on the town and many were open to the concept of applying charges. There was less consensus about how, where and when charges should be applied and many options exist. This is clearly a wide-ranging and controversial issue that needs to be addressed on a Countywide basis but the message from the three towns that make up this study was that the reintroduction of charges could provide the additional tools necessary to help deal with the parking problems that exist now and in the future.

5.7.80 Parking charges could be used to:

- Reduce the peaks of demand
- Increase turnover of spaces and use the limited space more effectively

- Provide income to be reinvested in parking and transport
- Discourage car use when other modes of travel are possible
- Influence or affect particular types of users at different times of the day/week/year.

5.7.81 There are risks that charges could have negative effects as well as positive and these need to be considered and minimised as much as possible. Any impacts on the economy would need to be positive on balance, i.e. the number of people that are put off by the introduction of parking charges would need to be outweighed by the number of extra visitors attracted to better car parks with more available spaces, who are likely to contribute more to the local economy. Changes that lead to improvements to the environment could also have a positive economic impact.

5.7.82 Whilst the issue of charging for parking clearly has wider policy implications, it is recommended that the pros and cons of this are explored as it fundamentally affects many of the other options that can be taken. This will give more clarity and guidance for the choice of remaining options that exist.

5.7.83 In Morpeth, there is scope to provide additional parking capacity on sites within the town centre and at its edge. However, many of these sites are generally in private ownership and would therefore have a high cost to purchase or lease. If charges were applied at the same time that extra car parks were provided it could represent a more realistic business case.

5.7.84 The effectiveness of this strategy would depend on many variables, such at the level of charges to be applied, the size and cost of land but a strategy of this type would be appropriate, if the principle of new parking charges could be accepted.

MORPETH PARKING ACTION PLAN

5.7.85 **Table 20** brings together the recommendations drawn from the previous assessment of the potential interventions. It is a package of measures that has been developed on the assumption that **parking charges are not introduced** (except Action 14).

Table 20 – Morpeth Parking Action Plan

Recommended Action		Time scale	Details
1	Increase off-street car park capacity	Med / Long	Provide additional parking capacity to relieve existing problems and future requirements. Initial estimates suggest that 150 spaces would be required at peak times of the year to achieve an operational level of occupancy across the whole town centre. Major housing growth in Morpeth means that the long-term requirement will increase by a large amount. Over 600 additional spaces could be required in the future if the proposed housing development were to occur. Carry out detailed review of all potential sites and engage with landowners. Studies would also be required to assess the impact of such a parking increase on traffic and air quality. Provide more parking capacity at Morpeth Railway Station .
2	Reserved parking spaces	Short	The spaces reserved for Morrisons staff in the Staithes Lane car park are currently little used and are a poor use of a scarce resource, especially when the Morrisons customer car park has so much spare capacity. Discussions to continue with Morrisons to make more efficient use of these spaces.
3	Relocate on-street parking	Med	On-street parking is not a major problem in the central area but additional off-street capacity would be an opportunity to remove some on-street parking in residential areas around the town centre that are used for parking.
4	Convert Long Stay to Short Stay parking	Med / Long	If more capacity is provided there is an opportunity to convert some of the existing long-stay parking to short stay, to increase turnover and ensure there is space in the centre for visitors. Alternative locations for the long stay parking will need to be considered and a large-scale transfer to on-street is unlikely to be an acceptable solution. Continue to reduce overnight and long-stay parking by residents and businesses with a 24-hour maximum stay.
5	Review of on-street parking provision	Short	The effectiveness and abuse of Traffic Regulation Orders to be reviewed to identify any inappropriate parking. Long stay on-street parking to be reduced where it is causing problems, on residential streets for instance.

6	Direction Signing	Short	Review the fixed direction signs and improve where necessary. Consider costs and benefits of new Variable Message Signs. Monitoring of main car parks required and 'Full' signs displayed.
7	Disabled Parking Spaces	Short	Monitor use of disabled spaces over a longer timescale and install more spaces if necessary.
8	Residents Parking Schemes (on-street)	Short	Support residents where there are valid concerns about the ability of residents to park on their street due to parking by visitors.
9	Sustainable Transport	Med	Ensure that parking strategy and sustainable transport strategy are consistent and complementary. Ensure car parks contribute to sustainable transport strategy by reducing reliance on the car and preventing uncontrolled increase in demand. Cycle and motorcycle spaces to be provided in suitable car parks. Investigate costs and benefits of extra electric vehicle charging points.
10	New development and S106	Med/ Long	Seek contributions from developers towards the provision of additional car park supply in town centre.
11	Enforcement	Short	Ensure that enforcement resources are targeted in the most effective way to achieve good parking behaviour at an acceptable cost. Investigate particular issues and take action.
12	Marketing and Promotion	Short	Participate in marketing activities that promote town centre trade through parking initiatives
13	Sponsorship and Advertising	Short	Consider options for generating income by increasing advertising or sponsorship of car parks.
14	Reintroduce Parking Charges	Med/ Long	Consider the pros and cons of the reintroduction of parking charges to further manage parking demand.

6 Future Growth Forecasts

6.1.1 This chapter explains how the forecasts of future growth in each town have been derived. Having quantified current patterns of parking in the town it is necessary to make forecasts about how the demand for parking and the supply of parking spaces is likely to change in the future. This will inform decisions about parking and land use with the aim of avoiding an oversupply or undersupply of parking spaces in the future. The strategies for each town use the forecast growth calculated in this section. Variables that will affect demand and supply of parking in the future include:

- Local Plan growth (housing, employment and traffic)
- Vehicle technology changes
- Information and payment technology
- Vehicle taxation and fuel costs
- Modal shift
- Charging tariffs and the availability of spaces

6.1.2 Many of these factors are outside the control of NCC and/or difficult to quantify but the Council still has an important role in helping to influence travel and parking behaviour and respond to the impacts of other changes.

6.2 FORECASTS OF FUTURE PARKING DEMAND

6.2.1 Parking demand is based on several factors which mean estimating future parking demand is not a straightforward exercise. Future parking demand is influenced by factors such as:

- Availability of parking – if parking is plentiful, people are more likely to drive to an area. If parking is in short supply, drivers may travel by an alternative mode or may even be discouraged from visiting an area altogether. Any latent demand in such circumstances is unknown.
- Sustainable travel options – if attractive alternatives to the private car are available, people are more likely to travel by public transport, walk or cycle. This would reduce parking demand.
- Growth of the internet – an increasing number of everyday tasks can now be undertaken without having to travel, including deliveries of retail goods. The internet can also provide information on the availability of parking spaces to help reduce wasted time finding a space. As the internet continues to evolve this will further impact upon travel patterns and parking demand.
- Town centre offering – the catchment area size may increase/decrease over the years as a result of growth/decline of that area or of competing areas. However, forecasts of new housing, tourism and economic growth do not always translate into actual growth so there is a level of uncertainty.

- Population growth and relocation – as the population increases and moves, the demand for goods and services will increase and change. People are free to travel where they like and will not necessarily choose their closest destination if other factors are more important.

6.3 GROWTH IN PARKING DEMAND

6.3.1 The approach to estimating future parking demand has considered local changes in land use and the impacts of wider growth in Northumberland and beyond, taking account of:

- The expected changes in land use development and parking. Future growth forecasts use the Local Plan time horizon of 2031 as the assessment year.
- General growth in travel across Northumberland forecast by the Department for Transport's TEMPro traffic growth factors.

Land-Use Development

6.3.2 Growth in demand has been assumed to be related to the number of new homes that are proposed in each town. It is recognised that there will also be growth generated by other types of land use development but to avoid double counting of future parking demand housing growth has been used as an indicator of parking growth.

6.3.3 Various housing developments have been proposed in each town that will change the supply and demand for parking spaces in the future. The details of the proposed sites and what they are expected to contain are constantly evolving and these forecasts are therefore a current best-estimate of how things might change.

6.3.4 The list of potential development sites is made up of those foreseen over the lifetime of the emerging Local Plan. i.e. 2017-2031. There is less certainty about developments beyond that time horizon so it would be imprudent to include later developments in the current parking strategy when the situation could be very different by that time. Other sites may come forward that are currently unknown.

6.3.5 Discussion with NCC officers has resulted in a table of assumed development. **Table 21** provides a forecast of future development.

Table 21 – Potential Housing Developments

	Outstanding and Potential Residential Units		
	Alnwick	Hexham	Morpeth
Sites with Planning Permission under Construction	291	197	1,137
Sites with Planning Permission yet to commence	78	31	381
Potential Sites (Allocated in Neighbourhood Plans or working assumptions)	462	500	875
Total Proposed Homes	**831**	**728**	**2,393**
Number of Households (2017)	5,220	6,125	6,929
% increase	15.9%	11.9%	34.5%

Traffic Growth Forecasts

6.3.6 The growth of the towns and the surrounding areas will also impact on the demand for town centre parking. To forecast the effects of this a software program produced by the Department for Transport called TEMPro has been used which estimates growth in traffic in every area of the country. It is based on an assumed level of future development across the TEMPro area combined with regional and national trends in travel behaviour. The current version of TEMPro (7.2) provides an up to date forecast of expected growth in the three study towns and across the whole of Northumberland. The TEMPro growth factors forecasting the level of traffic growth are shown in **Table 22**.

Table 22 – TEMPro Growth Forecasts

Location	Forecast Traffic Growth 2017 - 2031	
	Average Weekday	Saturday
Alnwick	15.8%	15.6%
Hexham	14.1%	14.0%
Morpeth	14.1%	13.9%
Northumberland	13.8%	13.8%

6.3.7 Growth factors have been applied to the parking occupancy data presented earlier in this report to provide an estimate of future parking demand. This approach assumes that parking demand in the towns will be in proportion to traffic growth in the area.

6.3.8 The TEMPro growth factors have been compared with the housing proposals. The extra homes in Alnwick and Hexham between 2017 and 2031 represent an increase in housing of approximately 1% per year that is very similar to the TEMPro traffic growth factors (1.1% per year).

6.3.9 The Morpeth housing growth forecasts are significantly higher than the TEMPro factors because almost 2,400 new homes are anticipated in addition to the existing 6,900 homes, representing an increase of approximately 35%. This is well above the TEMPro forecast of 13.9% extra traffic in Morpeth by 2031. It is considered that the local housing growth forecasts are more likely to be an accurate prediction of parking demand growth than the DfT traffic growth forecasts because they take in account the local circumstances more accurately. However, the growth in housing numbers of 35% may not necessarily result in the same level of growth in town centre parking demand because the creation of new jobs in the town centre is not expected to be of the same level. Retail demand could increase in line with the growth in housing, so the impact on short stay parking could be in the order of 35% but it is considered that long stay parking by commuters would not increase by that amount and a 25% growth in long stay has been assumed.

6.3.10 The approach estimates future parking demand based on 'typical' periods of the year rather than peak periods such as Christmas. It would be inappropriate to assess demand and present recommendations for peak periods of the year because this is likely to result in an over-provision of parking spaces for the rest of the time. An over-provision of parking spaces would be against current transport policy aimed at encouraging sustainable travel.

7 Conclusion

7.1 EXISTING ISSUES

7.1.1 This study has developed parking strategies in the three Northumberland towns of Alnwick, Hexham and Morpeth by collecting new data, consulting stakeholders and proposing a package of measures to address current and future parking issues. Many of the issues and measures apply to all the towns but there are also important differences between them and the strategies for each town have been tailored to the local needs and circumstances.

7.1.2 The problems and issues were summarised for each town and the impacts of these were identified to establish some objectives that each strategy should seek to achieve. In general, the towns are relatively successful when compared with other places and the car parks are an indicator of this.

7.1.3 Consultation with elected members and stakeholders confirmed the survey results and added a lot of detail about the current issues and potential solutions.

7.1.4 The ownership and type of parking has an important effect and the ability of NCC to influence behaviour. **Table 23** shows the different mix of car park ownership in each town. It shows that Hexham has many more parking spaces but most of these are in private ownership. Alnwick also has many more private parking spaces than public while Morpeth only has one private car park. Therefore, the role of NCC in managing the existing parking is quite limited in Alnwick, more significant in Hexham and large in Morpeth.

Table 23 – Car Park Ownership

Car Park Type	Alnwick	Hexham	Morpeth
Public Town Centre Car Parks	488	1009	1271
Private	901	1438	273
On-street Town Centre	225	161	170
Railway Station	0	82	133
Total	1614	2690	1847

7.1.5 The survey results show that there are obvious issues with parking capacity in all three towns with very high levels of occupancy in the town centre public car parks. Alnwick has some spare capacity in the Alnwick Garden private car park in non-holiday times of the year, Hexham has spare capacity in its private retail car parks and public car parks that are some distance from the town centre while Morpeth only has limited capacity in its single private car park.

7.1.6 Alnwick was found to have a much more seasonal parking problem than Hexham and Morpeth, due to its greater reliance on the tourism trade. The balance between long stay and short stay parking was also a key issue that differed between the towns.

7.1.7 The role of 'suppressed demand' is a prominent issue that is difficult to quantify. Anecdotal evidence suggests that some people are currently deterred from visiting the towns because of the congested car parks but the scale of this effect is not well understood so no additions to capacity have been proposed to meet this sort of demand, if it does exist.

7.1.8 The consultation revealed detailed issues relating to parking behaviour in individual locations. These have been highlighted in the report but it is recognised that not every issue has been included and addressed, but there is an ongoing task for NCC to investigate these and provide solutions where necessary.

7.2 PROPOSED STRATEGIES

7.2.1 The strategies should not merely be using an approach of predicting growth and providing more capacity to meet demand. There needs to be a wider transport strategy for each town that is closely linked to the availability and cost of parking. The role of sustainable transport has been considered in this study to promote modal shift, help reduce the demand for parking and tackle traffic congestion. However, it must be recognised that the proposed levels of housing growth are likely to make the existing lack of capacity even worse and not providing more capacity will constrain the town centre economies in the future.

7.2.2 Significant growth is forecast in all three towns but Morpeth is currently expected to grow by even more, with more than three times as many homes proposed. In summary, the car parks are already full and demand is expected to grow considerably in the future.

7.2.3 Housing growth forecasts have been used to inform the growth of parking demand but it should be noted that the Council's Core Strategy was recently withdrawn from examination so the forecasts are subject to change in the future. The current forecasts in Alnwick and Hexham are for 16% and 12% increase in the number of homes in the next 14 years but larger scale growth (35%) is forecast in Morpeth. This will have a substantial impact on parking demand and the recommended strategies have been devised with these figures in mind.

7.2.4 Additional parking capacity is required in each town and estimates have been produced about how much parking is required in the short and long term. The quantity of parking is not a simple calculation because of the number of variables to consider and there are wider issues to take account of such as traffic, air quality and public realm that should constrain the volume of new parking.

