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Shropshire Council

Shropshire Council
Legal and Democratic Services
Shirehall
Abbey Foregate
Shrewsbury
SY2 6ND

Date: Tuesday, 4 July 2017

Committee: Cabinet

Date: Wednesday, 12 July 2017
Time: 12.30 pm
Venue: Shrewsbury Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

You are requested to attend the above meeting. The Agenda is attached.

Claire Porter
Head of Legal and Democratic Services (Monitoring Officer)

Members of Cabinet
Peter Nutting (Leader)
Steve Charmley (Deputy Leader)
Joyce Barrow
Lezley Picton
David Minnery
Robert Macey
Nic Laurens
Nicholas Bardsley
Lee Chapman
Steve Davenport

Deputy Members of Cabinet
Clare Aspinall
Dean Carroll
Rob Gittins
Roger Hughes
Elliot Lynch
Alex Phillips

Your Committee Officer is:

Jane Palmer Senior Democratic Services Officer
Tel: 01743 257712
Email: jane.palmer@shropshire.gov.uk

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May 2015

AGENDA

1 **Apologies for Absence**

2 **Disclosable Pecuniary Interests**

Members are reminded that they must not participate in the discussion or voting on any matter in which they have a Disclosable Pecuniary Interest and should leave the room prior to the commencement of the debate.

3 **Minutes**

To approve as a correct record and sign the Minutes of the Cabinet meeting held on 21 June 2017. **TO FOLLOW**

Contact: Jane Palmer Tel: 01743 257712

4 **Public Question Time**

To receive any questions or petitions from members of the public, notice of which has been given in accordance with Procedure Rule 14. Deadline for notification for this meeting is 5.00pm on Friday 7 July 2017.

5 **Scrutiny Items**

To consider any scrutiny matters from Council or any of the Scrutiny Committees.

6 **Treasury Management Update Quarter 4 2016/17** (Pages 1 - 20)

Lead Member – Councillor David Minnery – Portfolio Holder for Finance

Report of the Head of Finance, Governance and Assurance [Section 151 Officer]

Contact: James Walton Tel: 01743 258915

7 **Draft Library Services Strategy for Shropshire 2018 to 2023** (Pages 21 - 96)

Lead Member – Councillor Lezley Picton – Portfolio Holder for Culture and Leisure

Report of the Director of Place and Enterprise

Contact: George Candler Tel: 01743 255003

8 **Shropshire Draft Parking Strategy** (Pages 97 - 244)

Lead Member – Councillor Steve Davenport – Portfolio Holder for Highways and Transport

Report of the Director of Place and Enterprise

Contact: George Candler Tel: 01743 255003

9 **Economic Growth Strategy**

Lead Member – Councillor Nic Laurens – Portfolio Holder for Economy and Growth

Report of the Director of Place and Enterprise **TO FOLLOW**

Contact: George Candler   Tel: 01743 255003

10 Update on Future Swimming Provision in Shrewsbury (Pages 245 - 252)

Lead Member – Councillor Lezley Picton – Portfolio Holder for Culture and Leisure

Report of the Director of Place and Enterprise

Contact: George Candler   Tel: 01743 255003

11 Exclusion of the Public and Press

To resolve that, in accordance with the provisions of Schedule 12A of the Local Government Act 1972, and Paragraph 10.4 (3) of the Council's Access to Information Procedure Rules, the public and the press be excluded during consideration of the following item/s.

12 0-25 Public Health Nursing Service: Tender Award (Pages 253 - 260)

Lead Member – Councillor Lee Chapman – Portfolio Holder for Health and Adult Social Care

Confidential Report of the Director of Public Health

Contact: Professor Rod Thomson   Tel: 01743 252003

13 Shrewsbury Town Centre

Lead Member – Councillor Steve Charmley – Deputy Leader and Portfolio Holder for Corporate Support

Confidential Report of the Director of Place and Enterprise **TO FOLLOW**

Contact: George Candler   Tel: 01743 255003

Committee and Date
Cabinet
12 July 2017

TREASURY MANAGEMENT UPDATE – QUARTER 4 2016/17

Responsible Officer James Walton
e-mail: james.walton@shropshire.gov.uk Tel: (01743) 258915

1. Summary

1.1. The report outlines the treasury management activities of the Council in the last quarter. It highlights the economic environment in which treasury management decisions have been made and the interest rate forecasts of the Council's Treasury Advisor, Capita Asset Services. It also updates Members on the internal treasury team's performance.

1.2. During the fourth quarter of 2016/17 the internal treasury team achieved a return of 0.48% on the Council's cash balances, outperforming the benchmark by 0.37%. This amounts to additional income of £174,570 during the quarter which is included within the Council's projected outturn position in the monthly revenue monitor.

2. Recommendations

2.1. Members are asked to accept the position as set out in the report.

REPORT

3. Risk Assessment and Opportunities Appraisal

3.1. The recommendations contained in this report are compatible with the provisions of the Human Rights Act 1998.

3.2. There are no direct environmental, equalities or climate change consequences arising from this report.

3.3. Compliance with the CIPFA Code of Practice on Treasury Management, the Council's Treasury Policy Statement and Treasury Management Practices and the Prudential Code for Capital Finance together with the rigorous internal controls will enable the Council to manage the risk associated with Treasury Management activities and the potential for financial loss.

4. Financial Implications

4.1. The Council makes assumptions about the levels of borrowing and investment income over the financial year. Reduced borrowing as a result of capital receipt generation or delays in delivery of the capital programme will both have a positive impact of the council's cash position. Similarly, higher than benchmarked returns on available cash will also help the Council's financial position. For monitoring purposes, assumptions are made early in year about borrowing and returns based on the strategies agreed by Council in the preceding February. Performance outside of these assumptions results in increased or reduced income for the Council.

4.2. The Quarter 4 performance is above benchmark and has delivered additional income of £174,570 which will be reflected in the Period 12 Revenue Monitor.

4.3. The Council currently has £152 million held in investments as detailed in Appendix A and borrowing of £324 million at fixed interest rates.

5. Background

5.1. The Council defines its treasury management activities as "the management of the authority's investments and cash flows, its banking, money market and capital market transactions, the effective control of the risks associated with those activities, and the pursuit of optimum performance consistent with those risks". The report informs Members of the treasury activities of the Council between 1 January 2017 and 31 March 2017.

6. Economic Background

6.1. The UK GDP annual growth rates in each calendar year 2013 – 2016 have all been the top rate, or near the top rate, of any of the G7 countries in every year. It is particularly notable that this UK performance was repeated in 2016, a year in which the Bank of England had forecast in August that growth would be near to zero in the second half of the year due to the economic shock it expected from the result of the Brexit referendum in June.

6.2. However, following its February 2017 Inflation Report, the Bank of England again upgraded its forecasts for growth in 2017 and 2018 to 2.0% and 1.6%. Over this two year period, it also expects inflation to accelerate towards nearly 3% as increases in costs as a result of the fall in the value of sterling since the referendum, gradually feeds through into the economy. This fall has been the steepest against the US dollar where its value has fallen 17%. Provided those cost pressures do not feed through into significantly higher domestically generated inflation within the UK, the MPC is expected to look through this one off blip upwards in Inflation.

6.3. The US GDP growth has been highly volatile in 2016 but overall mediocre, at an average of 1.6% for the year. It is expected to gather momentum looking ahead, especially if President Trump is able to get Congressional support for his promised fiscal stimulus package. The Fed has, therefore, started raising rates now that the economy is at or around full employment and inflationary pressures have been building to exceed its 2% target. It has raised rates three times with the last two following quickly on one another in December

2016 and March 2017 with two or three more increases expected in 2017 and possibly four in 2018.

6.4. In the Eurozone, growth has improved in 2016 to 1.7% after the European Central Bank cut rates into negative territory and embarked on massive quantitative easing during the year. Growth is expected to subside to around 1.3% in 2017 and the ECB is currently committed to continuing major monthly quantitative easing throughout the whole of 2017 in order to stimulate growth and to get inflation up to its 2% target. There are major concerns about the various stresses within the EU, national elections in 2017 in France and Germany are major stress points, as is dealing with the unsustainable levels of national debt in Greece in the face of implacable opposition from Germany to any further bail out. The EU will also have to deal with the UK triggering Article 50 to start the process of leaving the EU.

6.5. China is expected to continue with reasonably strong growth of 6.5% in 2017 although medium term risks are increasing. Japan has only achieved 1% growth in 2016 and is struggling to get inflation to move from around 0%, despite massive fiscal stimulus and monetary policy action by the Bank of Japan.

7. Economic Forecast

7.1. The Council receives its treasury advice from Capita Asset Services. Their latest interest rate forecasts to 30 June 2020 are shown below:

	Jun-17	Sep-17	Dec-17	Mar-18	Jun-18	Sep-18	Dec-18	Mar-19	Jun-19	Sep-19	Dec-19	Mar-20	Jun-20
Bank rate	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.50%	0.50%	0.75%	0.75%	0.75%
5yr PWLB rate	1.40%	1.60%	1.60%	1.70%	1.70%	1.70%	1.80%	1.80%	1.90%	1.90%	2.00%	2.00%	2.00%
10yr PWLB rate	2.10%	2.30%	2.30%	2.30%	2.40%	2.40%	2.40%	2.50%	2.50%	2.60%	2.60%	2.70%	2.70%
25yr PWLB rate	2.70%	2.90%	3.00%	3.00%	3.00%	3.10%	3.10%	3.20%	3.20%	3.30%	3.30%	3.40%	3.40%
50yr PWLB rate	2.50%	2.70%	2.80%	2.80%	2.80%	2.90%	2.90%	3.00%	3.00%	3.10%	3.10%	3.20%	3.20%

7.2. The MPC cut the Bank rate from 0.50% to 0.25% on 4 August 2016 in order to counteract what it forecast was going to be a sharp slowdown in growth in the second half of 2016. At that juncture, it also gave a strong steer that it was likely to cut Bank Rate again by the end of 2016. However, since August growth has been robust, also, inflation forecasts have risen substantially as a result of the sharp fall in the value of sterling since the referendum. Consequently, Bank Rate has not been cut again and on current trends it now appears unlikely that there will be another cut but this cannot be ruled out if there was a significant dip in economic growth.

7.3. During the two year period 2017 – 2019, when the UK is negotiating the terms of the withdrawal from the EU, it is likely that the MPC will do nothing to dampen growth prospects (i.e. by raising Bank Rate), which will already be adversely impacted by the uncertainties of what form Brexit will eventually take.

7.4. Capita Asset Services have recently undertaken a review of its interest rate forecasts and they now expect the Bank Rate to remain at 0.25% until June 2019 when it is expected to rise to 0.50% after these negotiations have been completed.

7.5. Long term PWLB rates are expected to rise from 2.50% in June 2017 to 3% in March 2019 before steadily increasing over time to reach 3.2% by March 2020.

7.6. As the threat of potential risks from a number of sources still remains, caution must be exercised in respect of all interest rate forecasts at the current time. Economic forecasting remains difficult with so many influences weighing on the UK. Capita's bank rate forecasts will be liable to further amendment depending on how economic data transpires over 2017.

8. Treasury Management Strategy

8.1. The Treasury Management Strategy (TMS) for 2016/17 was approved by Full Council on 25 February 2016. The Council's Annual Investment Strategy, which is incorporated in the TMS, outlines the Council's investment priorities as the security and liquidity of its capital.

8.2. The Council aims to achieve the optimum return on investments commensurate with the proper levels of security and liquidity. In the current economic climate it is considered appropriate to keep investments short term (up to 1 year), and only invest with highly credit rated financial institutions using Capita's suggested creditworthiness approach, including sovereign credit rating and Credit Default Swap (CDS) overlay information provided by Capita. The Treasury Team continue to take a prudent approach keeping investments short term and with the most highly credit rated organisations. This approach has been endorsed by our external advisors, Capita.

8.3. In the fourth quarter of 2016/17 the internal treasury team outperformed its benchmark by 0.37%. The investment return was 0.48% compared to the benchmark of 0.11%. This amounts to additional income of £174,570 during the quarter which is included in the Council's projected outturn position in the monthly revenue monitor.

7.4. A full list of investments held as at 31 March 2017, compared to Capita's counterparty list, and changes to Fitch, Moody's and Standard & Poor's credit ratings are shown in Appendix A. None of the approved limits within the Annual Investment Strategy were breached during the fourth quarter of 2016/17. Officers continue to monitor the credit ratings of institutions on a daily basis. Delegated authority has been put in place to make any amendments to the approved lending list.

7.5. As illustrated in the economic forecast section above, investment rates available in the market are at an historical low point. The average level of funds available for investment purposes in the fourth quarter of 2016/17 was £187 million.

7.6. The Council's interest receivable/payable budgets are currently projecting a surplus of £1.468 million due to no General Fund borrowing being undertaken during the year and the average investment balances and average interest rates earned being higher than estimated. The final outturn position will be reported in the Annual Treasury Report.

9. Borrowing

9.1. It is a statutory duty for the Council to determine and keep under review the "Affordable Borrowing Limits". The Council's approved Treasury and Prudential Indicators (affordability limits) are included in the approved Treasury Management Strategy. A list of the approved limits is shown in Appendix B. The Prudential Indicators were not breached during the fourth quarter of 2016/17 and have not been previously breached. The schedule at Appendix C details the Prudential Borrowing approved and utilised to date.

9.2. Capita's target rate for new long term borrowing (50 years) for the fourth quarter of 2016/17 was 2.7%. No new external borrowing was required in 2016/17. The low and high points during the quarter can be seen in the table below.

	1 Year	5 Year	10 Year	25 Year	50 Year
Low	0.78%	1.21%	1.91%	2.63%	2.37%
Date	16/03/2017	06/03/2017	06/03/2017	27/03/2017	23/03/2017
High	0.92%	1.56%	2.34%	2.96%	2.72%
Date	19/01/2017	27/01/2017	26/01/2017	26/01/2017	26/01/2017
Average	0.85%	1.38%	2.11%	2.78%	2.54%

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)
Cabinet, 27 July 2016, Treasury Management Update Quarter 1 2016/17
Cabinet, 21 December 2016, Treasury Management Update Quarter 2 2016/17
Cabinet, 8 February 2017, Treasury Management Update Quarter 3 2016/17
Council, 25 February 2016, Treasury Strategy 2016/17.

Cabinet Member:
Peter Nutting, Leader

Local Member
N/A

Appendices
A. Investment Report as at 31 March 2017
B. Prudential Limits
C. Prudential Borrowing Schedule

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CAPITA
Treasury solutions

Asset Services

Shropshire Council

Monthly Investment Analysis Review

March 2017

Monthly Economic Summary

General Economy

The UK's exit from the European Union hogged the headlines in March. Theresa May triggered Article 50 on Wednesday 29th March 2017, meaning Britain should officially leave the EU no later than April 2019. This is the start of a long negotiation process which will impact the economic environment of the United Kingdom and, potentially, further afield. The final deal must be approved by a qualified majority of the EU member states and can be vetoed by the European Parliament.

The month began with the release of Purchasing Managers Indices. The first to be released was for the manufacturing sector, which slipped to 54.6 in February from 55.7. This fall was helped by easing inflation pressures, which had been rising at a record pace. A day later the construction sector survey was released, showing that an improvement in activity across civil engineering firms helped edge the index up to 52.5 from 52.2 in January. Services PMI was the last release and, disappointingly, fell to its lowest level since September having dropped to 53.3 in February from 54.5 previously. Despite the improvement in construction, the falls in manufacturing and services PMI's pushed the composite figure down to 53.7 in February, a five month low. Despite the fall, the level was still above 50, which separates expansion from contraction. Overall, the figures provided further evidence that UK economic growth will ease back from the pace seen in previous quarters.

The Bank of England's Monetary Policy Committee (MPC) met in March and continued with the current monetary policy programme. The MPC voted 8-1 in favour of keeping the Bank Rate at 0.25%. While there was one dissenting vote in favour of a rate rise, overall the result showed that the Bank of England are in no immediate hurry to emulate the Federal Reserve, who raised interest rates again this month. The Quantitative Easing programme was also left unchanged at £435bn, as was the corporate bond buying programme.

UK inflation was the surprise of the month as it soared past all forecasts to an annual rate of 2.3% from 1.8% in January. This is the first time inflation has surpassed the Bank of England's 2% inflation target since late 2013. The month-on-month increase was 0.7% an increase from the -0.5% change in January. The fall in the value of the Sterling, due to the Brexit vote has dramatically pushed up import prices, whilst global oil prices have picked up adding to the squeeze on British households. The final estimate for UK Q4 GDP was one of the concluding releases of the month. The quarterly rate remained unchanged at a growth rate of 0.7%, however the annual rate was revised down slightly to 1.9% from 2.0%.

On a more positive note British unemployment rate was at its lowest level in over 40 years, when it dropped to 4.7% in January. There were 1.584 million people out of work in the three months to January as the total amount of people in employment rose to 31.854 million. Unfortunately however, wage growth could not continue the positive trend. The growth in total pay, including bonuses, fell to 2.2% in January from 2.6% in December, adding further pressure onto British households with inflation on the rise. Elsewhere in the UK consumer credit rose by £1.441bn in February, a fall from the £1.609bn increase in January.

Weaker Sterling had a positive effect on exports, helping narrow the trade balance deficit in January. The deficit in the goods balance fell to £10.833bn in January from £10.915bn in December. There was also an improvement in the trade in goods and services balance as this narrowed to £1.966bn, from a downwardly revised £2.026bn in December.

UK Public Finances could not continue the positive trend seen in January as public sector net borrowing recorded a £1.8bn deficit in February, compared with the £9.4bn surplus in January. This was 60.5% lower than the figure recorded in February 2016. Total Public Sector Net Debt stood at £1.669.7 trillion in February.

Retail sales received a positive boost in February as household spending increased. The annual rate rose to 3.7% from 1.0% previously, whilst the monthly rate was recorded at +1.4%, up from -0.5% in January. However, inflation is starting to take its toll on spending. The positive figures this month were not enough to drag up the poor demand seen in the previous few months. Retail sales suffered the largest three monthly drops since 2010 as the growth rate in this period fell to -1.4%, from -0.5% previously. GFK also released their consumer confidence studies, which showed that morale was unchanged at -6 in March. However, this was below the average seen through the second half of 2016.

The European Central Bank also met this month and like the Bank of England maintained the policy status quo. The main refinancing rate and deposit rate remained at 0% and -0.40% respectively. The central bank will also continue to make purchases under its asset programme at the monthly pace of €80bn until the end of March before decreasing the level to €60bn a month until the end of December 2017. Final Q4 GDP growth figures were also released for the Eurozone this month. The quarterly rate remained unchanged from the previous period at 0.4% whilst the annual rate fell slightly to 1.7% in Q4 from 1.8% in Q3. Lithuania recorded the highest quarterly growth rate at 1.4%, whilst at 4.8% Romania had the highest annual growth rate. Elsewhere, unemployment in the Euro Area remained at the lowest level since May 2009, at 9.6% in January. The EU28 had an unemployment rate of 8.1% in January down from 8.2% in the previous month. The Czech Republic had the lowest unemployment rate at 3.4%, whilst Spain had one of the highest at 18.2%.

America under Trump showed positive signs in terms of employment as non-farm payrolls increased by 235,000 with the construction sector recording its largest gain in nearly 10 years. In tandem with this rise the unemployment rate fell to 4.7% from 4.8%. Average hourly earnings increased by 6 cents, but remained at the 0.2% growth rate seen in January. The Federal Reserve met in March, where they decided that the time was right to increase official interest rates again, due to improving labour market conditions and economic activity continuing to expand at a moderate pace. The target rate was increased to 0.75%-1.0%, from the previous range of 0.50%-0.75%. There were positive revisions for US Q4 GDP as the final estimates recorded an annual growth rate of 2.1%, up from previous estimates of 1.9%. However this is still a fall from the 3.5% growth rate recorded in Q3, whilst 2016 as a whole grew at a pace of 1.6%, its worst performance since 2011.

Housing

On the domestic housing front Halifax annual house price growth cooled to 5.1% in February, its weakest rate since 2013. British Bankers' Association data followed suit as mortgage approvals hit a three month low in February. The number of new mortgage approvals fell to 42,613, from a downwardly revised 44,142 in January. The number of re-mortgages fell to 25,414 in February, from 28,088 previously. Nationwide house prices echoed the previous two releases as they fell for the first time in almost two years. The monthly rate was recorded at -0.3% whilst the annual rate was 3.5%, the weakest increase since 2015.

Forecast

Neither Capita Asset Services (CAS) nor Capital Economics (CE) altered their forecasts this month. It is forecasted by CAS that a rate hike to 0.50% will occur in Q2 2019 followed by a further hike to 0.75% in Q4 2019. CE expects a rate hike to 0.50% to occur in Q4 2018 with further hikes forecasted in Q2 2019 to 0.75%, Q4 2019 to 1.00% and in Q2 2020 to 1.25%.

Bank Rate	Mar-17	Jun-17	Sep-17	Dec-17	Mar-18
Capita Asset Services	0.25%	0.25%	0.25%	0.25%	0.25%
Capital Economics	0.25%	0.25%	0.25%	0.25%	0.25%

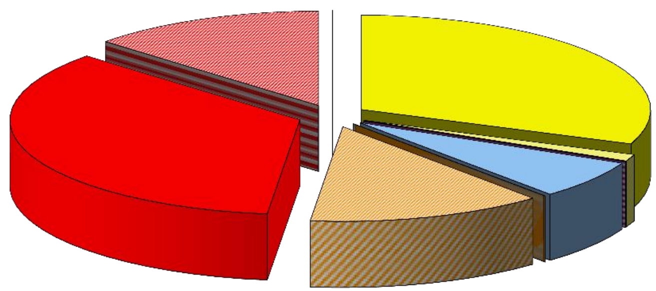
Shropshire Council

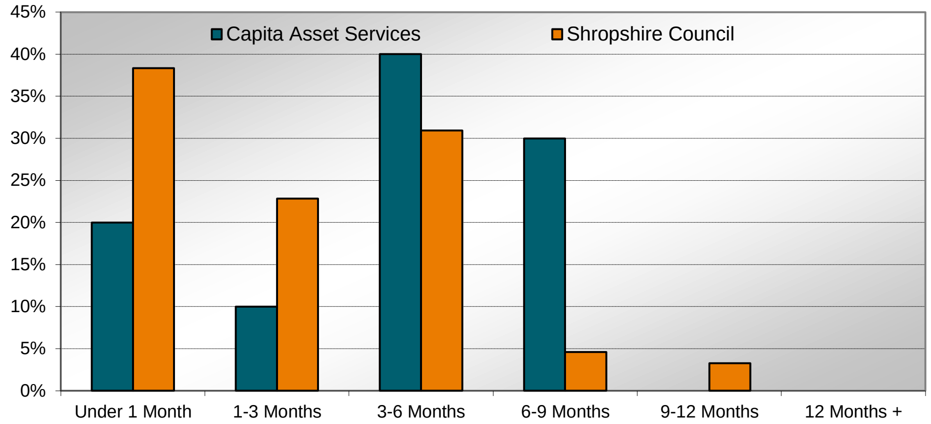
Current Investment List

Borrower	Principal (£)	Interest Rate	Start Date	Maturity Date	Lowest Long Term Rating	Historic Risk of Default
HSBC Bank Plc	20,000,000	0.55%		Call	AA-	0.000%
MMF Standard Life	1,710,000	0.28%		MMF	AAA	0.000%
Glasgow City Council	5,000,000	0.38%	03/10/2016	03/04/2017	AA	0.000%
Lloyds Bank Plc	1,520,000	0.65%	04/10/2016	04/04/2017	A	0.001%
Lloyds Bank Plc	5,000,000	0.65%	05/10/2016	05/04/2017	A	0.001%
Lloyds Bank Plc	4,320,000	0.65%	07/10/2016	07/04/2017	A	0.001%
Lloyds Bank Plc	3,600,000	0.65%	07/10/2016	07/04/2017	A	0.001%
Nationwide Building Society	2,100,000	0.42%	12/10/2016	12/04/2017	A	0.002%
Birmingham City Council	10,000,000	0.35%	13/10/2016	13/04/2017	AA	0.000%
Lloyds Bank Plc	5,000,000	0.65%	14/10/2016	13/04/2017	A	0.002%
Barclays Bank Plc	5,000,000	0.32%		Call35	A-	0.006%
Lloyds Bank Plc	1,400,000	0.60%	11/11/2016	11/05/2017	A	0.008%
North Lanarkshire Council	5,000,000	0.35%	01/12/2016	31/05/2017	AA	0.001%
Glasgow City Council	3,000,000	0.42%	05/12/2016	07/06/2017	AA	0.001%
Goldman Sachs International Bank	5,000,000	0.65%	07/12/2016	07/06/2017	A	0.012%
National Westminster Bank Plc	10,000,000	0.75%	15/06/2016	14/06/2017	BBB+	0.031%
Lloyds Bank Plc	2,420,000	0.60%	16/12/2016	16/06/2017	A	0.014%
Blaenau Gwent County Borough Council	2,000,000	0.36%	16/12/2016	16/06/2017	AA	0.001%
Lloyds Bank Plc	900,000	0.60%	21/12/2016	21/06/2017	A	0.015%
Nationwide Building Society	5,000,000	0.42%	03/01/2017	03/07/2017	A	0.017%
Santander UK Plc	15,000,000	0.65%		Call95	A	0.017%
Leeds Building Society	2,000,000	0.35%	11/01/2017	11/07/2017	A-	0.019%
Barclays Bank Plc	2,800,000	0.42%	13/01/2017	13/07/2017	A-	0.019%
Barclays Bank Plc	5,450,000	0.42%	16/01/2017	14/07/2017	A-	0.019%
Eastleigh Borough Council	5,000,000	0.40%	16/01/2017	17/07/2017	AA	0.002%
Barclays Bank Plc	1,750,000	0.42%	17/01/2017	17/07/2017	A-	0.020%
Fife Council	5,000,000	0.40%	03/02/2017	03/08/2017	AA	0.002%
Goldman Sachs International Bank	5,000,000	0.75%	08/02/2017	08/08/2017	A	0.024%
North Tyneside Metropolitan Borough Council	7,000,000	0.50%	20/12/2016	19/12/2017	AA	0.005%
Dundee City Council	5,000,000	0.50%	23/01/2017	22/01/2018	AA	0.005%
Total Investments	**£151,970,000**	**0.53%**				0.008%

Shropshire Council

Portfolio Composition by Capita Asset Services' Suggested Lending Criteria





Y	Pi1	Pi2	P	B	O	R	G	N/C
1	1.25	1.5	2	3	4	5	6	7
Up to 5yrs	Up to 5yrs	Up to 5yrs	Up to 2yrs	Up to 1yr	Up to 1yr	Up to 6mths	Up to 100days	No Colour

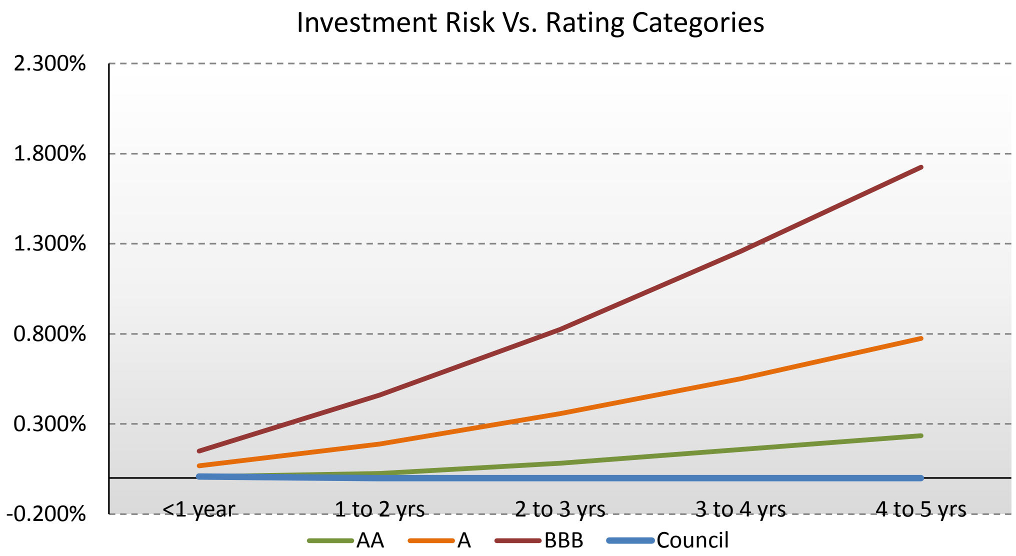
Portfolios weighted average risk number = 3.45

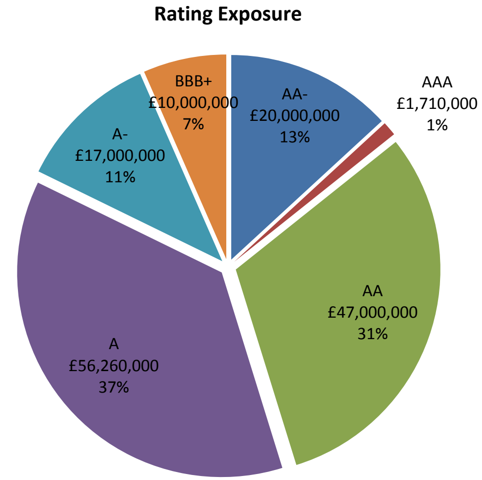
WARoR = Weighted Average Rate of Return
WAM = Weighted Average Time to Maturity

	% of Portfolio	Amount	% of Colour in Calls	Amount of Colour in Calls	% of Call in Portfolio	WARoR	WAM	WAM at Execution	Excluding Calls/MMFs/USDBFs WAM	Excluding Calls/MMFs/USDBFs WAM at Execution
Yellow	32.05%	£48,710,000	3.51%	£1,710,000	1.13%	0.40%	109	220	113	228
Pink1	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
Pink2	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
Purple	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
Blue	6.58%	£10,000,000	0.00%	£0	0.00%	0.75%	75	364	75	364
Orange	13.16%	£20,000,000	100.00%	£20,000,000	13.16%	0.55%	0	0	0	0
Red	48.21%	£73,260,000	27.30%	£20,000,000	13.16%	0.57%	66	154	60	181
Green	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
No Colour	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
	100.00%	**£151,970,000**	**27.45%**	**£41,710,000**	**27.45%**	**0.53%**	**71**	**169**	**84**	**218**

Shropshire Council

Investment Risk and Rating Exposure





Historic Risk of Default

Rating/Years	<1 year	1 to 2 yrs	2 to 3 yrs	3 to 4 yrs	4 to 5 yrs
AA	0.007%	0.024%	0.081%	0.158%	0.234%
A	0.067%	0.189%	0.356%	0.551%	0.775%
BBB	0.150%	0.460%	0.824%	1.257%	1.726%
Council	0.008%	0.000%	0.000%	0.000%	0.000%

Historic Risk of Default

This is a proxy for the average % risk for each investment based on over 30 years of data provided by Fitch, Moody's and S&P. It simply provides a calculation of the possibility of average default against the historical default rates, adjusted for the time period within each year according to the maturity of the investment.

Chart Relative Risk

This is the authority's risk weightings compared to the average % risk of default for "AA", "A" and "BBB" rated investments.

Rating Exposures

This pie chart provides a clear view of your investment exposures to particular ratings.

Shropshire Council

Monthly Credit Rating Changes

FITCH

Date	Update Number	Institution	Country	Rating Action
06/03/2017	1506	Nordea Bank AB	Sweden	Fitch Ratings downgraded the support rating to '5' from '2'.
06/03/2017	1506	Skandinaviska Enskilda Banken AB	Sweden	Fitch Ratings downgraded the support rating to '5' from '2'.
06/03/2017	1506	Swedbank AB	Sweden	Fitch Ratings downgraded the support rating to '5' from '2'.
06/03/2017	1506	Svenska Handelsbanken AB	Sweden	Fitch Ratings downgraded the support rating to '5' from '2'.
13/03/2017	1509	Deutsche Bank AG	Germany	Affirmed Long Term Rating 'A-' and removed from 'Negative Watch' and placed on 'Negative Outlook'. Short Term Rating affirmed at 'F1' and removed from 'Negative Watch'. Viability Rating affirmed at 'a-' and removed from 'Negative Watch'.
21/03/2017	1511	KBC Bank NV	Belgium	Long Term Rating upgraded to'A' from 'A-'. Outlook changed to 'Stable' from 'Positive'. Viability Rating upgraded to 'a' from 'a-'. Short Term Rating affirmed at 'F1'.
28/03/2017	1512	Norddeutsche Landesbank Girozentrale	Germany	Outlook changed to 'Negative' from 'Stable'. Viability Rating downgraded to 'bb' from 'bb+'. All other ratings were affirmed.

Shropshire Council

Monthly Credit Rating Changes

MOODY'S

Date	Update Number	Institution	Country	Rating Action
20/03/2017	1510	ING Bank NV	Netherlands	Outlook changed to 'Positive' from 'Stable'. All other ratings were affirmed.

Shropshire Council

Monthly Credit Rating Changes

S&P

Date	Update Number	Institution	Country	Rating Action
06/03/2017	1507	Qatar Sovereign Rating	Qatar	Affirmed the Sovereign Rating at 'AA'. Outlook changed to 'Negative' from 'Stable'
06/03/2017	1508	Qatar National Bank	Qatar	Affirmed the Long Term Rating at 'A+'. Affirmed the Short Term Rating at 'A-1'. Outlook changed to 'Negative' from 'Stable'.
29/03/2017	1513	Commerzbank AG	Germany	Long Term Rating upgraded to 'A-' from 'BBB+', removed from 'Positive Watch' and placed on 'Negative Outlook'. Short Term Rating affirmed at 'A-2' and removed from 'Positive Watch'.
29/03/2017	1513	Deutsche Bank AG	Germany	Long Term Rating upgraded to 'A-' from 'BBB+', removed from 'Positive Watch' and placed on 'Negative Outlook'. Short Term Rating affirmed at 'A-2'.
30/03/2017	1514	Svenska Handelsbanken AB	Sweden	Outlook changed to 'Stable' from 'Negative'. All other ratings were affirmed.

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Appendix B

Prudential Indicators – Quarter 4 2016/17

Prudential Indicator	2016/17 Indicator £m	Quarter 1 – Actual £m	Quarter 2 – Actual £m	Quarter 3 – Actual £m	Quarter 4 – Actual £m
Non HRA Capital Financing Requirement (CFR)	246	253	253	253	243
HRA CFR	85	85	85	85	85
Gross borrowing	324	329	326	324	324
Investments	140	173	175	181	152
Net borrowing	184	156	151	143	172
Authorised limit for external debt	449	329	326	324	324
Operational boundary for external debt	402	329	326	324	324
Limit of fixed interest rates (borrowing)	449	329	326	324	324
HRA debt Limit	96	85	85	85	85
Limit of variable interest rates (borrowing)	225	0	0	0	0
Principal sums invested > 364 days	40	0	0	0	0
Maturity structure of borrowing limits	%	%	%	%	%
Under 12 months	15	2	3	2	2
12 months to 2 years	15	2	2	2	2
2 years to 5 years	45	4	6	6	6
5 years to 10 years	75	6	2	2	2
10 years to 20 years	100	31	32	32	32
20 years to 30 years	100	21	21	21	24
30 years to 40 years	100	16	16	17	17
40 years to 50 years	100	10	10	10	7
50 years and above	100	8	8	8	8

* Based on period 12 Capital Monitoring report

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Capital Financing 2016/17 - Period 12

Prudential Borrowing Approvals	Date Approved	Amount Approved £	Applied (Spent) 2006/07 £	Applied (Spent) 2007/08 £	Applied Outturn 08/09 2008/09 £	Applied Outturn 09/10 2009/10 £	Applied Outturn 10/11 2010/11 £	Applied Outturn 11/12 2011/12 £	Applied Outturn 12/13 2012/13 £	Applied Outturn 13/14 2013/14 £	Applied Outturn 14/15 2014/15 £	Applied Outturn 15/16 2015/16 £	Budgeted Period 7 16/17 2016/17 £	Budgeted Period 7 16/17 2017/18 £	First year MRP Charged	Asset Life	Final year MRP Charged
Monkmoor Campus	24/02/2006	3,580,000															
Capital Receipts Shortfall -Cashflow	24/02/2006	5,000,000															
Applied:																	
Monkmoor Campus			3,000,000		0										2007/08	25	2031/32
William Brooks					0		3,580,000								2011/12	25	2035/36
Tern Valley					2,000,000										2010/11	35	2044/45
		8,580,000	**3,000,000**	**0**	**2,000,000**	**0**	**3,580,000**	**0**	**0**	**0**	**0**	**0**	**0**	**0**			
Highways	24/02/2006	2,000,000	2,000,000												2007/08	20	2026/27
Accommodation Changes	24/02/2006	650,000	410,200	39,800											2007/08	6	2012/13
Accommodation Changes - Saving	31/03/2007	(200,000)															
		450,000	**410,200**	**39,800**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**			
The Ptarmigan Building	05/11/2009	3,744,000				3,744,000									2010/11	25	2034/35
The Mount McKinley Building	05/11/2009	2,782,000				2,782,000									2011/12	25	2035/36
The Mount McKinley Building	05/11/2009	0					-								2011/12	5	2015/16
Capital Strategy Schemes - Potential Capital Receipts shortfall	25/02/2010	187,600					-	-	-	0	-	-	-	-		25	
- Desktop Virtualisation						187,600	-								2010/11	5	2014/15
Carbon Efficiency Schemes/Self Financing	25/02/2010	1,512,442					115,656	1,312,810	83,976	-	-	-	-	-	2011/12	5	2017/18
Transformation schemes		92,635						92,635	-	-					2012/13	3	2014/15
Renewables - Biomass - Self Financing	14/09/2011	92,996						82,408	98,258	(87,670)	-				2014/15	25	2038/39
Solar PV Council Buildings - Self Financing	11/05/2011	56,342						1,283,959	124,584	(1,352,202)	-				2013/14	25	2038/39
Depot Redevelopment - Self Financing	23/02/2012	0							-	-	-				2014/15	10	2023/24
Oswestry Leisure Centre Equipment - Self Financing	04/04/2012	124,521						124,521							2012/13	5	2016/17
Leisure Services - Self Financing	01/08/2012	711,197							711,197						2013/14	5	2016/17
Mardol House Acqusition	26/02/2015	4,160,000									4,160,000	-			2015/16	25	2039/40
Mardol House Adaptation and Refit	26/02/2015	3,340,000									167,640.84	3,172,358.86	-	-	2016/17	25	2041/41
Oswestry Leisure Centre Equipment - Self Financing	01/08/2012	300,000												300,000	2018/19	5	2022/23
Previous NSDC Borrowing		955,595			821,138	134,457									2009/10	5/25	
		29,089,327	**5,410,200**	**39,800**	**2,821,138**	**6,848,057**	**3,695,656**	**2,896,333**	**1,018,015.37**	**(1,439,872)**	**4,327,641**	**3,172,359**	**0**	**300,000**	300,000		
				-	-			()	()	()	()	()	()				

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Committee and Date
Cabinet
12 July 2017

Draft Library Services Strategy for Shropshire, 2018 to 2023

Responsible Officer George Candler, Director of Place and Enterprise
e-mail: George.candler@shropshire.gov.uk Tel:(01743)255003

1.0 Summary

This report seeks approval to consult on a new draft Library Services Strategy (the Strategy) for Shropshire. Shropshire Council is proud of its library services. This Strategy reflects our ambition and commitment to continue to unlock the huge potential that library services have to impact positively on individuals' lives while at the same time delivering local priorities. Whilst acknowledging that this is a particularly challenging time for library services, it is also clear that they are highly valued by local communities and stakeholders alike. The next five years are crucial for the long-term sustainability and success of public library services in Shropshire.

The Strategy sets out a vision to make libraries in Shropshire the heart of their communities. In support of this vison, the Strategy describes four strategic objectives:

1. Improving literacy and encouraging reading
2. Improving and sustaining the health and well-being of Shropshire communities
3. Encouraging communities to be inclusive and prosperous
4. Ensuring that libraries become more enterprising and self-sustaining

The Strategy sets out a hierarchy of library services provision and describes how the Council can meet its statutory requirements to provide a "comprehensive and efficient library service for all persons" by providing:

- Static library provision within six Tier 1 locations – Library Hubs – and seven Tier 2 locations – Community Libraries.
- 277 Mobile Library stops, principally responding to challenges of an ageing population and access to services in a rural context.
- Digital library services including 24-hour access to a range of lending and information resources

The hierarchy of library services provision is intended to inform decisions on future investment and revenue support. The Strategy does not set out to close any existing library services, but it does recognise that the Council will need to prioritise where it provides financial support.

100% of Shropshire residents will be able to access static libraries within one of these thirteen locations or a mobile library stop within a 20-minute drive time. In setting this out we recognise that the way that people access library services is much more complicated than this simple analysis suggests, for example, not everyone has access to a car, and that public and community transport options in rural areas are more limited.

The Strategy also reaffirms the Council's commitment to investing in digital services and to supporting a range of "core and targeted library services".

Once the Strategy is approved the Council will work with a broad range of interested parties to develop a co-ordinated and jointly owned detailed five-year implementation plan.

2.0 Recommendations

Cabinet are asked to:

A. Comment on and confirm the draft Library Services Strategy for Shropshire, 2018 to 2023.

B. Confirm that a ten-week public and stakeholder consultation is undertaken on the draft Library Services Strategy for Shropshire prior to bringing the outcomes of the consultation and the final Strategy back to Cabinet for approval.

C. Confirm a delegation to the Director of Place and Enterprise in consultation with the Portfolio Holder for Culture and Leisure Services to finalise the draft Strategy and public consultation before a report is brought back to Cabinet in Autumn 2017.

REPORT

3.0 Risk Assessment and Opportunities Appraisal

A number of risks related to the successful implementation of the strategy have been identified.

Risk	Mitigation actions
Confirmation of the Library Services Strategy and the proposed minimum library provision fails to comply with Section 7 of the Public Library and Museum Act 1964 (see below)	There are no proposals to close any static libraries and the Council will continue to support "community groups" to develop sustainable funding solutions to their long-term management. Where solutions cannot be found for libraries that fall outside the Council's assessment of its minimum requirement to provide a "comprehensive and efficient library service for all persons",

	the Council may as a last resort consult on possible closure. From our detailed assessment, we believe that the proposed provision described within this report will meet the Council's statutory requirements and will provide library services for all residents in the county.
Adoption of the Strategy results in a detrimental impact to individual and community outcomes including literacy, health and well-being, prosperity, etc.	The Council recognises that it will take time and resources, staff and financial, to support the development of sustainable library services. This is why the Strategy proposes to phase in new arrangements within the context of the development of a detailed five-year action plan. The Council has a strong commitment to working to promote equality, diversity and social inclusion. The potential impact of the Strategy on library users, particularly those who might be impacted by any change has been assessed through the completion of an Equality and Social Inclusion Impact Assessment - see **Appendix 3**. This will be kept under review in response to the public and stakeholder consultation and other relevant circumstances.
Lack of stakeholder engagement and public involvement in the development of the Strategy results in challenge to the Strategy and resultant delay to its adoption as a framework for future Council investment and support	Advice has been received from the Libraries Task Force, Chartered Institute of Librarians and Information Professionals (CILIP) and Society of Chief Librarians in the development of the draft Strategy. A ten-week public and stakeholder consultation will take place on the draft Strategy prior to final completion and approval. The consultation will be promoted via the Council's web site and to existing library users via static and mobile library services.
Lack of staff and financial resources to implement the Strategy, including investment in improvements to services and ongoing revenue support	The Council will continue to apply dedicated expert library staff resources to the implementation of the Strategy and, where appropriate, will use the Community Enablement Team to support local facilitation. Where appropriate, investment will be

	sought from external funding organisations, such as the Arts Council and DCMS. Capital investment proposals will be appraised through the Council's capital programme on an "invest to save" basis. Proactive "back office" support across a range of countywide library functions will continue to be provided to community managed libraries.

The Council's statutory responsibility
Local authorities have a statutory duty under the Public Libraries and Museums Act 1964 'to provide a comprehensive and efficient library service for all persons' in the area that want to make use of it (section 7). In considering how best to deliver the statutory duty each library authority is responsible for determining, through consultation, the local needs and to deliver a modern and efficient library service that meets the requirements of their communities within available resources.

In providing this service, local authorities must, among other things:
- have regard to encouraging both adults and children to make full use of the library service (section 7(2)(b))
- lend books and other printed material free of charge for those who live, work or study in the area (section 8(3)(b)) Note that there are exceptions for example for the notification of the availability of reserved items and library overdue charges, and for the lending of audio visual material.

The Council also has statutory duties under the Equality Act 2010 and section 149: Public Sector Equality Duty in shaping policy, in delivering services, and in relation to their own employees. An Equality and Social Inclusion Impact Assessment is included within **Appendix 3**. This will be kept under review in the context of the outcomes of public and stakeholder consultation, the finalisation of the Strategy and the development of a detailed implementation plan.

The hierarchy of provision described within the Strategy does not set out to close any existing static library, but it does recognise that the Council will need to prioritise where it provides financial support. Any individual proposals for significant investment and / or decommissioning in static libraries will be brought back to Cabinet with further individual ESIIAs. These assessments will consider the potential impact for people in, for example, the groupings of Disability, Gender Reassignment, Race, Gender, and Religion and Belief.

However, the Strategy does set out proposals to reduce the number of mobile library stops based on a thorough assessment of alternative provision and the potential impact to library users. In designing future proposed stops, we have retained stops for borrowers who would be unable to travel to an alternative stop because of a lack of transport or mobility problems. We have also identified housebound readers who either will continue to receive a service via the mobile library or will receive a home library service from a nearby static branch. Volunteers will be recruited to choose books from the mobile library and to deliver to housebound readers in their village. Where possible, after school stops have also been retained.

4.0 Financial implications

Shropshire Council is projected to have a funding gap of £36.6 million by the end of 2019/20.

Shropshire library services has achieved £1.015m savings over the past three financial years. This has been achieved through significant service redesign to provide a library service that embraces different delivery models; through the transfer of smaller libraries to town and parish councils or community organisations, investment in digital and virtual services, and through the delivery of an ambitious outreach programme targeted at meeting council outcomes.

This report is written on the assumption that the Council wants to continue to support a "comprehensive library service" across the county for the benefit of the community, but that it needs to do this based on a thorough understanding of need and budget constraints.

The current Council annual revenue budget in support of the delivery of library services breaks down as follows:

Library services	**Current Net Controllable* Budget for 2017/18**
Library Hubs x6	£870,720
Community Libraries x15	£306,150
Mobile libraries x4	£184,440
Library development & support including IT & Community directory	£534,020
Library Materials – book fund	£218,500
Library Management	£166,240
Total	**£2,280,070**

*excludes the cost of internal support services and 'below the line' costs

Going forward the Strategy proposes an approach in which there is a potential long-term financial commitment to supporting the provision of libraries within six Tier 1 Library Hub locations[1], a fleet of mobile libraries and a range of "back office" functions.

The Strategy is based on the delivery of a Mobile Library Service to 277 of the existing 354 stops. This means that 78% of the existing stops will continue. These changes will enable the Council to make a saving of £46,110 whilst protecting the service for those in greatest need.

The Strategy proposes to move to cost neutral provision for 15 Tier 1 and Tier 2 Community Libraries while recognising that in some cases this may require time limited investment and support.

Specifically, the Strategy aims to achieve cost neutral provision at all seven Tier 2 facilities by the end of 2022/23 and at all eight Tier 3 facilities by the end of 2018/19. This would save the Council approximately £143,000 per annum by the end of 2018/19, increasing to approximately £329,000 per annum from the end of 2022/23.

This can be summarised as follows:

<table>
<tr><th colspan="2">Library</th><th>Financial Support</th><th>Number of Libraries</th><th>Library Description</th></tr>
<tr><td rowspan="3">Statutory Library Provision</td><td>Tier 1 Library Hubs</td><td>Ongoing revenue support</td><td>6</td><td>Shrewsbury
Oswestry
Market Drayton
Whitchurch
Ludlow
Bridgnorth</td></tr>
<tr><td>Tier 2 Community Libraries</td><td>Cost neutral to the Council by the end of 2022/23</td><td>7</td><td>Library at the Lantern, Shrewsbury
Cleobury Mortimer
Church Stretton
Bishop's Castle
Ellesmere
Pontesbury
Albrighton</td></tr>
<tr><td>Mobile Libraries</td><td>Ongoing revenue support</td><td>277 stops</td><td></td></tr>
<tr><td colspan="2">Tier 3 Community Libraries</td><td>Cost neutral to the Council by the end of</td><td>8</td><td>Broseley
Shifnal
Wem
Highley</td></tr>
</table>

[1] For an explanation and list of proposed tier 1, 2 and 3 libraries see section 8.0

	2018/19		Craven Arms Much Wenlock Gobowen Bayston Hill

Revenue support to a number of Tier 2 and Tier 3 community libraries is currently subject to existing operating agreements, but it is anticipated that following the end of these agreements, ongoing revenue support will be determined according to the status of the library described above. It is recognised that revenue support will need to be negotiated on an individual basis to reflect different local circumstances.

