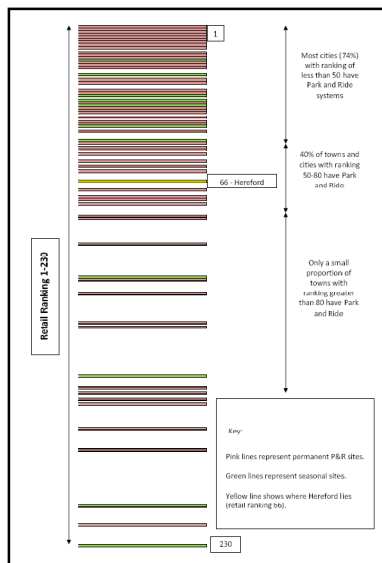


**Project:** Hereford Parking Review  
**Client:** Herefordshire Council  
**Location:** Hereford  
**Role:** Reviewing and updating parking/park & ride strategy for city of Hereford

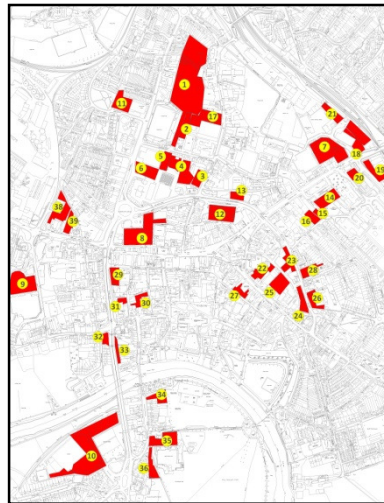
Crowd Dynamics was appointed by Herefordshire Council to consider the future demands for, and supply of parking in Hereford City Centre.

We were also appointed to assess the appropriateness of Park & Ride as a transport solution for the City of Hereford in both the short and medium term.



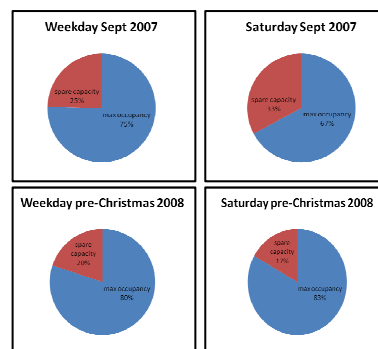
Ranking of Cities with Park & Ride

The introduction of Park & Ride in several towns / cities across the UK was researched and comparable towns and cities to Hereford were contacted to learn the lessons of these authorities and identify the key parameters for successful implementation of Park and Ride.



Existing Parking Provision

Factors such as cost of existing parking, availability of spaces, 'attractiveness of centre', and degree of bus priority were all investigated to determine the minimum requirement for a successful scheme in Hereford.

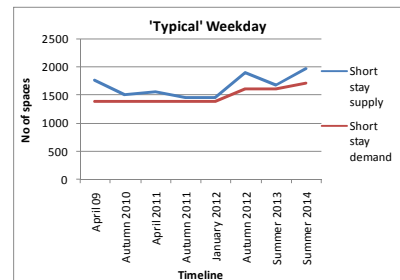


Spare Parking Capacity across City Centre

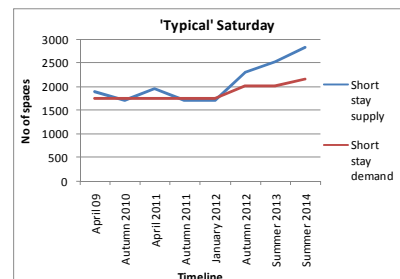
The parking review identified the demand for both long and short stay spaces for the next 15 years

based upon forecast increases in employment, and retail / leisure floorspace. Changes in supply were identified alongside an investigation into the optimum location and scale of new multi-storey provision. Preferred locations for multi-storey car park sites were identified. New city centre parking standards were proposed.

Demand for Park and Ride was forecast after determining the appropriate level of long stay provision in city centre, and the additional weekend / seasonal demands for short stay retail parking.



Future Short Stay Supply & Demand (Weekday)



Future Short Stay Supply & Demand (Saturday)