7.2.5 Many other measures influence parking demand so the extra capacity estimates should be treated as a guideline to support the process of finding locations and funding for new car parks. Adjusting time limits in different car parks, on-street parking, direction signing, sustainable transport improvements and many other measures all provide important contributions to the parking strategy.

7.2.6 Park and Ride schemes were considered but there is not a high level of support because of the cost to provide a frequent bus service and a large car park. If such a scheme were developed as part of a wider transport strategy it may have more potential but that does not exist at this time. The only potential scheme that could be viable is a summer-only Park and Ride in Alnwick that could be explored in more detail.

7.2.7 The potential locations for providing new parking is a key challenge. The historic layout of each town centre means that space is at a premium and available land is scarce and potentially expensive. Car parks often have a negative impact on the public realm so it will not be a simple exercise to find suitable sites. No sites were identified close to Alnwick town centre but there is more scope in Hexham and Morpeth, subject to detailed site assessments.

7.2.8 An additional approach would be to reintroduce parking charges, to manage parking demand and traffic more effectively and create an income stream to reinvest in parking facilities. Most people accept the need to pay for parking in other places so they may be willing to accept the principle of it if clear benefits were delivered to their parking and transport experience. This is clearly a strategic decision across the County, but there was clear support for the idea of parking charges from many of the consultees in this study.

7.2.9 A large amount of data has been collected as part of this study and only the key results have been presented in the report. There is a large evidence base that can be used to support subsequent studies, strategies and business cases.

Appendix A – Parking Data

Appendix – Car Park Occupancy

Alnwick Weds 16 August													
OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bondgate Cobbles	29	14%	17%	38%	79%	90%	93%	100%	72%	90%	76%	62%	62%
Fenkle Street	40	20%	13%	38%	70%	78%	75%	80%	68%	63%	48%	50%	65%
Dispensary Street	72	13%	40%	71%	88%	93%	100%	97%	90%	81%	54%	32%	14%
Greenwell Road A	80	19%	21%	71%	98%	98%	96%	96%	95%	88%	88%	60%	40%
Greenwell Road B	44	5%	16%	93%	100%	98%	98%	100%	100%	98%	93%	48%	20%
Greenwell Road C	50	20%	38%	94%	100%	98%	98%	98%	100%	96%	90%	54%	18%
Greenwell Road D	81	7%	7%	52%	93%	93%	93%	93%	94%	81%	59%	16%	7%
Greenwell Road E	28	43%	75%	93%	100%	96%	96%	96%	96%	100%	75%	25%	21%
Pottergate New Row	23	43%	74%	96%	96%	96%	100%	100%	100%	91%	96%	83%	52%
Roxburgh Place	41	63%	78%	98%	98%	102%	95%	102%	102%	102%	90%	80%	76%
Morrisons	115	13%	36%	60%	83%	92%	107%	92%	90%	87%	70%	50%	37%
Lidl	84	7%	18%	14%	31%	60%	44%	44%	57%	51%	58%	45%	44%
Alnwick Gardens Disabled	102	1%	2%	14%	26%	42%	59%	67%	60%	51%	32%	24%	10%
Alnwick Gardens	600	0%	1%	13%	60%	96%	94%	91%	81%	56%	26%	6%	1%
On-Street	225	28%	31%	46%	54%	72%	76%	68%	70%	61%	62%	48%	45%
TOTAL	1614	12%	18%	39%	67%	87%	88%	85%	81%	68%	51%	31%	22%

Alnwick Thurs 17 August													
OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bondgate Cobbles	29	0%	3%	45%	83%	83%	76%	90%	79%	79%	76%	59%	55%
Fenkle Street	40	28%	18%	25%	58%	58%	68%	58%	78%	70%	65%	73%	65%
Dispensary Street	72	14%	40%	89%	97%	99%	100%	100%	92%	82%	39%	24%	8%
Greenwell Road A	80	18%	24%	93%	95%	95%	95%	96%	96%	95%	93%	54%	38%
Greenwell Road B	44	5%	23%	100%	100%	100%	100%	100%	100%	95%	89%	59%	23%
Greenwell Road C	50	28%	60%	98%	100%	100%	98%	100%	100%	98%	76%	40%	22%
Greenwell Road D	81	12%	10%	46%	88%	95%	99%	99%	96%	73%	49%	22%	14%
Greenwell Road E	28	36%	75%	96%	100%	100%	100%	100%	100%	96%	86%	36%	25%
Pottergate New Row	23	30%	39%	96%	96%	96%	96%	96%	96%	96%	91%	65%	57%
Roxburgh Place	41	71%	88%	100%	102%	105%	105%	105%	105%	95%	93%	83%	78%
Morrisons	115	23%	46%	88%	96%	95%	84%	95%	76%	73%	59%	61%	28%
Lidl	84	2%	15%	27%	60%	56%	55%	60%	54%	48%	63%	30%	26%
Alnwick Gardens Disabled	102	2%	6%	12%	41%	70%	81%	84%	82%	59%	33%	14%	4%
Alnwick Gardens	600	0%	2%	14%	53%	86%	84%	82%	70%	47%	25%	6%	1%
On-Street	225	31%	38%	54%	61%	68%	68%	68%	65%	62%	52%	51%	48%
TOTAL	1614	13%	21%	45%	69%	84%	83%	84%		63.8785625774473%	52%	30%	21%

Alnwick Sat 19 August													
OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bondgate Cobbles	29	3%	14%	79%	97%	93%	79%	90%	93%	90%	76%	55%	41%
Fenkle Street	40	18%	25%	60%	53%	80%	73%	70%	78%	83%	73%	65%	58%
Dispensary Street	72	17%	32%	64%	81%	99%	99%	99%	100%	83%	58%	29%	15%
Greenwell Road A	80	23%	29%	48%	88%	95%	95%	95%	95%	95%	89%	49%	36%
Greenwell Road B	44	2%	9%	36%	77%	100%	100%	100%	100%	89%	70%	36%	11%
Greenwell Road C	50	26%	34%	78%	96%	100%	100%	96%	88%	66%	42%	26%	2%
Greenwell Road D	81	4%	12%	43%	65%	96%	94%	95%	90%	77%	65%	22%	12%
Greenwell Road E	28	50%	71%	89%	86%	93%	96%	89%	86%	82%	82%	50%	43%
Pottergate New Row	23	35%	52%	74%	83%	87%	96%	96%	96%	87%	78%	70%	48%
Roxburgh Place	41	66%	76%	98%	98%	100%	102%	105%	105%	90%	78%	63%	63%
Morrisons	115	18%	50%	77%	103%	103%	102%	103%	92%	57%	58%	48%	25%
Lidl	84	4%	6%	20%	39%	74%	61%	48%	54%	60%	54%	38%	17%
Alnwick Gardens Disabled	102	4%	5%	11%	27%	45%	54%	71%	72%	67%	61%	52%	44%
Alnwick Gardens	600	0%	1%	10%	37%	67%	86%	92%	78%	52%	25%	4%	3%
On-Street	225	35%	39%	49%	64%	72%	70%	69%	71%	70%	66%	47%	45%
TOTAL	1614	13%	19%	36%	58%	78%	84%	86%	81%	66%	51%	30%	21%

Alnwick Tues 19 September													
OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bondgate Cobbles	29	17%	17%	62%	69%	93%	83%	79%	72%	79%	83%	76%	21%
Fenkle Street	40	23%	23%	35%	75%	88%	80%	83%	80%	80%	63%	45%	63%
Dispensary Street	72	28%	46%	85%	94%	94%	94%	94%	94%	89%	65%	35%	19%
Greenwell Road A	80	24%	28%	76%	95%	96%	100%	99%	98%	94%	89%	66%	36%
Greenwell Road B	44	7%	23%	93%	98%	98%	100%	98%	100%	98%	89%	52%	14%
Greenwell Road C	50	6%	24%	84%	98%	96%	100%	98%	98%	90%	76%	60%	20%
Greenwell Road D	81	2%	7%	37%	57%	88%	84%	89%	91%	65%	36%	21%	6%
Greenwell Road E	28	39%	79%	86%	93%	86%	96%	93%	86%	86%	71%	46%	29%
Pottergate New Row	23	61%	70%	91%	91%	100%	96%	100%	100%	87%	87%	57%	61%
Roxburgh Place	41	54%	78%	88%	90%	93%	93%	93%	93%	90%	73%	51%	49%
Morrisons	115	15%	44%	63%	79%	87%	77%	87%	78%	75%	58%	46%	29%
Lidl	84	13%	33%	44%	60%	71%	43%	50%	67%	54%	40%	24%	31%
Alnwick Gardens Disabled	102	4%	14%	30%	60%	70%	67%	70%	59%	43%	24%	12%	1%
Alnwick Gardens	600	0%	0%	5%	23%	36%	41%	40%	31%	19%	8%	1%	1%
On-Street	225	29%	38%	51%	59%	65%	64%	67%	65%	63%	60%	52%	45%
TOTAL	1614	13%	21%	39%	55%	65%	64%	66%	61%	52%	40%	27%	19%

Alnwick Weds 20 September													
OCCUPANCY %	Spaces	**7-8**	**8-9**	**9-10**	**10-11**	**11-12**	**12-1**	**1-2**	**2-3**	**3-4**	**4-5**	**5-6**	**6-7**
Bondgate Cobbles	29	3%	3%	38%	76%	79%	72%	86%	76%	90%	66%	38%	28%
Fenkle Street	40	18%	18%	23%	65%	90%	80%	73%	90%	63%	70%	73%	85%
Dispensary Street	72	14%	42%	76%	89%	97%	94%	94%	86%	82%	68%	24%	10%
Greenwell Road A	80	19%	23%	74%	93%	96%	99%	99%	98%	94%	89%	61%	40%
Greenwell Road B	44	9%	27%	100%	98%	100%	100%	100%	100%	95%	82%	45%	11%
Greenwell Road C	50	20%	26%	94%	98%	100%	100%	100%	100%	90%	80%	46%	14%
Greenwell Road D	81	1%	5%	25%	75%	95%	89%	79%	73%	56%	28%	11%	4%
Greenwell Road E	28	43%	61%	93%	100%	96%	96%	96%	96%	86%	79%	36%	25%
Pottergate New Row	23	48%	52%	96%	100%	96%	87%	87%	83%	78%	87%	74%	65%
Roxburgh Place	41	49%	63%	76%	95%	95%	95%	93%	93%	83%	71%	46%	46%
Morrisons	115	17%	35%	47%	82%	69%	61%	69%	71%	65%	47%	35%	35%
Lidl	84	5%	13%	40%	65%	88%	40%	43%	56%	38%	38%	25%	19%
Alnwick Gardens Disabled	102	0%	0%	18%	37%	43%	47%	65%	66%	63%	40%	16%	12%
Alnwick Gardens	600	0%	0%	3%	17%	30%	36%	34%	27%	17%	6%	1%	0%
On-Street	225	29%	31%	51%	56%	65%	61%	60%	64%	64%	59%	48%	48%
TOTAL	1614	11%	16%	35%	52%	61%	59%	60%	58%	50%	39%	25%	20%

Alnwick Sat 16 September													
OCCUPANCY %	Spaces	**7-8**	**8-9**	**9-10**	**10-11**	**11-12**	**12-1**	**1-2**	**2-3**	**3-4**	**4-5**	**5-6**	**6-7**
Bondgate Cobbles	29	24%	59%	83%	83%	100%	97%	90%	100%	86%	86%	72%	59%
Fenkle Street	40	13%	30%	83%	93%	93%	90%	93%	90%	93%	85%	70%	63%
Dispensary Street	72	14%	32%	79%	99%	97%	100%	100%	100%	90%	82%	47%	22%
Greenwell Road A	80	20%	20%	41%	84%	100%	100%	98%	96%	70%	64%	38%	34%
Greenwell Road B	44	14%	20%	36%	84%	100%	100%	100%	100%	86%	61%	27%	20%
Greenwell Road C	50	40%	56%	88%	96%	98%	98%	100%	100%	88%	72%	44%	36%
Greenwell Road D	81	0%	4%	21%	68%	90%	94%	91%	91%	62%	43%	12%	1%
Greenwell Road E	28	32%	57%	89%	93%	93%	96%	96%	96%	79%	64%	64%	25%
Pottergate New Row	23	78%	91%	96%	96%	100%	100%	100%	96%	96%	78%	78%	57%
Roxburgh Place	41	56%	68%	85%	93%	90%	93%	100%	98%	90%	90%	56%	56%
Morrisons	115	17%	35%	47%	82%	69%	61%	69%	71%	65%	47%	35%	35%
Lidl	84	4%	6%	20%	39%	74%	61%	48%	54%	60%	54%	38%	17%
Alnwick Gardens Disabled	102	0%	0%	8%	17%	44%	44%	47%	51%	49%	43%	31%	17%
Alnwick Gardens	600	0%	0%	5%	16%	34%	41%	41%	33%	20%	11%	2%	1%
On-Street	225	36%	42%	56%	64%	69%	66%	70%	65%	57%	55%	40%	40%
TOTAL	1614	14%	19%	33%	50%	63%	64%	65%	62%	51%	42%	26%	20%

Hexham Tues 22 August													
OCCUPANCY %	Spaces	**7-8**	**8-9**	**9-10**	**10-11**	**11-12**	**12-1**	**1-2**	**2-3**	**3-4**	**4-5**	**5-6**	**6-7**
Gilesgate Short Stay	7	0%	0%	14%	71%	57%	100%	100%	100%	29%	86%	29%	43%
Wentworth Short Stay	207	14%	25%	33%	43%	62%	70%	61%	54%	48%	43%	50%	57%
Gilesgate Short Stay 2	30	0%	0%	10%	63%	90%	90%	90%	93%	80%	60%	30%	33%
Loosing Hill	50	6%	12%	58%	102%	96%	100%	62%	98%	80%	48%	42%	38%
Wentworth Medium Stay	209	1%	8%	32%	62%	99%	95%	93%	92%	70%	46%	21%	21%
Gilesgate Long Stay	12	92%	100%	92%	100%	100%	100%	100%	100%	100%	75%	75%	67%
Wentworth long Stay	267	34%	96%	97%	99%	99%	99%	98%	99%	94%	88%	51%	31%
Wentworth HGV/Coach	10	10%	20%	20%	30%	50%	50%	40%	20%	20%	40%	40%	90%
Tyne Green	184	4%	6%	18%	27%	27%	29%	30%	27%	23%	13%	15%	17%
Tyne Mills	33	76%	82%	82%	82%	82%	82%	79%	73%	64%	27%	9%	3%
Aldi	124	4%	7%	19%	18%	37%	36%	38%	40%	35%	35%	33%	1%
Homebase	135	3%	4%	11%	19%	30%	34%	21%	24%	29%	24%	25%	10%
Tesco	463	0%	0%	42%	63%	71%	68%	63%	58%	52%	45%	41%	26%
Beales	31	13%	35%	58%	87%	94%	84%	90%	90%	74%	71%	45%	23%
Marks and Spencer	263	2%	5%	8%	28%	63%	62%	61%	46%	31%	19%	15%	14%
Corbridge Road	79	9%	11%	30%	32%	42%	42%	37%	42%	38%	32%	15%	6%
General Hospital	343	29%	84%	93%	88%	85%	85%	91%	87%	75%	50%	29%	20%
Railway Westbound	58	21%	34%	43%	62%	78%	84%	81%	84%	79%	60%	40%	29%
Railway Eastbound	24	13%	13%	13%	17%	17%	21%	17%	21%	21%	17%	13%	13%
On-Street	161	17%	38%	62%	76%	89%	81%	81%	83%	82%	78%	60%	67%
TOTAL	2690	13%	30%	46%	59%	70%	70%	68%	65%	57%	46%	34%	26%