Shropshire Council was successful in winning a £520,000 share of the Government's £89.4m Transformation Challenge Award in 2015. To date the funding has assisted with the redesign of six of its libraries (and Customer Service Points) through transferring the management of each library service, Customer Service Point and the building they are housed in to community-based enterprises, and to developing these as "community hubs". The funding has also been used to increase the capacity and confidence of town and parish councils and voluntary organisations to take on the delivery and management of assets and services.

Beyond the balance of funding remaining the Council will continue to work to acquire external funding to support the future sustainability of library services. Access to the Council's Capital Programme will also be pursued as appropriate. Projects will be subject to a capital appraisal on an individual basis. Where the responsibility for the management of services is being transferred to new organisations, an "invest to save" approach may be adopted within the context of wider commercial discussions and considerations.

It is recognised that the detailed approach described here may need to be reviewed in the light of the Council's financial strategy and emerging forecast financial position.

5.0 Current library services provision

Library services in Shropshire operate through a network of community libraries, mobile libraries and other services, which together provide access to library services in every market town and in all parts of a very rural and sparsely populated county. In more detail the library service in Shropshire includes (at June 2017):

6 libraries run by Shropshire Council within large market	Shrewsbury, Oswestry, Bridgnorth, Ludlow, Whitchurch, Market Drayton

towns and main urban centres	
7 community libraries run by Shropshire Council within local market towns	Gobowen, Church Stretton, Bayston Hill, Wem, Library at the Lantern, Pontesbury, Much Wenlock
8 community libraries run by local community group / town councils, etc. within local market towns	Albrighton, Bishop’s Castle, Broseley, Craven Arms, Highley, Shifnal, Cleobury Mortimer, Ellesmere
4 Mobile libraries run by Shropshire Council	Cover 354 stops ranging from 10 minutes to 2.5 hours long on a fortnightly rota
Stoke Heath Prison Library	Operated under contract from Her Majesty’s Prisons
Specialist library services	Digital Library Services Home Library Service Community Directory Music and Drama Service Reading Group Service Visitor Information Services (in Bridgnorth and Church Stretton) Gateway to a range of Council, other public and partner services (in some locations)

In summary, the core library offers provided through the services described above include:

- A free, safe, neutral space
- Free computer and Wi-Fi use
- Free book loans for all ages and all abilities (large print, dyslexia friendly, Quick Reads titles)
- Free 24 hours e-library (e-books, e-magazine, e-newspapers, Community Directory)
- Free online and library reference resources
- Free social space for a variety of groups to learn and socialise
- Reading Group, Home Library, Music and Drama service

Recent countywide trends for a number of usage measures for Shropshire's library services are shown below:

Shropshire Libraries Totals	**2012/13**	**2013/14**	**2014/15**	**2015/16**	**2016/17**	**% change**	**% change from**
Visits	1,340,186	1,278,112	1,067,825	1,032,582	1,000,012	-25%	-3%
Active Users[2]	47,634	44,286	41,564	41,639	46,249	-3%	11%
Computer Time Used (mins)	5,824,934	6,026,964	5,504,397	4,773,696	4,453,632	-24%	-7%
Total Loans	1,274,871	1,197,643	1,080,888	963,019	892,001	-30%	-7%
Requests	87,281	80,217	80,930	74,068	65,963	-24%	-11%
Event attendance	29,192	34,000	32,691	33,144	38,226	31%	15%
No. of volunteers	192	272	332	412	323	68%	-21%
No. of volunteer hours	7,775	10,202	10,003	11,482	13,119	69%	14%
Enquiries[3]	274,316	255,371	281,210	289,717	332,146	21%	15%
E-book loans	n/a	n/a	n/a	3,841	14,426	n/a	375%
E-magazine loans	n/a	n/a	n/a	7,181	9,267	n/a	29%
Home Library Service users	171	160	199	155	102	-40%	4%
Wi-Fi use	New Wi-Fi installed across libraries in March 2016. Use since then has increased by 17.6% with an average of 1,988 users per month.						

[2] **Active Library User** figures indicate the number of people registered at a particular library who have used any Shropshire library over the previous 12 months. 'Use' is defined as borrowing/returning an item of library stock or using library computers.
Postcodes of active library user data have been mapped using the Ordnance Survey Codepoint file. This matches postcodes to postcode centroids and not exact locations, locations can refer to more than one address (usually a cluster of 15 addresses). The coordinated position will always be within the notional geographical extent of the postcode.

[3] The Chartered Institute of Public Finance and Accountancy definition of an enquiry is "any question, however received (e.g. in person, by letter, by phone) leading to the active involvement of staff in identifying and answering problems posed by library users".

The overall decline in key measures reflects national trends. Online developments mean that it is now easier to access a range of library services without actually visiting a library. This includes renewing and requesting items and accessing a selection of online resources, plus newer services such as e-books and e-magazines. While the use of these remote services is increasing, there has generally been a corresponding reduction in the number of physical visits to libraries and in the use of library computers.

The number of total loans will also have been affected by the wider availability of discounted paperbacks in supermarkets and from online retailers, and the reduction in the library book fund in recent years.

6.0 Background to the development of a new Library Services Strategy

Three reports taken to the Environment Services Scrutiny Committee on 8th December 2014, 22nd June 2015 and 11th July 2016 summarise progress made on the countywide redesign of library services.

A report taken to Cabinet on the 14th October 2015 confirmed that a “locality commissioning approach” would be adopted for the introduction of new management arrangements at smaller libraries and that a new management and delivery structure would be developed for the larger principal market town libraries (Library Hubs). Further reports taken to Cabinet on 27th July 2016 confirmed the closure of Shawbury Library and a reduction in opening hours to a number of libraries.

The key objectives of the draft Library Services Strategy are to:

- Analyse the supply and demand for library services and design innovative services that are fit for the future.
- Ensure that the delivery of library services is undertaken with full reference to relevant strategic and local priorities including well-being considerations and financial constraints.
- Clarify the role of the Council as commissioner, provider, partner and/or enabler of library services.
- Confirm an approach for Council support for the future provision of library services.
- Maximise engagement with existing and potential customers and key stakeholders.

In developing and delivering a draft Library Services Strategy for Shropshire, we have applied the following underlying principles:

- The provision of information and reading will remain fundamental to public library provision, but will take account of the shifts in society and the opportunities provided by technological developments.
- The importance of libraries as community spaces, as a hub for people, for creativity, learning, information, for the delivery of other services

and for providing a wide range of support to local communities and people.
- The opportunity to work with individuals and organisations as co-creators and co-deliverers of libraries and the services delivered within them so that they best reflect the needs of local communities.

7.0 Draft Library Services Strategy, 2018 to 2023

In developing a new draft Library Services Strategy for Shropshire expert input has been provided from the Libraries Task Force, the Chartered Institute of Library & Information Professionals and the Society of Chief Librarians. We have used this input, alongside consideration of other library strategies and best practice elsewhere, to develop Shropshire's draft Strategy.

The draft Library Services Strategy, 2018 to 2023, is included as **Appendix 1**. The Needs Assessment, included as **Appendix 2**, should be read as part of the overall Strategy.

The draft Strategy does not include a detailed implementation plan; rather it sets out the context within which a plan will be developed. We propose to develop this plan based on feedback on the public consultation on the Strategy and by working with a broad range of partners and stakeholders.

Key elements and recommendations from the Strategy are included within this report.

Our Vision is to make libraries in Shropshire the heart of their communities.

Our Mission is to work in partnership with others to empower everyone to live healthy, resilient and fulfilling lives, and to provide library services that inspire people's learning and enjoyment.

We will achieve this by implementing the following Strategic Objectives:
1. Improving literacy and encouraging reading
2. Improving and sustaining the health and well-being of Shropshire communities
3. Encouraging communities to be inclusive and prosperous
4. Ensuring that libraries become more enterprising and self-sustaining

Library services will continue to provide a "universal offer" in physical library spaces and across the full range of digital and virtual platforms. Libraries will serve all sections of the community, while concentrating resources to where they are most needed and can be most beneficial including:
- Both ends of the age spectrum – children and older people. Libraries will continue to play a key role in "signposting" older people to a range of community based "preventative" services, and in promoting literacy and providing activities that support children, young people and families

- Disadvantaged communities and people. Libraries will, for example, continue to support people who lack computer and internet skills and who need help to find work.

In developing this Strategy, the Council recognises two important considerations:

- It will take time to develop and nurture new approaches. Time will be needed to develop collaborative community working, to up-skill the local community workforce and to widen the market of potential library service providers.
- Each community / town is different and whilst there are some common issues, a one-size fits all approach is unlikely to work.

8.0 What this means in practice

Our Strategy is underpinned by an understanding of the unique character of Shropshire and the opportunities and issues facing its residents. We have developed a detailed Needs Assessment, **Appendix 2**, for Shropshire in support of recommendations made within the draft Strategy. From this, we have developed the following key considerations for the design of a hierarchy of library services provision:

1. Accessibility
2. Usage of the facilities
3. Population including population density and its demographic make up
4. Deprivation

We have applied this approach to the design of a hierarchy of library services provision. This hierarchy is intended to inform decisions on future investment and revenue support. It does not set out to close any existing library services, but it does recognise that the Council will need to prioritise where it provides financial support.

Proposed hierarchy of library services provision

Library Services Provision	**Details**
Tier 1 Library Hubs (urban centres & larger market towns)	Shrewsbury, Oswestry, Bridgnorth, Ludlow, Whitchurch, Market Drayton
	• Broad opening times to reflect the wide catchment areas served • Staffed libraries • Conveniently located within “Community Hubs” - multifunctional spaces, gateways to a range of services, co-location of partners, etc. • Part of the Library Network retaining access to stock, requests service, reading groups,

	digital services etc. • Presumption for on-going management by Shropshire Council within arrangements that provide value for money within the provision of a "comprehensive" library service • Revenue support for the provision of library services; opportunity for partner organisations to "add value" to provision via partner funding • "Back office support" provided by Shropshire Council Libraries Team • Proactive approach to on-going investment in support of improved facilities • Proactive approach to the development of innovative approaches to the use of library spaces and to raising income
Tier 2 Community Libraries (smaller market towns)	Library at the Lantern, Cleobury Mortimer, Church Stretton, Bishop's Castle, Ellesmere, Pontesbury and Albrighton • Flexible opening times to reflect local need • Staffed libraries supported by volunteers • Conveniently located within "Community Hubs" - multifunctional spaces, gateways to a range of services, co-location of partners, etc. • Part of the Library Network retaining access to stock, requests service, reading groups, digital services etc. • Hosted and managed by local community organisations within contract arrangements with Shropshire Council that provide value for money within the provision of a "comprehensive" library service • Maximum of five year time limited tapered revenue support linked to a plan to achieve sustainable and cost neutral provision (to the Council) by the end of 2022/23 • "Back office support" provided by Shropshire Council Libraries Team • Proactive approach to investment in support of improved facilities • Proactive approach to the development of innovative approaches to the use of library spaces and to raising income
Tier 3 Community Libraries	Broseley, Shifnal, Wem, Highley, Craven Arms,

(smaller market towns)	Much Wenlock, Gobowen, Bayston Hill	
	- Flexible opening hours - Volunteer management, supported by staff where part of the Library Network - Managed by local community organisations within contract arrangements with Shropshire Council - Maximum of one year time limited tapered revenue support linked to a plan to achieve sustainable cost neutral provision (to the Council) by the end of 2018/19 - On-going “back office support” provided by Shropshire Council Libraries Team, where sustainable revenue funding requirements are met - Potential “one-off” investment in support of improved and sustainable facilities	
Stoke Heath Prison Library	Operated under contract from Her Majesty’s Prisons – supported by Shropshire Libraries	
Mobile Libraries: Approximately 277 stops	- Limited to rural areas - Likely to be managed by Shropshire Council Libraries Team - Fortnightly rota - Part of the Library Network - Offering a broad range of information and advisory support to potentially vulnerable and isolated individuals	
Digital Library Services	24-hour access - e-lending - e-resources - Community Directory	

All library services supported by Shropshire Council will provide a number of core and targeted services.

Core and targeted library services

Core library services	• Books loans for adults, children and teenagers • Specialist Book collections for Parents and Carers, Special Situations, Books on Prescription • e-books, e-magazine, e-newspapers • Music & Drama lending Service • Free WIFI • Free computer use • Online reference resources • Home library service • Rhyme & Story Times for pre-schoolers • Reading Groups • Gateway to a range of Council, other public and partner services
Targeted library services	Initiatives that support the **Strategic Objectives** for Shropshire library services • Improving literacy and encouraging reading • Improving and sustaining the health and well-being of Shropshire communities • Encouraging communities to be inclusive and prosperous • Ensuring that libraries become more enterprising and self-sustaining
Shropshire Council Libraries Team Support	• Administrative support including training, library IT systems and public computers and stock management • Marketing and publicity • National and local library initiatives • Reading Groups • Development of library services

Based on our assessment of need the Council considers that it can meet its statutory requirements to provide a "comprehensive and efficient library service for all persons" by providing:

- Static library provision within six Tier 1 locations – Library Hubs – and seven Tier 2 locations – Community Libraries.
- 277 Mobile Library stops, principally responding to challenges of an ageing population and access to services in a rural context.

- Digital library services including 24-hour access to a range of lending and information resources

The table below summarises the percentage of the Shropshire population that live within 20 minutes of a Tier 1 library hub, Tier 2 community library and mobile library stop; 20 minutes of a Tier 1 library hub and Tier 2 community library; and 25 minutes of a Tier 1 library hub.

Distance	Population estimate	Percentage of the total population
Within 20 minutes' drive time of 6 Tier 1 Library Hubs + 7 Tier 2 Community Libraries + 277 Mobile Library stops	311,400	100%
Within 20 minutes' drive time of 6 Tier 1 Library Hubs + 7 Tier 2 Community Libraries	294,141	94%
Within 25 minutes' drive time of 6 Tier 1 Library Hubs	284,286	91%

Source: Estimated figures are based on using Annual Mid-Year Population Estimates, 2015, Office for National Statistics (ONS)

It is also noteworthy that approximately 37% of the Shropshire population live within 20 minutes of a library within a neighbouring authority area.

In adopting this approach, we recognise that the provision of library service is not simply a question of proximity but also of availability and quality.

In setting out a hierarchy of library services provision it is important to emphasise that there are no proposals to close **Tier 3 Community Libraries** – i.e. Broseley, Shifnal, Wem, Highley, Craven Arms, Much Wenlock, Gobowen, and Bayston Hill. The Council will continue to work with a broad range of local partners to try to find sustainable solutions to the long-term management of all of its libraries. Within these arrangements, the Council will continue to provide a full range of "back office" support to local organisations. Where a local solution cannot be found the Council may consider closure as a last resort following public consultation, the development of a Needs Assessment and ESIIA, and a Cabinet decision.

9.0 Implementation and review of the Library Services Strategy

Once, following public consultation, the Library Services Strategy is confirmed, a detailed five-year implementation plan will be developed.

The detailed implementation plan will be reviewed in the context of the Council's financial position. Any proposals for significant investment and / or decommissioning will be brought back to Cabinet.

The draft Strategy, its delivery and review, is set in the context of Shropshire Council's three high-level outcomes and Performance Management Framework:

- Healthy people
- Resilient communities
- Prosperous economy

What will success look like?
Shropshire Libraries will have a clear brand linked to the seven national library Universal Offers. We will help to build healthy, thriving and resilient communities. Investment in our staff, information technology and our services will place libraries at the heart of their communities.

Specifically we aim to:

- invest in our staff, IT and infrastructure
- improve access through the provision of a full range of online services and targeted opening hours
- provide a quality range of well publicised services across our libraries
- improve library usage and visits using effective marketing and by exploiting digital services
- improve processes and systems for greater efficiency
- operate at lower cost
- operate as community facilities working in partnership and alongside additional services
- use trained volunteers to improve added value library services and enhance the free statutory library offer
- exploit opportunities to work with partners to develop commercial services
- promote key health and wellbeing opportunities

Shropshire Libraries will nurture ambition, support health and well-being, challenge inequality, grow the economy and create more learning and employment possibilities Fit for purpose library buildings lying at the heart of their communities.

Review of the Library Services Strategy
Usage of library service provision will be monitored and kept under review. However, the focus will change to reflect a broad range of measurements that reflect the varied usage of spaces and services and the co-creation and delivery of new management arrangements. Ongoing efforts will be made to encourage participation by users and non-users.

The potential impact of the on-going redesign of library services will continue to be reviewed and monitored. The council also has statutory duties under the

Equality Act 2010 and section 149: Public Sector Equality Duty in shaping policy, in delivering services, and in relation to their own employees.

Alongside this, the Council will continue to look at best practice, encourage comments and ideas from local residents and actively encourage the participation of local community groups in the development and delivery of library services.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information) Review of Shropshire library opening hours, Cabinet, 27 July 2016 Proposals for the closure of Shawbury Library and for alternative library service Provision, Cabinet, 27 July 2016 Shropshire Council library service, the next five years, Environment Scrutiny Services Committee, 11 July 2016 Redesigning Shropshire Council's library service and customer service points, Cabinet 14 October 2015 Update - future commissioning and provision of library services, Environment Services Scrutiny Committee, 22nd June 2015 Future commissioning and provision of library services and community co-location, Environment Scrutiny Services Committee, 8 December 2014
Cabinet Member: Cllr Lezley Picton, Portfolio Holder for Leisure & Culture
Local Members: All local members
Appendices: Appendix 1 – Library Services Strategy for Shropshire 2018 - 2023 Appendix 2 – Informing the development of the Council's approach to the future provision of library services, a Needs Assessment Appendix 3 - Equality and Social Inclusion Impact Assessment

Appendix 1

Shropshire Library Services Strategy, 2018 to 2023

Some key facts about our library services….

In 2016/17: -

Just over 1 million visits to libraries

Over 892,000 things borrowed

38,226 attendances at library events and activities

Over 13,000 hours of volunteer support given

Library computers used for over 74,000 hours

Over 2,000 people using library Wi-Fi every month

In excess of 326,000 enquiries dealt with

What our users say………

"I am so grateful for the help I received today from a very competent and patient member of staff. A credit to Shropshire Council."

"The online catalogue is brilliant now, it's so easy to find books!"

"The library has given me so much joy over the years"

"Imagine my delight - my query was immediately answered more than fully and a series of interesting leads followed. Amazing!"

Contents

Executive Summary

Shropshire Council is proud of its library services. This Strategy reflects our ambition and commitment to continue to unlock the huge potential that library services have to impact positively on individuals' lives while at the same time delivering local priorities. Whilst acknowledging that this is a particularly challenging time for library services, it is also clear that they are highly valued by local communities and stakeholders alike. The next five years are crucial for the long-term sustainability and success of public library services in Shropshire.

Our **Vision** is to make libraries in Shropshire the heart of their communities.

Our **Mission** is to work in partnership with others to empower everyone to live healthy, resilient and fulfilling lives, and to provide library services that inspire people's learning and enjoyment.

We will achieve this by implementing the following **Strategic Objectives**:

- Improving literacy and encouraging reading
- Improving and sustaining the health and well-being of Shropshire communities
- Encouraging communities to be inclusive and prosperous
- Ensuring that libraries become more enterprising and self-sustaining

The Strategy sets out a **hierarchy of library services provision** and describes how the Council can meet its statutory requirements to provide a "comprehensive and efficient library service for all persons" by providing:

- Static library provision within six Tier 1 locations – Library Hubs – and seven Tier 2 locations – Community Libraries.
- 277 Mobile Library stops, principally responding to challenges of an ageing population and access to services in a rural context.
- Digital library services including 24-hour access to a range of lending and information resources

The hierarchy of library services provision is intended to inform decisions on future investment and revenue support. The Strategy does not set out to close any existing library services, but it does recognise that the Council will need to prioritise where it provides financial support.

100% of Shropshire residents will be able to access static libraries within one of these thirteen locations or a mobile library stop within a 20-minute drive time. In setting this out we recognise that the way that people access library services is much more complicated than this simple analysis suggests, for example, not everyone has access to a car, and that public and community transport options in rural areas are more limited.

The Strategy also reaffirms the Council's commitment to investing in **digital services** and to supporting a range of "**core and targeted library services**".

The Council will work with a broad range of interested parties to develop a co-ordinated and jointly owned detailed five-year implementation plan within the context set out in the Strategy and the Council's financial position. The action plan will detail how our strategic objectives align with the Libraries Taskforce seven outcomes and the six Universal Offers.

1.0 Introduction

Library services in Shropshire – book loans, e-books, computer use, on-line reference material, activities, gateway to council services, etc. - operate through a network of static libraries, mobile libraries and other services which together provide access to library services in every market town and in all parts of a very rural and sparsely populated county. In more detail library services in Shropshire include (at June 2017):

6 Principal market town libraries run by Shropshire Council (urban centres & larger market towns)	Shrewsbury, Oswestry, Bridgnorth, Ludlow, Whitchurch, Market Drayton
7 Local market town community libraries run by Shropshire Council	Gobowen, Church Stretton, Bayston Hill, Wem, Library at the Lantern, Pontesbury, Much Wenlock
8 Local market town community libraries run by local community group / town councils, etc.	Albrighton, Bishop's Castle, Broseley, Craven Arms, Highley, Shifnal, Cleobury Mortimer, Ellesmere
4 Mobile libraries run by Shropshire Council	Cover approximately 354 stops ranging from 10 minutes to 2.5 hours on a fortnightly rota
Stoke Heath Prison Library	Operated under contract from Her Majesty's Prisons

But library services are changing reflecting the shifting habits and priorities of society. Nationally and locally there is a change in the traditional focus on book issues and library visits. Speed, convenience, 24-hour availability, learning spaces and easy access are what most people want. Shropshire Council library services will need to continue to evolve to meet future challenges, trends and needs; coupled with this, public libraries need to prepare for advances in technology as well as people's changing behaviours and needs in a digital age.

Shropshire Council is projected to have a funding gap of £36.6 million by the end of 2019/20.

This Strategy reflects our ambition and commitment to continue to unlock the huge potential that library services have to impact positively on individuals' lives while at the same time delivering local priorities. Whilst acknowledging that this is a particularly challenging time for library services, it is also clear that they are highly valued by local communities and stakeholders alike. The next five years are crucial for the long term sustainability and success of public library services in Shropshire.

In summary the key objectives of this Strategy are to:

- Analyse the supply and demand for library services and design innovative services that are fit for the future.
- Ensure that the delivery of library services is undertaken with full reference to relevant strategic and local priorities including well-being considerations and financial constraints.
- Clarify the role of the Council as commissioner, provider, partner and/or enabler of library services.
- Confirm an approach for Council support for the future provision of library services.
- Maximise engagement with existing and potential customers and key stakeholders.

2.0 Shropshire Council's statutory responsibilities

Local authorities have a statutory duty under the Public Libraries and Museums Act 1964 'to provide a comprehensive and efficient library service for all persons' in the area that want to make use of it (section 7). In considering how best to deliver the statutory duty each library authority is responsible for determining, through consultation, the local needs the delivery of a modern and efficient library service that meets the requirements of their communities within available resources.

In providing this service, local authorities must, among other things:

- have regard to encouraging both adults and children to make full use of the library service (section 7(2)(b))
- lend books and other printed material free of charge for those who live, work or study in the area (section 8(3)(b)) Note that there are exceptions for example for the notification of the availability of reserved items and library overdue charges, and for the lending of audio visual material.

The Council also has statutory duties under the Equality Act 2010 and section 149: Public Sector Equality Duty in having policies and practices which address equality and diversity effectively, and place these matters at the heart of all decision making processes. Equal opportunities form a core element of good policy making concerning healthy, resilient and prosperous communities. This partly recognises that greater economic activity by all groups in society contributes to and boosts the local economy, as well as aiding individual prosperity and wellbeing. A society in which everyone feels valued, and where their skills and talents are used to the full, is a productive and resourceful society. It is also about social inclusion. A society in which everyone feels they have a part to play, and in which people respect the views of other people, is a resilient and caring society.

3.0 Libraries, our Vision, Mission and Strategic Objectives for the delivery of Library Services in Shropshire

Shropshire libraries are the Council's long term investment in relationships with local communities. Libraries are more than a place to borrow books; they are neutral local spaces with an appealing offer for everyone. People will have the option of connecting with knowledge, information, support and entertainment. They will also have the opportunity to connect with each other. Public libraries are greatly liked by Shropshire people, as a brand, they have enormous potential as channels to meet the diverse needs of local communities.

Shropshire Council will create the context that enables the library services to impact positively on the lives of the people of Shropshire. But it is local communities and people that make libraries come alive.

Our Vision is to make libraries in Shropshire the heart of their communities.

Our Mission is to work in partnership with others to empower everyone to live healthy, resilient and fulfilling lives, and to provide library services that inspire people's learning and enjoyment.

We will achieve this by implementing the following Strategic Objectives[1]:

- Improving literacy and encouraging reading
- Improving and sustaining the health and well-being of Shropshire communities
- Encouraging communities to be inclusive and prosperous
- Ensuring that libraries become more enterprising and self-sustaining

Library services will continue to provide a "universal offer" in physical library spaces and across the full range of digital and virtual platforms. Libraries will serve all sections of the community, while concentrating resources to where they are most needed and can be most beneficial including:

- Both ends of the age spectrum – children and older people. Libraries will continue to play a key role in "signposting" older people to a range of community based "preventative" services, and in promoting literacy and providing activities that support children, young people and families
- Disadvantaged communities and people. Libraries will, for example, continue to support people who lack computer and internet skills and who need help to find work.

A core set of principles will underpin the future delivery of public library services:

- The provision of information and reading will remain fundamental to public library provision, but will take account of the shifts in society and the opportunities provided by technological developments.

[1] The delivery of these strategic objectives are designed to reflect:
The Universal Offers – Reading; Information; Digital; Health; Learning; and Culture - developed by the Society for Chief Librarians in 2013 for library services.

The seven Outcomes – Culture & creative enrichment; Increased reading & literacy; Improved digital access & literacy; helping everyone to achieve their full potential; Heather and happier lives; Greater prosperity; and Stronger, more resilient communities - described by the Library Taskforce in their vision for libraries in the 21st century.

Visit:https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/573911/Libraries_Deliver_-_Ambition_for_Public_Libraries_in_England_2016_to_2021.pdf

- The importance of libraries as a community spaces, as a hub for people, for creativity, for the delivery of other services and for providing a wide range of support to local communities and people.
- The opportunity to work with individuals and organisations as co-creators and co-deliverers of libraries and the services delivered within them so that they best reflect the needs of local communities.

4.0 Designing sustainable library services that meet the future library needs of residents in Shropshire

Appendix 1, Library Needs Assessment, provides an assessment of local needs in relation to the future development of library services, and in the context of the Council's statutory duty to provide a comprehensive and efficient library service for all its residents. It considers the Council's specific requirement to provide library services to children and adults under section 7(2)(a) of the Public Libraries and Museums Act 1964, as well as the specific needs of individual groups: older and younger people, Black and Minority Ethnic (BME) communities, people with disabilities, and workless adults.

In developing this needs assessment Shropshire Council has taken account of guidance issued by the department for Culture Media and Sport (December 2015). The Council has also carefully considered its duties in respect of Section 7 of the Public Libraries and Museums Act 1964 and the Equality Act 2010.

This analysis suggests that the future design of library services should be based on four key considerations:

1. Accessibility
2. Usage of the facilities
3. Population including population density and its demographic make up
4. Deprivation

(1) Accessibility

In designing future static library provision we ideally want to provide residents with:

- Access to "local" libraries within a 20-minute drive time of where they live
- Access to "destination" libraries, places that offer additional services and opportunities within a 25-minute drive time of where they live

The drive times are chosen to enable the greatest amount of access to static libraries to Shropshire residents as possible, within the context of a rural county, the retention of a mobile library service, and investment in home library and digital services.

In applying this approach, we recognise that peoples actual pattern of usage of library services is much more complicated than this simple analysis suggests. For example:

- Not everyone has access to their own transport.
- Public transport options are more limited in rural areas. Shropshire does, however, have a relatively well developed "door to door" community transport scheme which extends to much of the county.
- Some people will combine library usage with other activities e.g. shopping, work, etc.
- Some residents will access libraries in neighbouring authority areas, e.g. 94% of active library users of Shifnal Library live within 20 minutes of Telford Southwater Library.

(2) Library usage, trends and transactional costs
The analysis shows the importance of Church Stretton, Shrewsbury, Market Drayton and Ludlow and Albrighton libraries in meeting the existing (and potential) needs of library users.

The analysis also shows the importance of Ludlow, Whitchurch and Market Drayton libraries in meeting the existing (and potential) needs of library users living outside Shropshire (note that this does not take account of Welsh library users).

Libraries in Cleobury Mortimer, Craven Arms and Much Wenlock are amongst the least used in Shropshire, with libraries at Cleobury Mortimer and Craven Arms also showing an above average decline in the number of active library users.

The mobile library service had 1,706 active users in 2016/17, 3.7% of the total active users of libraries. However, unlike static libraries mobile library usage has generally shown a small increase in recent years. The mobile library service costed approximately £162,550 to run in 2016/17. The average direct cost of £2.20 per loan compares to a direct cost per loan for static libraries of £1.40.

(3) Population
(a) Location of Active Library Users
The majority of active library users[2] matched to a postcode lived within Shropshire Unitary Authority area (93%). Small numbers of active library users lived in other administrative areas including Powys Unitary Authority (2.0%), Telford and Wrekin Unitary Authority (0.9%), Herefordshire Unitary Authority (0.9%), Wrexham Unitary Authority (0.8%), Newcastle-under-Lyme District (0.5%), Cheshire West and Chester Unitary Authority (0.5%) and Cheshire East Unitary Authority (0.5%).

Analysis of active library users by a rural – urban classification of where they live indicated a relatively even split with 53.0% living within rural areas.

Church Stretton Library and Market Drayton Library are within or close to areas with high numbers of active library users. In addition, all of the proposed library hubs and Ellesmere, The Lantern, Bayston Hill, Pontesbury, Bishop's Castle, Highley, Much Wenlock and Albrighton libraries are also within or close to areas with large numbers of active library users.

As previously referenced library services will continue to provide a Universal Offer to all sections of the community, while concentrating resources to both ends of the age spectrum and to disadvantaged communities and people; this is considered further in the following sections.

(b) Population of 0-4 and 5-14 year olds

[2] **Active Library User** figures indicate the number of people registered at a particular library who have used any Shropshire library over the previous 12 months (data obtained between 1st April 2016 to 1st April 2017). 'Use' is defined as borrowing/returning an item of library stock or using library computers.
Postcodes of active library user data have been mapped using the Ordnance Survey Codepoint file. This matches postcodes to postcode centroids and not exact locations, locations can refer to more than one address (usually a cluster of 15 addresses). The coordinated position will always be within the notional geographical extent of the postcode.

In general, libraries within the main market towns of Oswestry, Market Drayton, Shrewsbury, Bridgnorth, Whitchurch and Ludlow have the potential to meet the needs of the largest numbers of 0 to 4 year olds and 5 to 14 year olds.

Particularly large numbers of 0 to 4 year olds live near Albrighton library and large numbers of 5 to 14 year olds live near to Bayston Hill library.

(c) Population of over 55s and 65s

In general, libraries within the main market towns of Oswestry, Market Drayton, Shrewsbury, Bridgnorth, Whitchurch and Ludlow have the potential to meet the needs of the largest numbers of 55 plus year olds and 65 plus year olds.

Large numbers of people aged 55 plus also live in close proximity to Church Stretton library, Bishop's Castle library, Highley library, Cleobury Mortimer library, Albrighton library, Bayston Hill library, Much Wenlock library and Pontesbury library.

(4) Deprivation

(a) Overall deprivation

Five of the six main libraries (Oswestry, Market Drayton, Whitchurch, Ludlow and Shrewsbury) are located in areas that contain up to the 50% of the most deprived areas in England. In particular, the libraries in Oswestry and Market Drayton are located in areas within the top 20% most deprived areas in England.

The Library at the Lantern in north Shrewsbury, although 12 minutes from the Shrewsbury library, is also within one of the top 20% most deprived areas in England. Already part of a multi-faceted hub offering a range of services within a PFI building it is proposed to retain this library within future minimum provision.

(b) Rural deprivation

Transport distances and issues with respect to accessing library provision are significant in Shropshire. The Council will continue to provide a Mobile Library Service in rural and isolated communities where the need is greatest. In order to provide a service for those who need it most future provision has been assessed against the following criteria:

- Stops will not normally be within a 20-minute drive time of a static library
- Stops will be considered with the context of available public transport to local static libraries
- Stops will be concentrated on village centres with one stop per village wherever possible
- Stops should not normally be within one mile of each other by road
- Stops will coincide with other village activities where possible
- The length of stop will be determined by the level of use at that location but should not ordinarily exceed one hour in duration
- New stops will only be started for a minimum of 2 people, but stops with 1 frail or housebound member will be considered
- Reasonable exceptions will be made at the discretion of the library service[3]

Additionally, drivers' have used their detailed knowledge of their routes and customers to identify:

- Current stops with housebound readers
- Current users who are able to travel to an alternative nearby stop

[3] Adapted from a report to Cabinet - Delivery of mobile library services in Shropshire, Shropshire Council Cabinet, 19 January 2011

- Customers who have mobility problems that will make using an alternative stop difficult
- Stops that are no longer used or with very low usage
- Stops that have too much/little time allocated to them

Where stops are withdrawn and customers are physically unable to access a library or have no one who can visit on their behalf they will be offered the Home Library Service as an alternative.

5.0 Library Services, our plans for the next five years

We have applied the approach described above to the design of a hierarchy of library services provision. This hierarchy is intended to inform decisions on future investment and revenue support. It does not set out to close any existing library services, but it does recognise that the Council will need to prioritise where it provides financial support.

Proposed hierarchy of library services provision

Library Services Provision	**Details**
Tier 1 Library Hubs (urban centres & larger market towns)	Shrewsbury, Oswestry, Bridgnorth, Ludlow, Whitchurch, Market Drayton
	• Broad opening times to reflect the wide catchment areas served • Staffed libraries • Conveniently located within “Community Hubs” - multifunctional spaces, gateways to a range of services, co-location of partners, etc. • Part of the Library Network retaining access to stock, requests service, reading groups, digital services etc. • Presumption for on-going management by Shropshire Council within arrangements that provide value for money within the provision of a “comprehensive” library service • Revenue support for the provision of library services; opportunity for partner organisations to “add value” to provision via partner funding • “Back office support” provided by Shropshire Council Libraries Team • Proactive approach to on-going investment in support of improved facilities • Proactive approach to the development of innovative approaches to the use of library spaces and to raising income
Tier 2 Community Libraries (smaller market towns)	Library at the Lantern, Cleobury Mortimer, Church Stretton, Bishop’s Castle, Ellesmere, Pontesbury and Albrighton

	• Flexible opening times to reflect local need • Staffed libraries supported by volunteers • Conveniently located within "Community Hubs" - multifunctional spaces, gateways to a range of services, co-location of partners, etc. • Part of the Library Network retaining access to stock, requests service, reading groups, digital services etc. • Hosted and managed by local community organisations within contract arrangements with Shropshire Council that provide value for money within the provision of a "comprehensive" library service • Maximum of five year time limited tapered revenue support linked to a plan to achieve sustainable and cost neutral provision (to the Council) by the end of 2022/23 • "Back office support" provided by Shropshire Council Libraries Team • Proactive approach to investment in support of improved facilities • Proactive approach to the development of innovative approaches to the use of library spaces and to raising income
Tier 3 Community Libraries (smaller market towns)	Broseley, Shifnal, Wem, Highley, Craven Arms, Much Wenlock, Gobowen, Bayston Hill
	• Flexible opening hours • Volunteer management, supported by staff where part of the Library Network • Managed by local community organisations within contract arrangements with Shropshire Council • Maximum of one year time limited tapered revenue support linked to a plan to achieve sustainable cost neutral provision (to the Council) by the end of 2018/19 • On-going "back office support" provided by Shropshire Council Libraries Team, where sustainable revenue funding requirements are met • Potential "one-off" investment in support of improved and sustainable facilities
Stoke Heath Prison Library	Operated under contract from Her Majesty's Prisons – supported by Shropshire Libraries
Mobile Libraries: Approximately 277 stops	• Limited to rural areas • Likely to be managed by Shropshire Council Libraries Team

	• Fortnightly rota • Part of the Library Network • Offering a broad range of information and advisory support to potentially vulnerable and isolated individuals
Digital Library Services	• 24-hour access • e-lending • e-resources • Community Directory

All library services supported by Shropshire Council will provide a number of core and targeted services.

Core and targeted library services

Core library services	• Books loans for adults, children and teenagers • Specialist Book collections for Parents and Carers, Special Situations, Books on Prescription • e-books, e-magazine, e-newspapers • Music & Drama lending Service • Free WIFI • Free computer use • Online reference resources • Home library service • Rhyme & Story Times for pre-schoolers • Reading Groups • Gateway to a range of Council, other public and partner services
Targeted library services	Initiatives that support the **Strategic Objectives** for Shropshire library services • Improving literacy and encouraging reading • Improving and sustaining the health and well-being of Shropshire communities • Encouraging communities to be inclusive and prosperous • Ensuring that libraries become more enterprising and self-sustaining
Shropshire Council Libraries Team Support	• Administrative support including training, library IT systems and public computers and stock management • Marketing and publicity • National and local library initiatives • Reading Groups • Development of library services

Based on our assessment of need the Council considers that it can meet its statutory requirements to provide a "comprehensive and efficient library service for all persons" by providing (see also maps 1, 2 and 3):

- Static library provision within six Tier 1 locations – Library Hubs – and seven Tier 2 locations – Community Libraries.
- 277 Mobile Library stops, principally responding to challenges of an ageing population and access to services in a rural context.
- Digital library services including 24-hour access to a range of lending and information resources

The table below summarises the percentage of the Shropshire population that live within 20 minutes of a Tier 1 library hub, Tier 2 community library and mobile library stop; 20 minutes of a Tier 1 library hub and Tier 2 community library; and 25 minutes of a Tier 1 library hub.

Distance	Population estimate	Percentage of the total population
Within 20 minutes' drive time of 6 Tier 1 Library Hubs + 7 Tier 2 Community Libraries + 277 Mobile Library stops	311,400	100%
Within 20 minutes' drive time of 6 Tier 1 Library Hubs + 7 Tier 2 Community Libraries	294,141	94%
Within 25 minutes' drive time of 6 Tier 1 Library Hubs	284,286	91%

Source: Estimated figures are based on using Annual Mid-Year Population Estimates, 2015, Office for National Statistics (ONS)

It is also noteworthy in making this analysis that 37% of the Shropshire population (115,900) live within 20 minutes of a library within a neighbouring authority area.

In adopting this approach, we recognise that the provision of library service is not simply a question of proximity but also of availability and quality. Hence, providing 94% of the population with access to Tier 1, Tier 2 and mobile library provision within a 20-minute drive time is only a reasonable target if the library services themselves are open and of a reasonable quality.

Shaping the Future of Library Services[4]
This Strategy does not make any specific recommendations on alternative delivery models for libraries in Shropshire, although it is based on an assumption that the Council will want to engage with a broad range of local partners in the development of future approaches. It is noted that at the end of June 2017 eight libraries are being managed by "community

[4] In the "Libraries Deliver: Ambition for Public Libraries in England 20116-2021" report, the Libraries Task Force set out a vision for the future of public libraries in England in which libraries are vital community hubs, bringing people together and giving them access to the services and support they need to help them live better. The report provides a focus for collaborative working and challenges national and local government to think and act differently to transform library services. Visit: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/573911/Libraries_Deliver_-_Ambition_for_Public_Libraries_in_England_2016_to_2021.pdf

organisations" within a range of contract arrangements. While many of these arrangement are in their early days it is possible to draw some early conclusions:

- Positive engagement with town and parish councils and local community organisations
- Increased confidence from local organisations to work with the Council in the delivery of library services
- Development of friends groups and community support
- Libraries staying open and providing a full range of services at a cheaper cost to the Council

The development of new delivery models will be focussed on the creation of relevant resilient library services that meet modern needs. In particular, new models will support the development of:

- An increased focus on the delivery of national and local outcomes
- New enterprising opportunities for income generation
- Friends Groups, fundraising, volunteering and exciting programmes

In developing modern sustainable library provision the Council will continue to work collaboratively with the DCMS, the Arts Council and others to apply best practice and to acquire external funding. Access to the Council's Capital Programme will also be pursued. Shropshire Council will consider providing one-off funds, particularly to libraries that are unlikely to be financially supported in the future, in order to increase their chances of sustainability.

The desirability, viability and feasibility of a range of alternative delivery model options available for their library services are explored within a recent Libraries Task Force / DCMS toolkit[5].

6.0 Actions to review and monitor the delivery of library services

The Council will work with a broad range of interested parties to develop a co-ordinated and jointly owned detailed five-year implementation plan within the context set out in the Strategy and the Council's financial position. The implementation plan will detail how our strategic objectives align with the Libraries Taskforce seven outcomes and the six Universal Offers.

Any proposals for significant investment and / or decommissioning will be brought back to Shropshire Council Cabinet.

The Strategy, its delivery and review, is set in the context of Shropshire Council's three high-level outcomes and Performance Management Framework:

- Healthy people
- Resilient communities
- Prosperous economy

What will success look like?
Shropshire Libraries will have a clear brand linked to the seven national library Universal Offers. We will help to build healthy, thriving and resilient communities. Investment in our staff, information technology and our services will place libraries at the heart of their

[5] Libraries Shaping the Future: good practice toolkit March 2017.
Visit: https://www.gov.uk/government/publications/libraries-shaping-the-future-good-practice-toolkit/libraries-shaping-the-future-good-practice-toolkit#deliver-services

communities.

Specifically we aim to:
- invest in our staff, IT and infrastructure
- improve access through the provision of a full range of online services and targeted opening hours
- provide a quality range of well publicised services across our libraries
- improve library usage and visits using effective marketing and by exploiting digital services
- improve processes and systems for greater efficiency
- operate at lower cost
- operate as community facilities working in partnership and alongside additional services
- use trained volunteers to improve added value library services and enhance the free statutory library offer
- exploit opportunities to work with partners to develop commercial services
- promote key health and wellbeing opportunities

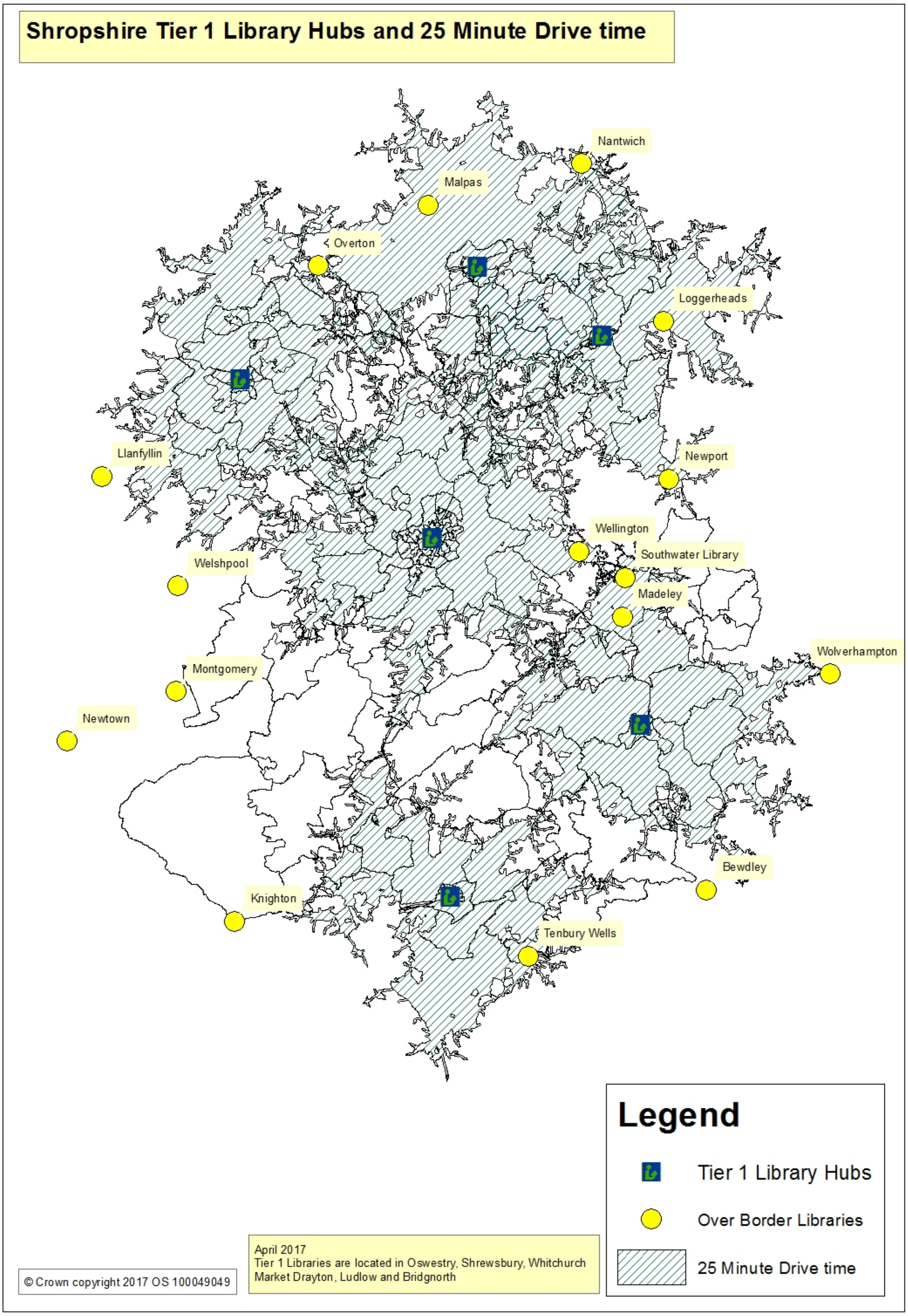
Shropshire Libraries will nurture ambition, support health and well-being, challenge inequality, grow the economy and create more learning and employment possibilities to underpin continued social and economic development for Shropshire's citizens.

Usage of library service provision will be monitored and kept under review. However, the focus will change to reflect a broad range of measurements that reflect the varied usage of spaces and services and the co-creation and delivery of new management arrangements. Ongoing efforts will be made to encourage participation by users and non-users.