Hexham Weds 23 August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Gilesgate Short Stay	7	0%	0%	14%	29%	86%	100%	100%	71%	86%	43%	14%	14%
Wentworth Short Stay	207	14%	24%	29%	41%	58%	57%	46%	45%	49%	48%	44%	47%
Gilesgate Short Stay 2	30	3%	7%	27%	43%	67%	87%	97%	87%	60%	33%	33%	40%
Loosing Hill	50	0%	8%	44%	94%	88%	92%	82%	86%	90%	70%	38%	28%
Wentworth Medium Stay	209	0%	2%	18%	67%	92%	95%	86%	69%	65%	45%	24%	9%
Gilesgate Long Stay	12	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	92%	75%
Wentworth long Stay	267	30%	79%	97%	99%	98%	98%	97%	97%	95%	84%	49%	29%
Wentworth HGV/Coach	10	20%	20%	10%	60%	60%	50%	50%	60%	50%	30%	40%	80%
Tyne Green	184	6%	7%	18%	28%	31%	36%	37%	31%	23%	18%	21%	16%
Tyne Mills	33	73%	85%	85%	85%	85%	85%	85%	79%	79%	70%	27%	3%
Aldi	124	5%	6%	19%	31%	37%	37%	32%	44%	40%	38%	46%	35%
Homebase	135	1%	4%	9%	19%	19%	26%	21%	23%	33%	24%	24%	11%
Tesco	463	17%	27%	43%	63%	71%	61%	71%	61%	53%	46%	36%	21%
Beales	31	13%	35%	58%	87%	94%	84%	90%	90%	74%	71%	45%	23%
Marks and Spencer	263	2%	5%	8%	28%	63%	62%	61%	46%	31%	19%	15%	14%
Corbridge Road	79	9%	11%	30%	32%	42%	42%	37%	42%	38%	32%	15%	6%
General Hospital	343	29%	84%	93%	88%	85%	85%	91%	87%	75%	50%	29%	20%
Railway Westbound	58	21%	34%	43%	62%	78%	84%	81%	84%	79%	60%	40%	29%
Railway Eastbound	24	13%	13%	13%	17%	17%	21%	17%	21%	21%	17%	13%	13%
On-Street	161	27%	33%	50%	88%	78%	86%	89%	87%	86%	71%	71%	73%
TOTAL	2690	16%	32%	44%	60%	68%	68%	69%	64%	58%	46%	34%	25%

Hexham Sat 26 Aug

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Gilesgate Short Stay	7	0%	0%	14%	29%	71%	57%	57%	57%	71%	43%	29%	0%
Wentworth Short Stay	207	7%	31%	57%	58%	57%	53%	49%	46%	51%	44%	22%	0%
Gilesgate Short Stay 2	30	13%	13%	20%	53%	90%	83%	93%	100%	57%	30%	20%	3%
Loosing Hill	50	0%	0%	16%	94%	94%	80%	54%	54%	48%	36%	10%	12%
Wentworth Medium Stay	209	3%	5%	30%	72%	83%	87%	72%	72%	38%	25%	11%	3%
Gilesgate Long Stay	12	92%	100%	100%	100%	100%	100%	100%	100%	100%	92%	83%	83%
Wentworth long Stay	267	31%	55%	76%	90%	97%	97%	96%	95%	84%	72%	53%	26%
Wentworth HGV/Coach	10	60%	60%	60%	60%	70%	90%	80%	70%	90%	90%	90%	90%
Tyne Green	184	4%	4%	8%	13%	17%	35%	43%	40%	45%	28%	24%	11%
Tyne Mills	33	6%	6%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aldi	124	5%	20%	29%	40%	44%	46%	55%	49%	48%	45%	35%	21%
Homebase	135	4%	7%	16%	26%	32%	40%	35%	36%	47%	31%	15%	7%
Tesco	463	16%	32%	56%	64%	79%	77%	79%	70%	63%	51%	33%	25%
Beales	31	0%	13%	58%	61%	65%	97%	58%	48%	39%	42%	26%	0%
Marks and Spencer	263	0%	7%	19%	41%	67%	75%	63%	62%	54%	37%	25%	11%
Corbridge Road	79	0%	0%	0%	0%	6%	11%	15%	10%	6%	5%	3%	1%
General Hospital	343	8%	14%	14%	16%	17%	16%	17%	18%	20%	17%	14%	14%
Railway Westbound	58	24%	26%	26%	41%	47%	52%	66%	69%	69%	74%	57%	38%
Railway Eastbound	24	8%	8%	8%	8%	8%	29%	29%	29%	29%	25%	25%	21%
On-Street	161	5%	27%	61%	63%	74%	73%	72%	65%	71%	59%	64%	53%
TOTAL	2690	10%	21%	36%	49%	58%	60%	58%	55%	51%	40%	29%	17%

Hexham Weds 27 Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Gilesgate Short Stay	7	0%	14%	43%	86%	71%	71%	86%	100%	86%	71%	57%	71%
Wentworth Short Stay	207	14%	22%	32%	48%	51%	54%	41%	50%	55%	52%	53%	58%
Gilesgate Short Stay 2	30	10%	10%	87%	67%	83%	80%	97%	100%	83%	67%	23%	67%
Loosing Hill	50	0%	4%	20%	46%	86%	82%	86%	76%	86%	62%	36%	20%
Wentworth Medium Stay	209	2%	4%	37%	64%	95%	95%	83%	72%	58%	39%	31%	30%
Gilesgate Long Stay	12	100%	100%	100%	100%	100%	100%	100%	100%	100%	83%	92%	100%
Wentworth long Stay	267	60%	96%	96%	96%	96%	97%	97%	95%	94%	87%	57%	36%
Wentworth HGV/Coach	10	10%	60%	50%	50%	60%	50%	60%	80%	30%	60%	100%	100%
Tyne Green	184	4%	4%	21%	27%	26%	24%	23%	28%	13%	21%	18%	15%
Tyne Mills	33	73%	76%	76%	82%	82%	82%	82%	76%	67%	61%	27%	6%
Aldi	124	5%	10%	23%	27%	41%	39%	30%	40%	28%	35%	36%	29%
Homebase	135	5%	7%	18%	27%	21%	24%	28%	28%	19%	21%	18%	16%
Tesco	463	11%	21%	37%	52%	56%	57%	56%	51%	44%	42%	34%	24%
Beales	31	16%	52%	55%	94%	84%	84%	58%	68%	52%	42%	16%	0%
Marks and Spencer	263	2%	4%	22%	40%	51%	63%	54%	49%	34%	18%	15%	11%
Corbridge Road	79	0%	11%	41%	51%	48%	41%	37%	43%	42%	28%	10%	3%
General Hospital	343	10%	59%	94%	97%	97%	93%	94%	94%	92%	85%	52%	32%
Railway Westbound	58	24%	26%	43%	53%	64%	69%	72%	69%	60%	60%	52%	38%
Railway Eastbound	24	16%	25%	86%	98%	86%	88%	87%	88%	81%	80%	73%	79%
On-Street	161	4%	8%	17%	21%	17%	17%	21%	17%	8%	8%	8%	17%
TOTAL	2690	14%	29%	50%	61%	66%	67%	64%	63%	56%	51%	38%	31%

Hexham Thurs 28 Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Gilesgate Short Stay	7	0%	0%	29%	86%	57%	43%	71%	71%	86%	86%	86%	57%
Wentworth Short Stay	207	14%	18%	27%	59%	82%	82%	71%	67%	64%	57%	52%	58%
Gilesgate Short Stay 2	30	7%	13%	73%	83%	70%	63%	60%	93%	73%	73%	63%	67%
Loosing Hill	50	0%	2%	18%	50%	92%	90%	86%	84%	78%	48%	18%	12%
Wentworth Medium Stay	209	1%	4%	44%	95%	100%	100%	91%	87%	77%	55%	40%	29%
Gilesgate Long Stay	12	92%	100%	100%	100%	100%	100%	100%	100%	100%	92%	92%	75%
Wentworth long Stay	267	33%	92%	96%	97%	97%	97%	97%	96%	94%	84%	57%	35%
Wentworth HGV/Coach	10	10%	30%	50%	60%	80%	90%	80%	60%	40%	60%	90%	100%
Tyne Green	184	3%	4%	15%	18%	17%	24%	19%	14%	13%	17%	11%	16%
Tyne Mills	33	61%	73%	73%	73%	76%	73%	70%	70%	52%	21%	3%	3%
Aldi	124	6%	20%	29%	41%	52%	51%	54%	49%	51%	41%	35%	35%
Homebase	135	5%	7%	13%	30%	24%	22%	32%	29%	30%	23%	10%	15%
Tesco	463	14%	25%	45%	64%	72%	61%	72%	65%	51%	48%	41%	36%
Beales	31	0%	23%	65%	77%	97%	84%	94%	87%	81%	68%	32%	6%
Marks and Spencer	263	2%	4%	22%	40%	51%	63%	54%	49%	34%	19%	16%	11%
Corbridge Road	79	0%	15%	33%	30%	53%	42%	41%	41%	37%	20%	13%	8%
General Hospital	343	10%	47%	88%	94%	97%	93%	90%	93%	89%	75%	46%	27%
Railway Westbound	58	24%	34%	47%	64%	72%	74%	69%	67%	62%	55%	48%	36%
Railway Eastbound	24	0%	13%	17%	21%	21%	21%	21%	21%	21%	21%	21%	21%
On-Street	161	22%	23%	53%	55%	55%	50%	53%	57%	53%	52%	57%	58%
TOTAL	2690	12%	28%	48%	64%	70%	68%	68%	65%	59%	49%	38%	31%

Hexham Sat 30 Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Gilesgate Short Stay	7	0%	0%	14%	14%	57%	114%	114%	86%	57%	29%	43%	14%
Wentworth Short Stay	207	0%	19%	50%	72%	85%	76%	69%	66%	61%	45%	41%	23%
Gilesgate Short Stay 2	30	3%	10%	20%	63%	93%	100%	100%	100%	93%	53%	40%	23%
Loosing Hill	50	0%	2%	10%	80%	98%	86%	76%	80%	92%	16%	20%	18%
Wentworth Medium Stay	209	0%	1%	23%	63%	97%	98%	89%	83%	69%	37%	16%	6%
Gilesgate Long Stay	12	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Wentworth long Stay	267	27%	43%	91%	96%	97%	97%	96%	91%	87%	78%	44%	28%
Wentworth HGV/Coach	10	80%	80%	80%	90%	90%	80%	90%	90%	90%	90%	90%	90%
Tyne Green	184	3%	9%	13%	11%	15%	24%	39%	37%	28%	17%	10%	7%
Tyne Mills	33	6%	6%	9%	9%	6%	6%	3%	0%	0%	0%	0%	0%
Aldi	124	4%	10%	24%	31%	45%	74%	53%	63%	56%	47%	44%	20%
Homebase	135	3%	4%	20%	31%	36%	37%	41%	32%	43%	30%	24%	10%
Tesco	463	19%	28%	39%	72%	75%	76%	75%	75%	59%	41%	30%	28%
Beales	31	6%	6%	61%	90%	100%	97%	90%	81%	61%	55%	35%	3%
Marks and Spencer	263	5%	7%	21%	53%	70%	73%	70%	66%	51%	41%	29%	21%
Corbridge Road	79	4%	3%	4%	4%	10%	14%	8%	4%	4%	4%	1%	3%
General Hospital	343	11%	16%	15%	15%	17%	18%	19%	20%	21%	19%	17%	16%
Railway Westbound	58	22%	19%	28%	45%	48%	52%	53%	55%	60%	47%	50%	36%
Railway Eastbound	24	20%	30%	53%	62%	63%	60%	61%	61%	58%	50%	50%	50%
On-Street	161	0%	0%	0%	0%	4%	13%	17%	21%	25%	25%	21%	17%
TOTAL	2690	11%	18%	34%	52%	61%	63%	61%	59%	53%	39%	29%	21%

Morpeth Weds 30 August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Back Riggs	31	16%	45%	84%	100%	100%	94%	97%	94%	97%	90%	61%	58%
Dacre Street	35	0%	9%	51%	74%	89%	91%	83%	94%	69%	51%	20%	9%
Stanley Terrace North	350	1%	6%	31%	83%	95%	98%	96%	97%	87%	71%	49%	32%
Stanley Terrace South	80	4%	5%	28%	60%	93%	86%	95%	93%	84%	74%	58%	30%
Corporation Yard	34	15%	26%	59%	91%	94%	91%	91%	91%	97%	91%	71%	41%
The Terrace Short Stay	36	3%	6%	22%	75%	92%	97%	92%	86%	75%	47%	39%	44%
Whalebone Lane (x4)	47	15%	33%	42%	62%	73%	77%	83%	83%	52%	49%	15%	12%
Newmarket East	106	15%	15%	32%	43%	100%	98%	100%	91%	63%	32%	34%	57%
Newmarket West	63	27%	38%	68%	86%	90%	98%	100%	87%	79%	70%	52%	52%
Castle Square	14	43%	29%	29%	86%	100%	93%	93%	93%	86%	71%	64%	100%
St. James Short Stay	13	0%	31%	46%	46%	54%	77%	92%	85%	62%	62%	62%	38%
St. James Long Stay	46	91%	96%	93%	98%	98%	98%	100%	93%	93%	87%	80%	76%
Morrisons	273	22%	26%	59%	64%	75%	77%	73%	64%	55%	45%	43%	39%
Greys Yard	20	60%	55%	60%	70%	70%	70%	60%	60%	60%	50%	65%	70%
Mathesons Gardens	52	50%	71%	73%	73%	79%	85%	92%	96%	69%	42%	21%	12%
The Terrace Long Stay	43	28%	95%	102%	102%	105%	102%	105%	102%	95%	79%	44%	49%
Railway East NCC	73	68%	95%	101%	99%	100%	96%	96%	95%	97%	89%	60%	62%
Railway West Northern Ra	60	62%	100%	102%	102%	102%	102%	102%	102%	100%	98%	70%	72%
On-Street	170	29%	29%	38%	42%	46%	41%	51%	50%	46%	50%	41%	44%
TOTAL	1546	23%	32%	52%	72%	85%	86%	87%	84%	74%	62%	47%	42%