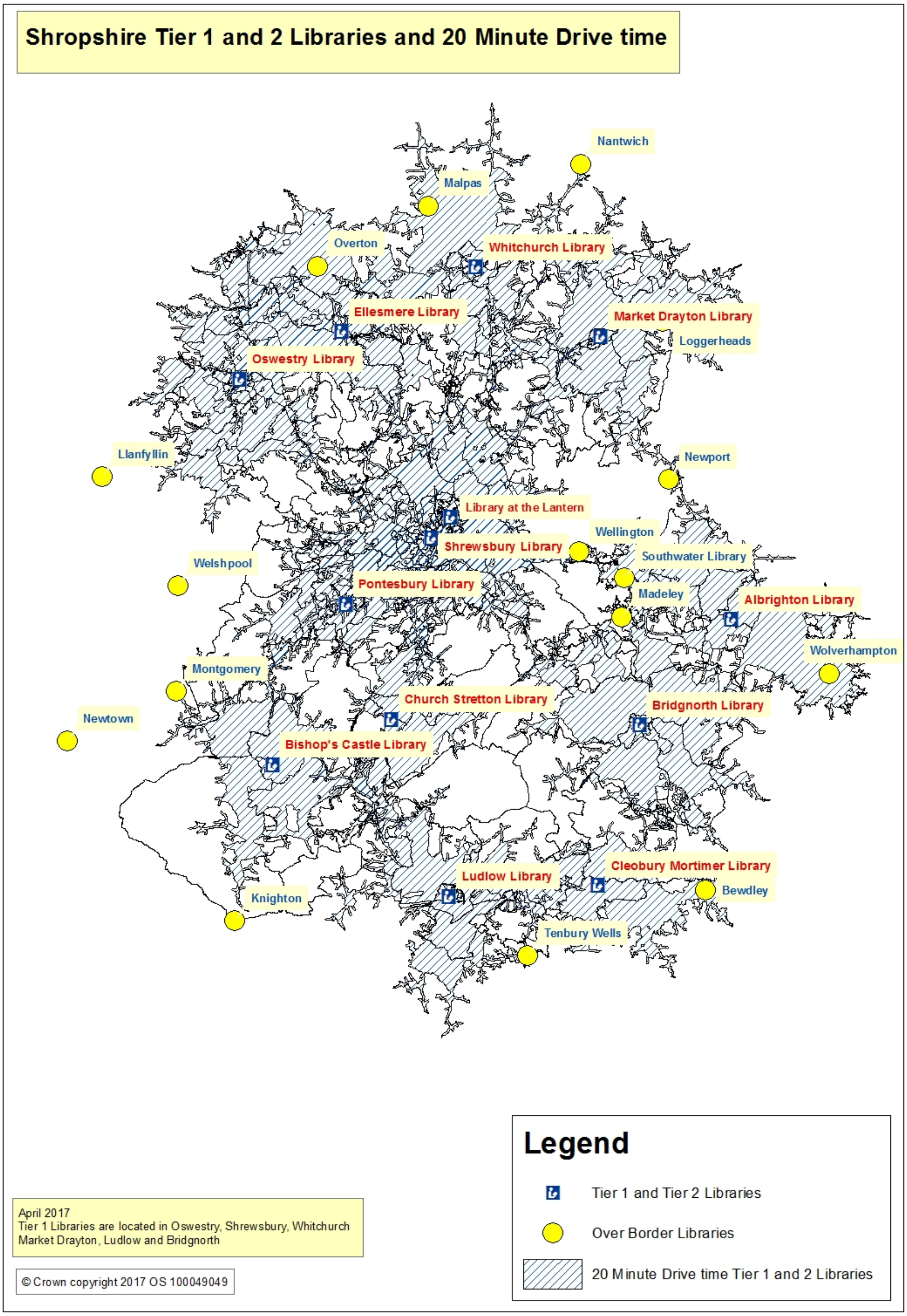
The potential impact of the on-going redesign of library services on will continue to be reviewed and monitored the council also has statutory duties under the Equality Act 2010 and section 149: Public Sector Equality Duty in shaping policy, in delivering services, and in relation to their own employees.

Alongside this the Council will continue to look at best practice, encourage comments and ideas from local residents and actively encourage the participation of local community groups in the development and delivery of library services.

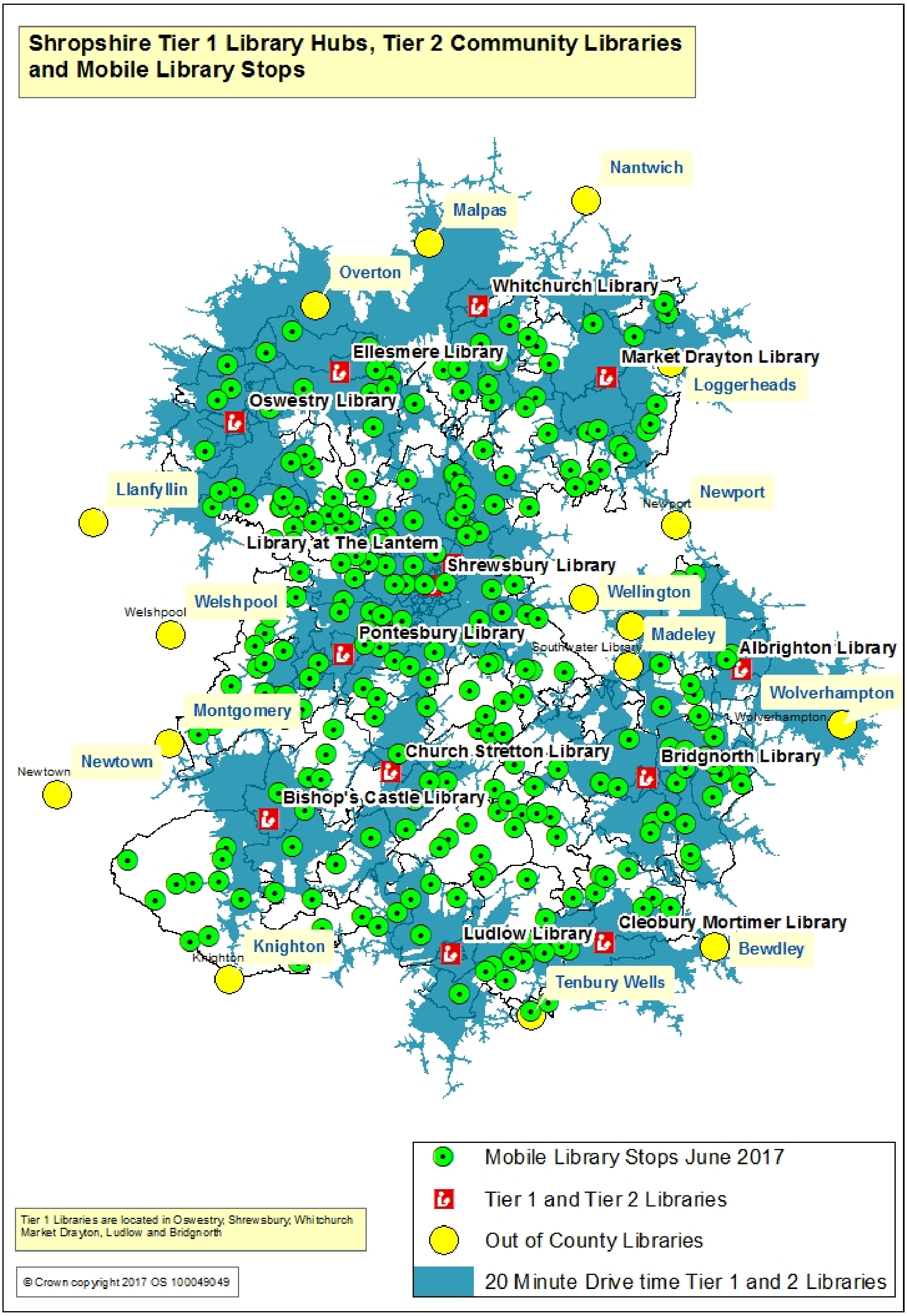
Map 1 – Tier 1 Library Hubs showing 25 minute drive times



Map 2 – Tier 1 and Tier 2 Library Hubs and Community Libraries showing 20 minute drive times



Map 3 – Tier 1 Library Hubs, Tier 2 Community Libraries, Mobile Library stops and across border libraries



Appendix 2

Informing the development of the Council's approach to the future provision of library services, a Needs Assessment

22 June 2017

Contents

1.0 Strategic and policy context

Table 1 shows the strategic and policy context used to inform the approach that the Council is taking to delivering and designing its library services within the context of the Councils statutory responsibilities to deliver a "comprehensive and efficient" library.

Table 1

	Strategy, policy or framework	Detail
1.	Libraries Deliver: Ambition for Public Libraries in England 2016-2021, Libraries Task Force Reference: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/573911/Libraries_Deliver_-_Ambition_for_Public_Libraries_in_England_2016_to_2021.pdf	Provides a vision for the future of public libraries in England in which libraries are vital community hubs, bringing people together and giving them access to the services and support they need to help them live better. The report provides a focus for collaborative working and challenges national and local government to think and act differently to transform library services.
2.	Libraries Shaping the Future: good practice toolkit March 2017, Libraries Task Force Reference: https://www.gov.uk/government/publications/libraries-shaping-the-future-good-practice-toolkit/libraries-shaping-the-future-good-practice-toolkit	Draws together a range of information to show how libraries contribute to local and national priorities, on existing good practice, on alternative governance models, and on smarter ways of working.
3.	The Universal Offers for Public libraries 2013 Reference: http://goscl.com/universal-offers/	The Society for Chief Librarians has developed six Universal Offers for Public Libraries. Each offer is underpinned by the Children's Promise and Six Steps initiatives. These offers provide the foundation for a successful and comprehensive library service
4.	Shropshire Council's Corporate Plan, 2016/17 Reference:	Brings together different strategies and information, sets out how the Council is responding to the challenges, and identifies the

	http://shropshire.gov.uk/committee-services/documents/s12604/6%20Appendix%20DRAFT%20SC%20CorpPlan%20July16%20R28%20LR.pdf	key outcomes and areas of work that the council is taking forward. The Council's aim to ensure that as many services as possible are enabled and facilitated to be provided either by the council, or by others better able to do it.
5.	Financial Strategy 2016/17 – 2018/19, 27th January 2016 Reference: http://shropshire.gov.uk/committee-services/documents/b10420/To%20Follow%20Report%20-%20Financial%20Strategy%20201617%20-%20201819%2027th-Jan-2016%2012.00%20Cabinet.pdf?T=9	The report describes the next stage in developing a sustainable financial strategy for SC. It confirms that it is likely that there will be reductions in opening times at the six largest libraries and that they will be commissioned, and that the sixteen smaller libraries and the mobile library service are at risk of closure.
6.	Shropshire Council's Commissioning Strategy Reference: http://shropshire.gov.uk/doing-business-with-shropshire-council/commissioning-strategy/	This strategy outlines how the council will go about commissioning and some key principles that will be followed. The strategy clearly articulates the different approaches that the council is using to commission services, including locality commissioning. The activity undertaken to achieve this sits underneath the strategy.
7.	Report taken to Cabinet, 19th January 2011 Reference: http://shropshire.gov.uk/committee-services/CeListDocuments.aspx?CommitteeId=130&MeetingId=271&DF=19%2f01%2f2011&Ver=2	Reports on a review by a Task and Finish Group into future mobile library service provision. Confirms that the purpose of the mobile library service should be 'to provide a means whereby rural communities may have access to library provision and other services as appropriate, in partnership with other parts of the council and external partners and in support of locality working. Cabinet further confirmed the following criteria for the provision of a mobile library service: • Stops should not normally be within a two-mile radius of a branch library. • Stops will be concentrated on village centres with one stop per village wherever possible • Stops should not normally be within one mile of each other by road • Stops will coincide with other village activities where possible. • The length of stop will be determined by the level of use at that location but should not ordinarily exceed one hour in duration • Reasonable exceptions to be made at the discretion of the library service
8.	Report taken to the Environment Services Scrutiny Committee, 8th December 2014 Reference: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=326&MId=2405&Ver=4	This Report includes a broad model showing the four levels of library service for lending and reference provision via community libraries. The model for the future management of the libraries depending on their level is then described.
9.	Report taken to the Environment Services Scrutiny Committee, 22nd June 2015 Reference: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=326&MId=2900&Ver=4	
10.	Report taken to Cabinet 14th October	This report outlines and confirms the approach

	2015 Reference: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=2910&Ver=4	that SC will adopt in the redesign and commissioning of its library service and customer service points
11.	Report taken to Cabinet 6th April 2016 Reference: http://shropshire.gov.uk/committee-services/documents/g2913/Agenda%20frontsheet%2006th-Apr-2016%2012.30%20Cabinet.pdf?T=0	This report outlines the approaches and timelines SC will employ to enable the transfer of local services (including libraries) into new management organisations
12.	Report taken to the Environment Services Scrutiny Committee, 11th July 2016 Reference: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=326&MId=3239&Ver=4	This report sets out the progress that Shropshire Council has made in redesigning its library services, information on patterns of usage and trends and suggests that the Council's future approach to supporting the provision of modern and sustainable library services.

2.0 Library Services, a national perspective

The national perspective for libraries is developed through several key organisations including the Libraries Taskforce, the Society of Chief Librarians (SCL), Arts Council England (ACE) and the Chartered Institute for Library and Information Professionals (CILIP).

The role of the Libraries Taskforce is to enable libraries to exploit their full potential and to be recognised as a vital resource for all. They also promote libraries to national and local government and potential funders, creating a strong and coherent description of the contribution public libraries make to society and to local communities. The Taskforce reports to Ministers (via the Department for Culture, Media and Sport (DCMS) and the Local Government Association (LGA).

In their vision for the 21st century, the Libraries Taskforce describe the purpose of the public library network as contributing to seven key outcomes:

- cultural and creative enrichment
- increased reading and literacy
- improved digital access and literacy
- helping everyone achieve their full potential
- healthier and happier lives
- greater prosperity
- stronger, more resilient communities

Visit: https://librariestaskforce.blog.gov.uk/

In addition, SCL and partners including ACE, Libraries Taskforce and The Reading Agency have identified six key areas of service delivery that are essential to keep library services relevant and accessible. These are referred to as the Universal Offers:

- Reading Offer
- Information Offer
- Digital Offer
- Health Offer
- Learning Offer
- Culture Offer

The aim of the offers is to develop a core package of accessible quality resources and partnerships with national support that is delivered locally and shaped to meet local priorities.
Visit: http://goscl.com/universal-offers/

3.0 Summary of strategic context for Shropshire library services

In table 2 we have brought together a range of headline Shropshire information relevant to the consideration of future Shropshire library services.

Table 2

<table>
<tr><th>Key Factors</th><th>Shropshire</th></tr>
<tr><td>Population</td><td>
The total population of Shropshire in 2015 was estimated as 311,400.
According to the 2011 Census, 175,469 usual residents of Shropshire lived in rural areas (57.3%) and 130,660 usual residents lived in urban areas (42.7%). The largest built-up areas in 2011 included Shrewsbury (71,715 people) followed by Oswestry (18,743), Bridgnorth (12,657), Market Drayton (11,773), Ludlow (10,515) and Whitchurch (9,710).
Shropshire has a disproportionately older population, with resulting challenges for commissioners and providers of services including social care and community mental health care.
<table>
<tr><th colspan="7">2015 Population Estimates (Local Authority Based)</th></tr>
<tr><th></th><th colspan="2">Shropshire</th><th colspan="2">West Midlands</th><th colspan="2">England</th></tr>
<tr><th></th><th>Number</th><th>%</th><th>Number</th><th>%</th><th>Number</th><th>%</th></tr>
<tr><td>0 to 4</td><td>15,100</td><td>4.8</td><td>365,300</td><td>6.4</td><td>3,434,700</td><td>6.3</td></tr>
<tr><td>5 to 14</td><td>33,100</td><td>10.6</td><td>689,800</td><td>12.0</td><td>6,357,800</td><td>11.6</td></tr>
<tr><td>15 to 18</td><td>15,000</td><td>4.8</td><td>280,000</td><td>4.9</td><td>2,546,400</td><td>4.6</td></tr>
<tr><td>19 to 54</td><td>133,900</td><td>43.0</td><td>2,724,800</td><td>47.4</td><td>26,552,800</td><td>48.5</td></tr>
<tr><td>55 plus</td><td>114,400</td><td>36.7</td><td>1,691,100</td><td>29.4</td><td>15,894,600</td><td>29.0</td></tr>
<tr><td>65 plus</td><td>72,700</td><td>23.3</td><td>1,045,800</td><td>18.2</td><td>9,711,600</td><td>17.7</td></tr>
<tr><td>Total</td><td>311,400</td><td></td><td>5,751,000</td><td></td><td>54,786,300</td><td></td></tr>
<tr><td colspan="7">Source: Office for National Statistics, © Crown Copyright 2016.
Estimates have been rounded to the nearest 100.</td></tr>
</table>
</td></tr>
<tr><td>Housing Requirements</td><td>
The Shropshire Development Plan Consists of the Core Strategy (March 2011) and Site Allocation and Management of Development Plan (SAMDev Plan) (December 2015). The Core Strategy sets out the Council's vision, strategic objectives and broad spatial strategy to guide future development and growth in Shropshire to 2026. A key aspect of this spatial strategy, as outlined within Policy CS1 (Strategic Approach), is the identification of an ambitious housing target for Shropshire within Policy CS1 of 27,500 dwellings between 2006 and 2026, which is divided into phasing bands within the supporting text of Policy CS10. The SAM Dev Plan seeks to deliver the housing requirement identified within the Core Strategy (as recognised in Policy MD1), through the identification of deliverable sites for housing development and policies to appraise development proposals.
Shropshire Council's Five Year Housing Land Supply Statement (August 2016),
</td></tr>
</table>

	monitors housing supply and completions against the Development Plan housing requirement. The Five Year Housing Land Supply Statement indicates that 10,902 new homes were completed between April 1st 2006 to March 31st 2016 (Table 4 of the Shropshire Council Five Year Housing Land Supply Statement). The Five Year Housing Land Supply Statement also indicates that as at 1st April 2016, there were 11,309 outstanding permissions for new dwellings, and capacity for a further 5,800 new dwellings on allocations without planning permission (Appendices A-C of the Shropshire Five Year Housing Land Supply Statement). However, to support the ongoing partial review of the Shropshire Development Plan, a technical document known as the 'Full Objectively Assessed Housing Need for Shropshire' (FOAHN) has been published to assess the future level of housing need in Shropshire between 2016 and 2036. The 2012 Sub-national Population / Household Projections (ONS / DCLG) are used as a starting point for this assessment. This FOAHN estimates that 25,178 new dwellings are required to meet future housing need (around 1,259 dwellings per annum). The first ten years of this FOAHN coincide with the next ten years of the period addressed within the Development Plan housing requirement (2016-2026). Over this period the housing need identified within the FOAHN is comparable, but less than the current housing requirement. Within the Plan Period (2016-2026), the population of Shropshire is forecast to increase by 34,200 people (2016-2036). (Shropshire Council FOAHN, July 2016, pp. 62-63).
Population characteristics	Shropshire has a low percentage of total population identifying with minority ethnic groups. According to the 2011 Census (Office for National Statistics, © Crown Copyright 2016), 98% of the population identified with a white ethnic group and 2% of the population identified with a black or other minority ethnic group (BME): http://www.shropshire.gov.uk/media/970045/2011-Census-Digest-Ethnicity.pdf In 2011, 8.4% of all people in Shropshire had a long-term health problem or disability that limited their day-to-day activities a lot (2011 Census). 2.4% of people in Shropshire provided 50 or more hours of unpaid care a week (2011 Census).
Size and rurality	Shropshire is one of the most rural places in the UK with an overall population density of 1 person per hectare (2011 Census). Getting to and from services, facilities, and places of work or study can be very difficult with only a few major road routes, some of which are at risk of flooding; limited public transport; and the nature of the often hilly terrain.
Car Ownership	Due to the rural nature of the county car ownership is high with 84.2% of households owning one car or more (2011 Census). In 2011 44% of residents aged 16-74 drove a car or van to work and a further 3.5% were a passenger in a car or van (2011 Census).
Broadband	Over the past three years Shropshire Council's broadband improvement programme, known as Connecting Shropshire, has put more than 55,000 homes and businesses within reach of a fibre broadband connection. However, only about one-third of people living or working in premises that are able to make the switch to faster broadband have done so. Because the network we have built is open to all internet service providers, we recommend that people shop around to get the best deal by using a comparison website, such as: https://www.cable.co.uk/connectingshropshire/.

	The Connecting Shropshire programme runs until at least 2020 and we remain committed to providing better broadband to as many additional premises as possible in areas without access to superfast broadband: http://connectingshropshire.co.uk/.
Deprivation	**Overall deprivation** Overall, according to the English Indices of Deprivation 2015 (IMD) [based on its rank of average rank] Shropshire is one of the least deprived upper-tier Local Authorities in England (107th out of 152). According to the overall rankings of the English Indices nine Lower Super Output Areas [LSOAs] in Shropshire fall within the 20% most deprived LSOAs in England. The most deprived Shropshire LSOA, which falls within Harlescott Electoral Division, is ranked within the 10% most deprived LSOAs in England. The table below shows which LSOAs individual libraries are located in and which national decile they are in, with 1 being the most deprived 10% and 10 the least.

Overall IMD 2015 Information for LSOAs that Shropshire Libraries are Located in

Library Name	LSOA Code	Shropshire Council Area	National Decile
Oswestry Library	E01028906	North Area	2
Library at The Lantern	E01028983	Central Area	2
Market Drayton Library	E01028873	North Area	2
Whitchurch Library	E01028891	North Area	3
Gobowen Library	E01028912	North Area	3
Ludlow Library	E01033526	South Area	3
Craven Arms Library	E01029014	South Area	3
Highley Library	E01028849	South Area	4
Ellesmere Library	E01028867	North Area	4
Bishop's Castle Library	E01028992	South Area	4
Broseley Library	E01028841	South Area	4
Shrewsbury Library	E01028946	Central Area	5
Wem Library	E01028886	North Area	5
Much Wenlock Library	E01028852	South Area	6
Bridgnorth Library	E01028832	South Area	6
Church Stretton Library	E01028998	South Area	7
Pontesbury Library	E01028977	Central Area	8
Cleobury Mortimer Library	E01029001	South Area	8
Shifnal Library	E01028854	South Area	9
Bayston Hill Library	E01028936	Central Area	9
Albrighton Library	E01028845	South Area	10
IMD 2015 Source: English Indices of Deprivation			

Barriers to housing and services

In two of the IMD 2015 Domains, the Barriers to Housing and Services Domain and the Living Environment Deprivation Domain, over forty of the 193 LSOAs in Shropshire fall within the 10% most deprived LSOAs in England.

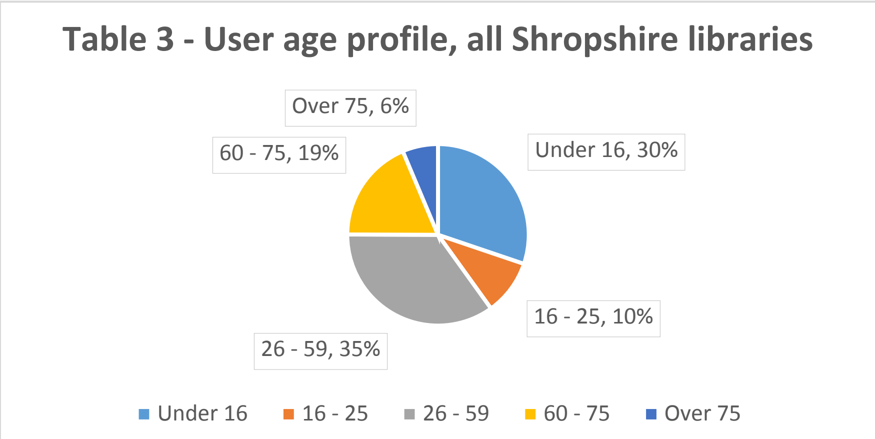
47 LOSAs in Shropshire fall within the top 10% most deprived LSOAs in England for the Barriers to Housing and Services Domain; of these LSOAs, 8 LSOAs fell within the top 1% most deprived for this domain nationally. 15 LSOAs fall within Decile 2 (up to 20%

	most deprived LSOAs in England). The high rankings for this domain are mainly due to the ranking received for the contributing Geographical Barriers sub-domain, which takes into account the road distance from a variety of facilities and services. It is also notable that all of the LSOAs ranked in Decile 1 and Decile 2 were classified as rural according to the Rural Urban Classification 2011 Source: English Indices of Deprivation [IMD] 2015 (Department for Communities and Local Government, © Crown Copyright 2016) **Rural / Urban Classification** When the active user information collected by postcode centroids was aggregated so that active users could be analysed by LSOAs, it was possible to determine the percentage of active library users that lived in urban and rural LSOAs. According to information from the 2011 Census, of the total usual resident population in Shropshire Unitary Authority, 57.3% of residents lived in a rural area and 42.7% lived in an urban area; this split is considerably different than for England and Wales, where according to the 2011 Census 18.5% of usual residents lived in rural areas and 81.5% of people lived in urban areas. However, analysis of active users by the rural-urban classification of their LSOA indicated that the active library users resident in Shropshire Unitary Authority were more evenly split, with 53.0% living in rural LSOAs. When all of the library users living in England and Wales were analysed, a slightly larger percentage of active users lived in rural LSOAs (54.8%).
Educational attainment	In 2016, 56.9% of pupils in Shropshire achieved five or more A*-C grade GCSEs (including English and Mathematics), this is a higher percentage than in the West Midlands region (54.80%). Source: SFR01/2016: GCSE and equivalent results in England 2014/15 (Revised), Department for Education, © Crown Copyright 2016. https://www.gov.uk/government/statistics/revised-gcse-and-equivalent-results-in-england-2014-to-2015 9.2% of pupils who attend Primary, Secondary and Special Schools (including academies and sixth form) are entitled to free school meals. Source: Department for Education School Census Spring 2016 Schools, Pupils and their Characteristics
Employment	Whilst the latest unemployment rate figure for 16-64 year olds in Shropshire (4.2%) is lower than the West Midlands (6.0%) and England (5.2%) averages, the male unemployment rate in Shropshire is higher than for females: • Males = 4.6% (West Midlands = 6.1%; England = 5.2%) • Females = 3.8% (West Midlands = 6.0%; England = 5.2%) Source: Annual Population Survey (July 2015 – June 2016), Office for National Statistics, © Crown Copyright 2016.
Health	The life expectancy at birth (2012-14) for both males and females is generally better in Shropshire than the English average:

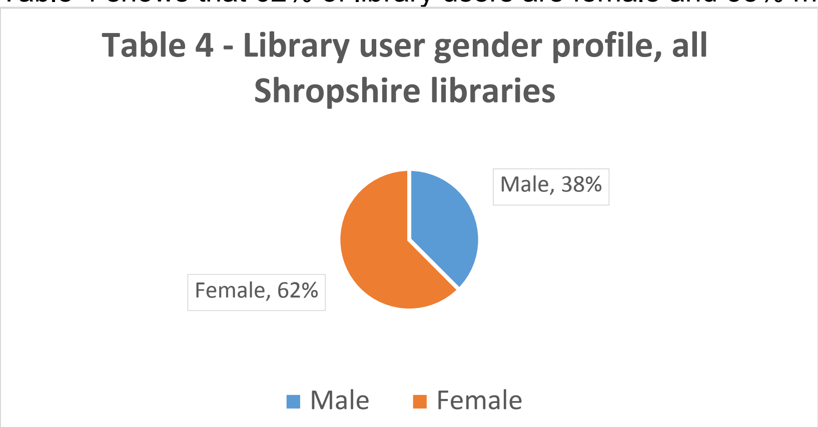
	• Males: 80.2 (Shropshire) compared to 79.5 (England) • Females: 84.1 (Shropshire) compared to 83.2 (England) Source: Health Profiles, Public Health England: https://fingertips.phe.org.uk/profile/health-profiles/data#page/1/gid/1938132696/pat/6/par/E12000005/ati/102/are/E06000051

4.0 Profile of library users

Age profile[1]
Table 3 shows the age profile of library users and that 30% of users are under 16 and 25% of users are over 60.

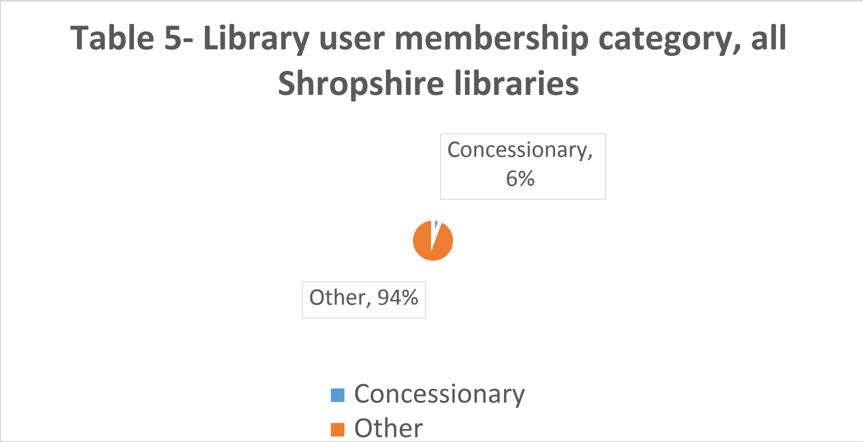


Sex profile
Table 4 shows that 62% of library users are female and 38% male.



[1] Profiles for age/gender/membership category are based on active user figures covering a 12 month period up to 1st April 2017.

Disability, housebound or caring profile
Using concessionary memberships as a proxy Table 5 shows that 6% of library users have a disability, are housebound or have caring responsibilities



5.0 Changing patterns of library usage

Table 6 gives a summary of some key library usage measures over a 5-year period. Table 7 shows library use for static libraries only and Table 8 summarises mobile library usage only.

Table 6 All Library Usage

Shropshire Libraries Totals	2012/13	2013/14	2014/15	2015/16	2016/17	% change over 5yrs	% change from 15/16 to 16/17
Visits	1,340,186	1,278,112	1,067,825	1,032,582	1,000,012	-25%	-3%
Active Users[2]	47,634	44,286	41,564	41,639	46,249	-3%	11%
Computer Time Used (mins)	5,824,934	6,026,964	5,504,397	4,773,696	4,453,632	-24%	-7%
Total Loans	1,274,871	1,197,643	1,080,888	963,019	892,001	-30%	-7%
Requests	87,281	80,217	80,930	74,068	65,963	-24%	-11%
Event attendance	29,192	34,000	32,691	33,144	38,226	31%	15%
No. of volunteers	192	272	332	412	323	68%	-21%
No. of volunteer hours	7,775	10,202	10,003	11,482	13,119	69%	14%

[2] **Active Library User** figures indicate the number of people registered at a particular library who have used any Shropshire library over the previous 12 months. 'Use' is defined as borrowing/returning an item of library stock or using library computers.
Postcodes of active library user data have been mapped using the Ordnance Survey Codepoint file. This matches postcodes to postcode centroids and not exact locations, locations can refer to more than one address (usually a cluster of 15 addresses). The coordinated position will always be within the notional geographical extent of the postcode.

Enquiries[3]	274,316	255,371	281,210	289,717	332,146	21%	15%
E-book loans	n/a	n/a	n/a	3,841	14,426	n/a	375%
E-magazine loans	n/a	n/a	n/a	7,181	9,267	n/a	29%
Home Library Service users	171	160	199	155	102	-40%	-34%
Wi-Fi use	New Wi-Fi installed across libraries in March 2016. Use since then has increased by 17.6% with an average of 1,988 users per month.						

Table 7 Static Library Usage

Static libraries only	**2012/13**	**2013/14**	**2014/15**	**2015/16**	**2016/17**	**% change over 5yrs**	**% change from 15/16 to 16/17**
Visits	1,303,234	1,245,224	1,038,883	1,002,663	969,115	-26%	-3%
Active Users	46,281	42,944	40,196	40,201	44,543	-4%	11%
Total Loans	1,185,536	1,118,219	1,010,907	893,033	818,623	-31%	-8%
Requests	85,598	78,655	78,909	71,702	63,463	-26%	-11%

Table 8 Mobile Library Usage

Mobile Libraries	**2012/13**	**2013/14**	**2014/15**	**2015/16**	**2016/17**	**% change over 5yrs**	**% change from 15/16 to 16/17**
Visits	36,952	32,888	28,942	29,919	30,897	-16%	3%
Active Users	1,353	1,342	1,368	1,438	1,706	26%	19%
Total Loans	89,335	79,424	69,981	69,986	73,378	-18%	5%
Requests	1,683	1,562	2,021	2,366	2,500	49%	6%

Table 9 shows the usage of individual libraries in 2016/17 for the total number of visits, the total number of loans and the number of active library users. For each measure individual libraries are shown in descending order.

Table 9 Libraries in order of visits/loans/active users

Visits 2016/17		**Total Loans 2016/17**		**Active Users 2016/17**	
Shrewsbury (SL)	174,403	SL	150,297	SL	11,306
Oswestry (OS)	172,120	OS	109,221	OS	6,389
Ludlow (LU)	92,006	LU	76,763	LU	3,823
Bridgnorth (BR)	75,106	BR	56,797	BR	3,415
Whitchurch (WH)	69,890	MD	48,270	MD	3,272
Market Drayton (MD)	67,337	WH	42,109	WH	2,670
Wem (WM)	42,348	CS	35,543	CS	1,659

[3] The Chartered Institute of Public Finance and Accountancy definition of an enquiry is "any question, however received (e.g. in person, by letter, by phone) leading to the active involvement of staff in identifying and answering problems posed by library users".

Church Stretton (CS)	40,390	HL	31,207	WM	1,367
Bishop's Castle (BC)	27,144	BH	29,928	HL	1,271
Cleobury Mortimer (CM)	25,859	BC	26,877	AL	1,021
Library at the Lantern (HL)	25,718	WM	25,448	EL	1,008
Broseley (BY)	20,333	EL	23,605	BC	900
Shifnal (SF)	19,874	AL	19,997	BH	851
Ellesmere (EL)	19,604	PO	16,347	SF	833
Bayston Hill (BH)	17,569	SF	15,782	BY	644
Albrighton (AL)	17,464	BY	15,175	PO	591
Highley (HY)	17,317	WK	13,328	CM	590
Pontesbury (PO)	8,246	CM	12,927	HY	520
Craven Arms (CA)	7,411	CA	10,639	WK	490
Much Wenlock (WK)	7,235	GO	7,617	CA	476
Gobowen (GO)	6,248	HY	3,476	GO	338

Approximately 15% of the Shropshire population are active library users.

The overall figures for Shropshire highlight how library use is changing. Online developments mean it has now become easier to access a range of library services remotely, such as renewing and requesting items, e-magazines and e-books, and a wide selection of online reference resources. This will have had an impact on the number of physical visits, but other measures have seen an increase. For example, over the 5 year period ‘online’ loans (items renewed remotely via the web) increased by 33% and the number of requests placed online increased by 86%.

Many key online library services are recent developments so longer term trends are yet to be identified. However shorter term figures indicate a positive take-up of these services. For example, between 2015/16 and 2016/17 the use of e-books increased by 375%. E-books and e-magazines combined now account for over 23,000 loans per year.

The number of ‘active users’ saw a decrease over 5 years. An increase in 2016/17 can largely be attributed to a system change that resulted in a more accurate reflection of library use.

The overall drop in computer time used is a reflection of the increase in ownership of internet devices particularly smartphones and tablets, and improved internet access in many homes. The introduction of new Wi-Fi facilities in 2016 means that comparable figures are not available to show longer term trends, however Wi-Fi use across the first 12 months has increased steadily. Provision of library internet access now becomes even more crucial for those who do not have access at home, particularly given the rise of digital by default services.

The level of total loans will have been affected by the wider availability of discounted paperbacks in supermarkets and from online retailers. Music CDs have also been withdrawn during this period due to lack of demand, and DVD rentals are decreasing. Once again digital developments play a part, and as the service develops its e-book and e-audio services this should have a positive impact on total loans and will attract new users.

Attendance at library events has shown a good increase over the period shown. This is a reflection of the increased number of events particularly those which tie-in with the library

Universal Offers e.g. events for the Summer Reading Challenge, health and well-being events with partner organisations, and digital advice sessions. Much work has also been done to co-ordinate the promotion of library events, with social media channels proving particularly successful in this regard.

Volunteer IT support is a key feature of our digital offer, and the number of volunteer hours has increased by 69% since 2012/13. This increase in volunteer engagement is also down to the proactive recruitment of volunteers to support specific service functions e.g. help with library shelving duties, running story sessions for children and adults, and providing local history advice. Some libraries also have Friends Groups who support the service locally by helping to organise a range of activities and events, carrying out some specific library duties and by acting as library advocates and fundraisers in their communities. Use of the 'Do-it' online volunteer recruitment platform has also made it easier to attract new volunteers. 2016/17 figures indicate that a fewer number of volunteers are doing a greater number of hours, suggesting a higher retention rate within the volunteer team.

The number of user enquiries in libraries has increased over the 5 years shown. Within those figures there has been a shift away from the traditional 'reference' enquiries, and an increase in enquiries relating to use of computers and the internet. This has necessitated library staff acquiring and developing new skills in order to provide the support demanded by customers. This also links to national initiatives such as the Digital and Information skills training that was completed by all library staff in 2015.

The overall decline in key measures broadly reflects national trends which are described in Table 10.

Table 10 National library usage (Reference CIPFA)

National Libraries Totals	2011/12	2012/13	2013/14	2014/15	2015/16	% change over 5yrs	% change from 14/15 to 15/16
Visits	318,368,248	310,691,339	293,142,016	285,090,352	268,705,359	-15%	-5%
Active library users	11,919,554	11,411,561	10,321,235	9,883,258	7,543,235	-36%	-23%
Computer time used (hours)	35,847,528	35,818,839	32,839,424	27,148,810	21, 665,869	-39%	-20%
Total loans	324,501,502	309431874	282416232	266,643,672	238,027,478	-26%	-10%
Requests	15,796,333	15,729,092	14,782,283	14,327,815	10,808,964	-31%	-24%

6.0 Library cost information

Table 11 shows a breakdown of the total 2017/18 Council annual revenue budget, **£2,280,070**, in support of the delivery of library services. The figure exclude the cost of internal council support services and 'below the line' costs. Note that the breakdown follows the proposed hierarchy of library services provision set out within the draft Library Strategy.

Table 11

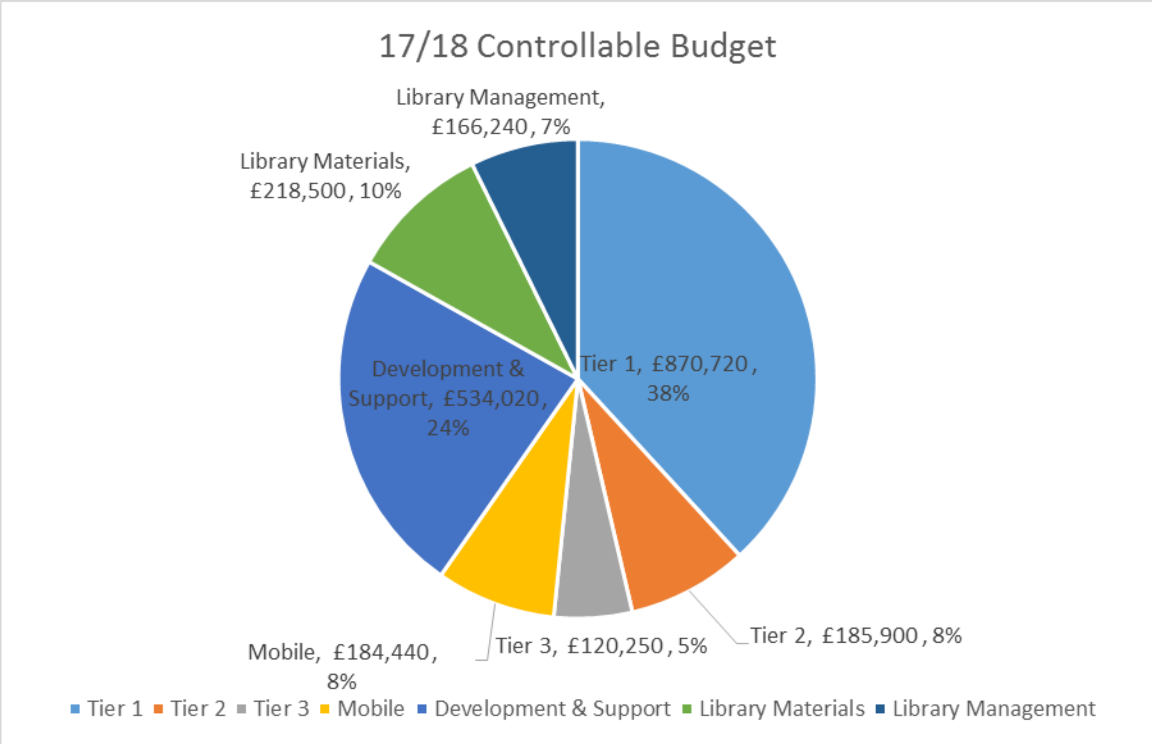
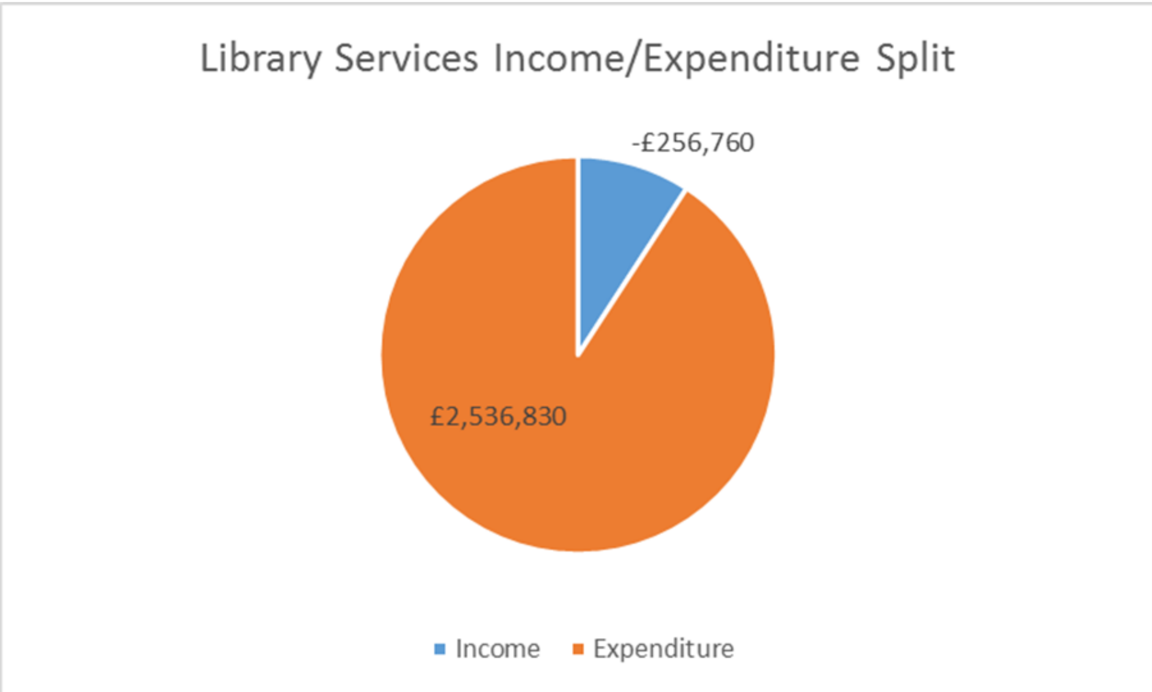


Table 12 shows the library services income / expenditure split.

Table 12



In Table 13 we show the costs per loan in ascending order for individual static libraries.

Table 13 Cost per loan in 2016/17 (based on controllable budget outturn)

Libraries	Cost per loan
Gobowen	£0.33
Shifnal	£0.34
Pontesbury	£0.53
Ellesmere	£0.75
Lantern	£0.84
Albrighton	£0.87
Bayston Hill	£1.03
Ludlow	£1.09
Church Stretton	£1.33
Bishop's Castle	£1.33
Craven Arms	£1.41
Wem	£1.50
Wenlock	£1.55
Broseley	£1.63
Cleobury Mortimer	£1.70
Shrewsbury	£1.74
Market Drayton	£1.82
Bridgnorth	£2.30
Whitchurch	£2.35
Oswestry	£2.94
Highley	£5.57

Average costs per loan range from £0.33 for Gobowen to £5.57 for Highley. It should be noted that libraries in the market towns – Shrewsbury, Oswestry, Market Drayton, Whitchurch, Bridgnorth and Ludlow - provide support and cover, and co-ordinate services for the smaller branches and so will be more expensive. In looking at the figures the level of usage directly impacts on the cost of providing a library service.

The mobile library service costed approximately £162,550 to run in 2016/17. The average direct cost of £2.20 per loan compares to a direct cost per loan for static libraries of £1.40.

7.0 Library catchment information

Analysis of active library users by Lower Super Output Areas
Of the 44,751 active library users matched to English Lower Super Output Areas, 41,498 active library users of Shropshire libraries lived in the 193 Shropshire LSOAs and a further 1,962 active library users lived in LSOAs in England that were outside the Shropshire Unitary Authority boundaries.

A further 1,291 active library users were recorded as living in Welsh LSOAs, which have their own deprivation index (Welsh Index of Multiple Deprivation 2014, StatsWales, Welsh Government). A very small number of active library users were recorded as living in Scotland and therefore are also not included in the IMD 2015.

Table 14 shows that the two LSOAs with the largest number of active library users either contain or are close to Church Stretton Library or Market Drayton Library. Nine of the LSOAs with the largest number of active library users fall within Deciles 5-10, which are the 50% least deprived LSOAs nationally.

Table 14: Top 10 LSOAs in Shropshire, Ranked by Count of Active Library Users

LSOA Code	LSOA Name	National Decile	Count of Active library Users	Most Active Library Users	Library in LSOA	Nearest Library (if none in LSOA)
E01028885	Shropshire 032B	6	1114	1	N/A	Market Drayton
E01028997	Shropshire 032B	8	633	2	N/A	Church Stretton
E01028998	Shropshire 032B	7	626	3	Church Stretton	N/A
E01028946	Shropshire 032B	5	519	4	Shrewsbury	N/A
E01028945	Shropshire 032B	4	454	5	N/A	Shrewsbury
E01028931	Shropshire 032B	5	403	6	N/A	Shrewsbury
E01029012	Shropshire 032B	7	378	7	N/A	Ludlow
E01028875	Shropshire 032B	8	375	8	N/A	Market Drayton
E01028987	Shropshire 032B Shropshire 032B	7	357	9	N/A	Shrewsbury
E01028936	Shropshire 032B	9	355	10	N/A	Shrewsbury or Bayston Hill

IMD 2015 Source: English Indices of Deprivation, Department for Communities and Local Government, © Crown Copyright 2016.

The top ten English LSOAs outside of Shropshire, ranked by number of active library users are, unsurprisingly closest to the North Shropshire Libraries in Whitchurch and Market Drayton and otherwise to Ludlow Library in South Shropshire.

Analysis of active library users by drive time[4] catchments
Table 15 shows the number of active library users of each library living within 10 minute, 15 minute, 20 minute and 25 minute drive time catchments of the library that they originally registered at[5].

[4] Drive times are calculated using Network Analyst software which provides approximate software simulated routes using the ITN road network. The software looks for the quickest and shortest routes to given locations starting with the highest road classification and then goes down to e.g. A roads, B roads, C roads. It assumes the recommended speed of the road. It is a reliable estimate of drive times, but does not take account of traffic, one way streets, tractors and other variable factors which may occur at a given time.
[5] Figures refer to a robust sample of 44,751 records which have been matched to Shropshire postcodes and mapped, 674 (1%) records had incomplete postcodes and have not been included. The data is an extract of registered Shropshire library users who have been active borrowers between 1st April 2016 – 1st April 2017.

Table 15

Library	Total Active library users	No of active library users within 10 minute drive time	%	No of active library users within 15 minute drive time	%	No of active library users within 20 minute drive time	%	No of active library users within 25 minute drive time	%
Oswestry	6204	3824	62%	4909	79%	5384	87%	5661	91%
Bridgnorth	3366	2351	70%	2618	78%	2913	87%	3049	91%
Ludlow	3815	2175	57%	2641	69%	3034	80%	3306	87%
Shrewsbury	11159	8383	75%	8961	80%	9589	86%	10090	90%
Market Drayton	3074	2101	68%	2550	83%	2814	92%	2909	95%
Whitchurch	2566	1698	66%	2054	80%	2276	89%	2397	93%
Total / Average	**30,184**	**20,532**	**68%**	**23,733**	**79%**	**26,010**	**86%**	**27412**	**91%**
Bayston Hill	863	717	83%	779	90%	817	95%	848	98%
Bishop's Castle	907	473	52%	642	71%	750	83%	810	89%
Broseley	652	573	88%	583	89%	609	93%	616	94%
Church Stretton	1656	1247	75%	1391	84%	1452	88%	1509	91%
Cleobury Mortimer	611	456	75%	518	85%	556	91%	574	94%
Craven Arms	469	270	58%	341	73%	389	83%	418	89%
Ellesmere	982	812	83%	888	90%	919	94%	935	95%
Gobowen	347	313	90%	293	84%	320	92%	323	93%
Highley	465	386	83%	393	85%	422	91%	423	91%
Much Wenlock	469	341	73%	401	86%	437	93%	446	95%
Pontesbury	579	418	72%	491	85%	546	94%	555	96%
Shifnal	840	731	87%	775	92%	797	95%	814	97%
Wem Library	1351	926	69%	1121	83%	1218	90%	1290	95%
Albrighton	1291	1104	86%	1190	92%	1214	94%	1241	96%
The Lantern	975	846	87%	877	90%	917	94%	933	96%

Total / average	**42,641**	**30,145**	**71%**	**34,416**	**81%**	**37,373**	**88%**	**39,147**	**92%**

Table 16 shows the proportion of the total population of Shropshire that live within the different drive time catchments for all the libraries described above.

Table 16 (figures are for the 6 Library Hubs)

Library drive time catchments	Population covered by the catchment	% of the population covered by the catchment
10 minute	**165,315**	**53%**
15 minute	**205,103**	**66%**
20 minute	**251,564**	**81%**
25 minute	**284,286**	**91%**

Source: Based on using Annual Mid-Year Population Estimates, 2015, Office for National Statistics (ONS)

This analysis shows that on average 71% of existing active library users live within a 10-minute drive time catchment of the library they registered at, 81% within 15 minutes, 88% within 20 minutes, and 92% within 25 minutes (the figure varies from library to library). It should be noted that in practice this service is supplemented and enhanced by mobile library provision.

Further analysis shows that 81 % of the population live within a 20-minute drive time of an existing main library hub.

Analysis of active library users by drive time catchments to the nearest Library Hub
In table 17 we show the drive time distances for existing active library users from each existing local library to the nearest library hub[6].

Table 17 Percentage of the total active library users who live within different drive time distances from their nearest library hub

Local Library	Library Hub	10 mins	15 mins	20 mins	25 mins
Gobowen	Oswestry	79.3%	91.1%	92.8%	93.1%
The library & the Lantern	Shrewsbury	88.5%	93.0%	95.3%	96.1%
Bayston Hill	Shrewsbury	80.3%	88.9%	94.8%	96.9%
Broseley	Bridgnorth	2.1%	29.3%	89.7%	93.9%
Highley	Bridgnorth	4.5%	15.7%	84.9%	90.5%
Ellesmere	Oswestry	2.3%	20.8%	76.5%	89.4%
Pontesbury	Shrewsbury	6.2%	42.0%	76.3%	86.7%
Shifnal	Bridgnorth	0.7%	1.2%	4.0%	88.6%
Wem	Shrewsbury	4.1%	11.2%	23.2%	83.7%
Wem	Whitchurch	1.4%	4.3%	19.2%	73.8%

[6] i.e. a library in one of Shrewsbury, Oswestry, Ludlow, Whitchurch, Market Drayton and Bridgnorth

Much Wenlock	Bridgnorth	0.6%	28.4%	69.1%	79.3%
Cleobury Mortimer	Ludlow	0.3%	1.3%	5.7%	74.1%
Craven Arms	Ludlow	4.1%	7.5%	57.1%	71.4%
Church Stretton	Shrewsbury	1.6%	2.9%	7.5%	66.2%
Church Stretton	Ludlow	0.5%	0.5%	2.0%	5.2%
Albrighton Library	Bridgnorth	0.9%	1.3%	2.7%	7.7%
Bishops Castle	Ludlow	0.6%	0.6%	1.2%	2.6%

Drive time distance from community libraries to the nearest alternative library
Table 18 shows the drive time distances to alternative library provision.

Table 18

Location of Community Libraries	Drive time to nearest alternative library forming part of the minimum library provision[7]
Bishops Castle	32 minutes to Ludlow
Church Stretton	27 minutes to Shrewsbury
Albrighton	21 minutes to Bridgnorth 16 minutes to Southwater Library 19 minutes to Newport Library [11 minutes to Shifnal Library]
Pontesbury	21 minutes to Shrewsbury 27 minutes to Bishops Castle [14 minutes to Bayston Hill]
Ellesmere	20 minutes to Oswestry 23 minutes to Whitchurch
Cleobury Mortimer	20 minutes to Ludlow
Shifnal	19 minutes to Bridgnorth 11 minutes to Albrighton [9 minutes to Southwater Library] [15 minutes to Newport Library]
Wem	18 minutes to Whitchurch
Broseley	17 minutes to Bridgnorth [14 minutes to Madeley Library]
Severn Centre	16 minutes to Bridgnorth & Cleobury Mortimer
Craven Arms	15 minutes to Ludlow & Church Stretton
Much Wenlock	13 minutes to Bridgnorth 24 minutes to Shrewsbury
Library at the Lantern	12 minutes to Shrewsbury
Gobowen	11 minutes to Oswestry
Bayston Hill	11 minutes to Shrewsbury

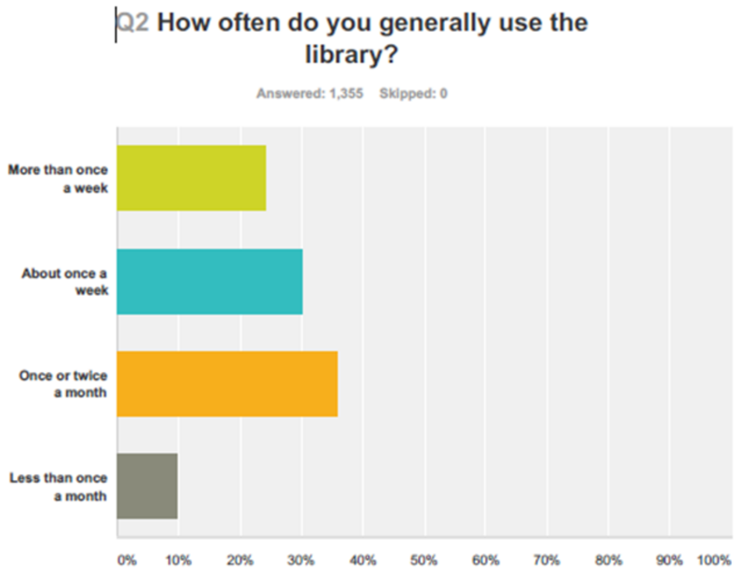
[7] Based on AA Route Planner, town centre to town centre. Visit:- http://www.theaa.com/route-planner/index.jsp

This analysis has been used to inform the potential impact to existing library users of closing individual libraries. Users of libraries at the bottom of the table are close to alternative libraries while those at the top of the table have the furthest to travel to an alternative library.

8.0 Summary of users (and non-user) surveys, stakeholder engagement and public consultation

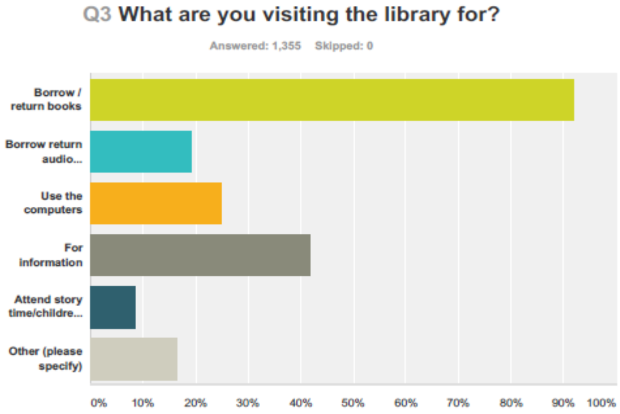
1,355 individuals responded to a survey on changes to opening hours at 12 libraries in June 2016. This provided some useful information on:

a. How often people visit libraries



Answer Choices	Responses	
More than once a week	24.13%	327
About once a week	30.26%	410
Once or twice a month	35.87%	486
Less than once a month	9.74%	132
Total		1,355

b. What people are visiting libraries for



Answer Choices	Responses	
Borrow / return books	91.96%	1,246
Borrow return audio books/DVDs	19.11%	259
Use the computers	24.80%	336
For information	41.77%	566
Attend story time/children's activities	8.56%	116
Other (please specify)	16.46%	223
Total Respondents: 1,355		

The survey also showed that:

- 40% of respondents were aged between 26-59 and 40% between 60-75
- 90% of respondents were white British
- 63% of respondents were female
- 85 of respondents had a physical disability, 1% a learning disability and 5% another disability or need.

The DCMS Taking Part, focus on: Libraries reported in April 2016 on the outcomes of a survey in the year to September 2015. Visit:https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/519675/Libraries_short_story_-_FINAL.pdf

Headline findings from this survey include:

33.9% of all adults had used a public library service in the 12 months prior to being interviewed. This is a significant decrease since data collection began in 2005/06 and reflects national and local trends reported elsewhere in this report. The largest decrease has been amongst 16 to 24 year olds. Significantly more women than men used the library, and significantly higher non-working adults used the library than working adults. And significantly more adults form upper socio-economic groups used the library than adults from lower socio-economic groups.

The vast majority (94.8%) of adults who used the library in their own time or as part of voluntary work physically visited a public library building or mobile library to make use of library services (including loaning or borrowing books, printing/using electronic resources, using computer facilities or taking part in an event such as a reading group or author visit).

17.9% of adults used a computer outside the library to view a library website, catalogue or database, or to loan e-books.

Only 9.7% of adults accessed or received a library service by email, telephone, fax or letter and 0.9% received an outreach service (such as home delivery) or attended library events.

94.2% of adults who had used a library were very satisfied or fairly satisfied with their library experience. This is a significant increase from 2010/11. The most common reasons for dissatisfaction was choice and physical condition of resources (books, music, DVDs, etc.) followed by unfriendly or unhelpful staff assistance.

Adults who live with children are significantly more likely to have used public library services at least once a year than adults who do not live with children. Amongst adults whose use of libraries has increased over a period of three interviews, encouraging a child to read was the main reason given for this increase (cited by 20% of those using library services more often).

In addition, adults who went to the library themselves when they were growing up were more likely to go to the library as adults: 82.2% of adults who said they had used a library in the last 12 months had used the library when growing up. Among those who said they had not used the library in the last 12 months, this figure was 69.1%.

Among those whose use of libraries decreased over a period of three years, the most common reasons for using services less often were less free time (25%), buying or getting books elsewhere (17%) and now reading E-books instead (12%).

9.0 Mosaic evidence

Mosaic public sector classifies all consumers in the United Kingdom by allocating them to one of 15 groups and 66 types. This paints a picture of each UK citizen in terms of their socio-economic and socio-cultural behaviour. This in turn be used for targeting certain groups and understanding the best communication channels to use.

The Library Service Active Borrower data (March 2015 – February 2016) was run through the Mosaic Profiler tool using postcode data.

The results show the largest groups of people using the library service were Country Living (29.17%) and Rural Reality (14.43%). The lowest groups were Modest Traditions, Municipal Challenge, Urban Cohesion (these results also reflect Shropshire's overall population).

A. Country Living	**Key Features**	**Channel Preference**
	Rural locations Well-off homeowners Attractive detached homes Higher self-employment High car ownership High use of Internet	Face to Face Post Landline Email Mobile Online
G. Rural Reality	Rural locations	Face to Face

Village and outlying houses	Post
Agricultural employment	Landline
Most are homeowners	Email
Affordable value homes	Mobile
Slow Internet speeds	Online

Country Living are more likely to respond to face to face, post and online. Rural Reality are more likely to respond to face to face, landline and online.

When compared with all Shropshire residents as a baseline, there was over representation in certain groups. These groups were City Prosperity, Prestigious Positions, Domestic Success and Country Living, Aspiring Home Makers, Transient Renters and Urban Cohesion. All these groups are more affluent.

There was an under representation in Vintage Value, Senior Security and Modest Traditions, Municipal Challenge, Suburban Stability and Rural Reality.

Mosaic also produces a communications toolkit for Shropshire to best target these groups in terms of marketing.

The full Mosaic report is available from:
http://www.experian.co.uk/assets/marketing-services/brochures/mosaic-ps-brochure.pdf

10.0 Comparisons to nearest neighbours

The Chartered Institute of Public Finance and Accounting (CIPFA) provide annual analysis of public library statistical data, enabling comparisons to be made across multiple library authorities. Data for Shropshire has been benchmarked against the 12 other library authorities in the West Midlands. The analysis for 2015/16 figures is summarised here:

- Shropshire has the 2nd highest proportion of active users per 1,000 population, suggesting that the library service engages well with the population compared to other authorities.
- Shropshire currently has the highest number of service points (static libraries and mobile libraries) per 100,000 population. 8.3 service points compared to the regional average of 5.4.
- Library visits per 1,000 population are slightly below average in Shropshire. 3,348 visits compared to the regional average of 3,460. However, book loans per 1,000 population are slightly above average in Shropshire. 2,979 per 1,000 population compared to the regional average of 2,914.
- Shropshire has a slightly below average number of library staff per 100,000 population. 21.6 per 1,000 population compared to the regional average of 23.8.
- Compared to other authorities in the region Shropshire has a high level of volunteer involvement in libraries. This reflects the wide-ranging support offered by volunteers including Home Library Service deliveries, local history volunteers, and young volunteers during the Summer Reading Challenge.
- Shropshire has a low number of computer hours used per 1,000 population. 257 hours compared to the regional average of 484 hours.

- Library expenditure per 1,000 population is below average in Shropshire, at £10,698 per 1,000 population compared to the regional average of £13,486. However, within that the cost of transport (mobile libraries and delivery vans) is high compared to other authorities in the region, reflecting the wide geographical spread of libraries across the county.
- The number of books purchased per 1,000 population is low in Shropshire compared to elsewhere. 71.8 books per 1,000 population compared to the regional average of 122.9.
- The overall cost per visit in Shropshire, £3.42, is lower than the regional average, £4.62. This suggests that the library service in Shropshire offers good value for money compared to neighbouring authorities.

Overall Shropshire comes out quite well in this analysis, particularly interesting is that the Council has the highest number of libraries/mobiles per 100,000 of population.

The West Midlands regional comparison isn't publicly available on the web. A 'nearest neighbour' comparison is publicly available but doesn't provide such useful comparisons. This can be viewed at: http://www.cipfa.org/services/statistics/comparative-profiles/public-libraries/cipfastats-library-profiles-english-authorities-2016

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Appendix 3
Shropshire Equality and Social Inclusion Impact Assessment (ESIIA)

Name of Service Change:

Draft Library Services Strategy for Shropshire, 2018 - 2023

The What and the Why:

The Shropshire Council Equality and Social Inclusion Impact Assessment (ESIIA) approach helps to identify whether or not any new or significant changes to services, including policies, procedures, functions or projects, may have an adverse impact on a particular group of people, and whether the human rights of individuals may be affected.

This assessment encompasses consideration of social inclusion. This is so that we are thinking as carefully and completely as possible about all Shropshire groups and communities, including people in rural areas and people we may describe as vulnerable, for example due to low income or to safeguarding concerns, as well as people in what are described as the nine 'protected characteristics' of groups of people in our population, eg Age. We demonstrate equal treatment to people who are in these groups and to people who are not, through having what is termed 'due regard' to their needs and views when developing and implementing policy and strategy and when commissioning, procuring, arranging or delivering services.

It is a legal requirement for local authorities to assess the equality and human rights impact of changes proposed or made to services. Carrying out ESIIAs helps us as a public authority to ensure that, as far as possible, we are taking actions to meet the general equality duty placed on us by the Equality Act 2010, and to thus demonstrate that the three equality aims are integral to our decision making processes. These are: eliminating discrimination, harassment and victimisation; advancing equality of opportunity; and fostering good relations.

The How:

The guidance and the evidence template are combined into one document for ease of access and usage, including questions that set out to act as useful prompts to service areas at each stage. The assessment comprises two parts: a screening part, and a full report part.

Screening (Part One) enables energies to be focussed on the service changes for which there are potentially important equalities and human rights implications. If screening indicates that the impact is likely to be positive overall, or is likely to have a medium or low negative or positive impact on certain groups of people, a full report is not required. Energies should instead focus on review and monitoring and ongoing evidence collection, enabling incremental improvements and adjustments that will lead to overall positive impacts for all groups in Shropshire.

A ***full report (Part Two)*** needs to be carried out where screening indicates that there are considered to be or likely to be significant negative impacts for certain groups of people, and/or where there are human rights implications. Where there is some uncertainty as to what decision to reach based on the evidence available, a full report is recommended, as it enables more evidence to be collected that will help the service area to reach an informed opinion.

Shropshire Council Part 1 ESIIA: initial screening and assessment

Please note: prompt questions and guidance within boxes are in italics. You are welcome to type over them when completing this form. Please extend the boxes if you need more space for your commentary.

Name of service change
Draft Library Services Strategy for Shropshire, 2018 - 2023 **Version, 22 June 2017**

Aims of the service change and description

A new draft Library Services Strategy (the strategy) for Shropshire sets out Shropshire Council's (the Council) ambition and commitment to continue to unlock the huge potential that library services have to impact positively on individuals' lives while at the same time delivering local priorities. Whilst acknowledging that this is a particularly challenging time for library services, it is also clear that they are highly valued by local communities and stakeholders alike. The next five years are crucial for the long-term sustainability and success of public library services in Shropshire.

The draft strategy sets out a vision to make libraries in Shropshire the heart of their communities. In support of this vison, the strategy describes four strategic objectives:

1. Improving literacy and encouraging reading
2. Improving and sustaining the health and well-being of Shropshire communities
3. Encouraging communities to be inclusive and prosperous
4. Ensuring that libraries become more enterprising and self-sustaining

In developing this draft strategy, the Council recognises two important considerations:

- It will take time to develop and nurture new approaches. Time will be needed to develop collaborative community working, to up-skill the local community workforce and to widen the market of potential library service providers.
- Each community / town is different and whilst there are some common issues, a one-size fits all approach is unlikely to work.

We have developed a hierarchy of library services provision. This hierarchy is intended to inform decisions on future investment and revenue support. It does not set out to close any existing library services, but it does recognise that the Council will need to prioritise where it provides financial support.

Proposed hierarchy of library services provision

Library Services Provision	**Details**
Tier 1 Library Hubs (urban centres & larger market towns)	Shrewsbury, Oswestry, Bridgnorth, Ludlow, Whitchurch, Market Drayton
	• Broad opening times to reflect the wide catchment areas served • Staffed libraries • Conveniently located within "Community Hubs" - multifunctional spaces, gateways to a range of services, co-location of partners, etc. • Part of the Library Network retaining access to stock, requests service, reading groups, digital services etc.

	- Presumption for on-going management by Shropshire Council within arrangements that provide value for money within the provision of a “comprehensive” library service - Revenue support for the provision of library services; opportunity for partner organisations to “add value” to provision via partner funding “Back office support” provided by Shropshire Council Libraries Team - Proactive approach to on-going investment in support of improved facilities - Proactive approach to the development of innovative approaches to the use of library spaces and to raising income	
Tier 2 Community Libraries (smaller market towns)	Library at the Lantern, Cleobury Mortimer, Church Stretton, Bishop’s Castle, Ellesmere, Pontesbury and Albrighton	
	- Flexible opening times to reflect local need - Staffed libraries supported by volunteers - Conveniently located within “Community Hubs” - multifunctional spaces, gateways to a range of services, co-location of partners, etc. - Part of the Library Network retaining access to stock, requests service, reading groups, digital services etc. - Hosted and managed by local community organisations within contract arrangements with Shropshire Council that provide value for money within the provision of a “comprehensive” library service - Maximum of five year time limited tapered revenue support linked to a plan to achieve sustainable and cost neutral provision (to the Council) by the end of 2022/23 “Back office support” provided by Shropshire Council Libraries Team - Proactive approach to investment in support of improved facilities - Proactive approach to the development of innovative approaches to the use of library spaces and to raising income	
Tier 3 Community Libraries (smaller market towns)	Broseley, Shifnal, Wem, Highley, Craven Arms, Much Wenlock, Gobowen, Bayston Hill	
	- Flexible opening hours - Volunteer management, supported by staff where part of the Library Network - Managed by local community organisations within contract arrangements with Shropshire Council - Maximum of one year time limited tapered revenue support linked to a plan to achieve sustainable cost neutral provision (to the Council) by the end of 2018/19	

	• On-going "back office support" provided by Shropshire Council Libraries Team, where sustainable revenue funding requirements are met • Potential "one-off" investment in support of improved and sustainable facilities
Stoke Heath Prison Library	Operated under contract from Her Majesty's Prisons – supported by Shropshire Libraries
Mobile Libraries: Approximately 277 stops	• Limited to rural areas • Likely to be managed by Shropshire Council Libraries Team • Fortnightly rota • Part of the Library Network • Offering a broad range of information and advisory support to potentially vulnerable and isolated individuals
Digital Library Services	• 24-hour access • e-lending • e-resources • Community Directory

Based on our assessment of need the Council consider that it can meet its statutory requirements to provide a "comprehensive and efficient library service for all persons" by providing:

- Static library provision within six Tier 1 locations – Library Hubs – and seven Tier 2 locations – Community Libraries.
- 277 Mobile Library stops, principally responding to challenges of an ageing population and access to services in a rural context.
- Digital library services including 24-hour access to a range of lending and information resources

100% of the population live within 20 minutes' drive time of one of the 6 Tier 1 Library Hubs, 7 Tier 2 Community Libraries and 277 Mobile Library stops. It is also noteworthy that approximately 37% of the Shropshire population live within 20 minutes of a library within a neighbouring authority area.

In adopting this approach, we recognise that the provision of library service is not simply a question of proximity but also of availability and quality.

In setting this out we recognise that the way that people access library services is much more complicated than this simple analysis suggests, for example, not everyone has access to a car, and public and community transport options are more limited in rural areas. Residents, particularly within rural areas, will continue to have access to library services via a fleet of mobile libraries and to libraries in neighbouring authority areas. Approximately 37% of the Shropshire population live within 20 minutes of a library within a neighbouring authority area. Alongside static and mobile services, the Council will continue to invest in its 24-hour digital library services.

In setting out a hierarchy of library services provision it is important to emphasise that there are no proposals to close Tier 3 Community Libraries – i.e. Broseley, Shifnal, Wem, Highley, Craven Arms, Much Wenlock, Gobowen, and Bayston Hill. The Council will continue to work with a broad range of local partners to try to find sustainable solutions to the long-term management of all of its libraries. Within these arrangements, the Council will continue to provide a full range of "back office" support to local organisations.

The final strategy will be informed by a ten-week public consultation and by ongoing stakeholder engagement.

Comments made during the public consultation will also inform the development of a detailed five-year implementation plan to cover the period 2018/19 to 2022/23. Following approval of the strategy the Council is also planning to work with a broad range of interested parties to develop a co-ordinated and jointly owned implementation plan.

Any proposals for significant investment and / or decommissioning will be brought back to Cabinet with further Equality and Social Inclusion Impact Assessments in relation to particular sites or service locations. These assessments will consider the potential impact for people in Protected Characteristic groupings and people at risk of social exclusion. Points to consider will include considerations about physical layout, opening hours, availability of different mediums, activities to support communities and promote social inclusion, etc.

Intended audiences and target groups for the service change

The intended audience for the Library Services Strategy is everyone who lives in, works in or visits Shropshire and therefore all groupings within the community, as well as those who serve them. By this we mean the Council, town and parish councils, the wider business sector, the voluntary and community sector, the health and social care sector, and organisations and bodies involved in providing services from libraries.

The draft strategy proposes that library services will continue to provide a “universal offer” in physical library spaces and across the full range of digital and virtual platforms. Libraries will serve all sections of the community, while concentrating resources to where they are most needed and can do the most good including:

- Both ends of the age spectrum – children and older people. Libraries will continue to play a key role in “signposting” older people to a range of community based “preventative” services, and in promoting literacy and providing activities that support children, young people and families
- Disadvantaged communities and people. Libraries will, for example, continue to support people who lack computer and internet skills and who need help to find work.

A core set of principles will underpin the future delivery of public library services:

- The provision of information and reading will remain fundamental to public library provision, but will take account of the shifts in society and the opportunities provided by technological developments.
- The importance of libraries as a community space, as a hub for people, for creativity, for the delivery of other services and for providing a wide range of support to local communities and people.

Physical visits to libraries are made for a variety of reasons including:

- Borrowing or return of books, audio books, large print books and DVDs.
- Free use of library computers and printing/scanning facilities.
- Participation in events and activities either during normal opening times or outside of opening times.
- Use of reference stock, magazines and newspapers.
- Free use of library wi-fi and library study/work spaces.
- Information and advice on other services, local groups, etc.
- Use of local history resources supported by local history volunteers in some locations.
- Use of library photocopying facilities.

A range of detailed information on audiences and trends is provided within a detailed **Needs Assessment**.

Over 1,300 responded to a 2016 public consultation on proposed changes to opening hours. Respondents to the consultation showed the following characteristics:

Age bracket:

Under 16	16 -25	25 -59	60 -75	Over 75	Prefer not to say
1.16%	2.78%	39.92%	40.08%	13.9%	2.16%

Nationality and ethnic origin:

White British	Black or Black British	Asian or Asian British	Chinese	Mixed background	Other ethnic group	Prefer not to say
89.96%	0.15%	0.62%	0.31%	0.85%	1.78%	6.33%

Sex:

Male	Female	Transgender	Prefer not to say
32.9%	62.78%	0.08%	4.25%

Disabilities:

Physical disability	Learning disability	Another disability or need	No disabilities	Prefer not to say
8.34%	1.08%	5.02%	48.49%	37.07%

Users confirmed the following reason for visiting libraries:

Borrow / return books	Borrow return audio books/DVDs	Use the computers	For information	Attend story time/children's activities
91.96%	19.11%	24.8%	41.77%	8.56%
Other: Quite space/study, Wi-Fi, Reading Group or other activity e.g. Knit and Natter/attending classes/author talk, photocopying, customer services, volunteering, research, reading newspapers.				

The table below shows that there has been a decline in usage of library services and this also reflects national trends. Within Shropshire, online developments mean it has now become easier to access a range of library services remotely, such as renewing and requesting items, e-magazines and e-books, and a wide selection of online reference resources. This will have had a detrimental impact on physical visits.

The overall drop in computer time used is a reflection of the increase in ownership of internet devices, particularly smartphones and tablets.

However, the figures also suggest that the way that people use libraries has changed with an increase in volunteering, enquires and attendance at events.

Shropshire Libraries Totals	**2012/13**	**2013/14**	**2014/15**	**2015/16**	**2016/17**	**% change over 5yrs**	**% change from 15/16 to 16/17**

Visits	1,340,186	1,278,112	1,067,825	1,032,582	1,000,012	-25%	-3%
Active Users	47,634	44,286	41,564	41,639	46,249	-3%	11%
Computer Time Used (mins)	5,824,934	6,026,964	5,504,397	4,773,696	4,453,632	-24%	-7%
Total Loans	1,274,871	1,197,643	1,080,888	963,019	892,001	-30%	-7%
Requests	87,281	80,217	80,930	74,068	65,963	-24%	-11%
Event attendance	29,192	34,000	32,691	33,144	38,226	31%	15%
No. of volunteers	192	272	332	412	323	68%	-21%
No. of volunteer hours	7,775	10,202	10,003	11,482	13,119	69%	14%
Enquiries	274,316	255,371	281,210	289,717	332,146	21%	15%
E-book loans	n/a	n/a	n/a	3,841	14,426	n/a	375%
E-magazine loans	n/a	n/a	n/a	7,181	9,267	n/a	29%
Home Library Service users	171	160	199	155	102	-40%	4%
Wi-Fi use	New Wi-Fi installed across libraries in March 2016. Use since then has increased by 17.6% with an average of 1,988 users per month.						

Evidence used for screening of the service change

The Council has completed an assessment of local needs in relation to the future development of library services, and in the context of the Council's statutory duty to provide a comprehensive and efficient library service for all its residents. It considers the Council's specific requirement to provide library services to children and adults under section 7(2)(a) of the Public Libraries and Museums Act 1964, as well as the specific needs of individual groups: older and younger people, Black and Minority Ethnic (BME) communities, people with disabilities, and workless adults.

In developing this **Needs Assessment** Shropshire Council has taken account of guidance issued by the Department for Culture Media and Sport (December 2015). The Council has also carefully considered its duties in respect of Section 7 of the Public Libraries and Museums Act 1964 and the Equality Act 2010.

This analysis suggests that the future design of library services should be based on four key considerations:

1. Accessibility
2. Usage of the facilities
3. Population including population density and its demographic make up
4. Deprivation

(1) Accessibility

In designing future static library provision we ideally want to provide residents with:

- Access to "local" libraries within a 20-minute drive time of where they live
- Access to "destination" libraries, places that offer additional services and opportunities within a 25-minute drive time of where they live

The drive times are chosen to enable the greatest amount of access to static libraries to Shropshire residents as possible, within the context of a rural county, the retention of a mobile library service, and investment in home library and digital services.

In applying this approach, we recognise that peoples actual pattern of usage of library services is much more complicated than this simple analysis suggests. For example:

- Not everyone has access to their own transport.
- Public transport options are more limited in rural areas. Shropshire does, however, have a relatively well developed “door to door” community transport scheme which extends to much of the county.
- Some people will combine library usage with other activities e.g. shopping, work, etc.
- Some residents will access libraries in neighbouring authority areas, e.g. 94% of active library users of Shifnal Library live within 20 minutes of Telford Southwater Library.

(2) Library usage, trends and transactional costs

The analysis shows the importance of Church Stretton, Shrewsbury, Market Drayton and Ludlow and Albrighton libraries in meeting the existing (and potential) needs of library users.

The analysis also shows the importance of Ludlow, Whitchurch and Market Drayton libraries in meeting the existing (and potential) needs of library users living outside Shropshire (note that this does not take account of Welsh library users).

Libraries in Cleobury Mortimer, Craven Arms and Much Wenlock are amongst the least used in Shropshire, with libraries at Cleobury Mortimer and Craven Arms also showing an above average decline in the number of active library users.

The mobile library service had 1,706 active users in 2016/17, 3.7% of the total active users of libraries. However, unlike static libraries mobile library usage has generally shown a small increase in recent years. The mobile library service costed approximately £162,550 to run in 2016/17. The average direct cost of £2.20 per loan compares to a direct cost per loan for static libraries of £1.40. Anecdotally, we know that some users of the mobile library service also use a static branch.

(3) Population

(a) Location of Active Library Users

The majority of active library users[1] matched to a postcode lived within Shropshire Unitary Authority area (93%). Small numbers of active library users lived in other administrative areas including Powys Unitary Authority (2.0%), Telford and Wrekin Unitary Authority (0.9%), Herefordshire Unitary Authority (0.9%), Wrexham Unitary Authority (0.8%), Newcastle-under-Lyme District (0.5%), Cheshire West and Chester Unitary Authority (0.5%) and Cheshire East Unitary Authority (0.5%).

Analysis of active library users by a rural – urban classification of where they live indicated a relatively even split with 53.0% living within rural areas.

Church Stretton Library and Market Drayton Library are within or close to areas with high numbers of active library users. In addition, all of the proposed library hubs and Ellesmere, The Lantern, Bayston Hill, Pontesbury, Bishop’s Castle, Highley, Much Wenlock and Albrighton libraries are also within or close to areas with large numbers of active library users.

As previously referenced library services will continue to provide a Universal Offer to all sections of the community, while concentrating resources to both ends of the age spectrum and to disadvantaged communities and people; this is considered further in the following sections.

(b) Population of 0-4 and 5-14 year olds

[1] **Active Library User** figures indicate the number of people registered at a particular library who have used any Shropshire library over the previous 12 months (data obtained between 1st April 2016 to 1st April 2017). ‘Use’ is defined as borrowing/returning an item of library stock or using library computers.
Postcodes of active library user data have been mapped using the Ordnance Survey Codepoint file. This matches postcodes to postcode centroids and not exact locations, locations can refer to more than one address (usually a cluster of 15 addresses). The coordinated position will always be within the notional geographical extent of the postcode.

In general, libraries within the main market towns of Oswestry, Market Drayton, Shrewsbury, Bridgnorth, Whitchurch and Ludlow have the potential to meet the needs of the largest numbers of 0 to 4 year olds and 5 to 14 year olds.

Particularly large numbers of 0 to 4 year olds live near Albrighton library and large numbers of 5 to 14 year olds live near to Bayston Hill library.

(c) Population of over 55s and 65s
In general, libraries within the main market towns of Oswestry, Market Drayton, Shrewsbury, Bridgnorth, Whitchurch and Ludlow have the potential to meet the needs of the largest numbers of 55 plus year olds and 65 plus year olds.

Large numbers of people aged 55 plus also live in close proximity to Church Stretton library, Bishop's Castle library, Highley library, Cleobury Mortimer library, Albrighton library, Bayston Hill library, Much Wenlock library and Pontesbury library.

(4) Deprivation
(a) Overall deprivation
Five of the six main libraries (Oswestry, Market Drayton, Whitchurch, Ludlow and Shrewsbury) are located in areas that contain up to the 50% of the most deprived areas in England. In particular, the libraries in Oswestry and Market Drayton are located in areas within the top 20% most deprived areas in England.

The Library at the Lantern in north Shrewsbury, although 12 minutes from the Shrewsbury library, is also within one of the top 20% most deprived areas in England. Already part of a multi-faceted hub offering a range of services within a PFI building it is proposed to retain this library within future minimum provision.

(b) Rural deprivation
Transport distances and issues with respect to accessing library provision are significant in Shropshire. The Council will continue to provide a Mobile Library Service in rural and isolated communities where the need is greatest. In order to provide a service for those who need it most future provision has been assessed against the following criteria:

- Stops will not normally be within a 20-minute drive time of a static library
- Stops will be considered with the context of available public transport to local static libraries
- Stops will be concentrated on village centres with one stop per village wherever possible
- Stops should not normally be within one mile of each other by road
- Stops will coincide with other village activities where possible
- The length of stop will be determined by the level of use at that location but should not ordinarily exceed one hour in duration
- New stops will only be started for a minimum of 2 people, but stops with 1 frail or housebound member will be considered
- Reasonable exceptions will be made at the discretion of the library service[2]

Additionally, drivers' have used their detailed knowledge of their routes and customers to identify:

- Current stops with housebound readers
- Current users who are able to travel to an alternative nearby stop
- Customers who have mobility problems that will make using an alternative stop difficult
- Stops that are no longer used or with very low usage
- Stops that have too much/little time allocated to them

Where stops are withdrawn and customers are physically unable to access a library or have no one who can visit on their behalf they will be offered the Home Library Service as an alternative.

[2] Adapted from a report to Cabinet - Delivery of mobile library services in Shropshire, Shropshire Council Cabinet, 19 January 2011

A list of stops that do not meet our criteria and are therefore proposed to be deleted will be included in the consultation. There will be an opportunity for customers to make a case to have their stop retained if their circumstances have changed, or change in the future or if there is they will have difficulty accessing services in any other way.

Specific consultation and engagement with intended audiences and target groups for the service change
A detailed Needs Assessment has been brought together and this includes a range of contextual information, local and national, which has been used to inform the development of this draft strategy. In developing a new draft Library Services Strategy for Shropshire useful input has been provided from the Chartered Institute of Library & Information Professionals, the Society of Chief Librarians and the Libraries Task Force. We have used this input, alongside consideration of other library strategies and best practise elsewhere, to develop Shropshire's strategy The strategy, if approved after public consultation, will potentially impact upon all groupings in the community and those who work with them, and as such the consultation will itself seek to be wide ranging and inclusive, and to gather as much evidence and feedback as possible from communities and their representatives, including newly elected Shropshire Council councillors.

Potential impact on Protected Characteristic groups and on social inclusion

Guidance notes on how to carry out the initial assessment

Using the results of evidence gathering and specific consultation and engagement, please consider how the service change as proposed may affect people within the nine Protected Characteristic groups and people at risk of social exclusion.

1. Have the intended audiences and target groups been consulted about:

- their current needs and aspirations and what is important to them;
- the potential impact of this service change on them, whether positive or negative, intended or unintended;
- the potential barriers they may face.

2. If the intended audience and target groups have not been consulted directly, have representatives been consulted, or people with specialist knowledge, or research explored?

3. Have other stakeholder groups and secondary groups, for example carers of service users, been explored in terms of potential unintended impacts?

4. Are there systems set up to:

- monitor the impact, positive or negative, intended or intended, for all the different groups;
- enable open feedback and suggestions from a variety of audiences through a variety of methods.

5. Are there any Human Rights implications? For example, is there a breach of one or more of the human rights of an individual or group?

6. Will the service change as proposed have a positive or negative impact on fostering good relations?

7. Will the service change as proposed have a positive or negative impact on social inclusion?

Guidance on what a negative impact might look like

High Negative	Significant potential impact, risk of exposure, history of complaints, no mitigating measures in place or no evidence available: urgent need for consultation with customers, general public, workforce
Medium Negative	Some potential impact, some mitigating measures in place but no evidence available how effective they are: would be beneficial to consult with customers, general public, workforce
Low Negative	Almost bordering on non-relevance to the ESIIA process (heavily legislation led, very little discretion can be exercised, limited public facing aspect, national policy affecting degree of local impact possible)

Initial assessment for each group

Please rate the impact that you perceive the service change is likely to have on a group, through inserting a tick in the relevant column.

Protected Characteristic groups and other groups in Shropshire	**High negative impact** *Part Two ESIIA required*	**High positive impact** *Part One ESIIA required*	**Medium positive or negative impact** *Part One ESIIA required*	**Low positive or negative impact** *Part One ESIIA required*
Age (please include children, young people, people of working age, older people. Some people may belong to more than one group e.g. young person with disability)			The intention is for the implementation of the strategy to make a positive impact in terms of rural access, literacy, community support, digital upskilling, etc.	
Disability (please include: mental health conditions and syndromes including autism; physical disabilities or impairments; learning disabilities; Multiple Sclerosis; cancer; HIV)			The intention is for the implementation of the strategy to make a positive impact in terms of rural access, literacy, community support, digital upskilling, etc.	
Gender re-assignment (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				No evidence at present to suggest either positive or negative impact
Marriage and Civil Partnership (please include				No evidence at present to suggest either

associated aspects: caring responsibility, potential for bullying and harassment)				positive or negative impact
Pregnancy & Maternity (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				No evidence at present to suggest either positive or negative impact
Race (please include: ethnicity, nationality, culture, language, gypsy, traveller)			The intention is for the implementation of the strategy to make a positive impact in terms of rural access, literacy, community support, digital upskilling, etc.	
Religion and belief (please include: Buddhism, Christianity, Hinduism, Islam, Judaism, Non conformists; Rastafarianism; Sikhism, Shinto, Taoism, Zoroastrianism, and any others)				No evidence at present to suggest either positive or negative impact
Sex (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				No evidence to suggest either positive or negative impact
Sexual Orientation (please include associated aspects: safety; caring responsibility; potential for bullying and harassment)				No evidence to suggest either positive or negative impact
Other: Social Inclusion (please include families and friends with caring responsibilities; people with health inequalities; households in poverty; refugees and asylum seekers; rural communities; people you consider to be vulnerable)			The intention is for the implementation of the strategy to make a positive impact in terms of rural access, literacy, community support, digital upskilling, etc.	

Decision, review and monitoring

Decision	Yes	No
Part One ESIIA Only?	√	
Proceed to Part Two Full Report?		√

If Part One, please now use the boxes below and sign off at the foot of the page. If Part Two, please move on to the full report stage.

Actions to mitigate negative impact or enhance positive impact of the service change
It is not the Council's intention for any existing library to close. Rather the Council, through its role as an enabler and facilitator, is seeking to support the development of locally supported community focused facilities. Our approach is based on a belief that it is local communities and people that must make libraries sustainable and successful. It is noteworthy that since the start of the recession only 1

facility, Shawbury Library, has closed to general public use.

Through the implementation of this strategy and the active involvement of a broad range of stakeholders we anticipate making positive impacts for the groupings of Age, Disability, Race and Social Inclusion, with respect to rural and physical access, community support, literacy, digital upskilling., etc. Opportunities will be better understood following the public consultation as well as via ongoing engagement and feedback from communities and stakeholders.

We do not anticipate making any negative impact on protected groups from this strategy in that it does not propose any loss of service provision. In fact “investment” in new locally based management arrangements and the development of “multifaceted” community hubs provide long–term opportunities to create relevant places and services that respond to local need across abroad range of the community, rather than the limited sub-set that currently use services.

However, the strategy does set out proposals for a potential minimum library services provision to meet the needs of Shropshire residents comprising:

- Static library provision within six main “destination locations” – Library Hubs – and seven “local locations” – Community Libraries.
- 277 Mobile Library stops, principally responding to challenges of an ageing population and access to services in a rural context.
- Digital library services including 24-hour access to a range of lending and information resources

Potentially restricting direct Council financial support for library services in a reduced number of locations has the potential to have a negative impact on participation with resultant negative effects on individual wellbeing outcomes. In the event of having to bring forward any proposals for service reductions individual ESIIAs will be developed.

As the Council continues to move to develop sustainable local management arrangements we will seek, where appropriate and practical, opportunities for one off investment and tapered revenue support. We will continue to invest through our staff and experts, were appropriate, in supporting the development of new sustainable ways of managing local provision. The Council will also continue to provide a full range of “back office” support to local organisations.

The ongoing provision of targeted mobile library service provision and a Home Library Service, alongside a variety of public and “door to door” community transport options, are key ways that rural residents in particular will be able to continue to access library services.

All current mobile stops have been assessed to determine

- if current users are able to travel to an alternative nearby stop
- if users have mobility problems that will make using an alternative stop difficult
- if users currently receive a housebound service via the mobile library
- if the visit currently takes place at the end of the school day

Stops for borrowers who would be unable to travel to an alternative stop because of lack of transport or mobility problems have been retained. The mobile library is fully accessible.

Housebound readers have been identified and will either continue to receive a service via the mobile library or will receive a home library service from a nearby static branch.

Volunteers will be recruited to choose books from the mobile library and deliver to housebound readers in their village.

Where possible, after school stops have also been retained.

Alongside static (and mobile) library provision there will also be ongoing development and improvement in online library services including:

- e-Books - E-Books can be downloaded free of charge. Up to 4 books can be borrowed at any one time for up to 21 days. A maximum of 4 books can be reserved at any one time
- e-Magazines - Full digital copies of magazines can be downloaded free of charge
- e-Newspapers - Over 2,000 newspapers can be accessed, including most of the UK National papers,
- e-Community - Shropshire Community Directory is a local gateway to up-to-date information on over 3,000 community groups, clubs, societies, support and self-help groups.
- Online reference - Access to reference materials
- Library website – full library catalogue now available and includes book jacket images for ease of browsing. Requests and renewals can be done online.

Actions to review and monitor the impact of the service change

Once the draft Library Services Strategy is confirmed in its policy approach, it is proposed to develop with partners a detailed five-year implementation plan.

The detailed implementation plan will be reviewed in the context of the Council's financial position. Any proposals for significant investment and / or decommissioning will be brought back to Cabinet.

The strategy, its delivery and review, is set in the context of Shropshire Council's three high-level outcomes and Performance Management Framework:

- Healthy people
- Resilient communities
- Prosperous economy

What will success look like?
Shropshire Libraries will have a clear brand linked to the seven national library Universal Offers. We will help to build healthy, thriving and resilient communities. Investment in our staff, information technology and our services will place libraries at the heart of their communities.

Specifically we aim to:

- invest in our staff, IT and infrastructure
- improve access through the provision of a full range of online services and targeted opening hours
- provide a quality range of well publicised services across our libraries
- improve library usage and visits using effective marketing and by exploiting digital services
- improve processes and systems for greater efficiency
- operate at lower cost
- operate as community facilities working in partnership and alongside additional services
- use trained volunteers to improve added value library services and enhance the free statutory library offer
- exploit opportunities to work with partners to develop commercial services
- promote key health and wellbeing opportunities

Shropshire Libraries will nurture ambition, support health and well-being, challenge inequality, grow the economy and create more learning and employment possibilities Fit for purpose library buildings lying at the heart of their communities.

Usage of library service provision will be monitored and kept under review. However, the focus will change to reflect a broad range of measurements that reflect the varied usage of spaces and services and the co-creation and delivery of new management arrangements. Ongoing efforts will be made to encourage participation by users and non-users.

The potential impact of the on-going redesign of library services on will continue to be reviewed and monitored the council also has statutory duties under the Equality Act 2010 and section 149: Public Sector Equality Duty in shaping policy, in delivering services, and in relation to their own employees.

Alongside this the Council will continue to look at best practice, encourage comments and ideas from local residents and actively encourage the participation of local community groups in the development and delivery of library services.

Scrutiny at Part One screening stage

People involved	Signatures	Date
Lead officer carrying out the screening **Neil Willcox, Locality Commissioning Manager**		01 June 2017
Any internal support		
Any external support **Mrs Lois Dale** **Rurality & Equalities Specialist**		18th May 2017
Head of service **Michael Lewis** **Library Services Manager**		01 June 2017

Sign off at Part One screening stage

Name	Signatures	Date
Neil Willcox		
Michael Lewis		

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Committee and Date
Cabinet
12th July 2017

Shropshire Draft Parking Strategy

Responsible Officer Chris Edwards, Head of Infrastructure & Communities
e-mail: Chris.edwards@shropshire.gov.uk Tel: 01743 255474

1. Summary

1.1. The current Parking Strategy for Shropshire was produced in December 2010, and successfully harmonised each of the previous District and Borough Council's parking strategies, policies and operations inherited by the unitary authority.

1.2. To build on this, and update the proposal in line with the Council's new corporate and transport objectives, the Council now wishes to consider parking in light of current *and future* levels of supply and demand. The new strategy will also take into account changes in patterns of use and to utilise technology, which provides the ability to manage car parks in a more efficient way.

1.3. The efficient use and management of car parks essentially allows these assets to be used as a traffic management tool and a contributing factor in reducing carbon emissions, improving air quality and minimising congestion and to support retail centres and improve vibrancy in market towns.

1.4. The proposed changes will have an impact on car users and indeed others and consequently there is need to undertake public consultation.

A consultation period of 10 weeks is regarded as reasonable and proportionate.

1.5. Key elements of the new draft parking proposal include standardisation of tariffs, including linear parking tariff and roll out of additional cashless payment options such as pay by phone, as well as consulting on the proposals for a new waiver system on parking for tradespeople and a new on street resident's parking policy.

1.6. Linear charging is a system that allows the motorist to receive the exact amount of parking time for a uniform charge irrespective as to whether the stay is short or long. Linear tariffs are simple to understand, removing the complexities of variants on banded rates, giving the customer options dependant on the period they wish to park and/or the coinage they have in their pocket.

1.7. This report details the framework rationale, communication plan and programme for the required public consultation exercise for the above proposals, planned to be completed before the end of September 2017. The evaluation and responses will be critical and reported to Cabinet in November 2017 for further consideration and determination.

1.8. A review of Shropshire Council's residents parking policy, tariffs for season tickets, HGVs and coach parking, has been completed and new policy framework proposals developed; the culmination of these reports provide a new overall draft Parking Strategy proposal for Shropshire.

2. Recommendations

2.1. That Cabinet give approval to consult on the four consultations as set out in paragraph 5.1. The Parking Strategy Proposals to be consulted on are:

I. **The use of standard criteria and setting of standard banding levels (including associated criteria and methodology) for each identified car park**

II. **The introduction of a set price per hour (known as 'linear' pricing)**

III. **To introduce charging and pay and display in the following carparks:**

   1 **Gobowen Station, Gobowen**

   2 **Newport Road, Market Drayton**

   3 **Crown Hotel, High Street, Albrighton**

IV. **A Proposal to introduce linear tariffs and charging between 9.00am and 8.00pm.**

V. **The extension of opening hours in Raven Meadows multi storey car park in Shrewsbury 24 hours a day, 7 days a week.**

VI. **A new trades person waiver system**

VII. **The removal of restrictions on periods of maximum stay and minimum return subject to purchase of an appropriate ticket**

VIII. **Removal of the 15-minute 'pop and shop' period**

IX. **Extend times of loading bay restrictions to 8.00pm in line with the proposal to introduce linear tariffs and extend charging until 8.00pm in the evening.**

X. **To make all existing loading bays available within the Shrewsbury river loop as taxi bays between 8.00 pm and 7.30 am.**

XI. **A new On-Street Residents parking policy framework**

XII. **The introduction of weekly parking tickets**

XIII. **The setting of new standard tariffs and criteria for Season tickets, Coach, HGV and Off-street Residents permits**

XIV. **Change of use of the HGV / Coach park, Crossways Church Stretton to a band 6 pay and display car park**

2.2. **That following the end of the consultation exercise and consideration of the responses to the consultation, that a further report be brought back to Cabinet, setting out the results of the consultation and next steps around the adoption of a new parking and permit scheme.**

2.3. **That Cabinet delegate authority to the Head of Infrastructure and Communities in consultation with the Portfolio Holder for Highways and Transport to assess and implement the roll out of pay by phone to 'on and off street parking areas' across the county as soon as possible.**

REPORT

3. Risk Assessment and Opportunities Appraisal

3.1. Equality and Social Inclusion Impact Assessment (ESIIA)

3.1.1. An Equality and Social inclusion impact Assessment (ESIIA) has been carried out to identify possible impacts on the community and on Protected Groupings within the community. This will be updated at timely intervals to take account of feedback arising from consultation exercises, any changes to policy at local level, and any changes to policy and legislation at a national level.