Morpeth Thurs 31 August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Back Riggs	31	10%	42%	58%	84%	94%	97%	94%	94%	100%	97%	68%	87%
Dacre Street	35	0%	6%	43%	77%	80%	91%	83%	80%	71%	49%	29%	11%
Stanley Terrace North	350	6%	6%	32%	77%	97%	97%	93%	95%	88%	67%	52%	39%
Stanley Terrace South	80	1%	6%	31%	65%	83%	95%	86%	83%	89%	64%	39%	31%
Corporation Yard	34	6%	35%	65%	97%	97%	94%	91%	97%	79%	76%	76%	76%
The Terrace Short Stay	36	0%	3%	25%	64%	97%	92%	92%	86%	69%	36%	39%	50%
Whalebone Lane (x4)	47	18%	31%	57%	72%	84%	78%	77%	79%	74%	42%	35%	28%
Newmarket East	106	10%	14%	27%	92%	99%	99%	91%	80%	74%	31%	33%	66%
Newmarket West	63	27%	30%	54%	98%	94%	100%	97%	89%	87%	76%	70%	87%
Castle Square	14	43%	36%	36%	71%	79%	93%	79%	86%	64%	71%	29%	71%
St. James Short Stay	13	0%	23%	77%	77%	77%	62%	46%	54%	62%	85%	38%	38%
St. James Long Stay	46	91%	96%	96%	96%	98%	98%	98%	93%	87%	87%	74%	54%
Morrisons	273	20%	32%	58%	69%	76%	73%	71%	71%	61%	48%	55%	45%
Greys Yard	20	55%	60%	65%	70%	75%	70%	65%	65%	50%	60%	60%	55%
Mathesons Gardens	52	54%	79%	100%	100%	100%	98%	100%	88%	69%	62%	37%	15%
The Terrace Long Stay	43	21%	86%	98%	98%	98%	100%	98%	95%	98%	65%	51%	42%
Railway East NCC	73	49%	68%	75%	77%	86%	88%	93%	93%	90%	88%	81%	64%
Railway West Northern Ra	60	48%	85%	98%	100%	102%	98%	102%	102%	100%	93%	87%	65%
On-Street	170	32%	30%	34%	37%	47%	45%	51%	42%	40%	44%	44%	41%
TOTAL	1546	21%	31%	51%	75%	85%	85%	84%	81%	75%	60%	52%	47%

Morpeth Sat 26 August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Back Riggs	31	32%	61%	97%	100%	84%	97%	94%	97%	81%	84%	55%	42%
Dacre Street	35	6%	23%	51%	57%	63%	83%	86%	77%	43%	31%	0%	0%
Stanley Terrace North	350	3%	7%	48%	74%	99%	85%	97%	85%	93%	67%	45%	27%
Stanley Terrace South	80	1%	63%	69%	94%	90%	98%	96%	99%	75%	46%	30%	24%
Corporation Yard	34	12%	35%	71%	94%	97%	94%	88%	94%	91%	97%	65%	50%
The Terrace Short Stay	36	3%	6%	17%	61%	78%	78%	89%	97%	86%	53%	50%	53%
Whalebone Lane (x4)	47	14%	22%	41%	67%	72%	77%	61%	70%	60%	51%	31%	28%
Newmarket East	106	6%	21%	25%	50%	72%	84%	90%	95%	68%	47%	39%	32%
Newmarket West	63	10%	16%	43%	65%	79%	76%	78%	92%	71%	43%	33%	43%
Castle Square	14	36%	36%	64%	71%	79%	86%	79%	100%	93%	71%	57%	86%
St. James Short Stay	13	0%	8%	31%	54%	77%	54%	77%	92%	62%	69%	15%	31%
St. James Long Stay	46	83%	87%	96%	93%	96%	98%	96%	89%	96%	78%	70%	67%
Morrisons	273	25%	47%	71%	91%	96%	84%	74%	87%	71%	49%	51%	34%
Greys Yard	20	70%	60%	60%	70%	55%	55%	75%	70%	65%	60%	65%	75%
Mathesons Gardens	52	56%	73%	81%	81%	85%	71%	77%	69%	52%	46%	40%	31%
The Terrace Long Stay	43	14%	37%	77%	98%	98%	95%	100%	105%	95%	88%	53%	53%
Railway East NCC	73	30%	36%	52%	53%	63%	71%	71%	92%	96%	93%	89%	77%
Railway West Northern Ra	60	20%	30%	47%	43%	48%	53%	55%	70%	67%	67%	72%	48%
On-Street	170	29%	32%	37%	38%	46%	48%	43%	41%	36%	31%	36%	36%
TOTAL	1546	19%	32%	54%	71%	82%	78%	80%	82%	74%	57%	47%	37%

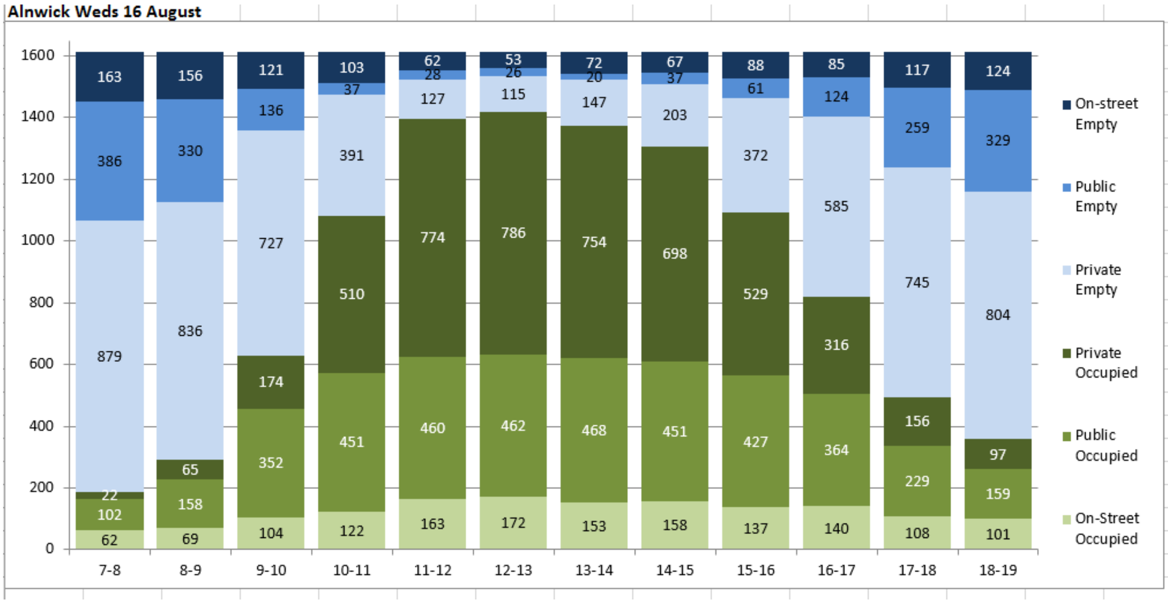
Morpeth Weds 20 Sept

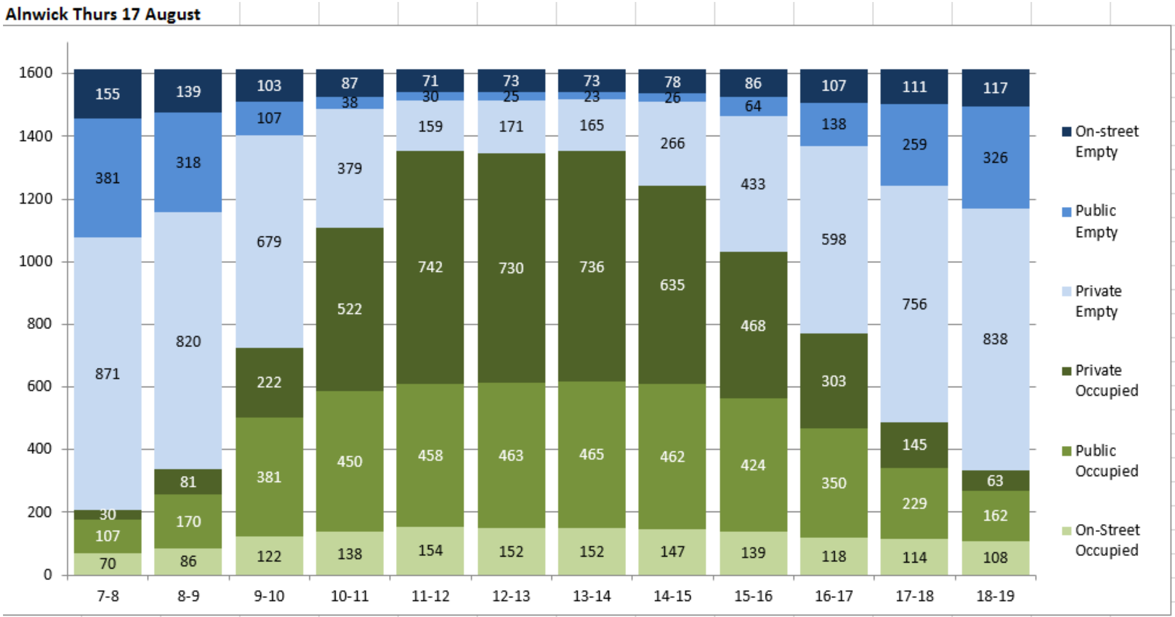
OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Back Riggs	31	6%	32%	90%	87%	97%	90%	100%	100%	94%	77%	58%	87%
Dacre Street	35	0%	11%	31%	80%	83%	86%	91%	80%	80%	20%	23%	29%
Stanley Terrace North	350	1%	5%	47%	84%	92%	95%	95%	91%	67%	58%	34%	25%
Stanley Terrace South	80	1%	13%	21%	89%	88%	81%	89%	75%	63%	53%	33%	14%
Corporation Yard	34	12%	35%	65%	91%	85%	91%	97%	94%	94%	88%	85%	59%
The Terrace Short Stay	36	0%	0%	22%	64%	92%	83%	92%	78%	92%	31%	53%	58%
Whalebone Lane (x4)	47	6%	26%	64%	69%	77%	94%	95%	91%	75%	81%	45%	25%
Newmarket East	106	25%	23%	33%	56%	73%	98%	73%	77%	79%	66%	43%	44%
Newmarket West	63	33%	49%	84%	89%	95%	98%	89%	84%	90%	83%	57%	70%
Castle Square	14	21%	21%	50%	86%	86%	100%	79%	86%	93%	79%	57%	57%
St. James Short Stay	13	38%	69%	100%	100%	100%	100%	100%	77%	62%	69%	46%	85%
St. James Long Stay	46	89%	96%	98%	98%	98%	98%	100%	96%	93%	91%	85%	93%
Morrisons	273	25%	32%	48%	64%	73%	67%	60%	60%	51%	48%	44%	27%
Greys Yard	20	40%	45%	45%	60%	60%	75%	65%	70%	70%	50%	55%	50%
Mathesons Gardens	52	52%	75%	81%	83%	83%	90%	88%	88%	88%	44%	23%	27%
The Terrace Long Stay	43	9%	86%	95%	95%	95%	95%	98%	98%	95%	81%	47%	33%
Railway East NCC	73	78%	96%	96%	96%	97%	97%	97%	96%	92%	90%	74%	62%
Railway West Northern Ra	60	58%	102%	102%	103%	103%	103%	102%	102%	95%	93%	73%	47%
On-Street	170	24%	30%	42%	48%	55%	55%	62%	65%	65%	48%	49%	45%
TOTAL	1546	23%	34%	55%	76%	83%	85%	83%	81%	72%	61%	47%	39%

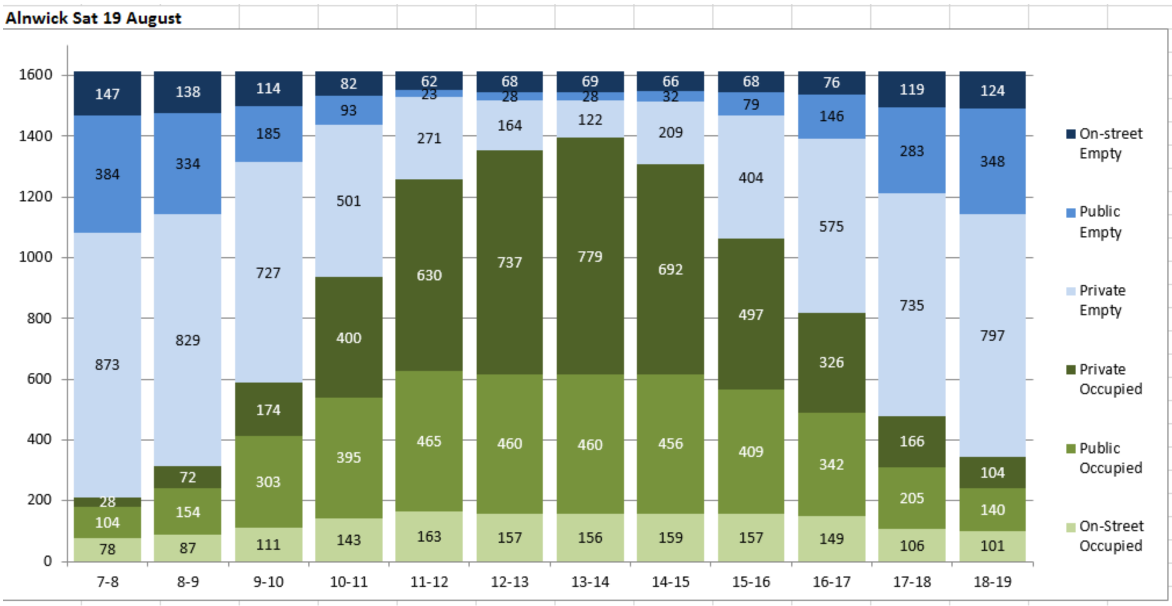
Morpeth Thurs 21 Sept													
OCCUPANCY %	Spaces	**7-8**	**8-9**	**9-10**	**10-11**	**11-12**	**12-1**	**1-2**	**2-3**	**3-4**	**4-5**	**5-6**	**6-7**
Back Riggs	31	0%	39%	74%	94%	90%	97%	71%	77%	68%	81%	65%	94%
Dacre Street	35	0%	11%	49%	91%	91%	94%	86%	86%	83%	63%	43%	23%
Stanley Terrace North	350	5%	11%	44%	81%	96%	93%	90%	85%	83%	62%	41%	35%
Stanley Terrace South	80	0%	9%	24%	38%	93%	95%	81%	81%	80%	63%	43%	18%
Corporation Yard	34	15%	47%	85%	91%	94%	94%	91%	97%	97%	85%	85%	68%
The Terrace Short Stay	36	0%	19%	44%	47%	86%	86%	92%	89%	94%	44%	33%	42%
Whalebone Lane (x4)	47	6%	49%	70%	82%	89%	86%	87%	75%	87%	60%	50%	27%
Newmarket East	106	14%	32%	41%	58%	82%	97%	80%	64%	87%	80%	68%	63%
Newmarket West	63	21%	71%	49%	73%	86%	94%	94%	95%	92%	68%	67%	79%
Castle Square	14	14%	29%	57%	50%	64%	79%	93%	86%	100%	93%	64%	79%
St. James Short Stay	13	0%	38%	54%	92%	85%	100%	77%	85%	92%	77%	77%	54%
St. James Long Stay	46	93%	100%	100%	98%	98%	93%	96%	96%	98%	96%	87%	85%
Morrisons	273	19%	35%	56%	73%	75%	65%	66%	61%	54%	49%	48%	35%
Greys Yard	20	60%	60%	65%	70%	70%	75%	65%	65%	65%	50%	60%	60%
Mathesons Gardens	52	58%	100%	100%	100%	98%	98%	90%	92%	94%	63%	44%	25%
The Terrace Long Stay	43	23%	100%	102%	102%	102%	102%	102%	102%	102%	93%	65%	42%
Railway East NCC	73	84%	96%	96%	96%	96%	96%	96%	95%	93%	92%	84%	60%
Railway West Northern Ra	60	48%	102%	100%	105%	105%	105%	105%	103%	102%	97%	92%	85%
Staithes Lane (incl. Morriso	297	1%	10%	65%	81%	81%	83%	84%	78%	77%	67%	54%	22%
On-Street	170	26%	28%	39%	39%	44%	41%	39%	46%	43%	42%	41%	42%
TOTAL	1843	18%	35%	59%	75%	84%	83%	80%	77%	77%	65%	54%	42%

Morpeth Sat 23 Sept													
OCCUPANCY %	Spaces	**7-8**	**8-9**	**9-10**	**10-11**	**11-12**	**12-1**	**1-2**	**2-3**	**3-4**	**4-5**	**5-6**	**6-7**
Back Riggs	31	13%	16%	90%	90%	81%	94%	97%	97%	94%	58%	45%	45%
Dacre Street	35	0%	31%	54%	80%	80%	86%	83%	86%	60%	43%	11%	11%
Stanley Terrace North	350	13%	14%	50%	96%	95%	98%	98%	99%	96%	77%	36%	18%
Stanley Terrace South	80	0%	18%	54%	90%	96%	94%	89%	90%	89%	79%	39%	23%
Corporation Yard	34	3%	24%	91%	94%	94%	88%	97%	97%	91%	76%	53%	44%
The Terrace Short Stay	36	6%	6%	14%	67%	92%	97%	97%	83%	69%	53%	67%	53%
Whalebone Lane (x4)	47	4%	15%	30%	48%	75%	71%	80%	78%	62%	74%	43%	15%
Newmarket East	106	0%	27%	40%	68%	74%	95%	94%	96%	96%	58%	30%	16%
Newmarket West	63	19%	49%	59%	86%	78%	89%	97%	97%	75%	62%	41%	54%
Castle Square	14	43%	29%	29%	64%	86%	100%	100%	100%	100%	71%	71%	79%
St. James Short Stay	13	0%	0%	62%	77%	100%	100%	100%	62%	38%	0%	0%	0%
St. James Long Stay	46	85%	96%	96%	100%	98%	100%	100%	93%	87%	65%	59%	54%
Morrisons	273	23%	48%	68%	107%	107%	104%	86%	90%	68%	51%	41%	17%
Greys Yard	20	65%	65%	70%	60%	70%	75%	55%	50%	55%	60%	60%	55%
Mathesons Gardens	52	62%	88%	98%	98%	98%	81%	71%	83%	75%	60%	33%	25%
The Terrace Long Stay	43	33%	42%	84%	93%	102%	102%	102%	98%	91%	84%	74%	49%
Railway East NCC	73	22%	23%	32%	36%	38%	40%	45%	52%	53%	47%	44%	34%
Railway West Northern Ra	60	22%	30%	32%	38%	48%	53%	53%	53%	53%	53%	53%	53%
Staithes Lane (incl. Morriso	297	1%	6%	31%	41%	52%	58%	61%	54%	50%	40%	28%	8%
On-Street	170	32%	34%	46%	45%	58%	54%	56%	52%	47%	47%	42%	37%
TOTAL	1843	18%	28%	52%	75%	80%	82%	81%	80%	72%	58%	39%	25%