3.2. A fundamental review of the existing Parking Strategy has identified risks, benefits and opportunities in a number of fundamental areas. The draft Strategy will contain inherent risks in delivery, operational and perceptual terms in the detailed roll out and delivery of the proposed plan. The key risks have been identified and captured in the table below.

Risk	Mitigating actions

Risk	Mitigating actions
Proposed changes to parking service provision fail to meet Disability Discrimination Act (“DDA”) and Equality Act and social inclusion requirements	An Equality and Social Inclusion Impact Assessment (ESIIA) has been prepared by the Council and will continue to be kept under review alongside further detailed stakeholder engagement.
Forecast of increase in demand for car parking provision	A TEMPRO analysis, the Department for Transport tool for forecasting traffic and transport growth for Shrewsbury and Shropshire as a whole between 2015 and 2026 has been undertaken. The TEMPRO data predicts traffic growth in Shrewsbury to rise just below 5% and around 8.3% in Shropshire as a whole between 2015 and 2026. These are not large increases, but there should be a corresponding increase in car park utilisation. However, the new draft strategy is intended to promote transport mode hierarchy, with patterns of usage intended to change, away from carparks with current high demand into car parks with current surplus capacity compensating for any potential increase in use. The data demonstrates that the current and projected future demand can be accommodated within the existing and projected future supply of car parks.

Risk	Mitigating actions
Introduction of weekly tickets proves popular resulting in general capacity shortfall	Current data indications show that the current and projected future demand can be accommodated. Continual monitoring and review to be undertaken and if appropriate further consultation with a view to scheme criteria amendment.
Impact on usage levels /customer parking habits change following the introduction of linear parking tariffs increases.	The Council will review the scoring/band allocation, and /or banding linear tariff levels, and if considered necessary undertake appropriate consultation with a view to amendment, this could include the introduction of targeted promotions.
Identified areas of car park stock compared to capacity continue / start to be over / underutilised, this approach can form a management tool to manage traffic flows and air quality.	The Council will continually review the scoring/band allocation, and/or banding linear tariff levels, if required, will carry out further consultation with a view to modifying the model and adjusting the banding level accordingly. The Council will carry out further consultation, if necessary, and consider the introduction of promotions / concessions as a traffic management tool.
The removal of long term and short term parking tariffs could cause some misunderstanding to users in selecting the most appropriate tariff car park	Clear communication, signage, branding, and a marketing plan through various media, supported with partners, will need to be undertaken to assist the transition.

Risk	Mitigating actions
Outcome of the public consultation does not favour removal of the Pop and Shop facility (Pop and Shop criteria is explained in more detail in section 5.32)	In 2015 regulations amended the 2007 Civil Enforcement of Parking regulations to introduce a 10-minute grace period. If the outcome of the public consultation does not favour removal of Pop and Shop in its entirety, the Council will review the comments received and subject to further consultation look to review the pop and shop grace criteria accordingly.

4. Financial Implications

4.1. The introduction of a county wide linear parking system with unrestricted periods of stay is subject to the provision of new pay and display machines.

4.2. A programme to replace and upgrade existing, outdated pay and display parking machine stock with the addition of cashless payment options and automation is on-going. The cost of replacement of the outstanding stock is estimated to be £600,000 and would be subject to a separate cabinet approval.

4.3. The new Payment Card Industry regulations will come into force on the 31st December 2017 and there are rules being imposed by Visa and MasterCard for parking which demand that a contactless reader must be used in conjunction with either a chip and PIN or chip only reader. New parking machines with chip and pin as a minimum will be required by 2020, preferably January 2018 irrespective of any programme for the introduction of linear parking.

4.4. The programme to replace and upgrade existing outdated pay and display parking machine stock is not subject to consultation.

4.5. Additional costs, including formal Traffic Regulation Orders (TROs), consultations and replacement signage etc. are estimated to be in the order of £100,000 if all the proposals set out in the draft Parking Strategy are progressed. This funding has not been identified yet but will be finalised by the autumn 2017.

4.6. The proposed introduction of a county-wide linear parking system with unrestricted periods of stay and the introduction of evening parking charges has the potential to generate a surplus. However, the impact on usage levels and user parking habits will change with the proposals and is difficult to estimate at this stage.

4.7. The proposed introduction of a trades person / work waiver (detailed in section 6.26) with the new higher rate administration fee and alternative option to purchase pay and display tickets for longer periods can be assumed to be cost neutral.

4.8. The proposed extension of opening hours in Raven Meadows multi storey car park Shrewsbury to 24 hours, 7 days a week, is primarily intended to provide enhanced off street parking availability within the town centre.,.

4.9. The costs of roll out of pay by phone to ‘on and off street’ parking areas across the county are assumed to be nominal. A market review of pay by phone service providers, led by Business Services has recently been completed. Usually for this type of service provision, software charges are per transaction, and can be absorbed either by the customer or by Shropshire Council within (or additional to) the tariff, or assigned in any proportion between the two.

4.10. The new on-street residents parking policy framework has been designed with the intention of being a cost neutral service. Recent upgrades of the authority’s existing parking IT technology and service streamlining will enable a new virtual permit administration system to be introduced. However, to achieve cost neutrality the tariff for permits will have to be increased to £100 per permit unilaterally across the county for both existing and new scheme proposals to cover maintenance and implementation costs. It is also proposed to use the virtual permitting technology for the issue of visitor permits, facilitating cost neutral service provision and service availability free of charge for the majority of users. The tariff for permits will continue to be reviewed and set in the Council's annual fees and charges budget report.

4.11. Subject to the provision of new parking machines, the implementation costs related to the introduction of weekly parking tickets are assumed to be nominal.

4.12. The setting of new standard tariffs and criteria for season tickets, Coach, HGV and Off-street Residents are considered necessary to cover maintenance costs.

4.13. Any additional income generated from the new proposals will be used in accordance with the Road Traffic Regulations Act 1984 which stipulates that surpluses must be used for Highways and Transport purposes, which can include investment in the Council's parking asset management, such as the replacement of the existing payment machines. Guidance on the use of carpark income surplus is contained for reference in **Appendix 1.**

5. Proposed Public Consultation Exercise Framework

5.1. There will be 4 individual standalone consultations for;

- **Proposals regarding linear parking; pricing bands; additional pay and display, changes to charging hours; Raven Meadows opening hours**
- **A new policy and tariff framework for weekly tickets, season tickets, residents' off-street permits, and for coach and HGV parking**
- **The new waiver system**
- **A new On-Street Residents Parking Policy**

5.2. All four consultations will run concurrently to ensure the views of stakeholders are clearly identified for the potential differing issues.

5.3. It is proposed to use the Council's communication consultation portal to promote the consultation exercise as well as other forms of media as appropriate. Officers will also undertake presentations to town and parish councils, issue press releases, as well as publicising the consultation through information boards and public information points.

5.4. **Consultation: Information and Questionnaires**

5.4.1. The linear parking pricing bands, additional pay and display changes to charging hours and Raven Meadows opening hours Consultation, Information and Questionnaire is shown in **Appendix 2,**

5.4.2. The Consultation Information and Questionnaire for the new policy and tariff framework for weekly tickets, season tickets, residents' off-street permits, and for coach and HGV parking is shown in **Appendix 3,**

5.4.3. The new On-Street Residents Parking Policy Consultation Information and Questionnaire is shown in **Appendix 4.**

5.4.4. The new trades person waiver system consultation information and questionnaire is shown in **Appendix 5**

5.4.5. During the consultation period, it is intended to set up information stands located at key locations within the market towns of Bridgnorth, Ellesmere, Ludlow, Market Drayton, Much Wenlock, Oswestry, Shrewsbury and Whitchurch.

5.4.6. Information Notices will also be placed in every car park impacted by the proposals and in every street with Pay and Display and existing residents parking concessions.

5.4.7. Existing season ticket and residents parking permit holders will also be contacted directly by email, if email addresses are held on record.

6. Background, Proposals and Rationale

6.1. The current Parking Strategy for Shropshire was produced in December 2010, and successfully harmonised each of the previous District and Borough Council's parking strategies, policies and operations inherited by the unitary authority.

6.2. To build on this, and update the proposal in line with the Council's new corporate and transport objectives, the Council now wishes to consider parking in light of current *and future* levels of supply and demand; to take into account changes in patterns of use and advances in technology which have provided the ability to manage car parks in a more efficient way. For example, the Department for Transport analysis tool has forecast traffic and transport growth for Shrewsbury and Shropshire as a whole between 2015 and 2026. This analysis predicts traffic growth in Shrewsbury to rise due to domestic house growth and population, by approximately 5% and approximately 8% in Shropshire as a whole from now until 2026, this has informed the proposals.

6.3. The efficient use and management of car parks essentially allows these assets to be used as a traffic management tool, to be a contributing factor to improve air quality, minimise congestion, to support retail centres and improve vibrancy in market towns.

6.4. The proposed changes require the need to undertake public consultation. Taking into account the nature and impact of the proposals whilst being mindful that too long a consultation period will significantly delay strategy development, a consultation period of 10 weeks has been identified.

6.5. The elements of the new draft parking proposals are:

i. The use of standard criteria and setting of standard banding levels for each identified car park
ii. The introduction of a set price per hour (known as ‘linear’ pricing)
iii. The proposed removal of restrictions on periods of stay allowing parking tickets for unrestricted periods subject to purchase of an appropriate ticket
iv. To enhance operational management further introduce charging and pay and display in appropriate carparks
v. The introduction of evening charges
vi. The extension of on-street loading and taxi bay provision in the evenings and early mornings
vii. Removal of the 15-minute ‘pop and shop’ period
viii. The extension of opening hours in Raven Meadows multi storey car park in Shrewsbury
ix. A new trades person waiver system
x. A new On-Street Residents parking policy framework
xi. The introduction of weekly parking tickets
xii. The setting of new standard tariffs and criteria for season tickets, Coach, HGV and Off-street Residents permits
xiii. The roll out of Pay by Phone, cashless payment and other technologies to enhance service provision with 21st century compatibility
xiv. To significantly improve required car park stock asset management and hence improve customer experience

6.6. This report details the framework, communication plan and programme for the required public consultation exercise for the above proposals, planned to be completed before the end of September 2017.

6.7. **Why a new Parking Strategy is needed**

6.7.1. The draft Parking Strategy recognises the need to facilitate economic development and encourage vibrant towns across Shropshire, and the use of car parks as a tool in supporting retail areas as part of the local economy.

6.7.2. It is proposed that the linear system supports the above by simplifying tariffs and having a uniform approach to car parks in managing traffic flows, i.e. at its most basic, the further away you park form a shopping area the cheaper the car park. However, consumer choice allows increased payment for more central parking.

6.7.3. This report has also considered standardising car parks across the county in order to remove inherited and evolved fees, charges and practices. The proposed system would provide a simplified approach across the county, and the draft Strategy proposes a countywide approach, rather than concentrating on one specific location.

6.7.4. A review of Shropshire's parking system (operations, technology, assets, income and expenditure) has been carried out and has provided the necessary data and intelligence to underpin the new draft parking proposal. The new draft Parking Strategy is intended to:

a) Improve the 'experience' of parking across the County, by achieving countywide consistency whilst making things easy to understand.
b) Promote dwell times and allow people to park in the location they wish, subject to payment of the appropriate tariff.
c) Streamline and standardise the pricing structure across the county through the assessment of supply and demand, and

allocation of every parking area, including on-street pay and display to an appropriate standard banding level.

d) Introduce a system of linear parking tariffs, a system that allows the motorist to receive the exact amount of parking time for a uniform charge irrespective as to whether the stay is short or long. Linear tariffs are simple to understand removing the complexities of variants on banded rates as detailed in section 6.12 below.

e) Provide better analysis and management of usage.

f) Address a historical lack of investment in car parks and highways and transport assets, by reinvesting a proportion of any surplus generated into improving and maintaining the assets, upgrading technology etc.

g) Address under-utilised car park stock compared to capacity; in conjunction with the introduction of any linear parking system proposals, amend inappropriate parking restrictions including removal of restrictions on periods of stay to promote dwell time and encourage people to stay for longer.

h) Provide appropriate tradespersons parking provision.

i) The new residents parking framework will:

- give the flexibility required to integrate with the linear parking proposals
- assist the reduction of traffic congestion and support the promotion of transport mode hierarchy
- provide the ability with development proposals to safe guard the loss of on street parking for residents

j) The Off –Street Carparks: Proposed Weekly Ticket, Season Ticket, Residents Parking permits, Coach and HGV Tariff Framework proposals will:

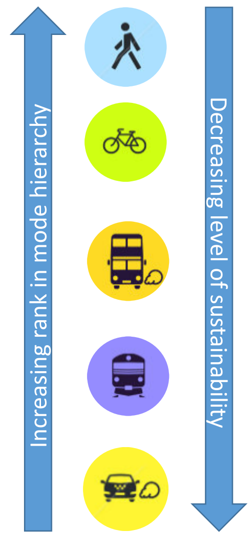
- Complement both the linear parking and on-street residents parking proposals

- Provide standardisation and consistency
- Support objectives consistent with Government and Regional policies, in particular when considering the potential impact on congestion and consequently air pollution
- Support the promotion of transport mode hierarchy
- Strategic plans and car parking

6.8. **The Shropshire Local Transport Plan (LTP**), 2011 - 2026, links car parking to wider key strategic plans. The LTP outlines the current commitments and principles in relation to parking:

“We will ensure provision of adequate car parking in Shropshire towns and other key visitor locations. We will manage car parking spaces in a way that will make most efficient use of parking space to support local economies and encourage use of alternative travel modes where available, making use of park and ride where viable”.

6.9. The Shrewsbury Integrated Transport Plan (SITP) is a £12,000,000 investment into our road network around Shrewsbury that seeks to address congestion in the town centre and enhance links for cyclists and pedestrians. Car parking can be used as a demand management tool, for instance to tackle poor air quality. Within both the initial Shropshire Parking Proposal Report and the SITP Business case the need for alignment is highlighted. With the detailed analysis undertaken to date, it was important to align and reflect the SITP business case so both were complementary to one another.



Travel mode hierarchy

6.10. The strategic objectives of the SITP are to divert through traffic away from the town centre and to redirect to out of town car parks and the park and ride sites. Findings from the parking proposal report advocate the use of parking to be used as a traffic management tool to achieve a number of strategic goals:

- Contribute to economic growth
- Reduce traffic in the historic town
- Improve journey time reliability
- Encourage sustainable transport
- Enhance the built environment

6.11. As a measure to assist with a reduction of traffic in the historic town, in alignment with the Shrewsbury Integrated Transport Plan and the Travel Mode Hierarchy Proposal (see diagram above), it is proposed that all car parks within the Shrewsbury central town core (within the river loop) should be a minimum of Band 2 irrespective of the scoring banding allocation (using parking as a demand management tool). Therefore, in the proposed banding level for each identified on and off street parking area shown in Table 5, a band uplift has been applied to two carparks - Raven Meadows and St Julian's.

6.12. **Adoption of the Proposed Banding, linear tariff levels and Transition Process**

6.12.1. Linear charging is a system that allows the motorist to receive the exact amount of parking time for a uniform charge irrespective as to whether the stay is short or long. Linear tariffs are simple to understand removing the complexities of variants on banded rates. For example, tariffs for Frankwell car park in Shrewsbury currently include up to 1 hour at £1.20, up to 3 hours at £2.70 and up to 10 hours at £4.00. If the linear tariff was to be set at a rate of 70p per hour, the cost of purchasing up to 1 hour parking would be £0.70, up to 2 hours £1.40, up to 3 hours £2.10 etc. A simple consistent charge with the customer having the convenience to choose dependant on the period they wish to park and/or the coinage they have in their pocket.

6.12.2. It is proposed that the linear system supports the above by simplifying tariffs and having a uniform approach to car parks in managing traffic flows, i.e. at its most basic, the further away you park form a shopping area the cheaper the car park. However, consumer choice allows increased payment for more central parking.

6.13. **A proposal that supply and demand for each listed car park across the County including on-street pay and display has been assessed and appropriate standard bandings set:**

6.13.1. Each banding level will be dependent on:

a) the market town the particular parking area is located
b) the location, proximity and convenience of the parking area to the main desired destination
c) desired turnover
d) likelihood of obtaining a space within the parking area
e) capacity of the parking area

6.14. Full details of the proposed standard banding and assessment model methodology are shown in **Appendix 6**. This methodology and scoring model is summarised below and underpins the linear model.

Table 1:

Banding criteria:		**Scoring methodology:**	**Scoring Example:** Frankwell Carpark, Shrewsbury
A	The market town the particular parking area is located	Each market town is given a score between 1 and 7 dependant on the level of business /commercial, commuter catchment and its popularity as a tourist destination.	Scores 7 Shrewsbury has the highest level of business / commercial and tourist activity.
Customer behaviour			
B	The location, proximity and convenience of the parking area to the main desired destination	A score between 1 and 5 is allocated to each carpark dependant on the desirability of the location in relation to probable final destinations.	Scores 3 Carpark is considered a good location for access to local conveniences / final destination.

C	Desired turnover	A score between 1 and 5 is allocated to each carpark dependant on the desired turnover based on current usage, a score of 1 for very low, up to a score of 5 for very high turnover is allocated.	Scores 3 Desired turnover is assessed as being average.
D	Likelihood of obtaining a space within the parking area	A score between 1 and 5 is allocated to each carpark dependant on the assessed likelihood of obtaining a space, scoring 1 for a very high, and scoring 5 for a very low likelihood of obtaining a space.	Scores 2 The likelihood of obtaining a space is assessed as being high.
All scores for criteria B, C & D are added together to give a total score for impact on parking customer behaviour.			**Total customer behaviour score: 8**
E	Capacity of the parking area	A score between 1 and 5 is allocated to each carpark dependant on its capacity.	Scores 1 Frankwell carpark has more than 200 spaces

Table 2:

To calculate the impact of customer behaviour in relation to the town the parking area is located	The total **customer behaviour** factor is multiplied by the rank score allocated to each **market town the parking area is located** (banding criteria A).	Total customer behaviour score: 8	
		X	Gives a total score of 56
		The market town the parking area is located score 7	

Table 3:

Applying a weighting for the capacity of the parking area	the combined impact of **customer behaviour** and **capacity** score (banding criteria E) are added together. *See note below	56	
		+	Gives a total banding score of 57
		1	

*Although the addition of the capacity score is only finite it is considered an appropriately weighted factor in influencing assessment.

6.14.1. Band widths are allocated according to banding score as below:

Table 4:

Band	Total score between:
1	Over 100
2	Between 82 and 99
3	Between 60 and 81
4	Between 51 and 59
5	Between 39 and 50
6	Between 10 and 38
7	Between 0 and 9

6.15. The assessment model and band width allocation have been designed with the intention of ensuring:

- That only the larger towns to be allocated a band type of 2 or above.
- The smaller towns, villages and locations to be allocated a band type 7 (free parking).

6.15.1. Frankwell having a total banding score of 57, has therefore been given a banding allocation of a band type 4.

6.16. A complete list of banding proposals for each identified car parking area across the county is shown below. This table is also shown in **Appendix 7** and includes the score criteria assessment for each car park area.

Table 5: Banding proposals for each identified car parking area across the county

Car Park	Town	Band
Shrewsbury On Street	Shrewsbury	Band 1
Quarry Swimming & Fitness Centre	Shrewsbury	Band 2
Ludlow On Street (Red)	Ludlow	

Car Park	Town	Band
Bridge Street	Shrewsbury	
St Austin's	Shrewsbury	
Raven Meadows*	Shrewsbury	
St Julian's Friars*	Shrewsbury	
Castle Street	Ludlow	Band 3
Listley Street North & South	Bridgnorth	
Sainsbury's	Bridgnorth	
Festival Square	Oswestry	
Ellesmere On Street	Ellesmere	
Riverside	Bridgnorth	Band 4
Beatrice Street	Oswestry	
Frankwell Main, Riverside & Quay	Shrewsbury	
Smithfield	Bridgnorth	
Ludlow On Street (Blue)	Ludlow	
Back Lane	Much Wenlock	
Galdeford Zone A	Ludlow	Band 5
Frogmore Road	Market Drayton	
Easthope Road	Church Stretton	
Queen Street	Market Drayton	
Abbey Foregate	Shrewsbury	
St Mary's Lane	Much Wenlock	
Falcons Court	Much Wenlock	
Pepper Street	Whitchurch	
Castle Hill	Whitchurch	
Innage Lane	Bridgnorth	Band 6

Car Park	Town	Band
Severn Street	Bridgnorth	
Galdeford Zone B	Ludlow	
Oswald Road	Oswestry	
Towers Lawn 1 & 2	Market Drayton	
Smithfield	Ludlow	
Oak Street	Oswestry	
Newtown	Whitchurch	
St John's Street	Whitchurch	
Brownlow Street	Whitchurch	
New Road	Much Wenlock	
Talbot, Cross, Spar bridge	Ellesmere	
High Street	Wem	
Leek Street	Wem	
Mill Street	Wem	
Prees Heath HGV/Coach/Cars	Prees Heath	
Crossways	Church Stretton	
Newport Road**	Market Drayton	
Gobowen Station**	Gobowen	
Crown Hotel, High Street	Albrighton	
Church Street	Bishops Castle	Band 7
Harley Jenkins	Bishops Castle	
Dark Lane	Broseley	
Clun	Clun	
Lloyd Street	Oswestry	
High Street	Highley	
Auction Yard	Bishops Castle	
Bridgnorth Road	Broseley	

Car Park	Town	Band
Childe Road East & West	Cleobury Mortimer	
Corvedale Road	Craven Arms	
Newington Way	Craven Arms	
Gatacre	Oswestry	
Sherrymill Hill	Whitchurch	
Church Street	Prees	

Note: Application as detailed in section 5.14

** Raven Meadows and St Julian's Friars scoring overridden, band uplift applied in line with SITP strategic objectives, discouraging parking within the River loop (town centre) and promoting parking to alternative out of town centre car parks, (the use of parking as a traffic management tool to achieve strategic goals).*

6.17. In accordance with the findings of the review it is proposed to introduce charging and pay and display in the following carparks:

- Gobowen Station, Gobowen
- Newport Road, Market Drayton
- Crown Hotel, High Street, Albrighton

6.18. The proposed hourly tariff relating to each proposed band is shown in table 6 below. The proposed linear hourly tariff bandings have been set to achieve 'best fit' on a number of factors including alignment with existing tariffs, operational issues, benchmarking against alternative parking service providers within the county and in other nearby towns and cities regionally outside of Shropshire, as well as benchmarking against similar market towns nationally and with linear band tariffs. An extract from Shropshire Parking Implementation Plan Report: Benchmarking of other town centre car park tariffs, November 2015 is shown in **Appendix 8.**

Table 6: Linear hourly tariff banding proposal

Band 1	Band 2	Band 3	Band 4	Band 5	Band 6	Band 7
£2.50	£2.00	£1.00	£0.70	£0.50	£0.30	Free

6.19. It is proposed to introduce a minimum tariff payment of 1 hour on Bands 2 to 6, with additional periods of parking available dependant on coinage tendered

6.20. A shorter minimum tariff of 30 minutes is currently available and considered appropriate for Shrewsbury on- street pay and display parking provision (Shrewsbury on street is the only current listing in band 1). In keeping with the proposal to remove the pop and shop criteria (detailed in section 6.27) and with respect to the amendment to the 2007 Civil Enforcement of Parking regulations in 2015 introducing a 10-minute grace period, it is proposed to introduce a minimum tariff payment of 30 minutes on Band 1. The intention is that retention of the shorter minimum 30-minute tariff payment on Band 1 (Shrewsbury Town centre on-street) will facilitate short visits of less than an hour, with the 10-minute grace period being available for very short periods of parking.

6.21. To provide an additional incentive to park, for short up to 30 minute stays off street rather than on street, an exception to the proposals will be for all Band 2 car parks in Shrewsbury (within the river loop), where as an additional measure to reduce on street congestion, it is proposed there will be minimum tariff payment of 30 minutes. Factors taken into consideration in determination of proposed tariff bands are detailed in **Appendix 7** and included benchmarking with towns and counties across the country, towns in adjacent areas and included analysis of several existing linear parking schemes.

6.22. The combined process of allocating each car park area a band level and applying linear tariffs to each band allows appropriate variation in parking charges subject to a premium, whilst maintaining consistency and simplicity. It also facilitates better management of usage, giving the potential to remove restrictions on periods of stay, promoting dwell times and allowing people to park in the location they wish, subject to payment of the appropriate tariff.

6.23. **Proposal to introduce linear tariffs and charging between 9.00am and 8.00pm.**

6.23.1. This proposal incorporates the extension of the hours to which charging applies in the evenings and a relaxation to which charging applies in the mornings. The intention being to promote transport policy objectives (including SITP) in the evening, whilst allowing retention of a one standard tariff, keeping things simple to understand and consistent.

6.23.2. This proposal will enable appropriate management and enforcement and, will allow residents to continue to park free of charge overnight between 8.00pm and 9.00am. Evening parking facilities in 'on and off street' pay and display parking areas across the county are currently free of charge after 6.00pm and take up of long stay/ overnight by residents, businesses and visitors results in:

i. a shortage of availability,

ii. additional operational and maintenance revenue costs.

6.23.3. There are currently numerous types of tariffs /concessions in place for Sundays and Bank holidays, these are detailed in the *Shropshire Council (Off-Street Parking Places) Order 2011 and the Shropshire Council (Prohibition and Restriction of Waiting and Parking Places)(Consolidation) Order 2009*.

6.23.4. In order to provide consistency, it is proposed to introduce linear tariffs and charging between 9.00am and 8.00pm (extend the hours when charging applies) for parking 365 days a year on all on and off street pay and display areas, listed in Table

5 with the exception of car parks that are not chargeable (excludes carparks listed in Band 7).

6.23.5. The introduction of charging for evening parkingwill assist in provision of regulation and management, and the income collected will be used to offset the additional operational and maintenance costs.

6.24. **Proposal for the opening of Raven Meadows multi storey car park in Shrewsbury 24 hours a day, 7 days a week.**

6.24.1. With the ongoing development of the night-time economy, there is now a demand for the provision of a safe / secure car park facility in close proximity to the town centre and as an alternative option to on street parking, to be made available 24 hours, 7 days a week. There is also a need to address the current shortfall in appropriate parking for rail users with linkages to the town centre. Raven Meadows multi storey car park has available capacity and is suitably located only a short walk from the railway station. Finally, the opening of Raven Meadows 24/7 will be attractive to users of the adjacent hotel, which has limited parking capacity.

6.25. **A proposal for a new streamlined trade's person waiver system**.

6.25.1. There are currently 2 types of waiver in operation providing concessions for work and trade vehicles to park:

- Green waiver: £10 per day per vehicle – for permission to park in any pay and display bay (on street), limited-waiting bay, loading bay, resident-only bay, or in a council surface car park. These waivers may be used on the same vehicle for the valid date/s to move from job to job if necessary, as they apply countywide.

- Red waiver: £15 per day per vehicle – for permission to park on double/single yellow lines or in a disabled bay. The Council requires up to five working days' notice prior to the active start date, so that site checks can be carried out prior to authorisation being granted or refused.

6.25.2. With ‘Green Waivers’ being quite freely available and the flexibility offered with this concession, priority is often afforded that can be to the detriment of other service users. For example, the continuous occupation of a loading bay by trade person’s vehicles can restrict availability for long periods preventing access for deliveries.

6.25.3. It is therefore proposed to abolish both the Red and Green Waiver and to introduce a Trades Person / Work Waiver, with each application being assessed for appropriateness, and authorised by Shropshire Council’s Parking Service team with the same level of scrutiny currently afforded only to Red Waivers.

6.25.4. Up to five working days’ notice prior to the active start date will be required so that site checks can be carried out prior to authorisation being granted or refused. Each waiver will be valid for one day and the proposed administration fee increased to £20 to cover the increase in management and administration costs since they were first introduced.

6.26. **A proposal to remove restrictions on periods of maximum stay and minimum return**

6.26.1. Currently the majority of car parks are designated either Long or Short stay carparks, many have traffic regulation orders that restricts parking to a maximum period (such as a maximum stay of 2 hours, no return within 2 hours). This will often result in a customer returning to and moving their vehicle to another short stay car park solely because of the maximum period of stay imposed. Such restrictions promote parking space ‘cruising’ with vehicles often circling, searching for a new parking space, adding to traffic congestion, carbon emissions and air pollution.

6.26.2. The removal of periods of maximum stay and minimum return (removal of designated long and short stay carparks) will enable users to park in keeping with the principles of linear parking, for unrestricted periods providing they pay the appropriate tariff for the time they wish to stay. They can also top up and extend their stay using pay by phone or other electronic transaction, without having to return or move their vehicle, thus promoting dwell time.

6.26.3. With the proposed removal of periods of maximum stay and minimum return, this will provide improved flexibility for trade persons who will no longer be forced to obtain a waiver to enable them to park in any pay and display on street or off street car park for extended periods. Rather, they will have the option to purchase a ticket for any period of stay required. Which will include return visits.

6.27. **A proposal to remove the 15 minute ‘pop and shop’ period**

6.27.1. Shropshire Council, using its enforcement discretion are currently operating a 15-minute “pop and shop” provision. This means that we do not enforce against people for the first 15 minutes on all of our on and off-street pay and display parking spaces across the county.

6.27.2. In 2015 regulations amended the 2007 Civil Enforcement of Parking regulations to introduce a 10-minute grace period, meaning that combined with the ‘pop and shop’ period, free parking for up to a 25-minute period is currently available.

6.27.3. Concerns have been expressed from shop and business owners that ‘pop and shop’ visitors are able to come in to market towns for a 15-minute visit. Shops and business owners have a desire to promote dwell time (minimum 1 hour) and not have a period of free parking that makes people rush their retail activity. It should be noted that the proposal would not affect the 10 minute statutory grace period.

6.28. **A proposal to extend times of loading bay restrictions to 8.00pm in line with the proposal to introduce linear tariffs and extend charging until 8.00pm in the evening.**

6.28.1. With the proposed extension of charging until 8.00pm in the evening, it is important to ensure appropriate provision is retained to allow loading and unloading to be carried out. Loading bays are provided across our market towns so that businesses and people can load and unload heavy goods. Times of loading bay operation vary dependent on location and circumstance. For example, within the Shrewsbury river loop, loading bay restrictions come into operation at 7.30am and finish at 6.30pm, in Bridgnorth they operate 24/7.

6.28.2. Outside of operational hours unrestricted parking is usually available, however we do have some shared use loading and taxi bays.

6.29. **A proposal to make all existing loading bays available within the Shrewsbury river loop as taxi bays between 8.00 pm and 7.30 am.**

6.29.1. In conjunction with any evening parking proposals, it is proposed to make all existing loading bays available within the Shrewsbury river loop as taxi ranks between 8.00 pm and 7.30 am. There is an identified shortfall of taxi rank provision within the Shrewsbury river loop. (There are far more taxi / hackney carriages operating in Shrewsbury than any other market town).

6.29.2. It is important to ensure appropriate hackney carriage/taxi provision is made available both at night and in the early hours to support the night-time economy, to promote safeguarding priorities and to minimise the risk of crime and disorder by ensuring there is sufficient transport options available to convey people out of the town centre as effectively and efficiently as possible.

6.29.3. The proposal aims to encourage existing hackney carriages/taxis to be more visible and available for hire in appropriate places in the town centre. It may result in an increase in the overall number of hackney carriage/taxi drivers and vehicles being operated; however, all drivers and vehicles will continue to be subject to the safeguarding, public safety and environmental requirements of the Council's Hackney Carriage and Private Hire Licensing Policy and associated compliance regime.

6.29.4. The proposal may lead to reduced parking facilities for Blue Badge holders as loading bays are currently available for such use; however, the extent to which badge holders take advantage of these spaces to park between the hours of 8.00 pm and 7.30 am is currently unknown and will have to be further considered as part of the consultation process.

6.29.5. If the proposal to make loading bays within the Shrewsbury river loop available as taxi bays between 8.00pm and 7.30am is successful, consideration may then be given to the introduction of similar measures in other Shropshire market towns.

6.30. **A new On-Street Residents parking policy framework is proposed**.

6.30.1. There are a number of reasons for the proposed development of this new policy framework:

6.30.1.1. The existing Residents Parking Policy introduced in 2011 is now considered too rigid and complex. A new policy is required that is fully integrated with the linear parking proposals and will better support the promotion of transport mode hierarchy, a principle that now underpins much of transport policy in the UK and involves ranking transport modes according to benefit or sustainability.

6.30.1.2. Given the likely levels of current and future housing development, the Council are looking to introduce a residents parking policy that includes an option if considered necessary to safe guard existing residents on-street parking provision

6.30.2. The National Planning Policy Framework (NPPF) recommends that Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles.

6.30.3. T. here is no statutory obligation for traffic authorities to provide on street parking and vehicle owners have no automatic rights to park on street. However, the Council are seeking to introduce a Residents Parking Policy framework that will if required enable residents parking schemes to be implemented that will if considered appropriate, provide on street parking provision for residents, assist in traffic management and the reduction of traffic congestion, thus improving amenity and reducing pollution/ carbon emissions.

6.30.4. A Residents Parking Scheme will assist in the reduction of traffic congestion within the residential streets. The policy needs to significantly improve flexibility and provide appropriate concessions and priority that will allow residents to park within a reasonable distance of their homes, which in many instances are in streets that were not designed for significant car ownership, and facilitate delivery in line with current transport policies, modern technologies and streamlined delivery costs.

6.30.5. A new statutory instrument for Traffic Signs and General Directions was introduced in 2016 simplifying and reducing, signing and lining requirements. This gives greater flexibility in the use of Residents' Parking Scheme gateway signage and reduces the need for repeater signs and individual bay markings. Therefore, other than protection of junctions with statutory prohibitions (yellow lines) provision of on street parking space can now be maximised with minimal environmental impact and cost.

6.30.6. Shropshire Council now has enforcement technology and software that will allow the issue of virtual permits; permit administration can be automated and the need to issue paper permits can be avoided thereby improving service provision, reducing operational costs and minimising materials and the environmental impact of the service. Customer service will be made available both online and by telephone.

6.30.7. Historically and as with our current policy, the emphasis for Residents' Parking Schemes has been to give priority in the use of road space to residents taking into account availability of space both on and off street. There is now a need to give greater consideration and flexibility in the use of Residents' Parking schemes as a traffic management tool that can assist in promoting sustainable transport, including new measures such as the potential future provision of electric car charging points, the reduction in carbon emissions and provision of pollution control measures.

6.30.8. Detailed policy criteria and operational details for a new On-street Residents Parking Policy framework are detailed in **Appendix 9**. The new scheme criteria proposals include

i. Appropriate consideration for the introduction of alternative prohibitions, restrictions and/or traffic management measures prior to any consideration for any Residents' Parking Scheme;
ii. A feasibility proposal to be prepared and funding in place for each scheme supported by the Local Member for the area and the Portfolio Holder for Highways and Transport;
iii. When the number of vehicle parking spaces available in any proposed scheme is equal to or greater than the number of properties registered in the area, scheme development shall not be taken forward unless substantial evidence of the presence of commuter / non-residents on-street parking shall be presented;
iv. When the number of on-street parking spaces available in any proposed scheme is less than the number of properties registered in the area a resident only scheme should be considered;
v. Provision of visitor parking permits within a scheme proposal shall only be considered if parking space capacity is considered sufficient;
vi. The safe guarding of priority for access to properties / off street parking/ emergency vehicles and other safety issues;
vii. The ability to safe guard existing on-street residents parking provision that may be impacted by new development proposals;
viii. For a scheme to go ahead, 3 levels of consultation shall be satisfactorily completed and include:
   a) Completion of a survey with at least 50% of resident's results received must support the proposals.
   b) A public exhibition outlining the detailed scheme proposals shall be undertaken and comments received.
   c) A formal traffic Regulation Order process completed;
ix. To ensure ongoing effectiveness and appropriateness of the scheme after 12 months following the introduction of a residents parking scheme the effectiveness of the scheme

shall be evaluated and reviewed and if necessary modifications considered;

x. When the number of on-street parking spaces available in any proposed residents parking scheme is less than the number of properties registered in the area, resident permit allocation shall be limited to a maximum of one per property;

xi. When the number of vehicle parking spaces available in any proposed residents parking scheme is equal to or greater than the number of properties registered in the area, residents of properties designated within a residents parking scheme will be entitled to purchase a maximum of 2 residents' permits per property;

xii. The issue of visitors permits will be limited and entitlement restricted to a maximum allocation of up to 200 hours of visitors parking per annum;

xiii. The proposed cost of a Residents permit will be £100 per annum

xiv. The tariff for permits will be reviewed and set in the Council's annual fees and charges budget report.

6.30.9. Residents parking policy proposals 'main change' comparison

Existing Policy	Proposed Policy
Focuses on considering availability of space both on and off street including garage and private driveways.	Focus on addressing 'on- street' highway space availability and traffic management issues
Responsibility for initial justification for the scheme is required to be championed at a local level. A response indicating support for the proposals will have to have been received from representatives of at least 50% of the properties within the proposed scheme.	With the new proposals, the initial assessments for a scheme will revert back to the local area traffic engineers. Completion of a survey with at least 50% of resident's results received must support the proposals.
Residents of properties are entitled to purchase 2 residents parking permits at a cost of £50 each. Permits in Oswestry are issued free of charge.	If the number of on-street parking spaces available is less than the number of properties, resident permit allocation will be limited to a maximum of one per property; If the number of vehicle parking spaces available is equal to or greater than the number of properties residents will be entitled to purchase a maximum of 2 permits per property. The cost of permits is proposed to be £100 each

Existing Policy	Proposed Policy
Residents can purchase books of 20 ½ day visitors permits. The first 3 books each year cost £10 per book, subsequent books cost £50.	Each property registered in a scheme who purchases an annual residents parking permit shall be entitled to receive an allocation of 200 hours' free visitors parking permits per annum. Residents with a registered property in a scheme who do not take up the annual residents' parking permit allocation are entitled to receive an allocation of 200 hours' visitors parking permits per annum. Annual registration cost for this service will be £5.

6.31. **The provision of weekly tickets is proposed in all off street pay & display and, pay on foot carparks (bands 2 to 6) including off street band 2 within Shrewsbury town centre (within the river loop).**

6.31.1. The proposed rollout of pay by phone, provision of new parking machines and technology will facilitate this service enhancement providing additional flexibility to visitors including tourists and holiday makers, a service we have previously been unable to provide despite there being a demand.

6.31.2. Weekly tickets shall **not** be allocated for use in a specific carpark, rather they shall be valid to park in any Shropshire Council carpark at the level of band purchased or below (excluding Shropshire countryside and recreational carparks). Tickets to be valid for 7 days from the date of purchase.

6.31.3. It is proposed that a tariff discount be offered on the linear rate based on only having to pay for 7 hours out of the accepted standard 8-hour parking day for only 5 days a week giving a 12.5% discount, but tickets will be valid for7 days giving a 37.5% discount over the week.

6.31.4. Weekly Ticket Tariff proposals are shown in table 7. Further details of the weekly ticket proposals are available in **Appendix 10, Section C**.

Table 7: Weekly Ticket Tariff Proposals

Band	Hourly Rate	Proposal
Band 2	£2.00	£70.00
Band 3	£1.00	£35.00
Band 4	£0.70	£24.00
Band 5	£0.50	£17.00
Band 6	£0.30	£10.00

All proposed rates rounded down to the nearest £

6.32. **The setting of new standard tariffs and criteria for season tickets is proposed**

6.32.1. To give consistency in charging across the county based on pre-determined standard criteria it is proposed that tariff levels for season tickets be standardised and modelled based on the seven banding levels established for each identified car park.

6.32.2. The existing season ticket allocation and tariffs for Passenger and Light Goods Vehicles (Small cars and Vans) on each individual car park are listed in **Appendix 10, Section B**

6.32.3. A standard initial primary discount for season tickets shall be applied assuming usage requirements of 8 hours a day, 200 days per year.

6.32.4. For season tickets (valid to park unlimited at any time) a further standard secondary tiered discount level shall be applied to the already established primary tariff for 4 standard durations of season tickets, monthly, 3 monthly, 6 monthly and annually.

6.32.5. It is proposed to consult on 2 options of secondary discount as follows:

Table 8: Proposed options - levels of secondary discount for season tickets

	1 Month	3 Month	6 Month	Annual
Option 1	13%	25%	38%	50%
Option 2	0%	13%	25%	38%

6.32.6. A summary of season ticket tariffs for both options for each of the 4 standard durations of season ticket proposals and for each band is shown in table 9 below:

Table 9: Summary of Season ticket option proposals (all proposed rates rounded to the nearest £)

	1 Month season ticket		3 Month Quarterly season		6 month 1/2 Year season		12 Month Annual season	
Band	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2
Secondary Discount %	13%	0%	25%	13%	38%	25%	50%	38%
Type 1	£292	£333	£750	£875	£1,250	£1,500	£2,000	£2,500
Type 2	£233	£267	£600	£700	£1,000	£1,200	£1,600	£2,000
Type 3	£117	£133	£300	£350	£500	£600	£800	£1,000
Type 4	£82	£93	£210	£245	£350	£420	£560	£700
Type 5	£58	£67	£150	£175	£250	£300	£400	£500
Type 6	£35	£40	£90	£105	£150	£180	£240	£300
Type 7	£0	£0	£0	£0	£0	£0	£0	£0

6.32.7. Comparison examples for each of the 4 standard durations of season ticket proposals showing existing and proposed tariffs for options 1 & 2 are shown in table 10 below. A complete list of existing and proposed season ticket tariffs for each carpark across the county are provided in **Appendix 11.**

Table 10: Existing option proposals comparison examples (all proposed rates rounded to the nearest £)

		1 Month season ticket			3 Month Quarterly season ticket			6 month ½ Year season ticket			12 Month Annual season ticket		
Location	**Band**	Existing	Option 1	Option 2	Existing	Option 1	Option 2	Existing	Option 1	Option 2	Existing	Option 1	Option 2
Frankwell, Shrewsbury	Type 4	£60	£82	£93	£170	£210	£245	£320	£350	£420	£600	£560	£700
Smithfield, Bridgnorth	Type 4	£45	£82	£93	£128	£210	£245	£240	£350	£420	£450	£560	£700
Abbey Foregate, Shrewsbury	Type 5	£41	£58	£67	£115	£150	£175	£216	£250	£300	£405	£400	£500
Easthope,Church Stretton	Type 5	£54	£58	£67	£153	£150	£175	£288	£250	£300	£540	£400	£500
Castle Hill,Whitchurch	Type 5	-	£58	£67	-	£150	£175	-	£250	£300	£75	£400	£500
Smithfield, Ludlow	Type 6	£30	£35	£40	£85	£90	£105	£160	£150	£180	£300	£240	£300
Oak Street & Oswald, Oswestry	Type 6	£15	£35	£40	£43	£90	£105	£80	£150	£180	£150	£240	£300
Towers Lawn 1&2, Market Drayton	Type 6	£27	£35	£40	£77	£90	£105	£144	£150	£180	£270	£240	£300

6.32.8. To further help promote transport mode hierarchy it is proposed to exclude season ticket provision from all car parks within the Shrewsbury town centre river loop. St Julian's Friar's car park, Shrewsbury is the only Shropshire Council car park within the river loop where season tickets are currently available. Season tickets will therefore no longer be available in this car park. This will also give priority to resident permit holders, shoppers and visitors within the river loop.

6.32.9. It is proposed that season tickets shall not be allocated for use in a specific carpark, rather a season ticket shall be valid to park in any Shropshire Council carpark at the level of band purchased or below (excluding Shropshire countryside and recreational carparks) in order to give flexibility in and harmonisation of customers parking needs.

6.32.10. The proposal to allow season tickets to be used in Shropshire Council carparks at the level of band purchased or below will allow season ticket parking in 11 additional car park locations (listed in **Appendix 10, Section B, table 24)**.

6.32.11. This proposal will allow season ticket holders to park in Council off street carparks of their choice subject to payment of the appropriate tariff.

6.32.12. As previously outlined Shropshire Council already has the technology available that will allow the issue of virtual tickets, administration can be automated and the need to issue paper tickets avoided thereby improving service provision, reducing operational costs and minimising materials and the environmental impact of the service, with customer service made available both online and by telephone.

6.33. **A proposal to enhance service provision and set new standard tariffs and criteria for off-street Residents Permits**.

6.33.1. Where there is sufficient capacity there are many benefits to providing concessions for residents to park off- street, mainly reducing congestion on street. Currently off street resident's permits are only available to residents within Shrewsbury town centre, limited carparks in Bridgnorth, Ellesmere Market Drayton, Whitchurch and Wem.

6.33.2. Given the capacity, availability of space, proximity, existing and potential usage it is considered that an additional 24 car parks across the county (listed in **Appendix 10, Table 35**) have potential to provide residents parking concessions. The criteria used to form this proposal will be part of the wider consultation undertaken.

6.33.2.1. It is proposed that:

- All off-street carpark resident's permits be issued and validated on a12 month annual tariff only.
- There shall be 2 types of off-street carpark residents permits made available and discount applied accordingly:
  - Type 1
    Residents permits that are valid all of the time
  - Type 2

Resident's permits that are only valid in the evening until early morning on weekdays, at all times on Saturday, Sundays and on all bank holidays.

6.33.3. Note: Specific time bands for type 2 residents' permits will be determined in accordance with any outcome from the on-street evening parking proposals. The intention is that these permits will allow residents to park on weekdays, return in the evening (from 5.00pm) and stay until the morning (10.00am).

6.33.4. In line with the season ticket tariff it is proposed that tariff levels for off-street carpark residents permits also be standardised and modelled based on the established 7 banding levels and the standard primary discount applied assuming usage requirements of 200 days per year. Off-street carpark resident's permits shall also be subject to a further standard secondary tiered discount level dependant on permit type.

6.33.5. It is proposed to consult on 2 options of secondary discount levels for off-street carpark residents permits as follows:

Table 11: Proposed options - levels of secondary discount and tariff proposals for off-street carpark resident's permits (all proposed rates rounded to the nearest £)

	Annual Resident Permit			
	Available all times 24 /7		Evenings and weekends only	
Band	Option 1	Option 2	Option 1	Option 2
Secondary Discount %	60%	50%	80%	70%
Band 1	£1,600	£2,000	£800	£1,200
Band 2	£1,280	£1,600	£640	£960
Band 3	£640	£800	£320	£480
Band 4	£448	£560	£224	£336
Band 5	£320	£400	£160	£240
Band 6	£192	£240	£96	£144
Band 7	£0	£0	£0	£0

6.33.6. Comparison examples for residents permits proposals showing existing and proposed tariffs for options 1 & 2 are shown in table 12 below. A complete list of existing and proposed tariffs for each carpark across the county is provided in **Appendix 11.**

Table 12: Comparison examples - Off Street Resident's Parking Permit Proposed Tariff Options (all proposed rates rounded to the nearest £)

		Proposed Annual Resident Permit Cost				
			Available all times 24 /7		Evenings and weekends only	
Location	**Band**	Existing	Option 1	Option 2	Option 1	Option 2
Frankwell, Shrewsbury	Type 4	£440	£448	£560	£224	£336
Abbey Foregate, Shrewsbury	Type 5	£440	£320	£400	£160	£240
Severn Street, Bridgnorth	Type 6	£75	£192	£240	£96	£144
Towers Lawn, Market Drayton	Type 6	£75	£192	£240	£96	£144
Cross Street/Talbot Street Car Park, Ellesmere	Type 6	£75	£192	£240	£96	£144
Brownlow Street Car Park, Whitchurch	Type 6	£75	£192	£240	£96	£144

6.33.7. To ensure residents parking permit concessions are allocated and managed appropriately it is proposed that residents off street parking permit shall continue to be allocated for use in specified carparks, ideally in locations in close proximity of a resident's home.

6.33.8. Further details of the Residents off street parking permit proposals are available in **Appendix 10, Section D**.

6.34. **A proposal to set new standard tariffs for Coach and HGV parking**

6.34.1. Currently both Coach and HGV parking is provided in the following locations:

- Abbey Foregate, Shrewsbury
- Innage Lane, Bridgnorth
- Severn Street, Bridgnorth
- Smithfield, Ludlow
- Crossways, Church Stretton
- Prees Heath

- Oswald Road, Oswestry

6.34.2. Coach parking only is provided in Frankwell, Shrewsbury.

6.34.3. Tariffs for coach parking are only currently in place at Prees Heath, tariffs for HGV’s are in place at all locations except for Oswald Road, Oswestry, which is free of charge.