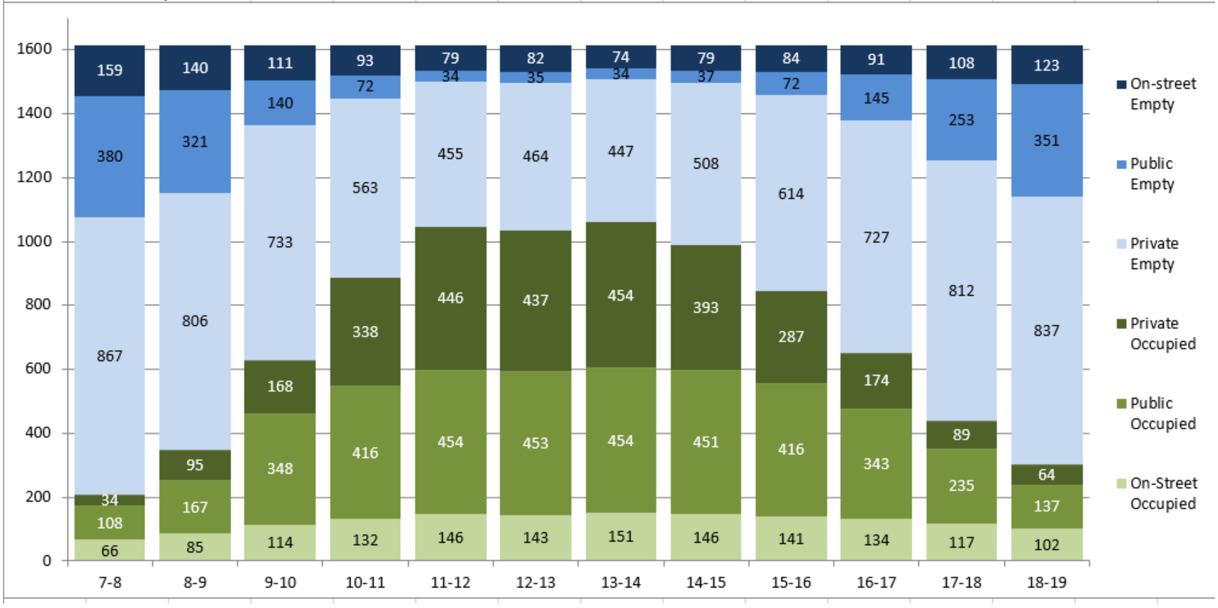
Appendix – Available Parking Space



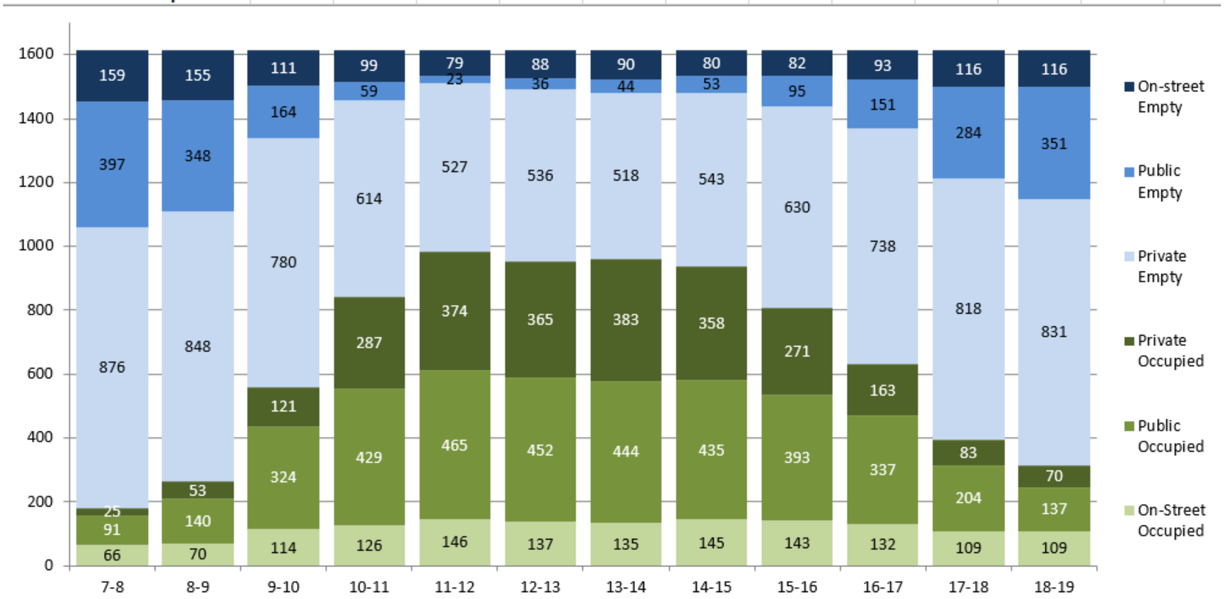




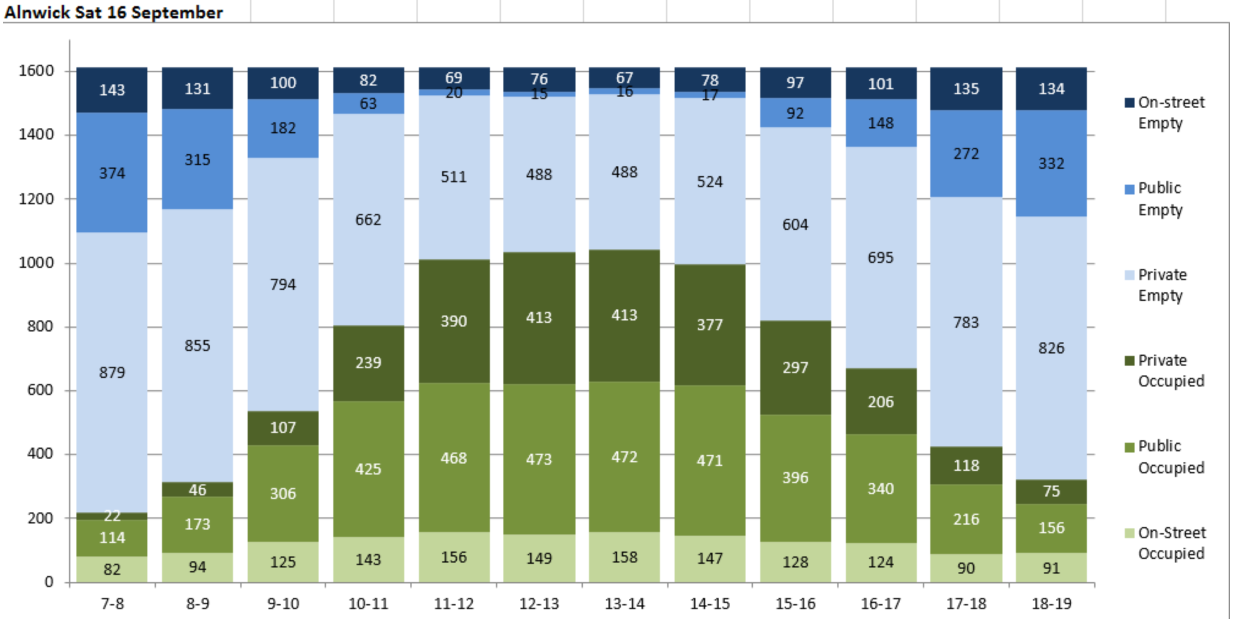
Alnwick Tues 19 September



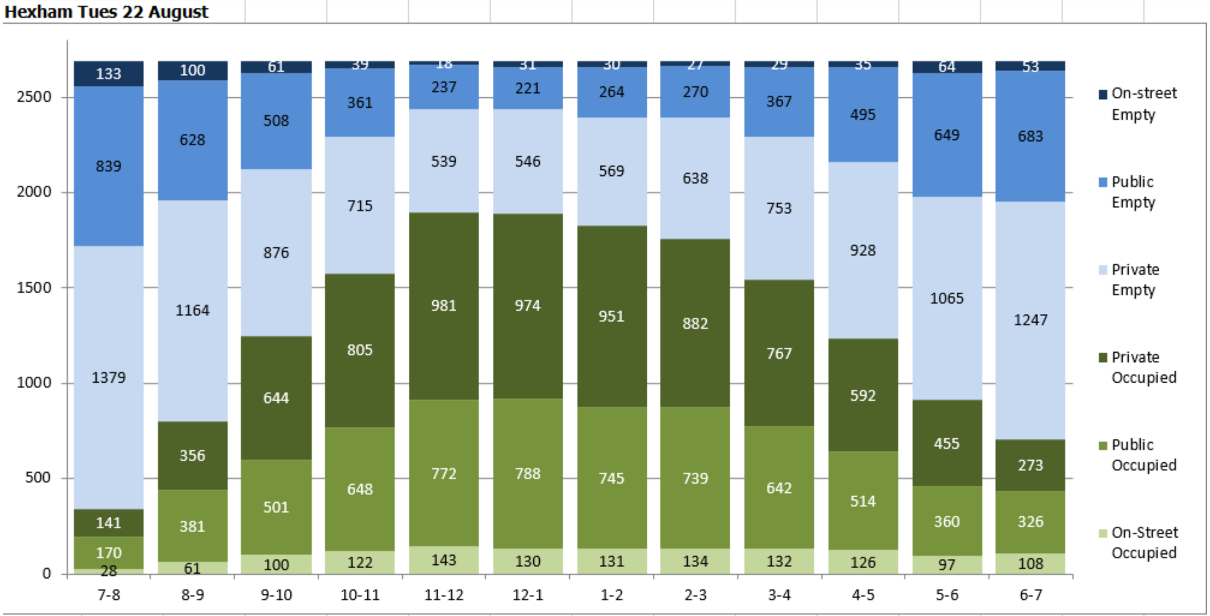
Alnwick Weds 20 September



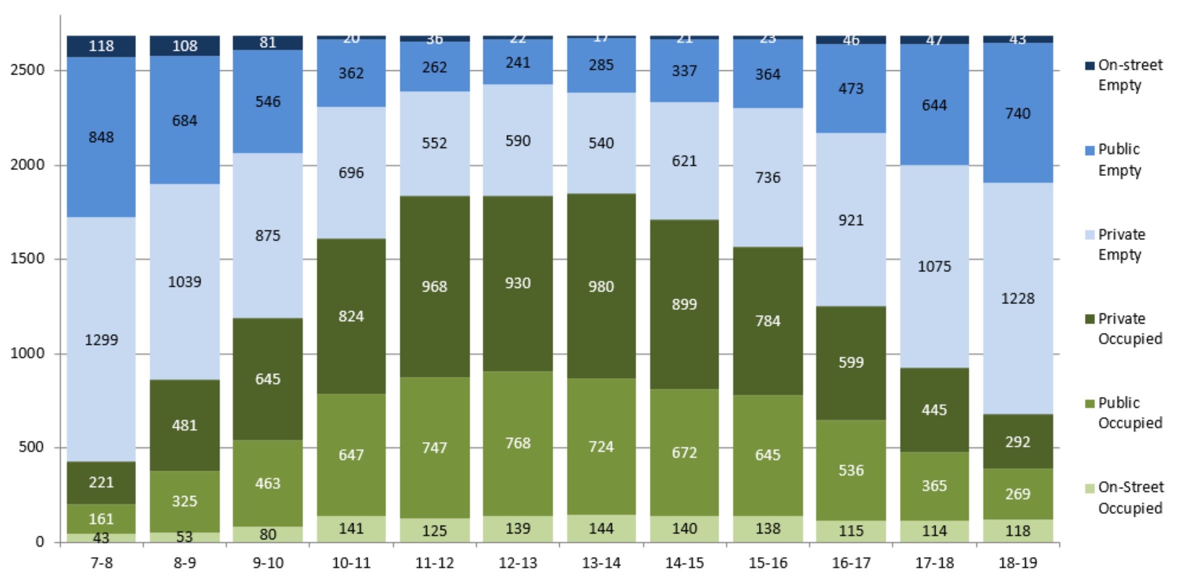
Alnwick Sat 16 September



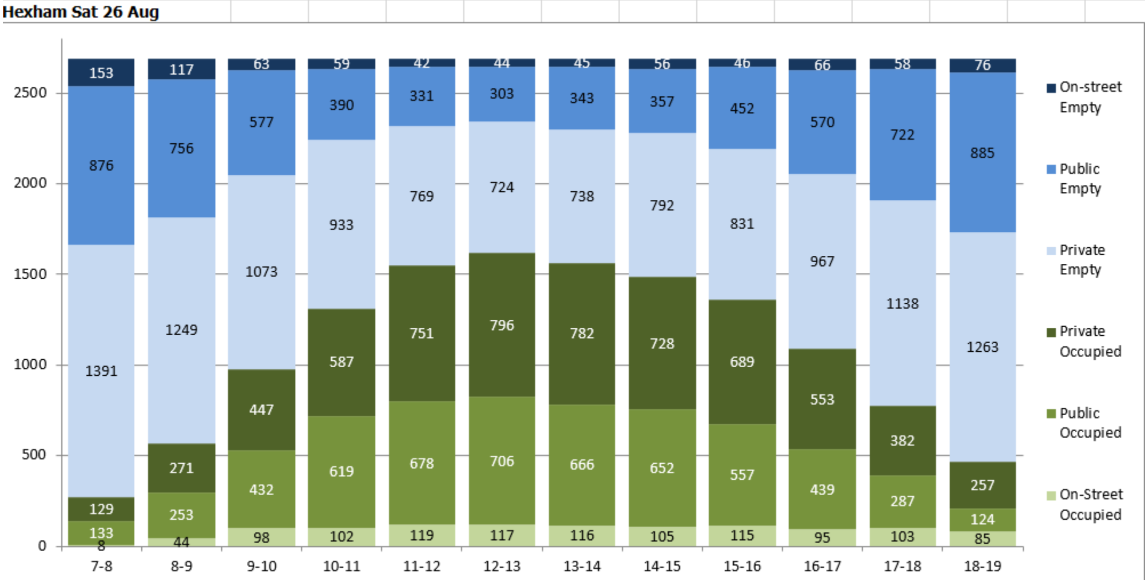
Hexham Tues 22 August



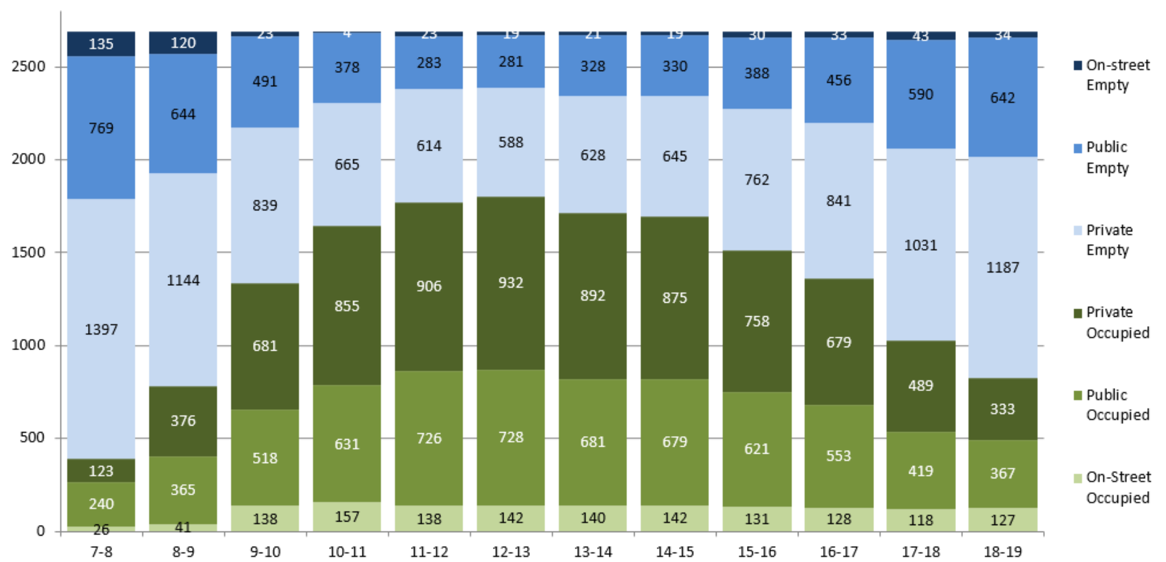
Hexham Weds 23 August



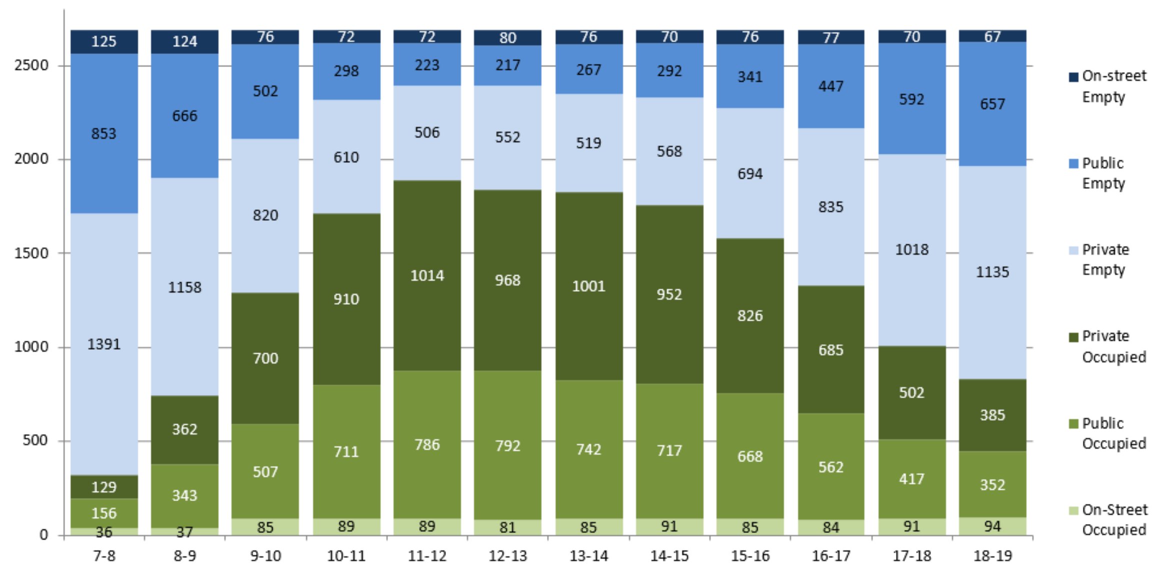
Hexham Sat 26 Aug



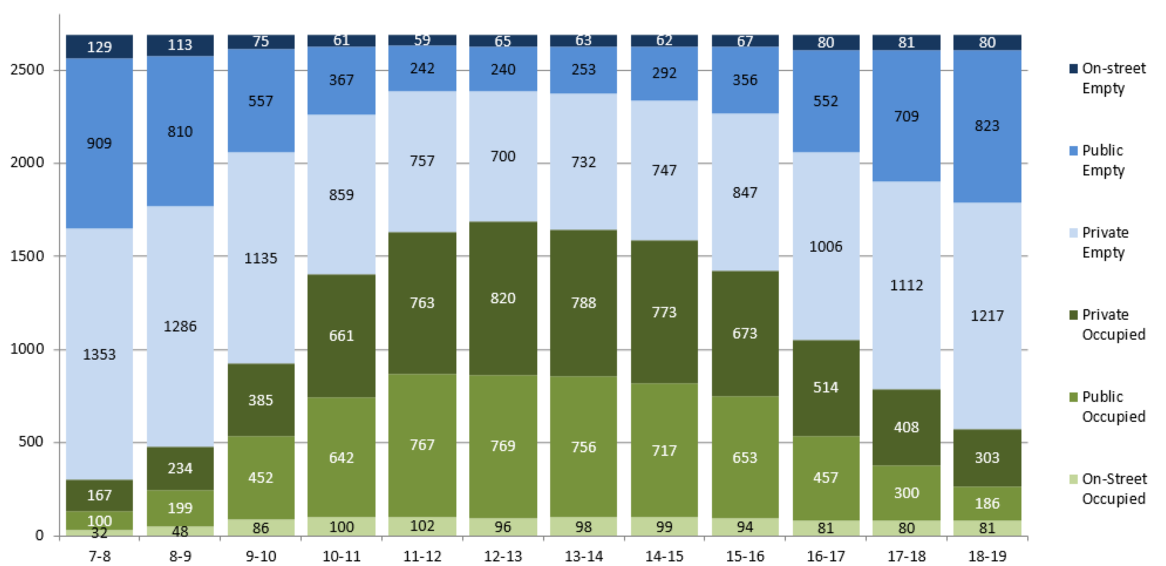
Hexham Weds 27 Sept



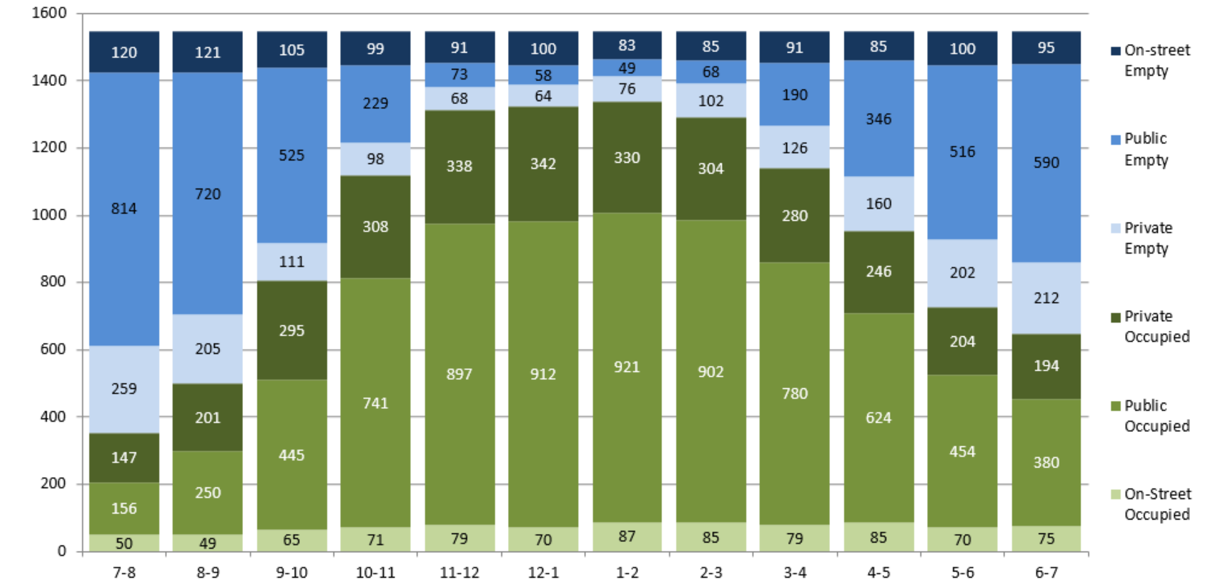
Hexham Thurs 28 Sept



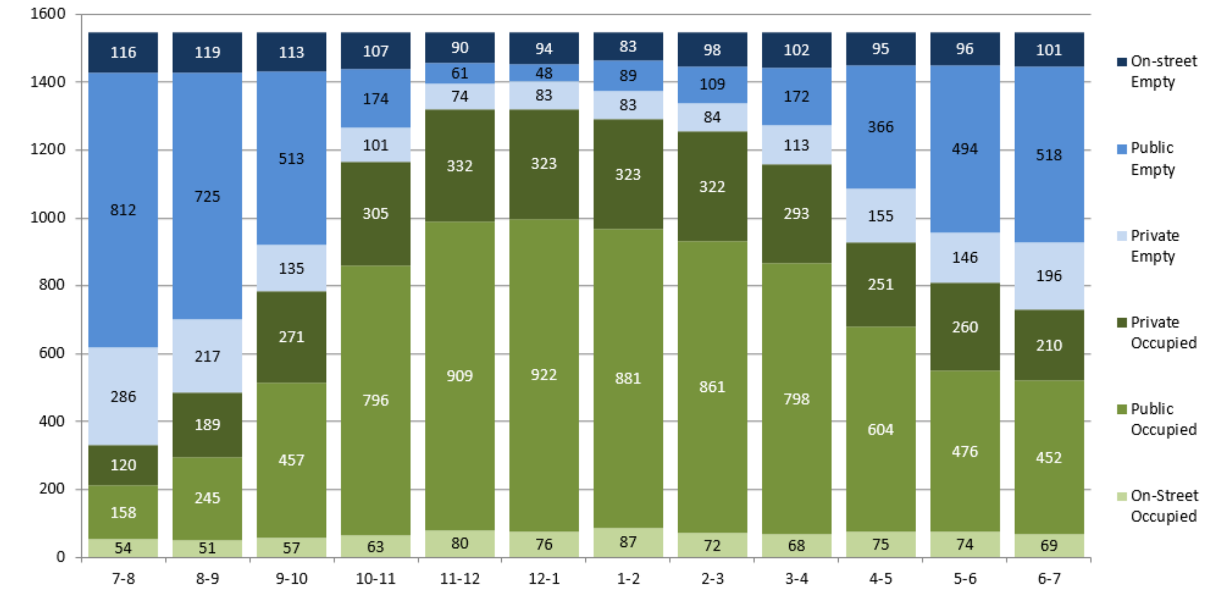
Hexham Sat 30 Sept



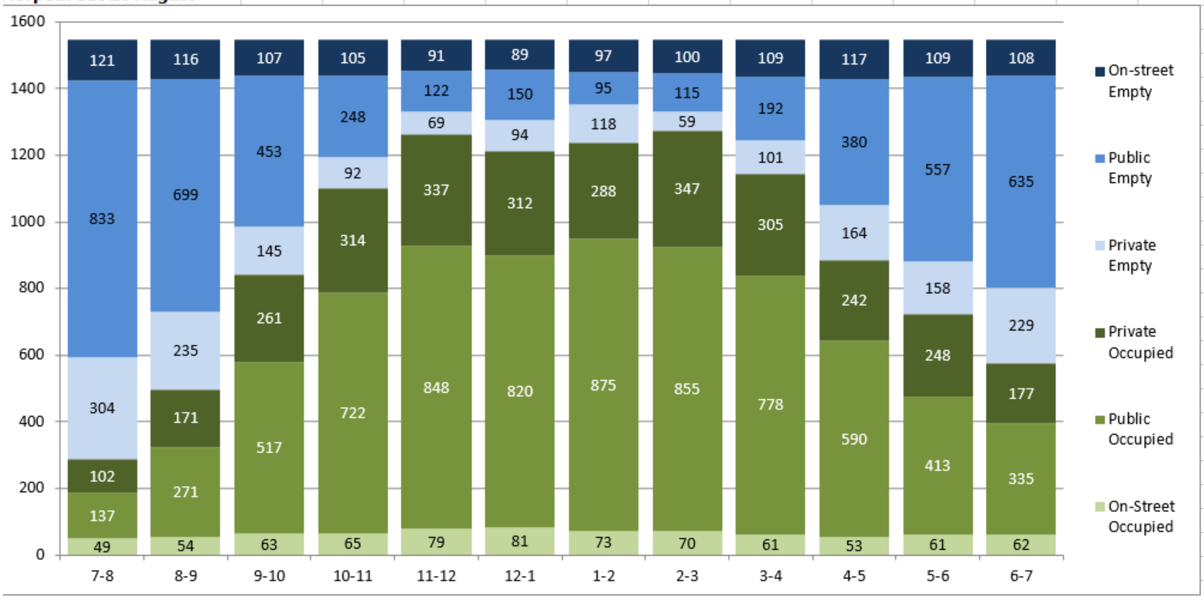
Morpeth Weds 30 August



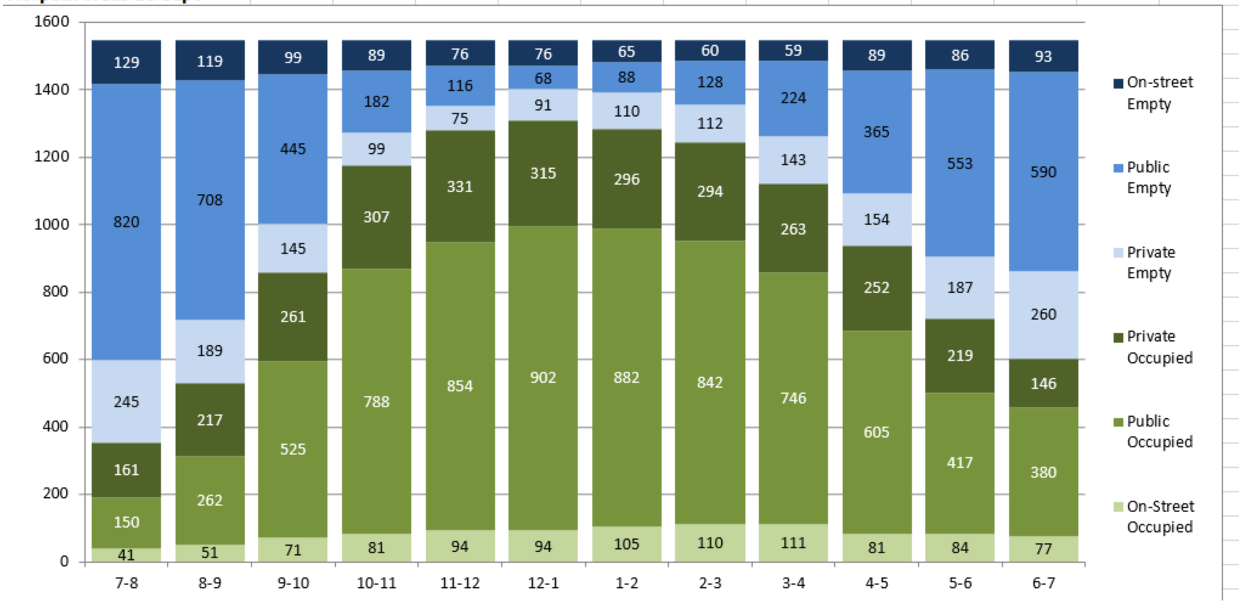
Morpeth Thurs 31 August



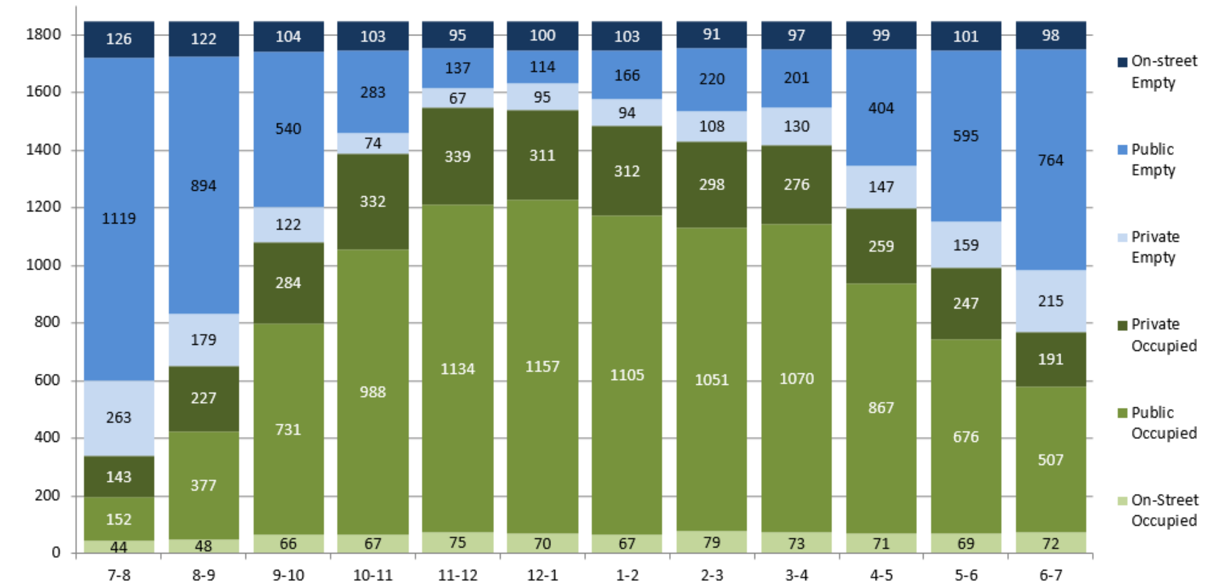
Morpeth Sat 26 August



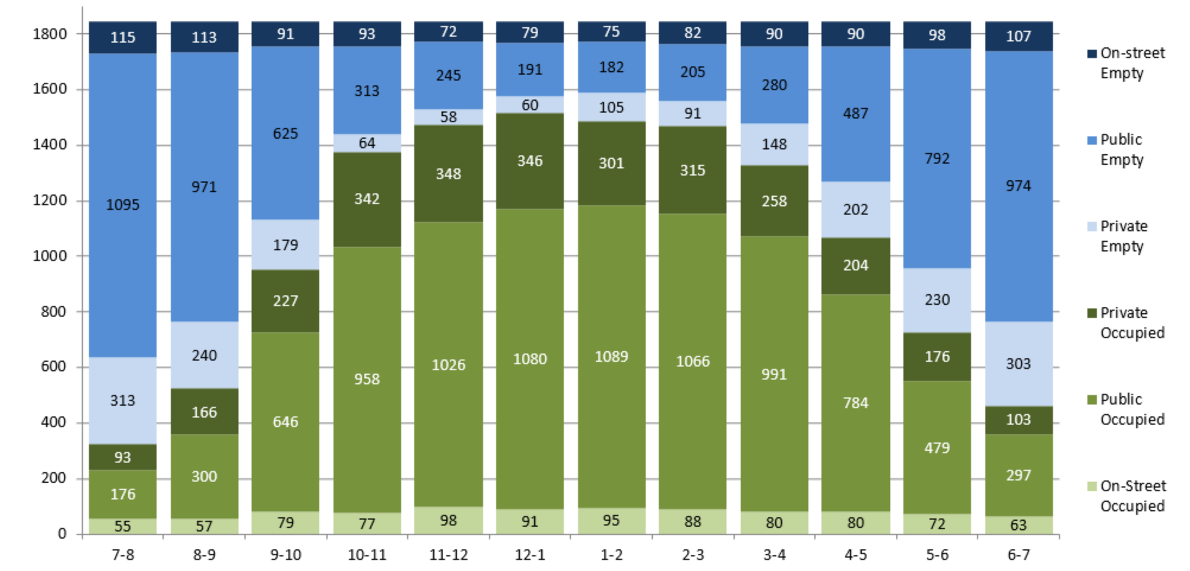
Morpeth Weds 20 Sept



Morpeth Thurs 21 Sept



Morpeth Sat 23 Sept



Appendix – On-Street Occupancy

Alnwick On-Street Surveys, August 2017

Weekday 1 - Wednesday 16th August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bailiffgate	55	42%	56%	65%	78%	85%	84%	78%	82%	78%	80%	53%	45%
Bondgate Within	78	12%	13%	33%	33%	59%	69%	53%	60%	50%	46%	38%	33%
Bondgate Without	3	0%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Clayport Street	7	43%	57%	100%	100%	100%	100%	86%	86%	71%	71%	43%	43%
Green Batt	16	31%	19%	6%	19%	44%	44%	50%	56%	25%	44%	56%	50%
Market Street	27	0%	4%	37%	48%	89%	89%	81%	63%	70%	74%	41%	48%
Pottergate	12	58%	42%	42%	50%	83%	92%	75%	83%	58%	83%	83%	92%
St Michael's Lane	27	56%	56%	59%	78%	70%	74%	78%	78%	63%	56%	48%	44%
TOTAL	225	28%	31%	46%	54%	72%	76%	68%	70%	61%	62%	48%	45%

Weekday 2 - Thursday 17th August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bailiffgate	55	45%	58%	71%	84%	75%	85%	76%	80%	78%	73%	51%	55%
Bondgate Within	78	14%	24%	40%	40%	65%	58%	69%	51%	58%	41%	44%	38%
Bondgate Without	3	0%	0%	67%	67%	67%	67%	67%	100%	100%	100%	100%	100%
Clayport Street	7	29%	43%	86%	86%	86%	86%	86%	86%	86%	71%	71%	43%
Green Batt	16	38%	31%	31%	38%	56%	50%	19%	38%	50%	44%	50%	56%
Market Street	27	26%	19%	52%	70%	70%	63%	67%	70%	67%	56%	59%	33%