6.34.4. There are variable HGV tariffs in place at all permitted locations for periods up to 24 hours. Season tickets for HGV parking are also available at variable tariffs at Innage Lane and Severn Street, Bridgnorth and, Smithfield, details are available in **Appendix 10, Section D, Table 33**.

6.34.5. It is proposed to retain all current HGV and Coach parking provision with the exception of Crossways, Church Stretton.

6.34.6. A standard HGV and Coach tariff on all permitted parking areas of £10 per 24-hour stay is proposed on all HGV and Coach Parking areas. To assist in the promotion of tourism a standard 24-hour coach parking ticket shall not be allocated for use in a specific carpark, rather a coach parking ticket shall be valid to park in any allocated Shropshire Council coach parking facility across the county. Thus, facilitating an appropriate tariff that will give the flexibility to both manage and provide what is required for tourists and visitors.

6.34.7. A Coach / HGV is considered to take up space and hence incur maintenance / management provision equivalent to 3 times that of a car. It is therefore proposed that HGV season ticket provision be made available (monthly, 6 monthly and annual) at a tariff rate 3 times that of the smaller vehicle season tickets for the appropriate band type of each carpark.

6.34.8. Proposed HGV season ticket tariff options based on 3 times that of the smaller vehicle season tickets for the appropriate band type of each carpark are shown in table 13.

Table 13: Proposed HGV Tariff Options

(all proposed rates rounded to the nearest £)

Town	Location / parking area	Band	1 Month season ticket		3 Month Quarterly season ticket		6 month 1/2 Year season ticket		12 Month Annual season ticket	
			Option 1	Option 2	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2
Shrewsbury	Abbey Foregate	Type 5	£175	£200	£450	£525	£750	£900	£1,200	£1,500
Bridgnorth	Innage Lane	Type 6	£105	£120	£270	£315	£450	£540	£720	£900
	Severn Street	Type 6	£105	£120	£270	£315	£450	£540	£720	£900
Ludlow	Smithfield	Type 6	£105	£120	£270	£315	£450	£540	£720	£900
Oswestry	Oswald Road	Type 6	£105	£120	£270	£315	£450	£540	£720	£900
Prees Heath	Prees Heath	Type 6	£105	£120	£270	£315	£450	£540	£720	£900

6.35. **A proposed change of use of Crossways Church Stretton to a band 6 pay and display car park.**

6.35.1. There appears to be no take up of the HGV & Coach Parking provision at Crossways, Church Stretton. It is therefore proposed to consult on a change of use to a standard band 6 pay and display carpark.

7. Programme

7.1. Subject to Cabinet approval of the recommendations, it is proposed to commence the consultation exercise for a period of 10 weeks beginning on 17th July 2017, and running through until 24th September 2017.

7.2. The findings of the consultation and recommendations regarding the new car parking proposal will be reported back to Cabinet in November 2017.

7.3. Following the consultation process and the further report to Cabinet in November 2017, if formal Traffic Regulation Orders (TRO) are required to implement any final adopted proposals, consultation could commence at the beginning of December and if required approval to proceed requested at Cabinet on 28th February 2018The linear tariff implementation is proposed to be rolled out in phases across the county, as follows:

		Start:	Go live:
Phase 1	Shrewsbury	December 2017	May 2018
Phase 2	Ludlow	March 2018	July 2018
Phase 3	Bridgnorth	May 2018	September 2018
Phase 4	Oswestry	June 2018	October 2018
Phase 5	All other areas	July 2018	November 2018

7.4. The programme is phased so as to implement with the highest parking activity areas first. Although the desire is to achieve consistency across the county as soon as possible, such is the scale of the proposed changes, a phased approach is required.

7.5. The works priority for implementation of linear requires the provision of new parking machines. New equipment was installed in Raven Meadows multi storey car park, Shrewsbury last year and pay and display new machines have recently been installed in Shrewsbury, mainly on street, in readiness for phase 1.

7.6. Further early release of funding provision for the required new machines could facilitate acceleration of the implementation programme.

7.7. Implementation of other proposals will be programmed to dovetail in with the linear tariff programme. However, when feasible, initiatives such as the roll out of pay by phone will be fast tracked.

7.8. It is anticipated that the introduction of the new proposed season ticket framework shall be concurrent and inclusive within the proposed introduction and programme for the main proposed hourly linear tariff / banding.

7.9. To ensure effective implementation across towns and areas the programme for the introduction of off street residents parking permits shall also where possible, be integrated with on–street residents parking policy provision.

8. Conclusion

8.1. This report proposes consultation on proposals for the new draft Parking Strategy in Shropshire which will provide the new strategic approach to parking across the county.

8.2. The draft Strategy recognises that car parks can be used as a traffic management tool, influencing the management of air quality and the vibrancy of town centres within Shropshire.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information) **Parking Proposals** Shropshire Parking Review (Initial scoping review) – May 2014 Report on Shropshire Parking Strategy - Mouchel – January 2015 Shropshire Parking Proposal Executive Summary Mouchel - January 2015 Shropshire Parking Implementation Plan (Phase 1) Mouchel– November 2015 Details of current trades persons waivers available at: https://new.shropshire.gov.uk/parking/season-tickets-waivers-and-permits/parking-waivers/parking-waivers-faqs/
Cabinet Member

Councillor Steven Davenport – Portfolio Holder for Highways and Transport

Local Member

County wide initiative – impacts on all local Members

Appendices

Appendix 1: **Parking Strategy Proposals** - Charging rules and guidance on use of car parking income

Appendix 2: **Consultation document 1** - Parking proposal consultation information and questionnaire (linear parking; pricing bands; unrestricted parking; evening parking; loading bays; 'pop and shop', and Raven Meadows opening hours)

Appendix 3: **Consultation document 2** - A new policy and tariff framework for weekly tickets, season tickets, residents' off-street permits, and for coach and HGV parking

Appendix 4: **Consultation document 3** – Proposed changes to Shropshire's Council's on-street residents' parking permit scheme

Appendix 5: **Consultation document 4** - New trades person waiver system consultation information and questionnaire

Appendix 6: **Proposed assessment matrix methodology**

Appendix 7: **Proposed banding level for each identified 'on and off' street parking area including scoring and rationale**

Appendix 8: **Benchmarking exercise**

Appendix 9: **Shropshire Council On-Street Residents Parking Policy Framework: Proposal for inclusion in Parking Strategy Cabinet Report June 2017**

Appendix 10: **Off –Street Carparks: Proposed Weekly Ticket, Season Ticket, Residents Parking permits, Coach and HGV Tariff Framework**

Appendix 11: **Complete list of existing and proposed season ticket and off-**

street residents permits tariffs for each carpark across the county

Appendix 12: **Existing and Proposed Season ticket, Residents Parking, HGV and Coach Parking Provision**

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Appendix1: Parking Strategy Proposals - Charging rules and guidance on use of car parking income

1. The authority is not able to introduce different methods of charging until they have been consulted on, agreed by Cabinet and adopted into the strategy. It is necessary for the Council to introduce its proposals in accordance with policies and failure to do so could result in a legal challenge.
2. Car parking charges cannot be used for any purposes outside the objectives of the Road Traffic Regulation Act 1984 (RTRA 1984). Furthermore this statute cannot be used to raise revenue effectively through taxation. RTRA is not a fiscal or taxing statute and using funds for purposes outside the statute is not lawful. This also applies to off-street parking in the Council's car parks as these powers to charge are also derived through the RTRA 1984.
3. It is therefore not possible under the provisions of the RTRA 1984 to fund other services outside of the remit of the RTRA 1984 using income from car parking fees and charges whether this is on or off street or to set charges with the specific aim of generating income to fund services or projects .
4. There is some discretion to budget for a surplus depending on where it is reasonable and to allow for fluctuations in costings year by year. However a surplus is not allowed for purposes outside of the RTRA 1984.
5. Section 55 RTRA 1984 provides for the creation of a ring fenced account (the Special Parking Area (SPA) into which the monies raised under sections 45 and 46 must be placed and for dealing with any surplus funds which includes expenditure for other transport purposes.
6. Section 122 imposes a general duty on local authorities exercising functions under RTRA 1984 to "*secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking on and off the highway*…".

Notes on Section 55, RTRA 1984: Financial provisions relating to designation orders.

.A local authority shall keep an account of their income and expenditure in respect of parking places for which they are the local authority and which are designated parking places.

At the end of each financial year any deficit in the account shall be made good out of the general fund, and any surplus shall be applied for all or any of the purposes specified below and, in so far as it is not so applied, shall be appropriated to the carrying out of some specific project falling within those purposes and carried forward until applied to carrying it out.

If the local authority so determine, any amount not applied in any financial year, instead of being or remaining so appropriated, may be carried forward in the account to the next financial year.

The purposes referred to) above are the following, that is to say—

(a) the making good to the general fund of any amount charged to that fund under in the 4 years immediately preceding the financial year in question;

(b) meeting all or any part of the cost of the provision and maintenance by the local authority of off-street parking accommodation, whether in the open or under cover

(c) the making to other local authorities or to other persons of contributions towards the cost of the provision and maintenance by them, in the area of the local authority or elsewhere, of off-street parking accommodation, whether in the open or under cover;]

(d) if it appears to the local authority that the provision in their area of further off-street parking accommodation is unnecessary or undesirable, the following purposes—

- (i) meeting costs incurred, whether by the local authority or by some other person, in the provision or operation of, or of facilities for, public passenger transport services,
- (ii) the purposes of a highway or road improvement project in the local authority's area,
- (iii) the purposes of environmental improvement in the local authority's area,

(iv) in the case of such local authorities as may be prescribed, any other purposes for which the authority may lawfully incur expenditure;

For the purposes of (ii) above a highway improvement project means a project connected with the carrying out by the highway authority of any operation which constitutes the improvement (within the meaning of the Highways Act 1980) of a highway in the area of a local authority in England or Wales; and

For the purposes of (iii) above, "environmental improvement" includes—

(a) the reduction of environmental pollution (as defined in the Pollution Prevention and Control Act 1999 (c. 24); see section 1(2) and (3) of that Act);
(b) improving or maintaining the appearance or amenity of a road or land in the vicinity of a road, or open land or water to which the general public has access; and
(c) the provision of outdoor recreational facilities available to the general public without charge.

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Appendix 2: Parking strategy consultation

Shropshire Council's parking strategy <u>Consultation document 1</u> Proposals regarding: linear parking; pricing bands; unrestricted parking; evening parking; loading bays; 'pop and shop' parking, and Raven Meadows opening hours

For more detailed information about the proposals outlined in this document, please see the Shropshire Council Cabinet report for 12 July 2017. ADD LINK

Introduction

Shropshire Council provides car parks and on-street parking across the county. The way that we manage and run our car parks and on-street parking is determined by our parking strategy.

The **current strategy [link]** – and our current charging arrangements - was introduced in 2012. But a lot has changed in the past five years, and now a new strategy is needed.

In simple terms we want to offer an improved parking service that is hassle-free, and that makes use of the latest technology. We want a service that offers value for money and that is consistent across the county. And we want to make it easy for our customers to understand how much it costs to park – in our car parks and on-street - and the easiest way to pay.

We've carried out a detailed evidenced-based review to inform the new draft strategy and we have some ideas about how we can achieve this by making our parking charges simpler, clearer and easier to understand – but before we do anything we want to know what you think.

We’ve made a number of proposals and we want to know your thoughts.

Note: This document is one in a series of four consultation documents, each looking at different aspects of the parking strategy. You can respond to as many of the documents as you wish.

Useful links

Current parking strategy
https://new.shropshire.gov.uk/parking/service-information/shropshire-parking-strategy/

Local Transport Plan
https://www.shropshire.gov.uk/public-and-passenger-transport/local-transport-plan/

Shrewsbury Integrated Transport Package
https://new.shropshire.gov.uk/get-involved/shrewsbury-integrated-transport-package/
http://new.shropshire.gov.uk/media1/2688/shrewsbury-itp-consultation-report-_final.pdf

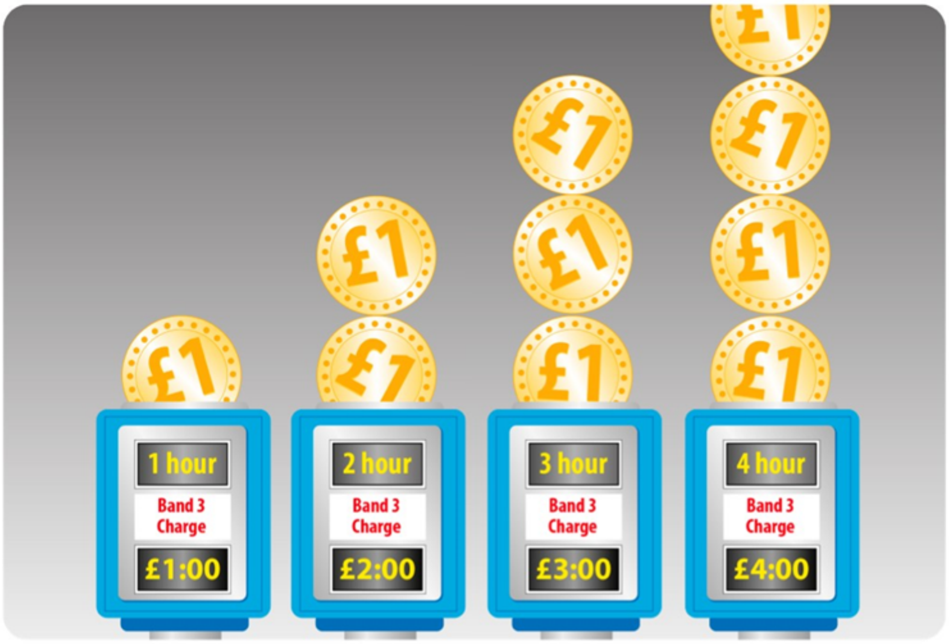
What we’re proposing and why

We’re proposing a number of changes to our parking charge structure – ie. the section of the parking strategy that determines what we charge to park and why. Remember that these are proposals only at this stage and we won’t do anything until we know what you think.

For each of the following proposals, tell us whether you agree, and let us have any comments.

Proposal 1 - The introduction of a set price per hour (known as ‘linear’ pricing)

We’re proposing to introduce a set price per hour in each of our car parks, though the charge will vary between car parks (see proposal 2) depending on their location.



Why? At the moment charges per length of stay vary from car park to car park and from town to town. It can be difficult to understand how much you need to pay, and customers often find that they don't have the right coins - which can lead to paying too much as the machines don't give change.

A simple, consistent, easy to understand hourly charge will make it easier for customers to choose how long to park for. The charge will vary depending on where you park, with each car park or on-street parking area being placed into a 'band'. **See proposal 2**.

The proposed hourly charge for each band is.

Band 1	Band 2	Band 3	Band 4	Band 5	Band 6	Band 7
£2.50	£2.00	£1.00	£0.70	£0.50	£0.30	Free

Additional information/example: Parking at Frankwell car park in Shrewsbury currently costs: 1 hour (£1.70); 3 hours (£2.70); 10 hours (4.00).

With a linear (hourly) charge of 70p an hour, charge would be: 1 hour (70p); 2 hours (£1.40); 3 hours (£2.10) and so on – which we think is much simpler and easier to understand.

Do you agree with our proposal?

Yes

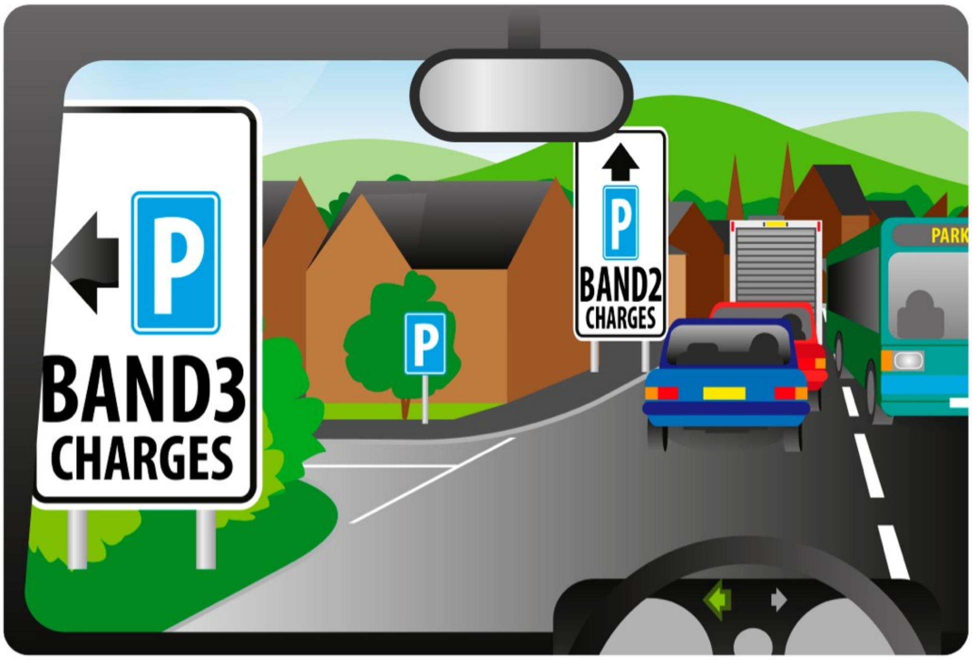
No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 2 - A standard countywide car parking banding / ranking system

We're proposing to introduce seven new pricing bands. Each car park and on-street pay and display area will be placed into one of these bands, depending on its location, capacity and the likelihood of finding a parking space.



Why? This will help to standardise and simplify our parking charges structure to ensure that there is consistency across the county, and to make it easier for people to understand.

The proposed hourly charge for each band is.

Band 1	Band 2	Band 3	Band 4	Band 5	Band 6	Band 7
£2.50	£2.00	£1.00	£0.70	£0.50	£0.30	Free

Click here to see a table showing which car park / pay and display area falls within which band. The table is towards the end of this page/document).

Do you agree with our proposal?
Yes
No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 3 – Parking tickets for unrestricted periods

We're proposing to end the current system of long-stay and short-stay parking by introducing parking tickets that allow you to park without a maximum stay limit in our car parks and on-street pay and display areas.

Why? This will be made possible by the introduction of banding **(see proposal 2),** which will allow us to better manage our car parks and remove the current time limits. This will enable you to park in your preferred location for as long as you want/need to, as long as you're willing to pay the appropriate charge.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 4 – introduce linear (set price per hour) charges between 9am and 8pm

Evening parking across the county is currently free after 6pm and take-up by both residents, businesses and visitors can be high, which is great for our evening economy, but can cause congestion in our car parks and on-street parking areas, plus additional operational and maintenance costs. We're planning to introduce linear parking charges between 9am and 8pm.

Why? This would address the above issues, keep things simple and easy to understand, would make it easier for us to manage and enforce parking. It will also allow residents to continue to park overnight free of charge. To allow for overnight parking we would start charging at 9am, rather than 8am as we do now.

This option would also help us to meet the objectives of the Shrewsbury Integrated Transport Package. [add link]

Any additional income raised through evening charges would be put towards the costs of managing and maintaining our car parks.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 5 – The extension of on-street loading and taxi bay provision in the evenings and early mornings

Loading bays are provided in our market towns and the times they can be used for loading and unloading varies from bay to bay and town to town. Outside of these times the bays can generally be used for unrestricted parking. We're now proposing that the loading bay restriction times should be extended in line with the evening parking charge proposals.

We're also proposing that all existing loading bays within the Shrewsbury river loop are used as taxi bays between 8pm and 7.30am. If this is successful we'd consider introducing similar measures in other market towns.

Why? If on-street evening parking charges are introduced we'll need to make sure that the loading bays can used for loading and unloading. There's also a shortage of taxi bays within the Shrewsbury river loop, and this would support the night-time economy, help ensure that there's appropriate taxi provision throughout the night, and help ensure the safety of people visiting the town at night.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 6 – Removal of the 15-minute 'pop and shop' period

We're planning to end the 'pop and shop' period that allows you to park in all of our pay and display parking areas for 15 minutes without having to pay. If you include the 10 minute 'observation period' before a ticket can be issued, people can currently park for free for up to 25 minutes. We're proposing to end this, but you will still have a 10 minute period after parking before a ticket can be issued.

Why? Shropshire Council and local businesses want to encourage people to come into our towns for longer, rather than rushing to get their shopping done in 15 minutes. However, under the plans people who do need to stop briefly will still have 10 minutes.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 7 – The extension of opening hours in Raven Meadows multi storey car park in Shrewsbury

We're proposing to open the car park 24 hours a day, seven days a week.

Why? With the ongoing development of the 'night-time economy' there is now a demand for a safe and secure car park in Shrewsbury that is open 24 hours a day, seven days a week.

New parking machines and barriers and number plate recognition have recently been installed in Raven Meadows to improve the service to customers. Now a refurbishment programme is proposed that will improve safety and security at the car park, which will enable the extension of opening hours.

Opening 24/7 would also provide additional, much-needed, parking for users of the nearby railway station, and for the neighbouring Premier Inn hotel.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

What isn't changing

All current concessions for blue badge holders, residents and permit holders will remain unchanged.

Proposed bands

The proposed banding level for each identified on and off street parking area:

Car Park	Town	Band
Shrewsbury on-street	Shrewsbury	Band 1 £2.50/hour
Quarry Swimming & Fitness Centre	Shrewsbury	Band 2 £2/hour
Ludlow on-street (Red)	Ludlow	
Bridge Street	Shrewsbury	
St Austin's	Shrewsbury	
Raven Meadows	Shrewsbury	
St Julian's Friars	Shrewsbury	
Castle Street	Ludlow	Band 3 £1/hour
Listley Street North & South	Bridgnorth	
Sainsbury's	Bridgnorth	
Festival Square	Oswestry	
Ellesmere on-street	Ellesmere	
Riverside	Bridgnorth	Band 4 70p/hour
Beatrice Street	Oswestry	
Frankwell Main, Riverside & Quay	Shrewsbury	
Smithfield	Bridgnorth	
Ludlow on-street (Blue)	Ludlow	
Back Lane	Much Wenlock	
Galdeford Zone A	Ludlow	Band 5 50p/hour
Frogmore Road	Market Drayton	
Easthope Road	Church Stretton	
Queen Street	Market Drayton	

Car Park	Town	Band
Abbey Foregate	Shrewsbury	
St Mary's Lane	Much Wenlock	
Falcons Court	Much Wenlock	
Pepper Street	Whitchurch	
Castle Hill	Whitchurch	
Innage Lane	Bridgnorth	Band 6 30p/hour
Severn Street	Bridgnorth	
Galdeford Zone B	Ludlow	
Oswald Road	Oswestry	
Towers Lawn 1 & 2	Market Drayton	
Smithfield	Ludlow	
Oak Street	Oswestry	
Newtown	Whitchurch	
St John's Street	Whitchurch	
Brownlow Street	Whitchurch	
New Road	Much Wenlock	
Talbot, Cross, Spar bridge	Ellesmere	
High Street	Wem	
Mill Street	Wem	
Leek Street	Wem	
Prees Heath HGV/coach/cars	Prees Heath	
Crossways	Church Stretton	
Newport Road	Market Drayton	
Gobowen Station	Gobowen	
Crown Hotel, High Street	Albrighton	
Church Street	Bishop's Castle	Band 7

Car Park	Town	Band
Harley Jenkins	Bishop’s Castle	Free
Dark Lane	Broseley	
Clun	Clun	
Lloyd Street	Oswestry	
High Street	Highley	
Auction Yard	Bishop’s Castle	
Bridgnorth Road	Broseley	
Childe Road East & West	Cleobury Mortimer	
Corvedale Road	Craven Arms	
Newington Way	Craven Arms	
Gatacre	Oswestry	
Sherrymill Hill	Whitchurch	
Church Street	Prees	

It’s recommended that all car parks within the Shrewsbury river loop should be a minimum of band 2 to help achieve the objectives of the **Shrewsbury Integrated Transport Package**. [LINK].

What happens next?

All responses to the consultation will be carefully considered before the final proposals are presented to Shropshire Council’s Cabinet for approval.

Subject to approval of any proposals, a further formal traffic regulation order consultation and approval will be required before they are implemented.

Remember: For more detailed information about the proposals outlined in this document, please see the Shropshire Council Cabinet report for 12 July 2017. ADD LINK

Note: By law, any surplus money Shropshire Council receives from car parking over and above the cost of providing and administering it must be used for the benefit of road users. Any surplus generated from these new proposals would be put towards a number of new parking developments, including the replacement of the existing payment machines to enable payment by card, contactless payments, and payment by mobile phone.

Any further surplus money would be used to fund public transport services, road improvements projects and environmental improvements.

Parking strategy consultation survey – user/demographic questions

About you

This information will help us understand the kinds of people who have completed this survey. We will also use it to understand if different groups of people have different views so we can plan actions that respond to this in the most appropriate way to reduce any inequalities. The information you give us will be collated and used to produce statistics that will not identify you or anyone in your household. You do not have to complete the questions in this section if you don't want to but it will help us if you do.

Are you completing this survey as… [please tick ALL that apply]

- A local resident
- A customer of the car parks /on street parking described in this consultation
- A customer of the off-street parking described in this consultation
- A customer of parking permits described in this consultation
- A representative of a local business or commercial organisation
- A member of a local interest or community group
- A member of a local faith group or church
- A representative of a local Town or Parish Council
- A representative of a local rural parish council
- A Shropshire Councillor
- A tourist
- Other (please state ______________________________)
- None of these

Are you?

Male Female Prefer not to say

Do you identify as the gender you were assigned at birth?

Yes No Prefer not to say

What age group are you?

19 or under 20-29 30-44 45-64 65-74 75+ Prefer not to say

How would you describe your ethnic background?

- White English/Welsh/Scottish/Northern Irish/British
- White: Irish
- White: Gypsy or Irish Traveller
- White: Polish
- White: Other
- Mixed Race: White and Black Caribbean

- Mixed Race: White and Black African
- Mixed Race: White and Asian
- Mixed Race: Other
- Asian or Asian British: Indian
- Asian or Asian British: Pakistani
- Asian or Asian British: Bangladeshi
- Asian or Asian British: Chinese
- Asian or Asian British: Other
- Black or Black British: African
- Black or Black British: Caribbean
- Black or Black British: Other
- Other ethnic group: Arab
- Other ethnic group: Other
- Prefer not to say

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes No Prefer not to say

If yes, are you the owner of a blue badge?

Yes No Prefer not to say

Do you belong to any particular religion or hold particular beliefs?

Christian Muslim Sikh Hindu Jewish Other Religion No Religion Prefer not to say

If other please state____-

Are you a carer?

Yes No Prefer not to say

If yes, do you care for a…….?

Parent Child Child with a disability

Partner / spouse Friend / Neighbour Other family member

Other (please state)______________

Are you pregnant or within 26 weeks of the birth of a child?

Yes No Prefer not to say

Which of the following best describes your working status?

- Employed (employee/self-employed)
- Unemployed
- Retired
- Student
- Looking after home or family

- Long term sick or disabled
- Not working / other
- Prefer not to say

Please tell us your full postcode?

____

Appendix 3: Parking strategy consultation

Shropshire Council's parking strategy

Consultation document 2

A new policy and tariff framework for weekly tickets, season tickets, residents' off-street permits, and for coach and HGV parking

For more detailed information about the proposals outlined in this document, please see the Shropshire Council Cabinet report for 12 July 2017. ADD LINK

Introduction

Shropshire Council provides car parks and on-street parking across the county. The way that we manage and run our car parks and on-street parking is determined by our parking strategy. And one key part of the strategy is how and what we charge for parking.

The **current strategy [link]** – and our current charging arrangements - was introduced in 2012. But a lot has changed in the past five years, and now a new strategy is needed.

In simple terms we want to offer an improved parking service that is hassle-free, and that makes use of the latest technology. We want a service that offers value for money and that is consistent across the county. And we want to make it easy for our customers to understand how much it costs to park – in our car parks and on-street - and the easiest way to pay.

We've carried out a detailed evidenced-based review to inform the new draft strategy and we have some ideas about how we can achieve this by making our parking charges simpler, clearer and easier to understand – but before we do anything we want to know what you think.

We've made a number of proposals and we want to know your thoughts.

Note: This document is one in a series of four consultation documents, each looking at different aspects of the parking strategy. You can respond to as many of the documents as you wish.

Useful links

Current parking strategy
https://new.shropshire.gov.uk/parking/service-information/shropshire-parking-strategy/

Local Transport Plan
https://www.shropshire.gov.uk/public-and-passenger-transport/local-transport-plan/

Shrewsbury Integrated Transport Package
https://new.shropshire.gov.uk/get-involved/shrewsbury-integrated-transport-package/
http://new.shropshire.gov.uk/media1/2688/shrewsbury-itp-consultation-report-_final.pdf

What we're proposing and why

A new policy and tariff framework is required that will complement the proposals for linear parking (see consultation document one) and on-street residents' parking proposals (see consultation document three); as well as providing consistency, and supporting our objectives for the effective management of parking in Shropshire, including tackling congestion and air pollution.

The policy needs to significantly improve flexibility, and provide appropriate concessions and priority.

The new policy will cover:

- Weekly tickets in Shropshire Council's car parks.
- Season tickets for small cars and vans in Shropshire Council's car parks.
- Residents' off-street parking permits in Shropshire Council's car parks.
- Coach and HGV parking in Shropshire Council's car parks.

1. Weekly tickets

We're proposing the provision of weekly season tickets in all off-street Pay & Display and pay on foot car parks (bands 2 to 6), including off-street band 2 car parks within Shrewsbury's river loop. See consultation document one for a list of the proposed bands for each car parks.

To provide maximum flexibility weekly tickets will be valid for any Shropshire Council car park of the same band level, or higher. For example, if a weekly season ticket is purchased for band 3 it will also be valid for use in all Shropshire car park bands 4, 5 and 6.

Table: proposed discount for buying a weekly season ticket

Band	Hourly Rate	8 hour day	5 day week	Proposal
		(flat rate)		
2	£2.00	£16.00	£80.00	£70.00
3	£1.00	£8.00	£40.00	£35.00
4	£0.70	£5.60	£28.00	£24.00
5	£0.50	£4.00	£20.00	£17.00
6	£0.30	£2.40	£12.00	£10.00

Do you agree with our proposals?

Yes

No

If 'no', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

2. Season tickets for cars and vans

Season tickets are currently available for 29 of Shropshire Council's 78 car parks. Very few of the existing 29 locations offer the option to buy for all periods of season tickets – one month, three months, six months, or annual.

There are also 19 different charging regimes in place, meaning that's there not much consistency across market towns.

What we're proposing

a. Price levels for season tickets be standardised and modelled based on the seven banding levels (see consultation document one, section xx)

Why? To give consistency in charging across the county.

Note: To see the proposed season ticket tariff see tables 20-23 in appendix xx of the Cabinet report.

b. Only one type of season ticket, that will be valid at all times.

Why? To standardise and simplify the season ticket price structure whilst offering a discount that is proportionate to the needs of most users.

c. A standard initial primary discount for season tickets, that assumes usage eight hours a day, 200 days per year.

Why? This is a standard industry practice and allows for days when commuters aren't attending their place of work (eg. holidays, working at home etc).

d. For standard season tickets (valid all hours), a further standard secondary tiered discount level will be set for the four standard durations of season tickets – one month, three months, six months, and annual - based upon the flat rate hourly linear charge for an eight-hour day in each band.

Why? To give flexibility in the duration of available season tickets, whilst ensuring a consistent discount.

Table: Summary of season ticket option proposals (all proposed rates rounded to the nearest £)

	1 Month season ticket		3 Month Quarterly season		6 month $^{1}/_{2}$ Year season		12 Month Annual season	
Band	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2
Secondary Discount %	13%	0%	25%	13%	38%	25%	50%	38%
Type 1	£292	£333	£750	£875	£1,250	£1,500	£2,000	£2,500
Type 2	£233	£267	£600	£700	£1,000	£1,200	£1,600	£2,000
Type 3	£117	£133	£300	£350	£500	£600	£800	£1,000
Type 4	£82	£93	£210	£245	£350	£420	£560	£700
Type 5	£58	£67	£150	£175	£250	£300	£400	£500
Type 6	£35	£40	£90	£105	£150	£180	£240	£300
Type 7	£0	£0	£0	£0	£0	£0	£0	£0

e. Season tickets will be valid for all Shropshire Council car parks of the same or lower band level, rather than just at one specified car park.

Why? This will enhance service provision and flexibility, and help to reduce on-street parking congestion.

Additional season ticket parking will be provided to the car parks listed in the table below.

Town	Car Park	Band
Bridgnorth	Listley Street North & South	3
Oswestry	Beatrice Street	4
	Oswald Road Coach park	6
Whitchurch	Pepper Street	5
	Castle Hill	5

Market Drayton	Queen Street	5
	Newport Road	6
Church Stretton	Crossways	6
Gobowen	Gobowen Station	6
Prees Heath	Prees Heath HGV/Coach/Cars	6
Albrighton	Crown Hotel, High Street	6

Note: to give priority to shoppers and visitors, reduce carbon emissions and provide pollution control measures it is also proposed not to allow provision of season tickets to any car park within the Shrewsbury town centre river loop. Season ticket provision will therefore be removed from St Julian's Friars carpark.

f. The proposed new season ticket framework will be introduced at the same time as the programme for proposed hourly linear tariff / banding.

Why? To ensure an overview of all proposals is made available during consultation and ensure a better understanding of the 'big picture'.

Do you agree with our proposals?

Yes

No

If 'no', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

3 - Residents' off-street parking permits

a. All off-street car park residents' permits will be issued and valid for a period of 12 months only. Permits will be available pro-rata for shorter periods in special circumstances.

Why? To help ensure a more efficient services and spread customer costs over the year.

b. Refunds on cancellation of permits will be available for the number of valid whole calendar months remaining.

Why? To promote and support the proposal for issuing 12 month permits only.

c. Two types of off-street car park residents' permits will be made available, with a discount applied accordingly:
   i. Residents' permits that are valid all of the time
   ii. Residents' permits that are only valid from 4pm in the evening until 10am in the morning on weekdays, and at all times on Saturday, Sundays and bank holidays.

Why? To ensure that residents are offered a permit that best meets their needs.

d. Tariff levels for off-street car park residents' permits will be standardised based on the seven banding levels established for each identified car park (see consultation document one)

Why? To ensure consistency in charging across the county

Table: Summary of off-street residents' parking permit proposed tariff options (all proposed rates rounded to the nearest £)

	Annual Resident Permit			
	Available all times 24 /7		Evenings and weekends only	
Band	Option 1	Option 2	Option 1	Option 2
Secondary Discount %	60%	50%	80%	70%
1	£1,600	£2,000	£800	£1,200
2	£1,280	£1,600	£640	£960
3	£640	£800	£320	£480
4	£448	£560	£224	£336
5	£320	£400	£160	£240
6	£192	£240	£96	£144
7	£0	£0	£0	£0

e. As with season tickets a standard initial primary (flat rate) discount will be applied that assumes usage 200 days per year.

Why? To maintain a standard comparable discount with season tickets.

f. Off-street car park residents' permits will be subject to a further standard secondary tiered discount level dependant on the type of permit.

Why? To ensure appropriate discounts are made available to residents who have little or no other parking provision available within a reasonable distance of their homes.

g. A residents' off-street parking permit shall be allocated for use in specified carparks, usually in locations in close proximity of a resident's home.

Why? To ensure residents' parking permit concessions are maintained.

h. The programme for introduction of the new proposed off-street residents' permits shall be run alongside the programme for the introduction of the main proposed hourly linear tariff / banding.

Why? To ensure that people can see the 'big picture' during consultation, and that there is effective implementation across towns and areas.

Table: List of car parks with proposed addition of off-street residents' parking permit provision

Town	Car Park	Band
Ludlow	Castle Street	Type 3
	Galdeford Zone A	Type 5
	Galdeford Zone B	Type 6
	Smithfield	Type 6
Bridgnorth	Listley Street North & South	Type 3
	Innage Lane	Type 6
Oswestry	Beatrice Street	Type 4
	Oswald Road	Type 6
	Oswald Road Coach park	Type 6
	Oak Street	Type 6
Whitchurch	Pepper Street	Type 5
	Newtown	Type 6
	Sherrymill Hill	Type 6
Market Drayton	Queen Street	Type 5
	Towers Lawn 1	Type 6
	Newport Road	Type 6
Much Wenlock	St Mary's Lane	Type 5
	Falcons Court	Type 5
	New Road	Type 6
Church Stretton	Easthope Road	Type 5
	Crossways	Type 6
Wem	Leek Street	Type 6
Prees Heath	Prees Heath HGV/Coach/Cars	Type 6
Albrighton	Crown Hotel, High Street	Type 6

Do you agree with the proposal to introduce residents' parking in the listed car parks?

Yes

No

Do you have any comments regarding this proposal?

4 - Coach and HGV parking permits

What we're proposing

a. To retain all current HGV and coach parking provision with the exception of Crossways, Church Stretton

Why? There appears to be no take up of the HGV and coach parking provision at Crossways.

b. A standard tariff of £10 per 24 hour stay for HGV and coach parking – and that HGV season ticket provision be made available (monthly, six-monthly and annual) at a tariff rate three times that of the smaller vehicle season tickets for the appropriate band type of each car park.

Why? A coach / HGV is considered to take up space and hence incur maintenance provision equivalent to three times that of a car.

c. A coach parking ticket shall be valid to park in any allocated Shropshire Council coach parking facility across the county rather than a 24-hour coach parking tickets for use in a specific car park.

Why? To assist in the promotion of tourism.

Do you agree with our proposals?

Yes

No

If 'no', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

What happens next?

All responses to the consultation will be carefully considered before the final proposals are presented to Shropshire Council's Cabinet for approval.

Subject to approval of any proposals, a further formal traffic regulation order consultation and approval will be required before they are implemented.

Remember: For more detailed information about the proposals outlined in this document please see the Shropshire Council Cabinet report for 12 July 2017. ADD LINK

The report includes:

- a summary of proposed changes to season tickets, off-street residents' parking permits and HGV provision.
- a summary of the proposed standard primary discount for season tickets, off-street residents' parking permits and HGV Provision

Note: By law, any surplus money Shropshire Council receives from car parking over and above the cost of providing and administering it must be used for the benefit of road users. Any surplus generated from these new proposals would be put towards a number of new parking developments, including the replacement of the existing payment machines to enable payment by card, contactless payments, and payment by mobile phone.

Any further surplus money would be used to fund public transport services, road improvements projects and environmental improvements.

Parking strategy consultation survey – user/demographic questions

About you

This information will help us understand the kinds of people who have completed this survey. We will also use it to understand if different groups of people have different views so we can plan actions that respond to this in the most appropriate way to reduce any inequalities. The information you give us will be collated and used to produce statistics that will not identify you or anyone in your household. You do not have to complete the questions in this section if you don't want to but it will help us if you do.

Are you completing this survey as… [please tick ALL that apply]

- A local resident
- A customer of the car parks /on street parking described in this consultation
- A customer of the off-street parking described in this consultation
- A customer of parking permits described in this consultation
- A representative of a local business or commercial organisation
- A member of a local interest or community group
- A member of a local faith group or church
- A representative of a local Town or Parish Council
- A representative of a local rural parish council
- A Shropshire Councillor
- A tourist
- Other (please state ________________________________)
- None of these

Are you?

Male Female Prefer not to say

Do you identify as the gender you were assigned at birth?

Yes No Prefer not to say

What age group are you?

19 or under 20-29 30-44 45-64 65-74 75+ Prefer not to say

How would you describe your ethnic background?

- White English/Welsh/Scottish/Northern Irish/British
- White: Irish
- White: Gypsy or Irish Traveller
- White: Polish
- White: Other
- Mixed Race: White and Black Caribbean
- Mixed Race: White and Black African
- Mixed Race: White and Asian
- Mixed Race: Other
- Asian or Asian British: Indian
- Asian or Asian British: Pakistani
- Asian or Asian British: Bangladeshi
- Asian or Asian British: Chinese
- Asian or Asian British: Other
- Black or Black British: African
- Black or Black British: Caribbean
- Black or Black British: Other
- Other ethnic group: Arab
- Other ethnic group: Other
- Prefer not to say

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes No Prefer not to say

If yes, are you the owner of a blue badge?

Yes No Prefer not to say

Do you belong to any particular religion or hold particular beliefs?

Christian Muslim Sikh Hindu Jewish Other Religion No Religion Prefer not to say

If other please state____-

Are you a carer?

Yes No Prefer not to say

If yes, do you care for a…….?

Parent Child Child with a disability

Partner / spouse Friend / Neighbour Other family member

Other (please state)______________

Are you pregnant or within 26 weeks of the birth of a child?

Yes No Prefer not to say

Which of the following best describes your working status?

- Employed (employee/self-employed)
- Unemployed
- Retired
- Student
- Looking after home or family
- Long term sick or disabled
- Not working / other
- Prefer not to say

Please tell us your full postcode?

____

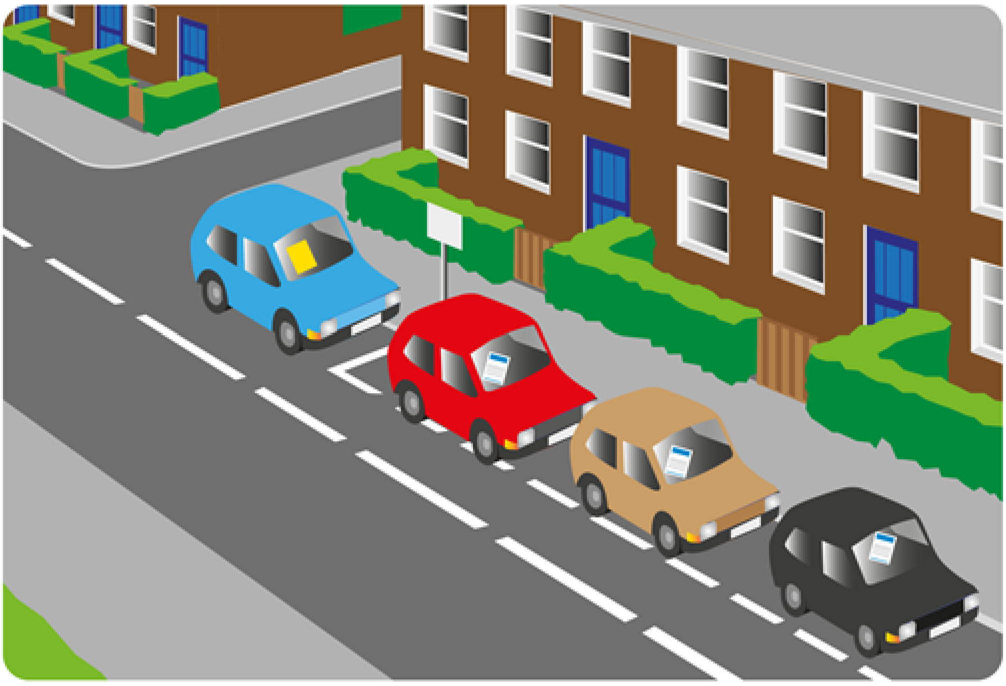
Appendix 4: Parking strategy consultation

Shropshire Council's parking strategy

Consultation document 3
Proposed changes to Shropshire's Council's on-street residents' parking permit scheme

For more detailed information about the proposals outlined in this document, please see the Shropshire Council Cabinet report for 12 July 2017. ADD LINK

Introduction



Shropshire Council provides car parks and on-street parking across the county. The way that we manage and run our car parks and on-street parking is determined by our parking strategy.

The **current strategy [link]** – and our current charging arrangements - was introduced in 2012. But a lot has changed in the past five years, and now a new strategy is needed.

In simple terms we want to offer an improved parking service that is hassle-free, and that makes use of the latest technology. We want a service that offers value for money and that is consistent across the county. And we want to make it easy for our customers to understand how much it costs to park – in our car parks and on-street - and the easiest way to pay.

We've carried out a detailed evidenced-based review to inform the new draft strategy and we have some ideas about how we can achieve this by making our parking charges simpler, clearer and easier to understand – but before we do anything we want to know what you think.

We've made a number of proposals and we want to know your thoughts.

Note: This document is one in a series of four consultation documents, each looking at different aspects of the parking strategy. You can respond to as many of the documents as you wish.

Useful links

Current parking strategy
https://new.shropshire.gov.uk/parking/service-information/shropshire-parking-strategy/

Local Transport Plan
https://www.shropshire.gov.uk/public-and-passenger-transport/local-transport-plan/

Shrewsbury Integrated Transport Package
https://new.shropshire.gov.uk/get-involved/shrewsbury-integrated-transport-package/
http://new.shropshire.gov.uk/media1/2688/shrewsbury-itp-consultation-report-_final.pdf

What we're proposing and why

Introduction

The existing Residents' Parking Policy introduced in 2011 is now considered too rigid and complex. A new policy is required that is fully integrated with the linear parking proposals (see consultation document one), more flexible, provides appropriate concessions, and allows residents to park within a reasonable distance of their homes

Given the likely levels of current and future housing development and present planning policy guidelines there is also a need to have a policy in place that will - if considered necessary - safeguard existing residents' on-street parking provision.

There is also now a need to give greater consideration to, and flexibility in, the use of residents' parking schemes as a traffic management tool that can assist in promoting sustainable transport – this includes new measures such as the potential future provision of electric car charging points, the reduction in carbon emissions and provision of pollution control measures.

In addition, Shropshire Council now has enforcement technology and software that will allow the issue of virtual permits, permit administration can be automated and the need to issue paper permits can be avoided.

For each of the following proposals, tell us whether you agree, and let us have any comments.

Proposal 1 - Before a residents' parking scheme is considered, the potential for the introduction of alternative prohibitions, restrictions and/or traffic management measures should be considered.

Why? To ensure any appropriate alternative traffic management control measures such as yellow lines, limited waiting/disabled bays etc cannot be used to address the issues raised, and the need for a residents' parking scheme is demonstrated from the onset.

Do you agree with this proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 2 - A feasibility proposal outlining the properties and streets for inclusion in any residents' parking scheme will be prepared and support for the proposal should be obtained from the local councillor for the area and from the Cabinet member for highways and transport. Appropriate funding for scheme development / consultation will also be identified.

Why? The development of residents' parking schemes requires extensive consultation and resource to implement. Therefore, for any scheme to be considered there needs to be formal recognition of an observable and persistent problem.

Do you agree with this proposal?

Yes

No

If 'No', do you have any alternative suggestions?

Do you have any other comments regarding this proposal?

Proposal 3 - When the number of vehicle parking spaces available in any proposed residents' parking scheme is equal to or greater than the number of properties registered in the area, a scheme won't be taken forward unless there is sufficient evidence of on-street parking by commuters or non-residents.

Why? To ensure priority for residents is maintained.

Do you agree with this proposal?

Yes

No

If 'No', do you have any alternative suggestions?

Do you have any other comments regarding this proposal?

Proposal 4 - When the number of on-street parking spaces available in any proposed residents' parking scheme is less than the number of properties registered in the area a residents-only scheme should be considered.

Why? Many requests for residents' parking schemes are for areas with little or no off-street parking provision, with demand for residents' parking exceeding supply. Priority must therefore be given to providing a minimum level of on-street parking provision to *all* who have a legitimate need.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 5 - Provision of visitor parking permits within a scheme proposal will only be considered if parking space capacity is considered sufficient.

Why? To ensure appropriate parking provision is made available to residents within a reasonable distance of their property as a priority. The overall number of permits allocated will be primarily dictated by the overall capacity of the road or street, with due regard given to the desirability of visitor parking in the area.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 6 - Within a residents' parking scheme, individual properties on roads that are part of the scheme can be excluded from eligibility for residents' parking permits if that exclusion was a specific part of the planning consent for that property, such as part of a section 106 agreement.

Why? To provide the ability to safeguard existing on-street residents' parking provision that may be impacted by new development proposals, and to promote the use of residential parking schemes as a traffic/parking management tool for new development in the area (and hence manage traffic congestion and maintain road safety).

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 7 - Prior to going ahead with a scheme, a survey questionnaire will be distributed to all properties that are proposed to be included, detailing the outline scheme feasibility proposals. If the results of the survey indicate 50% or more support the scheme and less than 50% oppose it, detailed proposals may be further developed. Survey returns expressing a view that is neither for nor against a scheme proposal will be discounted. If the overall response rate is less than 50% of all properties in the area the scheme may only proceed with the support of the Cabinet member for highways and transport.

Why? An appropriate proportion of residents surveyed within the scheme boundary must support the scheme proposals for the scheme to go ahead.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 8 - Prior to the start of any formal Traffic Regulation Order consultation for a residents' parking scheme proposal, a public exhibition outlining the detailed scheme proposals will be held and comments invited.

Why? To present the proposals to the public (not just the residents within a scheme proposal) and give the opportunity for comments to be made – and, if appropriate, to make adjustments to the scheme proposals ahead of the formal consultation processes. This will reduce the potential for delay and the need for further, expensive, formal consultation.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Proposal 9 - The effectiveness of a residents' parking scheme will be evaluated and reviewed twelve months after its introduction and, if necessary, modifications will be considered.

Why? To ensure the ongoing effectiveness and appropriateness of the scheme.

Do you agree with our proposal?

Yes

No

If 'No', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

Additional information: Residents' parking schemes – the rules

Within residents' parking schemes no parking will be permitted and double yellow lines implemented:

a. Within 10m of a junction
b. On any road which is less than 4.3m (14ft) wide kerb to kerb
c. On both sides of a one-way road that is less than 6.1m (20ft) wide kerb to kerb (parking will only be allowed on one side of the road).
d. On both sides of a two-way road less than 8.4m (27ft) wide kerb to kerb (parking will only be allowed on one side of the road).
e. Within turning heads.
f. Within 25m (80ft) of a traffic-signal-controlled junction or a roundabout (not mini roundabouts).
g. Within 20m (64ft) of a bend, hump-backed bridge or similar obstruction to the driver's line of sight.
h. Outside of a school, hospital or similar establishment.
i. On the approaches to zebra of signal controlled crossings.

These rules are in accordance with the Highway Code, Traffic Signs and General Directions and the Traffic Signs Manuals, and also allow a clear running lane of 2.4m (8ft) for emergency vehicles such as fire engines. Shropshire Council cannot encourage parking in an unsafe location or anywhere vehicles may obstruct emergency vehicles.

Note: The number of vehicle parking spaces available will be calculated after allowing for driveways and statutory prohibitions (spaces are assumed to be six metres in length). This is to maintain priority for access to properties, off-street parking, emergency vehicles and other safety issues.

What happens next?

All responses to the consultation will be carefully considered before the final proposals are presented to Shropshire Council's Cabinet for approval.

Subject to approval of any proposals, a further formal traffic regulation order consultation and approval will be required before they are implemented.

Remember: For more detailed information about the proposals outlined in this document, please see the Shropshire Council Cabinet report for 12 July 2017. ADD LINK

Note: By law, any surplus money Shropshire Council receives from car parking over and above the cost of providing and administering it must be used for the benefit of road users. Any surplus generated from these new proposals would be put towards a number of new parking developments, including the replacement of the existing payment machines to enable payment by card, contactless payments, and payment by mobile phone.

Any further surplus money would be used to fund public transport services, road improvements projects and environmental improvements.

Parking strategy consultation survey – user/demographic questions

About you

This information will help us understand the kinds of people who have completed this survey. We will also use it to understand if different groups of people have different views so we can plan actions that respond to this in the most appropriate way to reduce any inequalities. The information you give us will be collated and used to produce statistics that will not identify you or anyone in your household. You do not have to complete the questions in this section if you don't want to but it will help us if you do.

Are you completing this survey as… [please tick ALL that apply]

- A local resident
- A customer of the car parks /on street parking described in this consultation
- A customer of the off-street parking described in this consultation
- A customer of parking permits described in this consultation
- A representative of a local business or commercial organisation
- A member of a local interest or community group
- A member of a local faith group or church
- A representative of a local Town or Parish Council
- A representative of a local rural parish council
- A Shropshire Councillor
- A tourist
- Other (please state ______________________________)
- None of these

Are you?

Male Female Prefer not to say

Do you identify as the gender you were assigned at birth?

Yes No Prefer not to say

What age group are you?

19 or under 20-29 30-44 45-64 65-74 75+ Prefer not to say

How would you describe your ethnic background?

- White English/Welsh/Scottish/Northern Irish/British
- White: Irish
- White: Gypsy or Irish Traveller
- White: Polish

- White: Other
- Mixed Race: White and Black Caribbean
- Mixed Race: White and Black African
- Mixed Race: White and Asian
- Mixed Race: Other
- Asian or Asian British: Indian
- Asian or Asian British: Pakistani
- Asian or Asian British: Bangladeshi
- Asian or Asian British: Chinese
- Asian or Asian British: Other
- Black or Black British: African
- Black or Black British: Caribbean
- Black or Black British: Other
- Other ethnic group: Arab
- Other ethnic group: Other
- Prefer not to say

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes No Prefer not to say

If yes, are you the owner of a blue badge?

Yes No Prefer not to say

Do you belong to any particular religion or hold particular beliefs?

Christian Muslim Sikh Hindu Jewish Other Religion No Religion Prefer not to say

If other please state____-

Are you a carer?

Yes No Prefer not to say

If yes, do you care for a…….?

Parent Child Child with a disability

Partner / spouse Friend / Neighbour Other family member

Other (please state)______________

Are you pregnant or within 26 weeks of the birth of a child?

Yes No Prefer not to say

Which of the following best describes your working status?

- Employed (employee/self-employed)
- Unemployed
- Retired
- Student
- Looking after home or family

- Long term sick or disabled
- Not working / other
- Prefer not to say

Please tell us your full postcode?

____

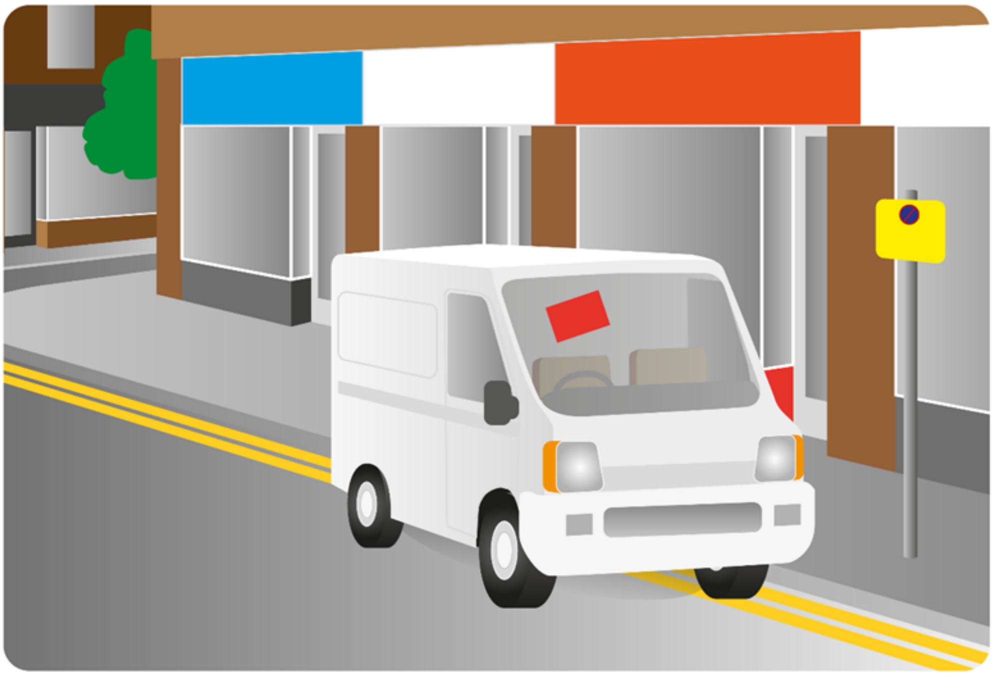
Appendix 5: Parking strategy consultation

Shropshire Council's parking strategy

<u>Consultation document 4</u>
Proposed changes to the car parking waiver system

For more detailed information about the proposals outlined in this document, please see the Shropshire Council Cabinet report for 12 July 2017. **ADD LINK**

Introduction



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The **current strategy [link]** – and our current charging arrangements - was introduced in 2012. But a lot has changed in the past five years, and now a new strategy is needed.

In simple terms we want to offer an improved parking service that is hassle-free, and that makes use of the latest technology. We want a service that offers value for money and that is consistent across the county. And we want to make it easy for our customers to understand how much it costs to park – in our car parks and on-street - and the easiest way to pay.

We've carried out a detailed evidenced-based review to inform the new draft strategy and we have some ideas about how we can achieve this by making our parking charges simpler, clearer and easier to understand – but before we do anything we want to know what you think.

We've made a number of proposals and we want to know your thoughts.

Note: This document is one in a series of four consultation documents, each looking at different aspects of the parking strategy. You can respond to as many of the documents as you wish.

Useful links

Current parking strategy
https://new.shropshire.gov.uk/parking/service-information/shropshire-parking-strategy/

Local Transport Plan
https://www.shropshire.gov.uk/public-and-passenger-transport/local-transport-plan/

Shrewsbury Integrated Transport Package
https://new.shropshire.gov.uk/get-involved/shrewsbury-integrated-transport-package/
http://new.shropshire.gov.uk/media1/2688/shrewsbury-itp-consultation-report-_final.pdf

What we're proposing and why

A **parking waiver** allows tradespeople to park their vehicles for up to one day in a car park, on-street parking area or a restricted parking area while they carry out work.

Two types of parking waivers are currently available from Shropshire Council.

- A '**green type'** waiver allows tradespeople to park in any of our car parks or on-street parking bays, loading bays or resident-only bays. It costs £10 per vehicle per day.
- A '**red type'** waiver allows tradespeople to park on double/single yellow lines or in a disabled bay. It costs £15 per vehicle per day. People wanting to apply for a red type waiver must give up to five working days' notice.

What we're proposing

To simplify and improve the waiver system we're proposing to stop issuing green and red waivers and introduce a new **'tradesperson/work waiver'**.

Each waiver will cost £20 per vehicle, and will be valid for one day. The fee is to cover the council's administration costs.

Each application will be considered and authorised by Shropshire Council's parking service team.

Why are we proposing this?

As part of our review of Shropshire Council's parking strategy we're proposing to end the current system of long-stay and short-stay car parking, by introducing parking tickets that allow you to park without a maximum stay limit in our car parks and on-street pay and display areas (click here to see appendix 2: proposal 3).

If this is agreed it will mean that tradespeople will no longer have to purchase 'green type' waivers if they want to park for extended periods. Instead they'll be able to purchase a ticket for the period of stay required – or they can apply for the new type of waiver.

Additionally, as 'green type waivers' are flexible and easy to obtain, this can have a negative impact on other service users. For example, if a trade vehicle is parked in a loading bay for a long period, this can make it difficult for someone who wants to use that bay to make a delivery.

Do you agree with our proposals?

Yes

No

If 'no', do you have an alternative suggestion?

Do you have any other comments regarding this proposal?

What happens next?

All responses to the consultation will be carefully considered before the final proposals are presented to Shropshire Council's Cabinet for approval.

Subject to approval of any proposals, a further formal traffic regulation order consultation and approval will be required before they are implemented.

Remember: For more detailed information about the proposals outlined in this document, please see the Shropshire Council Cabinet report for 12 July 2017. ADD LINK

Note: By law, any surplus money Shropshire Council receives from car parking over and above the cost of providing and administering it must be used for the benefit of road users. Any surplus generated from these new proposals would be put towards a number of new parking developments, including the replacement of the existing payment machines to enable payment by card, contactless payments, and payment by mobile phone.

Any further surplus money would be used to fund public transport services, road improvements projects and environmental improvements.

Parking strategy consultation survey – user/demographic questions

About you

This information will help us understand the kinds of people who have completed this survey. We will also use it to understand if different groups of people have different views so we can plan actions that respond to this in the most appropriate way to reduce any inequalities. The information you give us will be collated and used to produce statistics that will not identify you or anyone in your household. You do not have to complete the questions in this section if you don't want to but it will help us if you do.

Are you completing this survey as… [please tick ALL that apply]

- A local resident
- A customer of the car parks /on street parking described in this consultation
- A customer of the off-street parking described in this consultation
- A customer of parking permits described in this consultation
- A representative of a local business or commercial organisation
- A member of a local interest or community group
- A member of a local faith group or church
- A representative of a local Town or Parish Council
- A representative of a local rural parish council
- A Shropshire Councillor
- A tourist
- Other (please state ______________________________)
- None of these

Are you?

Male Female Prefer not to say

Do you identify as the gender you were assigned at birth?

Yes No Prefer not to say

What age group are you?

19 or under 20-29 30-44 45-64 65-74 75+ Prefer not to say

How would you describe your ethnic background?

- White English/Welsh/Scottish/Northern Irish/British
- White: Irish
- White: Gypsy or Irish Traveller
- White: Polish
- White: Other
- Mixed Race: White and Black Caribbean
- Mixed Race: White and Black African
- Mixed Race: White and Asian
- Mixed Race: Other
- Asian or Asian British: Indian
- Asian or Asian British: Pakistani
- Asian or Asian British: Bangladeshi
- Asian or Asian British: Chinese
- Asian or Asian British: Other
- Black or Black British: African
- Black or Black British: Caribbean

- Black or Black British: Other
- Other ethnic group: Arab
- Other ethnic group: Other
- Prefer not to say

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes No Prefer not to say

If yes, are you the owner of a blue badge?

Yes No Prefer not to say

Do you belong to any particular religion or hold particular beliefs?

Christian Muslim Sikh Hindu Jewish Other Religion No Religion Prefer not to say

If other please state____-

Are you a carer?

Yes No Prefer not to say

If yes, do you care for a…….?

Parent Child Child with a disability

Partner / spouse Friend / Neighbour Other family member

Other (please state)______________

Are you pregnant or within 26 weeks of the birth of a child?

Yes No Prefer not to say

Which of the following best describes your working status?

- Employed (employee/self-employed)
- Unemployed
- Retired
- Student
- Looking after home or family
- Long term sick or disabled
- Not working / other
- Prefer not to say

Please tell us your full postcode?

______

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Appendix 6: Proposed assessment matrix methodology

The assessment of supply and demand, and allocation of every parking area including on-street pay and display in to an appropriate standard banding level has been based against::

a) the market town the particular parking area is located
b) the location, proximity and convenience of the parking area to the main desired destination
c) desired turnover
d) likelihood of obtaining a space within the parking area
e) capacity of the parking area

Below is a more detailed overview of each of the five criteria

a) Rank allocation based on the market town the particular parking area is located

The demand for parking varies significantly dependant on the geographical location of the market town.

Rank	Town	Parking type/ availability	Demand / main user types
1	Clun Broseley Bishops Castle Albrighton Cleobury Mortimer Craven Arms Gobowen Highley Shifnal	i. Off street pay and display ii. Off street unrestricted iii. On street limited waiting iv. On street unrestricted	• Small towns /large villages, local workers, mainly outlying village catchment. • Some local leisure and tourist attractions
2	Prees	i. Long stay off road pay and display	• Travel break / service provision
3	Whitchurch Wem Ellesmere	i. Off street pay and display ii. On street limited waiting iii. On street unrestricted *(On street pay and display Ellesmere not considered premium pay and display mainly tourist provision)*	• Business / commuter mainly local and outlying village catchment, small quantity county adjacent county catchment • Larger market town /

			shopping centre • Tourist destination
4	Church Stretton Much Wenlock Market Drayton	i. Off street pay and display ii. On street limited waiting iii. On street unrestricted	• Business / commuter mainly local and outlying village catchment, some minor county and regional catchment • Market town / shopping • Tourist destination
5	Oswestry	i. Off street pay and display ii. On street limited waiting iii. On street unrestricted	• Business / commuter mainly local and outlying village catchment, minor regional • Largish market town / shopping centre • Tourist destination
6	Ludlow Bridgnorth	i. Premium on street pay and display ii. Premium off street pay and display	• Some business / commuter both local and regional catchment • Larger market town / shopping centre • Tourist destination
7	Shrewsbury	i. Premium on street pay and display ii. Premium off street pay and display iii. Pay on foot multi storey iv. Standard off street car park v. Park and ride	• Substantial business / commuter both local and regional catchment, West Midlands, Wales, North West. County centre of commerce. • County town central location – main shopping centre draws county wide and Mid Wales • Major tourist destination

b) Assessment of the location, proximity and convenience of the parking area to the probable main desired destination

This criteria gives a weighting to promoting premium rates for most desirable locations.

Score	Location, proximity and convenience to final destinations assessment
1	Not that convenient a location for access to local conveniences, final destinations a fair distance away /not easily accessible.
2	Not too good a location for access to local conveniences, final destination a fair distance away, not that easily accessible.
3	A good location for access to local conveniences / final destination
4	Premium location for access to local conveniences, final destinations a minimal distance away and easily accessible.
5	Absolute premium location for access to local conveniences, final destinations an absolute minimal distance away and very easily accessible.

c) Assessment of desired turnover

This criteria gives a weighting to enabling customers to find a space and not have to wait or cruise around the town causing unnecessary traffic congestion and pollution whilst seeking a desired parking space.

Score	Desired turnover of spaces based on current level of usage
1	Very low turnover
2	Low turnover
3	Average turnover
4	High turnover
5	Very high turnover

d) Likelihood of obtaining a space within the parking area

This criteria is an assessment based on known current habits (some car parks are more popular than others, irrespective of tariffs imposed). An applied weighting to influence and encourage customers to park in currently underutilised car parks, hence free up capacity in some of the more congested carparks has been used.

Score	Likelihood of obtaining a space within the parking area on an average day
1	Very high
2	High
3	Average
4	Low
5	Very low

e) Capacity of the parking area

Capacity of each car parking area is a fundamental consideration in assessing supply and demand.

Score	Capacity per location
1	200 + spaces
2	101 - 200 spaces
3	31 - 100 spaces
4	up to 30 spaces

f) Matrix assessment calculation

Factors of customer behaviour

In applying the matrix assessment an equal weighting is given to each of the factors of current behaviour:

i. Assessment of the location, proximity and convenience of the parking area to the probable main desired destination (b)
ii. Assessment of desired turnover (c)
iii. Likelihood of obtaining a space within the parking area (d)

Each factor of current behaviour is assessed with a score from 1 to 5, and the score for each customer behaviour factor is then added together.

Combined impact of customer behaviour and the market town the particular parking area is located

To assess the combined impact of customer behaviour in relation to the market town the particular parking area is located, the total customer behaviour factor is multiplied by the rank score allocated to each market town the particular parking area is located (a).

Allowing for the capacity of each parking area

To apply a weighting for the capacity of the parking area (e), the combined impact and capacity scores are added together. Although the addition of the capacity score is only finite it is considered an appropriately weighted factor in influencing assessment.

The developed formula for calculating the total score in the matrix assessment is assessment score for:

Car park location score multiplied by **Customer behaviour score** plus **Capacity**

Or scores from (a x (b + c + d)) + e

g) Allocation of band width for matrix assessment

The assessment matrix and band width allocation have been designed with the intention of:

i. Ensuring the matrix only allows the larger towns (scores of 7 or 6) to be allocated a band type of 2 or above.

Likewise,

ii. The matrix only allows the smaller towns, villages and locations (scores of 1 or 2) to be allocated a band type 7 (or free parking in the July 2017 Draft Parking Strategy proposal).

Town Rank	Possible Band	Min Score	Max Score
1	7, 6	4	19
2	7, 6	7	34
3	6, 5	10	49
4	6, 5, 4, 3	13	64
5	6, 5, 4, 3	16	79
6	6, 5, 4, 3, 2	19	94
7	6, 5, 4, 3, 2, 1	22	109

h) Allocated band widths

Band	**Total score between:**
1	Over 100
2	Between 82 and 99
3	Between 60 and 81
4	Between 51 and 59
5	Between 39 and 50
6	Between 10 and 38
7	Between 0 and 9

Appendix 7: Proposed banding level for each identified 'on and off' street parking area and
Factors taken into consideration in determination of proposed tariff bands.

Car Park	Town	Location	Turnover	Likelyhood of Obtaining a Space	Capacity	Score	
Shrewsbury On Street	7	5	5	5	4	109	Shrewsbury
Bridge Street	7	4	4	4	3	87	
St Austins	7	4	4	4	3	87	
Frankwell	7	3	3	2	1	57	
St Julians	7	3	3	2	1	57	
Ravens Meadow	7	5	3	1	1	64	
Abbey Foregate	7	2	3	1	1	43	
Quarry Fitness Centre	7	5	4	4	4	95	
Castle Street	6	4	4	4	2	74	Ludlow
Galdeford Top	6	3	3	2	2	50	
Galdeford Lower	6	2	2	1	3	33	
Smithfield Ludlow	6	2	1	2	2	32	
Ludlow on Street (red)	6	5	5	5	4	94	
Ludlow On Street (blue)	6	2	2	4	4	52	
Easthope	4	4	4	3	2	46	Church Stretto
Crossways (HGV/Coach)	4	2	1	1	4	20	
Sainsburys	6	4	4	4	1	73	Bridgnorth
Smithfield Bridgnorth	6	3	3	3	1	55	
Innage	6	2	2	2	2	38	
Listley	6	4	4	4	2	74	
Riverside	6	3	3	3	4	58	
Severn Street	6	2	2	2	2	38	
New Road	4	2	2	2	4	28	Much Wenlock
Back Lane	4	4	4	4	4	52	
St Marys	4	4	3	3	3	43	
Falcons Court	4	4	3	3	3	43	
Beatrice Street	5	4	4	3	3	58	Oswestry
Oswald Road	5	2	2	2	3	33	
Oak Street	5	2	2	2	1	31	
Festival Square	5	4	4	4	4	64	
Talbot, Cross, Spar	3	3	3	2	2	26	Ellesmere
EOS	3	5	5	5	4	49	
Moors?	3	4	3	3	3	33	
Castlefields?	3	4	3	3	3	33	
High street	3	3	3	2	1	25	Wem
Mill Street	3	2	2	2	4	22	
Castle Hill	3	4	4	4	3	39	Whitchurch
Pepper Street	3	4	4	4	4	40	
Newtown	3	3	3	3	3	30	
St Johns Street	3	3	3	3	3	30	
Brownlow Street	3	3	3	3	3	30	
Prees Lorry	2	3	3	3	4	22	Prees
Frogmore	4	4	4	3	3	47	Market Drayton
Newport Road	4	2	1	1	3	19	
Queen Street	4	4	4	3	2	46	
Towers Lawn	4	3	3	2	1	33	
Church Street	1				4	4	Other Towns with free to park car parks
Harley Jenkins	1				4	4	
Auction Yard	1				3	3	
High Street, Albright	1	5	5	4	3	17	
Bridgnorth Road	1				3	3	
Dark Lane	1				4	4	
Childe Road	1				3	3	
Corvedale Road	1				3	3	
Newington Way	1				3	3	
Clun	1				4	4	
Gatacre	1				3	3	
Lloyd Street	1				4	4	
Gobowen Train	1	5	2	2	2	11	
High Street Highley	1				4	4	
Aston Street	1				2	2	
Kings Yard	1				3	3	

Appendix 7: Proposed banding level for each identified 'on and off' street parking area and
Factors taken into consideration in determination of proposed tariff bands.

Note:

*Raven Meadows and St Julian's Friars scoring overridden, band uplift applied in line with SITP strategic objectives, discouraging parking within the River loop (town centre) and promoting parking to alternative out of town centre car parks, (the use of parking as a traffic management tool to achieve strategic goals).

Factors taken into consideration in determination of proposed tariff bands.

Band 1	Band 2	Band 3	Band 4	Band 5	Band 6	Band 7
£2.50	£2.00	£1.00	£0.70	£0.50	£0.30	Free

i. A benchmarking exercise, nationally, regionally and locally was undertaken as part of the parking review, including analyses of several existing linear parking schemes;
ii. The principal of linear parking was discussed at a number of Midlands Service Improvement Group (MSIG) meetings;
iii. The proposal is to introduce a minimum tariff payment of 30 minutes on band 1 and a minimum tariff payment of 1 hour on bands 2 to 6;
iv. The linear charging proposal needs to allow the motorist to receive the exact amount of parking time for a uniform charge irrespective as to whether the stay is short or long with additional periods of parking made available dependant on coinage tendered;
v. A desire to minimise coinage quantities, cash collection and banking, in particular the use of 5p coins;
vi. Maximising the potential to introduce round pound tariff denominations
vii. The provision of suitable premier tariffs and appropriate differentials between bands;
viii. Avoidance of ad-hoc tariffs. We currently have a number of ad hoc parking tariffs such as £3.10 for 2 hours.
ix. Harmonisation with existing tariffs where considered appropriate. For example tariffs for Frankwell Main car park in Shrewsbury currently include up to 1 hour at £1.20, up to 3 hours at £2.70 and up to 10 hours at £4.00. The proposed

banding level for the car park is band 4, a rate of 70p per hour, the cost of purchasing up to 1 hour parking would be £0.70, up to 2 hours £1.40, up to 3 hours £2.10, a reduction on that currently charged, but becoming more expensive for stays of longer than $5^3/_4$ hours, thereby promoting the incentive to use the park and ride service.

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Appendix 8: Extract from Shropshire Parking Implementation Plan Report: Benchmarking of other town centre car park tariffs, November 2015

A benchmarking exercise has taken place to consider the car park tariffs across Telford town centre, Chester town centre, the City of Lincoln (city centre), Dover town centre and Warwick city centre. A selection of nearby competitors, historic county towns considered similar in characteristics to Shrewsbury and in the case of Dover an example of linear tariffs already being applied. The daily parking prices associated with each of the public car parks in these locations are shown below in **Error! Reference source not found.Error! Reference source not found.Error! Reference source not found.**, respectively.

1.1 Telford town centre

Error! Reference source not found., below, demonstrates the pricing tariffs across Telford town centre's short and long stay car parks.

Telford town centre car parks	Type	Spaces	Tariff							Evening tariff
			Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
Ice Rink	Short stay	68	£1.10	£1.60	£2.20	£3.00	£3.00	£3.00	£3.00	As per day
Southwater multi-storey	Short stay	602	£1.10	£1.60	£2.20	£3.00	£4.00	£6.00	£6.00	Arrival after 5pm £1.00
Shopping Centre	Short stay	1426	£1.10	£1.60	£2.20	£6.00	£6.00	£6.00	£6.00	Arrival after 6pm £0.50.
Shopping Centre	Long stay	2026	£1.10	£1.60	£2.20	£3.00	£3.00	£3.00	£3.00	Arrival after 6pm £0.50.
Dark Lane	Long stay	145	£1.10	£1.60	£2.20	£3.00	£3.00	£3.00	£3.00	-

Table 0-1: Telford town centre car park tariffs

Across Telford town centre consistent parking tariffs are applied for up 1, 2 and 3 periods, albeit in a non-linear manner. Beyond the 3 hour stay, prices then vary by car park and location across the town centre.

Evening tariffs are low within the main shopping centres and the Southwater multi-storey car park, whilst costs at the Ice Rink occur all day long.

There is currently no provision to pay for parking by phone in Telford and the Telford shopping centre car parks operate on a pay on departure basis.

1.2 Chester town centre

Error! Reference source not found., below, demonstrates the pricing tariffs across Chester town centre's short and long stay car parks.

Chester town centre car parks	Type	Spaces	Tariff							Evening tariff
			Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
Garden Lane	Long stay	120	£1.20	£3.90	£4.00	£5.00	£5.00	£5.00	£5.80	Arrival after 6pm £1.50
Steam Mill Street	Long stay	45	£4.40	£4.40	£4.40	£4.40	£4.40	£4.40	£5.40	Arrival after 6pm £1.50
Little Roodee (cars)	Long stay	452	£4.00	£4.00	£4.00	£5.00	£5.00	£5.00	£5.80	Arrivals after 5pm £1.50
Delamare Street	Short stay	351	£4.00	£4.00	£4.00	£4.90	£4.90	£5.90	£2.90	Free after 3pm
Brook Street	Short stay	137	£1.80	£3.00	£3.00	£4.00	£5.00	£5.00	£5.00	Free after 3pm
Gorse Stacks	Short stay	312	£4.00	£4.00	£4.00	£4.90	£4.90	£5.90	£5.90	Free after 3pm
Watergate Street	Short stay	128	£4.00	£4.00	£4.00	£4.00	£5.00	£5.00	£5.00	Arrivals after 5pm £1.50
Cuppin street	Short stay	21	£4.00	£4.00	£4.00	£4.90	£4.90	£5.90	£5.90	Arrivals after 5pm £1.50
Trinity street	Short stay	148	£2.00	£2.00	£4.90	£7.40	n/a	n/a	n/a	Arrivals after 5pm £2.00
The Market Car Park	Short stay	650	£3.70	£3.70	£3.70	£4.60	£4.60	£5.60	£5.60	Free after 3pm
Christleton Road	Short stay	19	£0.20	£0.20	£0.20	£3.00	£3.00	£3.00	£3.00	Free after 5pm

Table 0-2: Chester town centre car park tariffs

Within Chester a varying, non-linear pricing system is applied across the town centre. In general it is reasonably expensive to park within the town centre, particularly for short stay visits.

Evening/late afternoon parking is either free or £1.50 per stay in the majority of town centre car parks.

There is currently no provision to pay for parking by phone in Chester town centre.

1.3 City of Lincoln

Error! Reference source not found., below, demonstrates the pricing tariffs across the City of Lincoln's shopper, commuter and visitor car parks.

City of Lincoln	Tariff	Spaces	Tariff							Evening tariff
			Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
City Hall Beaumont Fee	Shopper	70	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
City Hall Orchard Street	Shopper	135	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 5pm - £2.60.
Lucy Tower	Shopper	425	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £3.10.
Flaxengate	Shopper	52	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
Motherby Lane	Shopper	36	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
Tentercroft Street	Shopper	401	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
Thornbridge	Shopper	251	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
Broadgate	Comm-uter	430	£1.10	£2.10	£3.10	£4.10	£4.10	£4.10	£4.10	Arrivals after 6pm - £2.10.
Chaplin Street	Comm-uter	59	£1.10	£2.10	£3.10	£4.10	£4.10	£4.10	£4.10	Arrivals after 6pm - £2.10.
Rosemary Lane	Comm-uter	49	£1.10	£2.10	£3.10	£4.10	£4.10	£4.10	£4.10	Arrivals after 6pm - £2.10.
Castle Hill	Visitor	25	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
Langworth-gate	Visitor	51	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
Westgate 1	Visitor	199	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
Westgate 2	Visitor	31	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
Westgate 3	Visitor	13	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
St Pauls Lane	Visitor	35	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
The Lawn	Visitor	110	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.

Table 0-3: City of Lincoln town centre car park tariffs

The City of Lincoln has applied a three phase tariff system aimed at shoppers, commuters and visitors on the basis of geography and proximity to shops, main employment locations and visitor attractions. Consistent but non-linear tariffs have been applied across each of the shopper, commuter and visitor designated car parks.

Evening parking after 5 or 6pm is consistently £2.60 per stay across all car parks.

The City of Lincoln operates a pay by phone scheme at its car parks.

1.4 Dover town centre

Error! Reference source not found., below, demonstrates the pricing tariffs across Dover town centre's short and long stay car parks.

Dover town centre car parks	Type	Spaces	Tariff							Evening tariff
			Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
Albany Place	Long stay	94	£0.50	£1.00	£1.50	£2.00	£2.50	£3.00	£3.00	Free after 5pm
Camden Crescent	Long stay	77	£1.00	£2.00	£3.00	£4.00	£5.00	£7.50	£7.50	Free after 5pm
Maison Dieu	Long stay	86	£1.00	£2.00	£3.00	£4.00	£5.00	£7.50	£7.50	Free after 5pm
Priory Road	Long stay	45	£1.00	£2.00	£3.00	£4.00	£5.00	£7.50	£7.50	Free after 5pm
Ladywell	Long stay	33	£1.00	£2.00	£3.00	£4.00	£5.00	£7.50	£7.50	Free after 5pm
Bench Street	Short stay	46	£1.00	£2.00	£3.00	£4.00	n/a	n/a	n/a	Free after 5pm
Stembrook	Short stay	89	£1.00	£2.00	n/a	n/a	n/a	n/a	n/a	Free after 5pm
Woolcomber	Short stay	62	£1.00	£2.00	£3.00	£4.00	n/a	n/a	n/a	Free after 5pm
Townwall Street	Short stay	29	£1.00	£2.00	£3.00	£4.00	n/a	n/a	n/a	Free after 5pm

Table 0-4 Dover town centre car park tariffs

Within Dover a linear (per minute) pricing system is applied across the town centre. In all cases there is a minimum parking tariff payment of between 30-50p, with prices then rising in a linear manner in line with the length of stay allowed per car park. Short stay car parks allow stays of up to 4 hours. Long stay car parks charge in a linear manner up to 5 hours, after which time a capped daily figure is applied.

Evening parking is free after 5pm. Dover operates a pay by phone scheme at its car parks.

1.5 Warwick city centre

Error! Reference source not found., below, demonstrates the pricing tariffs across Warwick city centre short and long stay car parks.

Warwick town centre car parks	Spaces	Tariff							Evening tariff
		Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
Barrack Street	260	£0.70	£1.20	£2.00	£2.80	£3.40	£3.40	£4.00	n/a
Linen Street	152	£0.70	£1.40	£2.20	£3.10	£4.90	£4.90	£6.00	n/a
New Street	38	£0.60	£1.20	£1.80	n/a	n/a	n/a	n/a	6-8pm: £0.50
Castle Lane	16	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50
West Gate	29	£0.60	£1.20	£1.80	n/a	n/a	n/a	n/a	6-8pm: £0.50
The Butts	16	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50

Priory Road	42	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50
West Rock	92	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50
St Nicholas Park	241	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50
St Marys	66	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50

Table 0-5 Warwick city centre car park tariffs

Within Warwick city centre a linear (60p per minute) pricing system is applied across the majority of the town centre car parks. Short stay car parks allow stays of up to 3 hours. Long stay car parks charge in a linear manner up to a maximum daily capped figure of £4, which typically applies for stays over 6 hours.

Evening parking between 6 and 8pm is 50p.

All city centre car parks currently operate on a pay and display basis.

1.6 Conclusion

The review of Telford, Chester, City of Lincoln, Dover and Warwick car park tariffs confirms the different approaches to car park charges applied across comparative town/city locations, with the cost of 2 hours short stay parking ranging, on average from £1.20 (Warwick) to £4.00 (Chester). In terms of long stay parking, the tariffs range from £3.00 (Telford and Dover) to £7.80 (Chester) for 6 hours or more (all day) parking.

Evening parking charges range from free (Dover) to £2.60 (City of Lincoln).

Similarly, Dover and Warwick apply a linear tariff for short/medium stay parking. For long stay visitors both Dover and Warwick apply a maximum parking price cap of £7.50 and £4.00 respectively.

If the linear tariffs for Shrewsbury were applied in comparison to other towns, Shrewsbury would be reasonably comparable to Telford.

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Appendix 9:

Shropshire Council On –Street Residents Parking Policy Framework: Proposal for inclusion in Parking Strategy Cabinet Report July 2017

Proposed Scheme Criteria

1. Prior to any consideration for any Residents' Parking Scheme, the potential for the introduction of alternative prohibitions, restrictions and/or traffic management measures should first be considered.

   Reasons
   To ensure any appropriate alternative traffic management control measures such as yellow lines, limited waiting / disabled bays etc. cannot be used to address the issues raised and the need for a residents parking scheme is demonstrated from the onset.

   Residents' parking schemes should not be introduced and should be avoided where the majority of residents have off-street parking or where there is sufficient on-street space to accommodate both residents' and non-residents' parking.

   There is a need for presumption against small isolated areas remote from other areas of parking enforcement. Such schemes would have a disproportionate cost in terms of enforcement, may create expectations that the Council is unable to meet and have limited traffic or parking management value for the surrounding area.

2. A feasibility proposal outlining the properties and streets for inclusion in any residents parking scheme shall be prepared and support for the proposal should be obtained from both the Local Member for the area and the Portfolio Holder for Highways and Transport. Appropriate funding for scheme development / consultation shall also be identified.

   All outline feasibility proposals should be designed with a strategic holistic approach (offer all-encompassing solutions to traffic and parking congestion issues across town centres /urban areas rather than not individual streets) and should be expanded to include any adjacent and surrounding streets likely to be impacted by the scheme proposal.

   Reasons
   There is a history in Shropshire in operating small residents parking schemes, some on an individual street basis. Schemes of this nature can be difficult to enforce and can create further parking congestion in adjacent streets.

   Development of residents parking schemes requires extensive consultation and resource to implement. All proposals must therefore be considered a viable priority proposal that is supported as a priority by both the Local Member and the Portfolio Holder for Highways and Transport.

   For any scheme to be considered there needs to be formal recognition of an observable and persistent problem. There should be a presumption against the introduction of schemes to manage minor sporting events or other occasional community events and major events must be frequent and cause significant disturbance, as judged by all parties involved.

3. When the number of vehicle parking spaces available in any proposed residents parking scheme is equal to or greater than the number of properties registered in the area, scheme development / feasibility shall not be taken forward unless substantial evidence of the presence of commuter / non-residents on-street parking (or potential displacement of existing residents parking that may result from any proposed new development) has been presented.

   Reason
   To ensure priority is maintained in scheme purpose; improving parking and traffic management, including potential displacement of existing residents parking availability that may result from proposed new development by discouraging commuter/shopper/non-residents parking in residential streets.

4. When the number of on-street parking spaces available in any proposed scheme is less than the number of properties registered in the area a resident only scheme should be considered;

   Reason
   Many requests for residents parking schemes are for areas with little or no off street parking provision with demand for residents parking exceeding supply, priority must therefore be afforded to providing a minimum level of on-street parking provision to all those who have a legitimate need, reduce parking/traffic congestion hence maintaining scheme overriding scheme objective and purpose.

5. Provision of visitor parking permits within a scheme proposal shall only be considered if parking space capacity is considered sufficient

   Reason
   To ensure appropriate parking provision is made available to residents within a reasonable distant of their property as a priority. The overall number of permits allocated will be primarily dictated by the overall capacity of the road or street, with due regard given to the desirability of visitor parking the area.

6. The number of vehicle parking spaces available shall be calculated after allowing for driveways and statutory prohibitions (spaces are assumed to be 6 metres in length).

   Reason
   To maintain priority for access to properties / off street parking/ emergency vehicles and other safety issues

7. Within residents parking schemes no parking shall be permitted and prohibition of parking restrictions (double yellow lines) implemented:

a. Within 10m of a junction
b. On any road which is less than 4.3m (14ft) wide kerb to kerb
c. On both sides of a 0ne-way road that is less than 6.1m (20ft) wide kerb to kerb (parking will only be allowed on one side of the road).
d. On both sides of a two- way road less than 8.4m (27ft) wide kerb to kerb (parking will only be allowed on one side of the road).
e. Within turning heads.
f. Within 25m (80ft) of a traffic signal controlled junction or a round-about, (not mini roundabouts)
g. Within 20m (64ft) of a bend, hump backed bridge or similar obstruction to the driver's line of sight.
h. Outside of a school, hospital or similar establishment.
i. On the approaches to zebra of signal controlled crossings.

This may result in restrictions being placed where some people normally park and a loss in the number of parking spaces available to residents.

Reason:
These rules are in accordance with the Highway Code, Traffic Signs and General Directions and the Traffic Signs Manuals, and also allow a clear running lane of 2.4m (8ft) for emergency vehicles such as Fire Engines. The Council cannot encourage parking in an unsafe location or anywhere vehicles may obstruct emergency vehicles.

8. Within a residents' parking scheme, individual properties on roads which are part of the scheme can be excluded from eligibility for residents' parking permits if that exclusion was a specific part of the planning consent for that property, such as part of a section 106 agreement.

   Reasons
   To provide the ability to safeguard existing on-street residents parking provision that may be impacted by new development proposals

   To promote the use of residential parking schemes as a traffic / parking management tool for new inset development in the area, hence manage traffic congestion and in the interests of maintaining road safety.

9. Prior to going ahead with a scheme, a survey questionnaire shall be distributed to all properties proposed to be included in the scheme, detailing the outline scheme feasibility proposals. If the results of the survey indicate 50% or more of returns support and less than 50% of returns oppose the scheme (survey returns expressing a view that are neither for or against a scheme proposal shall be discounted), detailed proposals may be further developed and taken forward.
   If the overall response rate is less than 50% of all properties in the area the scheme may only proceed with the support of the Portfolio Holder for Highways and Transport.

   Reason
   An appropriate proportion of residents surveyed within the scheme boundary must support the scheme proposals for the scheme to go ahead.

10. Prior to commencement of any formal Traffic Regulation Order consultation for any residents' parking scheme proposal, a public exhibition outlining the detailed scheme proposals shall be undertaken and comments received.

    Reason
    To present the proposals to the public (not just the residents within a scheme proposal) and give opportunity for comments to be received and if appropriate make adjustments to the scheme proposals in advance of formal consultation processes hence reduce the potential for delay and repeat expensive formal consultation with amendment.

11. After 12 months, have elapsed following the introduction of a residents parking scheme the effectiveness of the scheme shall be evaluated and reviewed and if necessary modifications considered.

    Reason
    To ensure ongoing effectiveness and appropriateness of the scheme.

Proposed Operational Details

Permit allocation

1. Permit allocation for each scheme including a definitive list of properties shall be laid down in an appropriate Traffic Regulation Order(TRO)

   Reason
   To ensure authority is maintained

2. The issue of a permit does not guarantee the availability of a parking space

   Reason
   Residents parking schemes are intended to give priority that will enable residents to park within a reasonable distance of their property most of the time

3. Only one vehicle registration may be registered on a permit

   Note: Subject to compliance with allocation criteria there are no restrictions on change of vehicle.

   Reason
   To ensure appropriate scheme management and enforcement whilst offering flexibility

4. Permits will only be issued to a designated vehicle identified by a Vehicle Registration Mark (VRM).

   Reason
   To ensure appropriate scheme management and enforcement

5. Permits will only be issued to a vehicle, the length of which does not exceed 5.5 metres, and width does not exceed 1.8 metres

   Reason
   To ensure availability of parking space in the area and that road safety /quality of life/amenity in residential areas is maintained

6. When the number of on-street parking spaces available in any proposed residents parking scheme is less than the number of properties registered in the area, resident permit allocation shall be limited to a maximum of one per property.

   Reason
   In streets that were not designed for significant car ownership (areas of traditional housing), a significant factor in parking and congestion issues is that there simply is not enough space on-street to accommodate residents' vehicles. Limiting each property to 1 permit will ensure a minimum provision is made available to all

properties whilst promoting the use of alternative parking arrangements for households with multiple vehicles hence giving scheme service and functionality.

7. When the number of vehicle parking spaces available in any proposed residents parking scheme is equal to or greater than the number of properties registered in the area, residents of properties designated within a residents parking scheme will be entitled to purchase a maximum of 2 residents’ permits per property.

   Reasons
   To ensure that parking for all residents with a permit is made available within a reasonable distance of their residence hence maintain service provision and functionality.

8. Visitors permits will only be allocated to a scheme if laid down in the scheme Traffic Regulation Order(TRO), in which case each registered property in the area shall be entitled to receive a maximum allocation of up to 200 hours of visitors parking per annum.

   Reason
   To ensure authority, service provision and functionality is maintained with priority afforded to residents parking provision whilst maintaining a level of flexibility for bona fide visitors.

Permit Costs

Residents Permits

£100 per annum

The £100 cost of the permit comprises:

Administration and permit provision costs	£ 19
Enforcement Costs	£ 31
Scheme Implementation & maintenance	£ 50*

There is no charge for change of vehicle.
Permits are not transferable with change of occupancy.

*Scheme implementation and maintenance is calculated by taking the average estimated set up cost of a typical scheme divided by the estimated number of properties in a typical scheme, with these costs spread over a 5 year period.

		Number of properties:	348
Project Management & Design	£38,000	Cost per property:	£252.87
Build	£50,000		
Total:	£88,000	Spread over 5 years:	£50.57

Visitors Permits

Each property registered in a scheme who purchases an annual residents parking permit shall be entitled to receive an allocation of 200 hours' free visitors parking permits per annum.

Residents with a registered property in a scheme who do not take up the annual residents' parking permit allocation are entitled to receive an allocation of 200 hours' visitors parking permits per annum. Annual registration cost for this service is £5.

Change of vehicle

There is no charge for change of vehicle registered on permits.

Annual review of permit costs

The tariff for permits will be reviewed and set in the Council's annual fees and charges budget report.

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Appendix 10: Off –Street Carparks: Proposed Weekly Ticket, Season Ticket, Residents Parking permits, Coach and HGV Tariff Framework:

The following framework outlines 2 option proposals for Weekly Ticket, Season Ticket, Residents Parking Permits, Coach and HGV Tariff Parking to be considered within the public consultation exercise. Subject to the results of the consultation, it is proposed that the framework document will be completed and presented to Cabinet for approval and implemented within the new parking strategy.

A. Reason for new policy framework proposals

A new policy and tariff framework for Weekly tickets, Season ticket, Residents off street permits, Coach and HGV parking is required that will:

i. Complement both the linear parking and on-street residents parking proposals,
ii. Provide standardisation and consistency
iii. Support objectives for the effective management of parking in Shropshire, consistent with Government and Regional policies, in particular when considering the potential impact on congestion and consequently air pollution
iv. Support the promotion of transport mode hierarchy, a principle that now underpins much of transport policy in the UK and involves ranking transport modes according to benefit or sustainability.

The management of parking is one of the most effective means of tackling congestion and its more serious consequences, e.g. increased air pollution, delay and unreliability of public transport services. However, the ease and convenience with which regular users, visitors and their vehicles can access a location by car can have a major influence on the location's overall success and in particular its economic vitality and viability.

There is again also a need to give greater consideration and flexibility in the use of our off-street car parks as a traffic management tool that can assist in promoting sustainable transport, including new measures such as the potential future provision of electric car charging points, the reduction in carbon emissions and provision of pollution control measures.

The policy needs to significantly improve flexibility and provide appropriate concessions and priority that will within our off-street parking provision allow subject to appropriate availability:

1. Season ticket holders to park in Council off street carparks of their choice subject to payment of the appropriate priority tariff
2. Residents to park in Council off street carparks when available, within a reasonable distance of their homes.

3. Coach parking at an appropriate tariff that will give the flexibility to both manage and provide what is required for tourists and visitors
4. Facilitate and manage appropriate Heavy Goods vehicle (HGV) parking at an appropriate tariff.

Shropshire Council now has enforcement technology and software that will allow the issue of virtual permits, permit administration can be automated and the need to issue paper permits can be avoided thereby improving service provision, reducing operational costs and minimising materials and the environmental impact of the service. Customer service will be made available both online and by telephone.

B. SEASON TICKETS FOR PASSENGER AND LIGHT GOODS VEHICLES (Small cars and Vans)

Off-street Parking Season Tickets: Current Availability

The current availability of season tickets for Passenger and Light Goods Vehicle, as authorised in the existing County wide off street Parking Places Order Traffic Regulation order (TRO) 2011, including tariff and hours applicable are detailed below:

i. Frankwell Long stay, Shrewsbury

Table 1: Type A - All Hours

1 Month	£60
3 Months	£170
6 Months	£320
12 Months	£600

Table 2: Type B - Monday to Saturday,16:00 -9:00, Sunday all hours

3 Months,	£101
12 Months	£335.60

Table 3: Type C – Friday to Saturday-Sat, 16:00-09:00, Sunday all hours

3 Months	£42.40
12 Months	141.20

ii. St Julian's Friars, Shrewsbury

All hours as Frankwell Shrewsbury table 1

Table 4: Type B - Monday to Saturday,16:00 -9:00, Sunday all hours

3 Months,	£94.50
12 Months	£314.90

Table 5: Type C – Friday to Saturday-Sat, 16:00-09:00, Sunday all hours

3 Months	£39.10
12 Months	131.40

iii. Abbey Foregate, Shrewsbury

Table 6: All Hours

1 Month	£41
3 Months	£115
6 Months	£216
12 Months	£405

iv. Bridge Street and St Austin's, Shrewsbury

Table 7: All Hours

3 Months	£456.10
12 Months	£1,519.3

Table 8: Monday to Saturday,16:00 -9.00, Sunday all hours

3 Months,	£190.10
12 Months	£633.10

Table 9: Friday to Saturday-Sat, 16:00-09:00, Sunday all hours

3 Months	£56.50
12 Months	189.00

v. Innage Lane and Severn Street, Bridgnorth

Table 10: All Hours

1 Month	£33
3 Months	£94
6 Months	£176
12 Months	£330

vi. Smithfield, Bridgnorth

Table 11: All Hours

1 Month	£45
3 Months	£128
6 Months	£240
12 Months	£450

vii. Severn Park, Bridgnorth

Table 12: Monday to Sunday, 7:30am – 4:30pm

12 Months	£60

viii. Galdeford, Zone A, Ludlow

Table 13: All Hours

1 Month	£72
3 Months	£204
6 Months	£384
12 Months	£720

ix. Galdeford, Zone B, Ludlow

Table 14: All Hours

1 Month	£36
3 Months	£102
6 Months	£192
12 Months	£360

x. Smithfield, Ludlow

Table 15: All Hours

1 Month	£30
3 Months	£85
6 Months	£1160
12 Months	£300

xi. Oswald and Oak Street, Oswestry

Table 16: All Hours

1 Month	£15
3 Months	£43
6 Months	£80
12 Months	£150

xii. St. Mary's Lane and Falcons Court, Much Wenlock

As Smithfield, Bridgnorth, table 11.

xiii. New Road, Muchwenlock

Table 17: All Hours

1 Month	£27
3 Months	£77
6 Months	£144
12 Months	£270

xiv. East Hope, Church Stretton

Table 18: All Hours

1 Month	£54
3 Months	£153
6 Months	£288
12 Months	£540

xv. Towers Lawn 1 and 2, Market Drayton

As Smithfield, Bridgnorth, table 11.

xvi. Cross Street/Talbot Street and Spabridge, Ellesmere

As Smithfield, Bridgnorth, table 11.

xvii. Castle Hill Car, Whitchurch

Table 19: All Hours

12 Months	£75

xviii. Newtown, St Johns Street and Brownlow Street, Whitchurch

As Smithfield, Bridgnorth, table 11.

xix. High Street, Leek Street and Milk Street, Wem

As New Road, Muchwenlock, table 11.