Pottergate	12	33%	50%	58%	75%	75%	83%	75%	92%	42%	42%	67%	83%
St Michael's Lane	27	56%	59%	67%	70%	63%	63%	67%	67%	41%	41%	44%	52%
TOTAL	225	31%	38%	54%	61%	68%	68%	68%	65%	62%	52%	51%	48%

Weekend - Saturday 19th August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bailiffgate	55	53%	62%	62%	65%	80%	69%	78%	76%	67%	65%	45%	42%
Bondgate Within	78	13%	13%	27%	49%	65%	64%	65%	64%	68%	59%	35%	33%
Bondgate Without	3	67%	67%	67%	67%	100%	100%	100%	100%	100%	100%	100%	100%
Clayport Street	7	43%	71%	86%	86%	86%	100%	86%	86%	86%	86%	29%	57%
Green Batt	16	44%	38%	56%	69%	63%	75%	63%	56%	63%	69%	63%	63%
Market Street	27	30%	44%	48%	70%	78%	74%	70%	81%	78%	81%	52%	41%
Pottergate	12	33%	33%	83%	83%	83%	83%	67%	108%	92%	67%	67%	75%
St Michael's Lane	27	56%	52%	59%	78%	67%	63%	59%	52%	59%	63%	63%	56%
TOTAL	225	35%	39%	49%	64%	72%	70%	69%	71%	70%	66%	47%	45%

Alnwick On-Street Surveys, Sept 2017

Alnwick Tues 19 September

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bailiffgate	55	47%	65%	82%	87%	87%	76%	80%	82%	75%	82%	64%	60%
Bondgate Within	78	18%	14%	38%	50%	59%	60%	63%	58%	60%	56%	49%	37%
Bondgate Without	3	0%	67%	100%	100%	67%	67%	100%	100%	100%	67%	67%	100%
Clayport Street	7	29%	57%	86%	86%	100%	86%	86%	86%	86%	71%	43%	57%
Green Batt	16	19%	31%	31%	44%	25%	38%	25%	31%	38%	31%	38%	50%
Market Street	27	11%	33%	44%	52%	81%	74%	85%	81%	78%	63%	52%	26%
Pottergate	12	58%	67%	42%	58%	67%	75%	100%	92%	67%	50%	67%	75%
St Michael's Lane	27	41%	37%	30%	30%	33%	41%	37%	33%	33%	37%	41%	33%
TOTAL	225	29%	38%	51%	59%	65%	64%	67%	65%	63%	60%	52%	45%

Alnwick Weds 20 September

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bailiffgate	55	44%	49%	76%	75%	85%	69%	78%	84%	80%	67%	71%	71%
Bondgate Within	78	13%	14%	31%	54%	59%	58%	62%	62%	65%	55%	28%	40%
Bondgate Without	3	33%	67%	100%	100%	100%	100%	67%	100%	100%	100%	67%	67%
Clayport Street	7	57%	86%	86%	71%	57%	86%	86%	57%	71%	100%	86%	71%
Green Batt	16	25%	31%	38%	25%	31%	31%	31%	38%	25%	38%	31%	19%
Market Street	27	7%	7%	67%	67%	70%	74%	59%	74%	70%	52%	52%	30%
Pottergate	12	58%	50%	50%	33%	67%	50%	58%	58%	50%	58%	75%	83%
St Michael's Lane	27	52%	41%	33%	33%	52%	52%	30%	41%	41%	56%	44%	41%
TOTAL	225	29%	31%	51%	56%	65%	61%	60%	64%	64%	59%	48%	48%

Alnwick Sat 16 September

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
Bailiffgate	55	64%	69%	75%	76%	85%	75%	85%	73%	65%	69%	60%	58%
Bondgate Within	78	14%	18%	42%	49%	51%	50%	53%	46%	41%	37%	19%	26%
Bondgate Without	3	67%	67%	100%	100%	100%	100%	100%	67%	100%	100%	33%	33%
Clayport Street	7	57%	57%	71%	86%	71%	100%	86%	86%	86%	86%	57%	57%
Green Batt	16	50%	50%	38%	44%	69%	63%	63%	75%	50%	50%	44%	38%
Market Street	27	11%	30%	56%	59%	67%	63%	70%	67%	74%	67%	41%	26%
Pottergate	12	58%	75%	75%	83%	92%	92%	92%	92%	75%	67%	58%	75%
St Michael's Lane	27	44%	41%	48%	78%	78%	78%	78%	81%	52%	52%	44%	44%
TOTAL	225	36%	42%	56%	64%	69%	66%	70%	65%	57%	55%	40%	40%

Hexham On-Street Surveys, August 2017

Weekday 1 - Tuesday 22nd August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
B6305 Hencotes	9	78%	67%	78%	78%	100%	78%	78%	67%	89%	100%	67%	56%
B6305 Priestpopple	28	21%	32%	50%	100%	129%	104%	104%	107%	121%	89%	75%	93%
Beaumont Street	68	19%	47%	85%	87%	103%	97%	94%	100%	93%	97%	63%	62%
Gilesgate	16	6%	13%	31%	81%	75%	75%	81%	88%	75%	75%	63%	69%
Market Place	17	0%	6%	6%	6%	12%	12%	12%	12%	6%	6%	41%	53%
Market Street	4	25%	50%	100%	100%	100%	100%	100%	100%	100%	50%	75%	100%
St. Mary's Wind	11	0%	82%	100%	91%	91%	91%	100%	91%	91%	100%	64%	100%
Tyne Mills Ind. Est.	8	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%
TOTAL	161	17%	38%	62%	76%	89%	81%	81%	83%	82%	78%	60%	67%

Weekday 2 - Weds 23rd August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
B6305 Hencotes	9	78%	78%	78%	78%	56%	78%	56%	67%	67%	67%	78%	78%
B6305 Priestpopple	28	43%	43%	54%	86%	68%	86%	93%	89%	79%	57%	82%	96%
Beaumont Street	68	25%	29%	53%	96%	97%	93%	101%	97%	96%	91%	74%	66%
Gilesgate	16	6%	6%	50%	88%	56%	81%	88%	81%	88%	50%	50%	75%
Market Place	17	6%	29%	29%	94%	59%	94%	82%	88%	94%	71%	94%	82%
Market Street	4	50%	50%	75%	100%	100%	100%	100%	100%	100%	75%	75%	100%
St. Mary's Wind	11	27%	55%	55%	100%	100%	109%	109%	100%	100%	73%	64%	82%
Tyne Mills Ind. Est.	8	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%
TOTAL	161	27%	33%	50%	88%	78%	86%	89%	87%	86%	71%	71%	73%

Weekend - Saturday 26th August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
B6305 Hencotes	9	0%	56%	44%	44%	67%	56%	56%	67%	89%	100%	89%	78%
B6305 Priestpopple	28	21%	29%	82%	89%	82%	79%	64%	57%	68%	68%	89%	93%
Beaumont Street	68	0%	34%	68%	78%	93%	96%	100%	88%	90%	66%	69%	47%
Gilesgate	16	13%	13%	69%	63%	75%	75%	69%	63%	75%	63%	50%	38%
Market Place	17	0%	0%	0%	0%	0%	6%	12%	12%	6%	29%	41%	35%
Market Street	4	0%	0%	100%	50%	100%	100%	100%	100%	100%	75%	100%	100%
St. Mary's Wind	11	0%	55%	91%	73%	100%	73%	73%	64%	91%	36%	36%	36%
Tyne Mills Ind. Est.	8	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL	161	5%	27%	61%	63%	74%	73%	72%	65%	71%	59%	64%	53%

Hexham On-Street Surveys, Sept 2017

Weekday 1 - Weds 27th Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
B6305 Hencotes	9	78%	78%	100%	89%	89%	89%	78%	100%	89%	89%	56%	67%
B6305 Priestpopple	28	25%	29%	50%	71%	54%	75%	75%	75%	71%	50%	57%	79%
Beaumont Street	68	10%	21%	101%	96%	99%	94%	94%	99%	96%	91%	84%	91%
Gilesgate	16	13%	13%	94%	100%	69%	88%	88%	88%	69%	81%	75%	69%
Market Place	17	0%	0%	100%	112%	100%	94%	100%	100%	76%	94%	94%	100%
Market Street	4	50%	50%	100%	100%	100%	100%	100%	100%	75%	100%	100%	100%
St. Mary's Wind	11	9%	73%	73%	91%	82%	82%	82%	64%	73%	64%	73%	45%
Tyne Mills Ind. Est.	8	0%	0%	0%	88%	88%	75%	50%	38%	38%	50%	0%	0%
TOTAL	161	16%	25%	86%	98%	86%	88%	87%	88%	81%	80%	73%	79%

Weekday 2 - Thurs 28 Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
B6305 Hencotes	9	78%	78%	89%	89%	67%	67%	56%	78%	78%	67%	56%	56%
B6305 Priestpopple	28	43%	29%	64%	68%	64%	64%	64%	71%	75%	68%	93%	100%
Beaumont Street	68	7%	12%	32%	35%	34%	28%	34%	34%	29%	31%	34%	31%
Gilesgate	16	25%	19%	81%	81%	88%	69%	81%	81%	75%	75%	69%	69%
Market Place	17	12%	12%	76%	76%	94%	94%	88%	88%	82%	88%	76%	94%
Market Street	4	25%	75%	100%	100%	75%	75%	75%	100%	75%	100%	100%	100%
St. Mary's Wind	11	45%	55%	64%	73%	82%	73%	73%	82%	73%	64%	82%	82%
Tyne Mills Ind. Est.	8	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL	161	22%	23%	53%	55%	55%	50%	53%	57%	53%	52%	57%	58%

Weekend - Saturday 30th Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
B6305 Hencotes	9	44%	44%	78%	67%	89%	89%	89%	56%	67%	44%	67%	56%
B6305 Priestpopple	28	36%	39%	75%	96%	104%	89%	79%	93%	89%	68%	89%	96%
Beaumont Street	68	9%	25%	34%	38%	35%	35%	37%	37%	34%	31%	24%	24%
Gilesgate	16	6%	0%	50%	75%	69%	81%	81%	81%	75%	50%	44%	63%
Market Place	17	12%	29%	82%	94%	100%	82%	94%	94%	88%	100%	94%	88%
Market Street	4	25%	100%	100%	100%	100%	100%	100%	100%	100%	100%	75%	75%
St. Mary's Wind	11	73%	64%	82%	82%	82%	73%	91%	91%	82%	73%	64%	45%
Tyne Mills Ind. Est.	8	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL	161	20%	30%	53%	62%	63%	60%	61%	61%	58%	50%	50%	50%

Morpeth On-Street Surveys, August 2017

Weekday 1 - Wednesday 30th August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
A192 Bridge Street	25	8%	12%	28%	32%	40%	20%	52%	60%	36%	52%	32%	44%
A192 Newgate Stre	6	33%	33%	50%	50%	83%	50%	33%	33%	17%	50%	83%	33%
Castle Square	8	38%	25%	0%	50%	75%	75%	88%	38%	75%	63%	88%	88%
Copper Chare	10	30%	50%	50%	60%	60%	40%	60%	50%	50%	50%	60%	60%
Dacre Street	34	32%	32%	44%	62%	53%	50%	56%	65%	53%	56%	38%	38%
Gas House Lane	12	0%	0%	8%	25%	50%	50%	83%	50%	58%	33%	17%	17%
Howard Road	23	52%	57%	83%	70%	57%	52%	43%	57%	52%	61%	57%	57%
Manchester Street	7	14%	29%	100%	57%	86%	86%	86%	100%	86%	86%	71%	57%
New Market	5	20%	20%	60%	20%	60%	60%	100%	40%	80%	120%	80%	100%
Wellwood Gardens	40	38%	25%	13%	13%	15%	20%	23%	25%	28%	25%	18%	25%
TOTAL	170	29%	29%	38%	42%	46%	41%	51%	50%	46%	50%	41%	44%

Weekday 2 - Thursday 31st August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
A192 Bridge Street	25	4%	12%	24%	40%	64%	52%	48%	48%	52%	52%	36%	12%
A192 Newgate Stre	6	67%	33%	17%	33%	67%	50%	83%	17%	67%	33%	33%	50%
Castle Square	8	13%	25%	13%	38%	63%	50%	88%	63%	38%	50%	38%	50%
Copper Chare	10	20%	20%	20%	40%	50%	40%	50%	30%	20%	10%	40%	30%
Dacre Street	34	32%	35%	35%	41%	35%	47%	47%	35%	32%	44%	41%	44%
Gas House Lane	12	8%	8%	17%	8%	8%	8%	58%	58%	25%	58%	42%	17%
Howard Road	23	61%	57%	65%	61%	57%	70%	65%	61%	52%	61%	78%	78%
Manchester Street	7	29%	29%	57%	86%	100%	86%	71%	86%	100%	100%	86%	71%
New Market	5	20%	20%	60%	20%	100%	60%	40%	20%	60%	60%	60%	100%
Wellwood Gardens	40	43%	33%	28%	20%	30%	25%	33%	28%	25%	23%	25%	28%
TOTAL	170	32%	30%	34%	37%	47%	45%	51%	42%	40%	44%	44%	41%

Weekend - Saturday 26th August

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
A192 Bridge Street	25	8%	12%	24%	40%	40%	16%	20%	44%	40%	28%	28%	40%
A192 Newgate Stre	6	0%	33%	33%	33%	50%	67%	0%	0%	33%	17%	67%	83%
Castle Square	8	13%	0%	38%	88%	75%	75%	63%	88%	63%	50%	88%	75%
Copper Chare	10	50%	30%	40%	60%	60%	60%	60%	40%	30%	50%	50%	50%
Dacre Street	34	35%	56%	53%	38%	71%	74%	65%	38%	38%	29%	35%	26%
Gas House Lane	12	8%	8%	0%	17%	17%	42%	42%	33%	17%	8%	0%	8%
Howard Road	23	43%	43%	48%	35%	43%	48%	61%	48%	43%	43%	39%	48%
Manchester Street	7	43%	43%	71%	71%	71%	100%	43%	114%	71%	71%	100%	29%
New Market	5	0%	20%	40%	20%	80%	60%	40%	80%	60%	40%	40%	40%
Wellwood Gardens	40	38%	30%	30%	28%	23%	25%	28%	20%	20%	20%	20%	28%
TOTAL	170	29%	32%	37%	38%	46%	48%	43%	41%	36%	31%	36%	36%

Morpeth On-Street Surveys, Sept 2017

Morpeth Weds 20 Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
A192 Bridge Street	25	8%	28%	32%	24%	52%	40%	52%	64%	60%	48%	28%	28%
A192 Newgate Street	6	50%	50%	83%	117%	133%	117%	117%	133%	133%	117%	133%	100%
Castle Square	8	0%	13%	50%	100%	75%	63%	63%	75%	100%	25%	38%	63%
Copper Chare	10	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dacre Street	34	35%	35%	47%	68%	94%	94%	97%	79%	79%	65%	59%	53%
Gas House Lane	12	0%	8%	17%	17%	17%	33%	58%	58%	83%	8%	33%	25%
Howard Road	23	57%	57%	96%	100%	87%	83%	83%	91%	96%	74%	87%	91%
Manchester Street	7	29%	29%	114%	86%	100%	86%	114%	114%	86%	100%	86%	86%
New Market	5	0%	80%	0%	0%	0%	120%	60%	40%	40%	100%	80%	80%
Wellwood Gardens	40	23%	20%	15%	15%	15%	13%	25%	35%	33%	20%	25%	18%
TOTAL	170	26%	32%	44%	51%	59%	59%	66%	69%	69%	51%	53%	48%

Morpeth Thurs 21 Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
A192 Bridge Street	25	4%	32%	52%	60%	60%	68%	60%	56%	32%	56%	52%	40%
A192 Newgate Street	6	67%	17%	67%	100%	100%	100%	83%	83%	50%	17%	83%	67%
Castle Square	8	13%	13%	50%	25%	63%	75%	75%	88%	88%	88%	88%	75%
Copper Chare	10	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dacre Street	34	32%	35%	41%	41%	47%	44%	24%	53%	50%	50%	44%	41%
Gas House Lane	12	8%	8%	25%	33%	25%	42%	33%	42%	92%	17%	8%	17%
Howard Road	23	48%	52%	48%	48%	61%	22%	30%	48%	48%	65%	65%	78%
Manchester Street	7	29%	43%	57%	86%	71%	86%	100%	100%	71%	86%	71%	100%
New Market	5	40%	60%	80%	20%	40%	60%	80%	80%	60%	60%	60%	40%
Wellwood Gardens	40	28%	18%	23%	20%	23%	18%	28%	20%	20%	15%	13%	23%
TOTAL	170	26%	28%	39%	39%	44%	41%	39%	46%	43%	42%	41%	42%

Morpeth Sat 23 Sept

OCCUPANCY %	Spaces	7-8	8-9	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7
A192 Bridge Street	25	20%	20%	44%	24%	48%	52%	64%	32%	40%	40%	36%	20%
A192 Newgate Street	6	33%	50%	117%	83%	100%	33%	67%	67%	83%	50%	83%	33%
Castle Square	8	0%	0%	13%	75%	100%	63%	88%	100%	113%	100%	75%	75%
Copper Chare	10	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dacre Street	34	41%	41%	65%	71%	88%	88%	82%	76%	62%	62%	44%	38%
Gas House Lane	12	8%	8%	17%	25%	50%	42%	67%	58%	25%	17%	0%	0%
Howard Road	23	61%	70%	65%	65%	70%	65%	65%	57%	61%	65%	74%	74%
Manchester Street	7	57%	71%	100%	86%	57%	86%	71%	100%	43%	71%	71%	57%
New Market	5	0%	0%	20%	20%	80%	60%	40%	60%	40%	40%	60%	20%
Wellwood Gardens	40	38%	33%	33%	28%	30%	30%	25%	30%	33%	30%	30%	38%
TOTAL	170	34%	36%	49%	48%	61%	57%	59%	55%	50%	50%	45%	39%