As detailed above season tickets are currently available to purchase for 29 of the total 78 car parks listed in the current off- street carpark Traffic Regulation Order (TRO) schedule of charging. Very few of the existing 29 locations offer up options for all periods of season tickets, monthly,3 & 6 monthly. Furthermore, there are a total of 19 different charging regimes in place, there is some but not a lot of consistency across market towns.

There needs to be consolidation of the existing arrangements for the reasons listed in Section A above.

Proposed Season Ticket Framework and Tariff

It is proposed that:

i. Tariff levels for season tickets be standardised and modelled based on the 7 banding levels established for each identified car park set for linear parking as summarised in section 6.16 of the main cabinet report. Full details of the proposed standard banding and assessment model methodology are shown in **Appendix 6** of the Cabinet report. Note: There are currently no off street car parks listed within band 1 and there are only off street car parks within Shrewsbury town centre (within the river loop), listed in band 2.

Reason:

To give consistency in charging across the county based on pre-determined standard criteria.

ii. Only one type of season tickets be made available that will be valid at all times.

Reason:

To standardise and simplify season ticket tariff structure whilst offering a discount that is proportionate to the requirements of the majority of users.

iii. A standard initial primary discount for season tickets shall be applied assuming usage requirements of 8 hours a day, 200 days per year.

Reason:

This is a standard industry practice and gives allowance for allocation not required for commuters when not attending their place of work, taking leave, homeworking etc.

iv. For standard season tickets (valid all hours), a further standard secondary tiered discount level shall be set accordingly for the 4 standard durations of season tickets, monthly, 3 monthly, 6 monthly and annually based upon the flat rate hourly linear charge for an 8-hour day in each band.

Reason:

To give service flexibility in season ticket duration option availability whilst maintaining consistency in allocation of discount.

v. A standard season ticket shall **not** be allocated for use in a specific carpark, rather a season ticket shall be valid to park in any Shropshire Council carpark at the level of band purchased or below (excluding Shropshire countryside and recreational carparks).

Reasons:

To give service flexibility in season ticket usage and harmonisation of customers parking needs. It is considered inappropriate for example for a resident who lives in one town and works in another, requiring both parking for work and off-street residents parking in an evening and weekends, to have to purchase both a season ticket and a residents parking permit. There are benefits to all with this proposal, for instance a resident of Bridgnorth who commutes to Shrewsbury or vice versa, will have all-inclusive discounted access to off street parking reducing both congestion and pollution in the top 2 Shropshire carbon emissions hot spots.

The provision of season tickets valid at all times, in all Shropshire Council carparks (subject to a maximum banding level), will enhance service provision and flexibility, and serve to promote transport mode hierarchy / reduce on street parking congestion.

vi. The programme for introduction of the new proposed season ticket framework shall be concurrent and inclusive within the proposed introduction and programme for the introduction of the main proposed hourly linear tariff / banding.

Reasons
To ensure a holistic overview of all proposals is made available during consultation hence promote both a better understanding of the 'big picture' and effective implementation.
To maintain harmony in service options availability across the county whilst also ensuring full service provision is made available to customers as soon as new technology in a town /area goes live.

<u>Operational Details of Relevance to Season Ticket Framework and Tariff Proposals</u>

1. Qualification and tariff for season tickets in each specified carpark will be laid down in an appropriate Traffic Regulation Order(TRO) following approval via the formal TRO consultation process

2. The issue of a season ticket will not guarantee the availability of a parking space in any particular car park

3. Only one vehicle registration may be registered on a season ticket
   Note: There are no restrictions on change of vehicle.

4. Season tickets will only be issued to a designated vehicle identified by a Vehicle Registration Mark (VRM).

5. Season tickets will only normally be issued to a vehicle, the length of which does not exceed 5.5 metres, and width does not exceed 1.8 metres.

6. Applications for season tickets for vehicles, the length of which exceeds 5.5 metres, and/or width exceeding 1.8 metres (mainly vehicles that cannot be parked with all 4 wheels within the confines of a standard bay, for example large vans, mini buses or camper vans) will be considered on an individual basis. If approved validation maybe restricted to specified car parks and/or specific locations within any carpark as agreed with the applicant.

Season Ticket Tariff Proposed Model

Table 20: Tariff Build up - Season Ticket Proposal Option 1(all proposed rates rounded to the nearest £)

i. *Assumes standard 8 hour day*
ii. Flat Rate Primary Discount based on 200 days usage per annum
iii. Secondary Discount:

1 Month Season ticket	1 hours free parking per day pro-rata equivalent	Primary discount plus 13%
3 Month Season Ticket	2 hours free parking per day pro-rata equivalent	Primary discount plus 25%
6 Month Season Ticket	3 hours free parking per day pro-rata equivalent	Primary discount plus 38%
12 Month Season Ticket	4 hours free parking per day pro-rata equivalent	Primary discount plus 50%

Option1:		1 Month season ticket		3 Month Quarterly season ticket		6 month $^{1}/_{2}$ Year season ticket		12 Month Annual season ticket	
Band	Hourly Rate	Flat Rate Primary Discount	Proposed rate with Secondary Discount applied	Flat Rate Primary Discount	Proposed rate with Secondary Discount applied	Flat Rate Primary Discount	Proposed rate with Secondary Discount applied	Flat Rate Primary Discount	Proposed rate with Secondary Discount applied
Type 1	£2.50	£333.33	£292	£1,000.00	£750	£2,000.00	£1,250	£4,000.00	£2,000
Type 2	£2.00	£266.67	£233	£800.00	£600	£1,600.00	£1,000	£3,200.00	£1,600
Type 3	£1.00	£133.33	£117	£400.00	£300	£800.00	£500	£1,600.00	£800
Type 4	£0.70	£93.33	£82	£280.00	£210	£560.00	£350	£1,120.00	£560
Type 5	£0.50	£66.67	£58	£200.00	£150	£400.00	£250	£800.00	£400
Type 6	£0.30	£40.00	£35	£120.00	£90	£240.00	£150	£480.00	£240
Type 7	£0.00	£0.00	£0	£0.00	£0	£0.00	£0	£0.00	£0
Equivalent hours per day purchase: *Based on standard 200 days parking per year (pro-rata)*		8	7	8	6	8	5	8	4
Percentage secondary discount			13%		25%		38%		50%

Table 21: Tariff build up Season Ticket Proposal Option 2 (all proposed rates rounded to the nearest £)

i. Assumes standard 8 hour day
ii. Flat Rate Primary Discount based on 200 days usage per annum
iii. Secondary Discount:

1 Month Season Ticket	Primary discount only	
3 Month Season Ticket	1 hours free parking per day pro-rata equivalent	Primary discount plus 13%
6 Month Season Ticket	2 hours free parking per day pro-rata equivalent	Primary discount plus 25%
12 Month Season Ticket	4 hours free parking per day pro-rata equivalent	Primary discount plus 38%

Option 2:		1 Month season ticket		3 Month Quarterly season ticket		6 month $^{1}/_{2}$ Year season ticket		12 Month Annual season ticket	
Band	Hourly Rate	Flat Rate Primary Discount	Proposed rate with Secondary Discount applied	Flat Rate Primary Discount	Proposed rate with Secondary Discount applied	Flat Rate Primary Discount	Proposed rate with Secondary Discount applied	Flat Rate Primary Discount	Proposed rate with Secondary Discount applied
Type 1	£2.50	£333.33	£333	£1,000.00	£875	£2,000.00	£1,500	£4,000.00	£2,500
Type 2	£2.00	£266.67	£267	£800.00	£700	£2,000.00	£1,200	£3,200.00	£2,000
Type 3	£1.00	£133.33	£133	£400.00	£350	£1,000.00	£600	£1,600.00	£1,000
Type 4	£0.70	£93.33	£93	£280.00	£245	£560.00	£420	£1,120.00	£700
Type 5	£0.50	£66.67	£67	£200.00	£175	£500.00	£300	£800.00	£500
Type 6	£0.30	£40.00	£40	£120.00	£105	£300.00	£180	£480.00	£300
Type 7	£0.00	£0.00	£0	£0.00	£0	£0.00	£0	£0.00	£0
Equivalent hours per day purchase: *Based on standard 200 days parking per year (pro-rata)*		8	8	8	7	8	6	8	5
Percentage secondary discount			0%		13%		25%		38%

Table 22: Summary of Season ticket option proposals (all proposed rates rounded to the nearest £)

	1 Month season ticket		3 Month Quarterly season ticket		6 month $^1/_2$ Year season ticket		12 Month Annual season ticket	
Band	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2
Secondary Discount %	13%	0%	25%	13%	38%	25%	50%	38%
Type 1	£292	£333	£750	£875	£1,250	£1,500	£2,000	£2,500
Type 2	£233	£267	£600	£700	£1,000	£1,200	£1,600	£2,000
Type 3	£117	£133	£300	£350	£500	£600	£800	£1,000
Type 4	£82	£93	£210	£245	£350	£420	£560	£700
Type 5	£58	£67	£150	£175	£250	£300	£400	£500
Type 6	£35	£40	£90	£105	£150	£180	£240	£300
Type 7	£0	£0	£0	£0	£0	£0	£0	£0

Table 23: Existing option proposals comparison examples *(all proposed rates rounded to the nearest £)*

		1 Month season ticket			3 Month Quarterly season ticket			6 month $^1/_2$ Year season ticket			12 Month Annual season ticket		
Location	**Band**	Existing	Option	Option	Existing	Option	Option	Existing	Option	Option	Existing	Option	Option
Frankwell, Shrewsbury	Type 4	£60	£82	£93	£170	£210	£245	£320	£350	£420	£600	£560	£700
Smithfield, Bridgnorth	Type 4	£45	£82	£93	£128	£210	£245	£240	£350	£420	£450	£560	£700
Abbey Foregate, Shrewsbury	Type 5	£41	£58	£67	£115	£150	£175	£216	£250	£300	£405	£400	£500
Easthope,Church Stretton	Type 5	£54	£58	£67	£153	£150	£175	£288	£250	£300	£540	£400	£500
Castle Hill,Whitchurch	Type 5	-	£58	£67	-	£150	£175	-	£250	£300	£75	£400	£500
Smithfield, Ludlow	Type 6	£30	£35	£40	£85	£90	£105	£160	£150	£180	£300	£240	£300
Oak Street & Oswald, Oswestry	Type 6	£15	£35	£40	£43	£90	£105	£80	£150	£180	£150	£240	£300
Towers Lawn 1&2, Market Drayton	Type 6	£27	£35	£40	£77	£90	£105	£144	£150	£180	£270	£240	£300

Review of Season Ticket Provision

With the proposal to allow season tickets to be valid to park in any Shropshire Council carpark at the level of band purchased or below, additional season ticket parking will be provided to the carparks listed in table 24.

Table24: Proposed addition of season ticket provision

Town	Car Park	Band
Bridgnorth	Listley Street North & South	Type 3
Oswestry	Beatrice Street	Type 4
	Oswald Road Coach park	Type 6
Whitchurch	Pepper Street	Type 5
	Castle Hill	Type 5
Market Drayton	Queen Street	Type 5
	Newport Road	Type 6
Church Stretton	Crossways	Type 6
Gobowen	Gobowen Station	Type 6
Prees Heath	Prees Heath HGV/Coach/Cars	Type 6
Albrighton	Crown Hotel, High Street	Type 6

To enhance the promotion of transport mode hierarchy, give priority to shoppers and visitors, the reduction in carbon emissions and provision of pollution control measures it is also proposed not to allow provision of season tickets to any carpark within the Shrewsbury town centre river loop. **Season ticket provision will therefore be removed from St Julian's Friars carpark.**

A detailed review of car park capacity, existing and projected usage (the proposal to allow any season ticket to be used in any carpark, at an equivalent banding level or above will have to be evaluated) will be required in order to establish appropriate allocation thresholds for season tickets in each car park.

C. WEEKLY TICKETS

Weekly Ticket Proposal - Reasoning

The proposed rollout of pay by phone and provision of new parking machines in off-street carparks together with the software the council already has will allow service enhancement including the provision of weekly season tickets with purchase available either on-line, by telephone or direct purchase at the parking machines within each carpark, all services we have previously been unable to provide despite there being a demand.

The provision of weekly season tickets is proposed in all off street Pay & Display and pay on foot carparks (bands 2 to 6) including off street type 2 within Shrewsbury town centre (within the river loop).

Tickets to be valid for 7 days from the date of purchase.

To provide maximum flexibility to visitors including tourists and holiday makers, as with season tickets, weekly tickets shall **not** be allocated for use in a specific carpark, rather they shall be valid to park in any Shropshire Council carpark at the level of band purchased or below (excluding Shropshire countryside and recreational carparks).

Table 25: Weekly Season Ticket Proposal to be valid for7 days from the date of purchase
All proposed rates rounded down to the nearest £

Band	Hourly Rate	8 hour day	5 day week	Proposal
		(flat rate)		
Type 2	£2.00	£16.00	£80.00	£70.00
Type 3	£1.00	£8.00	£40.00	£35.00
Type 4	£0.70	£5.60	£28.00	£24.00
Type 5	£0.50	£4.00	£20.00	£17.00
Type 6	£0.30	£2.40	£12.00	£10.00

Discount tariff calculated based on 7 hour day, 5 day week giving a 12.5% discount on 5 day flat week (or 37.5% discount on 7 day week).

D. RESIDENTS OFF STREET CARPARK PERMITS

Off-street Residents Parking Permits: Current Availability

i. Shrewsbury Residents within the River loop

Off street residents parking permits are currently available to residents who reside within the river loop giving concessions for residents to park within Frankwell, (main), St Julian's Friars and Abbey Foregate carparks. The cost of permits is shown in table 26.

Table 26: Current cost of residents off street permits (valid all hours),Shrewsbury River loop scheme

6 Months	£240
12 Months	£400

ii. Severn Street, Bridgnorth

Off street residents parking permits are currently available to residents who reside within Severn Street, Bridgnorth giving concessions for residents to park within Severn Street carpark . The cost of permits is shown in table 27.

Table 27: Current cost of residents off street permits (valid all hours)

12 Months	£75

iii. Riverside West Elevated Car Park, Bridgnorth

Off street residents parking permits are currently available to specified residents of Riverside, Bank Steps and Cartway, Bridgnorth. The cost of permits is shown in table 27.

iv. Towers Lawn 2 Car Park, Market Drayton

Off street residents parking permits are currently available to specified residents of Cheshire Street, Rodenhurst House flats, Shropshire Street, High Street, Stafford Street, Queen Street, The Burgage, Burgage Close. The cost of permits is shown in table 27.

v. Cross Street/Talbot Street Car Park, Ellesmere

Off street residents parking permits are currently available to specified residents of Willow Street, Market Street, High Street, Watergate Street, Wharf Road, Cross Street, St. John's Hill, Birch Road, Scotland Street, Talbot Street, Maltings Mews and Church Street.. The cost of permits is shown in table 27.

vi. Sparbridge Car Park, Ellesmere

Off street residents parking permits are currently available to specified residents of Sparbridge The cost of permits is shown in table 27.

vii. Castle Hill Car Park, Whitchurch

Off street residents parking permits are currently available to residents of Pepper Street, High Street and Castle Hill The cost of permits is shown in table 27.

viii. Newtown Car Park, Whitchurch

Off street residents parking permits are currently available to residents of Castle Court, Sherrymill Hill, Yardington and Newtown Road The cost of permits is shown in table 27.

ix. St Johns Street Car Park, Whitchurch

Off street residents parking permits are currently available to residents of St John's Street and St Mary's Street The cost of permits is shown in table 27.

x. Brownlow Street Car Park, Whitchurch

Off street residents parking permits are currently available to specified residents of Brownlow Street, Green End Parade,Talbot Street, Green End and Deermoss Lane. The cost of permits is shown in table 27.

xi. High Street Car Park, Wem

Off street residents parking permits are currently available to specified residents of Aston Street, High Street, Leek Street, Chapel Street, Market Street, Crown Street, Noble Street and New Street. The cost of permits is shown in table 27.

xii. Mill Street Car Park, Wem

Off street residents parking permits are currently available to specified residents of Barnard Street and Mill Street. The cost of permits is shown in table 27.

Proposed Off-Street Carpark Residents Permits Framework and Tariff

It is proposed that:

i. All off-street carpark resident's permits be issued and validated on a12 month annual tariff only. However, purchase will be available pro-rata for shorter periods of duration in special circumstances.

   Reason:

   In the interests of service management efficiency and so not to over complicate given the high discount rates proposed but also to provide a facility to spread customer costs over the year.

ii. Refunds on cancellation of permits will be available for permits based on validation remaining for whole calendar months.

   Reason:

   To promote and support the proposal for the issue of 12 month annual permits only.

iii. There shall be 2 types of off-street carpark residents permits made available and discount applied accordingly:

1 Residents permits that are valid all of the time

2 Residents permits that are only valid from 4.00pm in the evening until 10.00am in the morning on weekdays, at all times on Saturday, Sundays and on all bank holidays.

Reason:

To ensure appropriate optional service provision is offered to residents that is in keeping with requirements. For example a resident who uses his car for work on a daily basis will not normally require parking provision on weekdays.

iv. Tariff levels for off-street carpark residents permits be standardised and modelled based on the 7 banding levels established for each identified car park set for linear parking as summarised in section 5.17 of the main cabinet report.

Reason:

To give consistency in charging across the county based on pre-determined standard criteria.

v. As with season tickets a standard initial primary (flat rate) discount shall be applied assuming usage requirements of 200 days per year.

Reason:

To maintain a standard comparable discount with season tickets.

vi. Off-street carpark resident's permits shall also be subject to a further standard secondary tiered discount level dependant on permit type.

Reason:

To ensure appropriate discounts are made available to residents who have little or no other parking provision available within a reasonable distance of their homes.

vii. A residents off street parking permit shall be allocated for use in specified carparks, usually in locations in close proximity of a residents home.

Reason:

To ensure residents parking permit concessions are maintained.

viii. The programme for introduction of the new proposed off street residents permits shall be concurrent and inclusive within the proposed introduction and programme for the introduction of the main proposed hourly linear tariff / banding and were possible integrated with on – street residents parking provision.

Reasons

To ensure a holistic overview of all proposals is made available during consultation hence promote both a better understanding of the ‘big picture’ and effective implementation across towns and areas.
To maintain harmony in service options availability across the county whilst also ensuring full service provision is made available to customers as soon as new technology in a town /area goes live.

<u>Operational Details of Relevance to Off-Street Carpark Residents Permit Framework and Tariff Proposals</u>

1. Qualification and tariff for off-street carpark residents permits in each specified carpark will be laid down in an appropriate Traffic Regulation Order(TRO) following approval via the formal TRO consultation process
   Note: Qualification shall normally include specified properties and any maximum limits on permit issue.

2. The issue of an off-street carpark residents permits will not guarantee the availability of a parking space in any car park

3. Only one vehicle registration may be registered on a resident's permit.

   Note: There are no restrictions on change of vehicle.

4. Permits will only be issued to a designated vehicle identified by a Vehicle Registration Mark (VRM).

5. Permits will normally only be issued to a vehicle, the length of which does not exceed 5.5 metres, and width does not exceed 1.8 metres.

6. Applications for permits for vehicles, the length of which exceeds 5.5 metres, and/or width exceeding 1.8 metres (mainly vehicles that cannot be parked with all 4 wheels within the confines of a standard bay) will be considered on an individual basis.

7. Permits will only be offered at a carpark location with appropriate available capacity/ space and if approved validation maybe restricted to a specific location within that carpark as agreed with the applicant.

Off Street Resident's Parking Permit Proposed Tariff Model

Table 28: Tariff Build up – Annual off street residents permit proposal option 1(all proposed rates rounded to the nearest £)

Tariif build up includes:

i. Flat Rate Primary Discount
   Calculated based on a standard 8 hour day, usage requirements of 200 out of 365 days per annum (consistent with season ticket calculation).

Plus

ii. Secondary Discount:

Permit Validity	Percentage secondary discount added to primary discount:	Equivalent hours per day paid for (200 days a year):
Available at all times	60%	3.2 hours per
Available at evenings and weekends only	80%	1.6 hours

Option1:

Band	Hourly Rate	Flat Rate Primary Discount	Annual Resident Permit: Available all times 24 /7	Annual Resident Permit: Evenings and weekends only
			Proposed rate with Secondary Discount applied	
Type 1	£2.50	£4,000.00	£1,600	£800
Type 2	£2.00	£3,200.00	£1,280	£640
Type 3	£1.00	£1,600.00	£640	£320
Type 4	£0.70	£1,120.00	£448	£224
Type 5	£0.50	£800.00	£320	£160
Type 6	£0.30	£480.00	£192	£96
Type 7	£0.00	£0.00	£0	£0
Equivalent hours per day purchase: *Based on standard 200 days parking per year (pro-rata)*		8	3.2	1.6
Percentage secondary discount			60%	80%

Table 29: Tariff Build up – Annual off street residents permit proposal option 2 (all proposed rates rounded to the nearest £)

Tariif build up includes:

i. Flat Rate Primary Discount
Calculated based on a standard 8 hour day, usage requirements of 200 out of 365 days per annum (consistent with season ticket calculation).

Plus

ii. Secondary Discount:

Permit Validity	**Percentage secondary discount added to primary discount:**	**Equivalent hours per day paid for (200 days a year:**
Available at all times	50%	3.2 hours per
Available at evenings and weekends only	70%	1.6 hours

Option 2:

Band	Hourly Rate	Flat Rate Primary Discount	Annual Resident Permit: Available all times 24 /7	Annual Resident Permit: Evenings and weekends only
			Proposed rate with Secondary Discount applied	
Type 1	£2.50	£4,000.00	£2,000	£1,200
Type 2	£2.00	£3,200.00	£1,600	£960
Type 3	£1.00	£1,600.00	£800	£480
Type 4	£0.70	£1,120.00	£560	£336
Type 5	£0.50	£800.00	£400	£240
Type 6	£0.30	£480.00	£240	£144
Type 7	£0.00	£0.00	£0	£0
Equivalent hours per day purchase: *Based on standard 200 days parking per year (pro-rata)*		8	4	2.4
Percentage secondary discount			50%	70%

Table 30: Summary Off Street Resident's Parking Permit Proposed Tariff Options (all proposed rates rounded to the nearest £)

	Annual Resident Permit			
	Available all times 24 /7		Evenings and weekends only	
Band	Option 1	Option 2	Option 1	Option 2
Secondary Discount %	60%	50%	80%	70%
Type 1	£1,600	£2,000	£800	£1,200
Type 2	£1,280	£1,600	£640	£960
Type 3	£640	£800	£320	£480
Type 4	£448	£560	£224	£336
Type 5	£320	£400	£160	£240
Type 6	£192	£240	£96	£144
Type 7	£0	£0	£0	£0

Table 31: Comparison examples - Off Street Resident's Parking Permit Proposed Tariff Options (all proposed rates rounded to the nearest £)

		Proposed Annual Resident Permit Cost				
			Available all times 24 /7		Evenings and weekends only	
Location	**Band**	Existing	Option 1	Option 2	Option 1	Option 2
Frankwell, Shrewsbury	Type 4	£440	£448	£560	£224	£336
Abbey Foregate, Shrewsbury	Type 5	£440	£320	£400	£160	£240
Severn Street, Bridgnorth	Type 6	£75	£192	£240	£96	£144
Towers Lawn, Market Drayton	Type 6	£75	£192	£240	£96	£144
Cross Street/Talbot Street Car Park, Ellesmere	Type 6	£75	£192	£240	£96	£144
Brownlow Street Car Park, Whitchurch	Type 6	£75	£192	£240	£96	£144

Review of Off Street Resident's Parking Permit Provision

To ensure opportunity is taken to enhance service delivery, promote transport mode hierarchy, and the reduction in carbon emissions and provision of pollution control measures, the carparks listed in table 32 have provisionally been identified with potential to add off-street residents parking permit provision.

Table 32: List of carparks with proposed addition of Off-Street Residents Parking Permit Provision

Town	Car Park	Band
Ludlow	Castle Street	Type 3
	Galdeford Zone A	Type 5
	Galdeford Zone B	Type 6
	Smithfield	Type 6
Bridgnorth	Listley Street North & South	Type 3
	Innage Lane	Type 6
Oswestry	Beatrice Street	Type 4
	Oswald Road	Type 6
	Oswald Road Coach park	Type 6
	Oak Street	Type 6
Whitchurch	Pepper Street	Type 5
	Newtown	Type 6
	Sherrymill Hill	Type 6
Market Drayton	Queen Street	Type 5
	Towers Lawn 1	Type 6
	Newport Road	Type 6
Much Wenlock	St Mary's Lane	Type 5
	Falcons Court	Type 5
	New Road	Type 6
Church Stretton	Easthope Road	Type 5
	Crossways	Type 6
Wem	Leek Street	Type 6
Prees Heath	Prees Heath HGV/Coach/Cars	Type 6
Albrighton	Crown Hotel, High Street	Type 6

E. Heavy Good Vehicle (HGV) & COACHES

Current Availability and Tariffs

Table 33: Current HGV and Coach Parking Availability and Tariffs

				Current tariff				
				HGV				Coach
Town	Car Park	Coach Provision	HGV Provision	Up to 5 hours	24 hours	6 month season ticket	12 month season ticket	24 hours
Shrewsbury	Abbey Foregate	✓	✓	-	£5.50	-	-	-
	Frankwell	✓		-	-	-	-	-
Bridgnorth	Innage Lane	✓	✓	£5.00	-	£549.50	£999.10	-
	Severn Street	✓	✓	-	£5.00	£549.50	£999.10	-
Ludlow	Smithfield	✓	✓	-	£5.00	-	£93.40	-
Oswestry	Oswald Road	✓	✓	-	-	-	-	-
Church Stretton	Crossways	✓	✓	-	£5.00	-	-	-
Prees Heath	Prees Heath	✓	✓	-	£4.50	-	-	£4.50
		8	7					

Proposed Availability and Tariffs

It is proposed to retain all current HGV and Coach parking provision **with the exception of Crossways, Church Stretton.** There appears to be no take up of the HGV & Coach Parking provision at Crossways, Church Stretton and it is therefore proposed to consult on a change of use to a standard type 6 pay and display carpark.

A standard tariff of £10 per 24 hour stay is proposed for HGV and Coach Parking. A Coach / HGV is considered to take up space and hence incur maintenance provision equivalent to 3 times that of a car. It is therefore proposed that HGV season ticket provision be made available (monthly, 6 monthly and annual) at a tariff rates 3 times that of the smaller vehicle season tickets for the appropriate band type of each carpark.

To assist in the promotion of tourism a standard 24 hour coach parking ticket shall **not** be allocated for use in a specific carpark, rather a coach parking ticket shall be valid to park in any allocated Shropshire Council coach parking facility across the county.

Table 34: Proposed HGV Tariff Options

Both option proposals based on 3 times standard rate for small vehicle season tickets as detailed in table 21 *(all proposed rates rounded to the nearest £)*

Town	**Location / parking area**	**Band**	1 Month season ticket		3 Month Quarterly season ticket		6 month ½ Year season ticket		12 Month Annual season ticket	
			Option 1	Option 2	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2
Shrewsbury	Abbey Foregate	Type 5	£175	£200	£450	£525	£750	£900	£1,200	£1,500
Bridgnorth	Innage Lane	Type 6	£105	£120	£270	£315	£450	£540	£720	£900
	Severn Street	Type 6	£105	£120	£270	£315	£450	£540	£720	£900
Ludlow	Smithfield	Type 6	£105	£120	£270	£315	£450	£540	£720	£900
Oswestry	Oswald Road	Type 6	£105	£120	£270	£315	£450	£540	£720	£900
Prees Heath	Prees Heath	Type 6	£105	£120	£270	£315	£450	£540	£720	£900

Please note it is not proposed to offer weekly tickets for HGV parking.

F. **OVERALLSUMMARY OF PROPOSALS**

Table 35: Summary of proposed changes to Season Ticket, Off Street Residents Parking permits and HGV Provision

Town	Band	Car Park	Proposed addition to service provision		
			Season Ticket	Residents Parking	Add Pay& Display
Shrewsbury	Type 2	St Julian’s Friars	Remove		
Ludlow	Type 3	Castle Street		✓	
	Type 5	Galdeford Zone A		✓	
	Type 6	Galdeford Zone B		✓	
	Type 6	Smithfield		✓	
Bridgnorth	Type 3	Listley Street North & South	✓	✓	
	Type 6	Innage Lane		✓	
Oswestry	Type 4	Beatrice Street	✓	✓	
	Type 6	Oswald Road		✓	
	Type 6	Oswald Road Coach park	✓	✓	
	Type 6	Oak Street		✓	
Whitchurch	Type 5	Pepper Street	✓	✓	
	Type 5	Castle Hill	✓		
	Type 6	Newtown		✓	
	Type 6	St John’s Street			
	Type 6	Sherrymill Hill		✓	
Market Drayton	Type 5	Queen Street	✓	✓	
	Type 6	Towers Lawn 1		✓	
	Type 6	Newport Road	✓	✓	✓

Town	Band	Car Park	Proposed addition to service provision		
			Season Ticket	Residents Parking	Add Pay& Display
Much Wenlock	Type 5	St Mary's Lane		✓	
	Type 5	Falcons Court		✓	
	Type 6	New Road		✓	
Church Stretton	Type 5	Easthope Road		✓	
	Type 6	Crossways	✓	✓	
Wem	Type 6	Leek Street		✓	Remove
Gobowen	Type 6	Gobowen Station	✓		✓
Prees Heath	Type 6	Prees Heath HGV/Coach/Cars	✓	✓	
Albrighton	Type 6	Crown Hotel, High Street	✓	✓	✓
		Total additions:	11	24	3

Table 36: Summary of proposed standard primary discount for Season Ticket, Off Street Residents Parking permits and HGV Provision

Band	Proposed Linear Hourly Rate	**Standard Primary Discount Proposal** Discount based on standard 200 days parking per year, 8 hour day equivalent			
		1 Month	3 Month	6 Month	Annual
Type 1	£2.50	£333.33	£1,000.00	£2,000.00	£4,000.00
Type 2	£2.00	£266.67	£800.00	£1,600.00	£3,200.00
Type 3	£1.00	£133.33	£400.00	£800.00	£1,600.00
Type 4	£0.70	£93.33	£280.00	£560.00	£1,120.00
Type 5	£0.50	£66.67	£200.00	£400.00	£800.00
Type 6	£0.30	£40.00	£120.00	£240.00	£480.00
Type 7	£0.00	£0.00	£0.00	£0.00	£0.00

Table 37: Summary of proposed percentage secondary tariff discount for each period and option - Season Ticket, Off Street Residents Parking permits and HGV Provision

		Proposed % secondary tariff discount for each period			
		1 Month	3 Month	6 Month	Annual
Season Tickets	Option 1	13%	25%	38%	50%
	Option 2	0%	13%	25%	38%
Residents Parking Permits -available at all times	Option 1	N/A	N/A	N/A	60%
	Option 2	N/A	N/A	N/A	50%
Residents Parking Permits -available evenings & weekends only	Option 1	N/A	N/A	N/A	80%
	Option 2	N/A	N/A	N/A	70%
HGV		All standard season ticket discount rates x 3			

*Note: Actual tariff proposals for each car park are shown in A**ppendix 11**.*

Table 38: Weekly Ticket Tariff Proposals (All proposed rates rounded down to the nearest £)

Band	Hourly Rate	Proposal
Type 2	£2.00	£70.00
Type 3	£1.00	£35.00
Type 4	£0.70	£24.00
Type 5	£0.50	£17.00
Type 6	£0.30	£10.00

Tickets to be valid for 7 days from the date of purchase in all carparks for tickets purchased at band level or below.

Table 39: Proposed Daily (24 hour) Tariff for HGV's and Coaches

	Proposed Daily (24 hour) Tariff
HGV	£10
Coaches	£10

Appendix 11: Off street car park Season ticket and Residents Parking Tariff Proposals

Car Park	Town	Score	Spaces	Band	Flat Primary Discount Rate	1 Month			3 Month Quarterly Season Ticket			6 Month 1/2 Year Season Ticket			12 Month Annual Season Ticket			Residents Season Ticket 24 Hour Covered			Residents Season Ticket Evening and Weekend		
						Existing	Option 1	Option 2	Existing	Option 1	Option 2	Existing	Option 1	Option 2	Existing	Option 1	Option 2	Existing	Option 1	Option 2	Existing	Option 1	Option 2
Bridge Street	Shrewsbury	87	54		£3,200.00		£232.00	£266.67	£456.10	£600.00	£696.00		£992.00	£1,200.00	£1,519.30	£1,600.00	£1,984.00		£1,280.00	£1,600.00		£640.00	£960.00
St Austins	Shrewsbury	87	48		£3,200.00		£232.00	£266.67	£456.10	£600.00	£696.00		£992.00	£1,200.00	£1,519.30	£1,600.00	£1,984.00		£1,280.00	£1,600.00		£640.00	£960.00
Quarry Fitness Centre	Shrewsbury	81	15		£3,200.00		£232.00	£266.67		£600.00	£696.00		£992.00	£1,200.00		£1,600.00	£1,984.00		£1,280.00	£1,600.00		£640.00	£960.00
St Julians	Shrewsbury	57	272		£3,200.00	£60.00	£232.00	£266.67	£170.00	£600.00	£696.00	£320.00	£992.00	£1,200.00	£600.00	£1,600.00	£1,984.00		£1,280.00	£1,600.00		£640.00	£960.00
Ravens Meadow	Shrewsbury	64	856		£3,200.00		£232.00	£266.67		£600.00	£696.00		£992.00	£1,200.00		£1,600.00	£1,984.00		£1,280.00	£1,600.00		£640.00	£960.00
Castle Street	Ludlow	74	143		£1,600.00		£116.00	£133.33		£300.00	£348.00		£496.00	£600.00		£800.00	£992.00		£640.00	£800.00		£320.00	£480.00
Listley	Bridgnorth	74	130	Type 3	£1,600.00		£116.00	£133.33		£300.00	£348.00		£496.00	£600.00		£800.00	£992.00		£640.00	£800.00		£320.00	£480.00
Sainsburys	Bridgnorth	73	230		£1,600.00		£116.00	£133.33		£300.00	£348.00		£496.00	£600.00		£800.00	£992.00		£640.00	£800.00		£320.00	£480.00
Festival Square	Oswestry	64	23		£1,600.00		£116.00	£133.33		£300.00	£348.00		£496.00	£600.00		£800.00	£992.00		£640.00	£800.00		£320.00	£480.00
Riverside	Bridgnorth	58	6		£1,120.00		£81.20	£93.33		£210.00	£243.60		£347.20	£420.00		£560.00	£694.40		£448.00	£560.00		£224.00	£336.00
Beatrice Street	Oswestry	58	100		£1,120.00		£81.20	£93.33		£210.00	£243.60		£347.20	£420.00		£560.00	£694.40		£448.00	£560.00		£224.00	£336.00
Frankwell	Shrewsbury	57	807	Type 4	£1,120.00	£60.00	£81.20	£93.33	£170.00	£210.00	£243.60	£320.00	£347.20	£420.00	£600.00	£560.00	£694.40	£400.00	£448.00	£560.00		£224.00	£336.00
Smithfield Bridgnorth	Bridgnorth	55	326		£1,120.00	£45.00	£81.20	£93.33	£128.00	£210.00	£243.60	£240.00	£347.20	£420.00	£450.00	£560.00	£694.40		£448.00	£560.00		£224.00	£336.00
Back Lane	Much Wenlock	52	9		£1,120.00		£81.20	£93.33		£210.00	£243.60		£347.20	£420.00		£560.00	£694.40		£448.00	£560.00		£224.00	£336.00
Galdeford Top	Ludlow	50	162		£800.00	£72.00	£58.00	£66.67	£204.00	£150.00	£174.00	£384.00	£248.00	£300.00	£720.00	£400.00	£496.00		£320.00	£400.00		£160.00	£240.00
Frogmore	Market Drayton	47	74		£800.00		£58.00	£66.67		£150.00	£174.00		£248.00	£300.00		£400.00	£496.00		£320.00	£400.00		£160.00	£240.00
Easthope	Church Stretton	46	146		£800.00	£54.00	£58.00	£66.67	£153.00	£150.00	£174.00	£288.00	£248.00	£300.00	£540.00	£400.00	£496.00		£320.00	£400.00		£160.00	£240.00
Queen Street	Market Drayton	46	128		£800.00		£58.00	£66.67		£150.00	£174.00		£248.00	£300.00		£400.00	£496.00		£320.00	£400.00		£160.00	£240.00
Abbey Foregate	Shrewsbury	43	342	Type 5	£800.00	£41.00	£58.00	£66.67	£115.00	£150.00	£174.00	£216.00	£248.00	£300.00	£405.00	£400.00	£496.00	£270.00	£320.00	£400.00		£160.00	£240.00
St Marys	Much Wenlock	43	46		£800.00	£45.00	£58.00	£66.67	£128.00	£150.00	£174.00	£240.00	£248.00	£300.00	£450.00	£400.00	£496.00		£320.00	£400.00		£160.00	£240.00
Falcons Court	Much Wenlock	43	46		£800.00	£45.00	£58.00	£66.67	£128.00	£150.00	£174.00	£240.00	£248.00	£300.00	£450.00	£400.00	£496.00		£320.00	£400.00		£160.00	£240.00
Pepper Street	Whitchurch	40	19		£800.00		£58.00	£66.67		£150.00	£174.00		£248.00	£300.00		£400.00	£496.00		£320.00	£400.00		£160.00	£240.00
Castle Hill	Whitchurch	39	34		£800.00		£58.00	£66.67		£150.00	£174.00		£248.00	£300.00		£400.00	£496.00		£320.00	£400.00		£160.00	£240.00
Innage	Bridgnorth	38	175		£480.00	£33.00	£34.80	£40.00	£94.00	£90.00	£104.40	£176.00	£148.80	£180.00	£330.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Severn Street	Bridgnorth	38	103		£480.00	£33.00	£34.80	£40.00	£94.00	£90.00	£104.40	£176.00	£148.80	£180.00	£330.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Galdeford Lower	Ludlow	33	100		£480.00	£36.00	£34.80	£40.00	£102.00	£90.00	£104.40	£192.00	£148.80	£180.00	£360.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Oswald Road	Oswestry	33	33		£480.00	£15.00	£34.80	£40.00	£43.00	£90.00	£104.40	£80.00	£148.80	£180.00	£150.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Towers Lawn	Market Drayton	33	208		£480.00	£27.00	£34.80	£40.00	£77.00	£90.00	£104.40	£144.00	£148.80	£180.00	£270.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Smithfield Ludlow	Ludlow	32	101		£480.00	£30.00	£34.80	£40.00	£85.00	£90.00	£104.40	£160.00	£148.80	£180.00	£300.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Oak Street	Oswestry	31	206		£480.00	£15.00	£34.80	£40.00	£43.00	£90.00	£104.40	£80.00	£148.80	£180.00	£150.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Newtown	Whitchurch	30	56		£480.00	£27.00	£34.80	£40.00	£77.00	£90.00	£104.40	£144.00	£148.80	£180.00	£270.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
St Johns Street	Whitchurch	30	37		£480.00	£27.00	£34.80	£40.00	£77.00	£90.00	£104.40	£144.00	£148.80	£180.00	£270.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Brownlow Street	Whitchurch	30	31	Type 6	£480.00	£27.00	£34.80	£40.00	£77.00	£90.00	£104.40	£144.00	£148.80	£180.00	£270.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
New Road	Much Wenlock	28	20		£480.00	£27.00	£34.80	£40.00	£77.00	£90.00	£104.40	£144.00	£148.80	£180.00	£270.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Talbot, Cross, Spar	Ellesmere	26	178		£480.00	£27.00	£34.80	£40.00	£77.00	£90.00	£104.40	£144.00	£148.80	£180.00	£270.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
High street	Wem	25	247		£480.00	£27.00	£34.80	£40.00	£77.00	£90.00	£104.40	£144.00	£148.80	£180.00	£270.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Mill, Leek Street	Wem	22	30		£480.00	£27.00	£34.80	£40.00	£77.00	£90.00	£104.40	£144.00	£148.80	£180.00	£270.00	£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Prees Lorry	Prees	22	20		£480.00		£34.80	£40.00		£90.00	£104.40		£148.80	£180.00		£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Gobowen Train	Gobowen	11			£480.00		£34.80	£40.00		£90.00	£104.40		£148.80	£180.00		£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Newport Road	Market Drayton	19			£480.00		£34.80	£40.00		£90.00	£104.40		£148.80	£180.00		£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Crossways (HGV/Coach)	Church Stretton	20			£480.00		£34.80	£40.00		£90.00	£104.40		£148.80	£180.00		£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
High Street, Albright	Albrighton	17	67		£480.00		£34.80	£40.00		£90.00	£104.40		£148.80	£180.00		£240.00	£297.60		£192.00	£240.00		£96.00	£144.00
Harley Jenkins	Bishops Castle	4			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Dark Lane	Broseley	4			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Clun	Clun	4			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Lloyd Street	Oswestry	4			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
High Street Highley	Highley	4			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Auction Yard	Bishops Castle	3			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Church Street	Bishops Castle	3		Type 7	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Bridgnorth Road	Broseley	3			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Childe Road	Cleobury Mortimer	3			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Corvedale Road	Craven Arms	3			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Newington Way	Craven Arms	3			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Gatacre	Oswestry	3			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Kings Yard	Shifnal	3			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00
Aston Street	Shifnal	2			£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00		£0.00	£0.00

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Appendix 12: Existing and Proposed Season ticket, Residents Parking, HGV and Coach Parking Provision

GREEN - ADD
RED - REMOVE

Town	Band	Car Park	Existing provision as per TRO				Proposed provision (recommended)				Add or Remove P&D
			Season ticket	Residents Parking	HGV	Coach	Season ticket	Residents Parking	HGV	Coach	
Shrewsbury	Type 2	Quarry Swimming & Fitness Centre									
	Type 2	Bridge Street	Yes								
	Type 2	St Austin's	Yes								
	Type 2	Raven Meadows		Yes							
	Type 2	St Julian's Friars	Yes	Yes			Remove	Yes			
	Type 4	Frankwell Main, Riverside & Quay	Yes	Yes		Yes	Yes	Yes		Yes	
	Type 5	Abbey Foregate	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Ludlow	Type 3	Castle Street	Yes				Yes	yes			
	Type 5	Galdeford Zone A	Yes				Yes	Yes			
	Type 6	Galdeford Zone B	Yes				Yes	Yes			
	Type 6	Smithfield	Yes		Yes	Yes	Yes	Yes	Yes	Yes	
Bridgnorth	Type 3	Listley Street North & South					Yes	Yes			
	Type 3	Sainsbury's									
	Type 4	Riverside									
	Type 4	Riverside West Elevated		Yes				Yes			
	Type 4	Smithfield	Yes								
	Type 6	Innage Lane			Yes	Yes	Yes	Yes	Yes	Yes	
	Type 6	Severn Street			Yes	Yes	Yes	Yes	Yes	Yes	
Oswestry	Type 3	Festival Square									
	Type 4	Beatrice Street					Yes	Yes			
	Type 6	Oswald Road					Yes	Yes			
	Type 6	Oswald Road Coach park			Yes	Yes	Yes	Yes	Yes	Yes	
	Type 6	Oak Street					Yes	Yes			
	Type 7	Lloyd Street									
	Type 7	Gatacre									
Whitchurch	Type 5	Pepper Street					Yes	Yes			
	Type 5	Castle Hill		Yes			Yes	Yes			
	Type 6	Newtown	Yes				Yes	Yes			
	Type 6	St John's Street	Yes	Yes			Yes	Yes			
	Type 6	Brownlow Street	Yes	Yes			Yes	Yes			
	Type 6	Sherrymill Hill					Yes	yes			
Market Drayton	Type 5	Frogmore Road									
	Type 5	Queen Street					Yes	Yes			
	Type 6	Towers Lawn 1	Yes				Yes	Yes			
	Type 6	Towers Lawn 2	Yes	Yes			Yes	Yes			
	Type 6	Newport Road					Yes	Yes			Yes
Much Wenlock	Type 4	Back Lane									
	Type 5	St Mary's Lane	Yes				Yes	Yes			
	Type 5	Falcons Court	Yes				Yes	Yes			
	Type 6	New Road	Yes				Yes	yes			
Ellesmere	Type 6	Talbot, Cross, Spar bridge	Yes	Yes			Yes	Yes			
Church Stretton	Type 5	Easthope Road	Yes				Yes	Yes			
	Type 6	Crossways			Yes	Yes	Yes	Yes	Yes	Yes	
Wem	Type 6	High Street	Yes	Yes			Yes	Yes			
	Type 6	Leek Street	Yes				Yes	Yes			Remove
	Type 6	Mill Street	Yes	Yes			Yes	Yes			
Gobowen	Type 6	Gobowen Station					Yes				Yes
Prees Heath	Type 6	Prees Heath HGV/Coach/Cars			Yes	Yes	Yes	Yes	Yes	Yes	
Albrighton	Type 6	Crown Hotel, High Street					Yes	Yes			Yes
Bishops Castle	Type 7	Church Street									
	Type 7	Harley Jenkins									
	Type 7	Auction Yard									
Broseley	Type 7	Dark Lane									
	Type 7	Bridgnorth Road									
Cleobury Mortimer	Type 7	Childe Road East & West									
Clun	Type 7	Clun									
Craven Arms	Type 7	Corvedale Road									
	Type 7	Newington Way									
Highley	Type 7	High Street									
Prees	Type 7	Church Street									

Committee and Date
Cabinet
12th July 2017

Update on Future Swimming Provision in Shrewsbury

Responsible Officer George Candler, Director of Place and Enterprise
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1. Summary

At its meeting of 28th September 2016, Cabinet confirmed that the Council's preferred location for swimming provision in Shrewsbury was the Shrewsbury Sports Village.

However, in view of the public interest in the retention of a town centre location Cabinet confirmed that any interested organisations who wishes to do so, is given the opportunity to develop alternative business case proposals to retain swimming provision at the Quarry or other town centre location.

Detailed Terms of Reference describe the process for Interested Organisations to submit business cases, the evaluation criteria and the evaluation methodology. The deadline for the return of Full Business Cases is the 27th October 2017.

Two Strategic Outline Business Cases have been received, including the Council's business case for the Shrewsbury Sports Village.

Following the recent change of Council administration the Council intends to carry out a review of the different location options for the future provision of swimming in the town centre of Shrewsbury.

It is proposed that, pending the outcomes of this review, the current process for the submission of Full Business Cases is stopped and that Interested Organisations are alerted accordingly.

A final recommendation on the preferred location for future swimming provision in Shrewsbury will be subject to a further Cabinet report in due course.

2. Recommendations

A. That a review is carried out of the different location options for swimming provision in Shrewsbury town centre.

B. That the current Terms of Reference for the submission of Full Business Cases is stopped until the outcomes of this review are concluded.

C. That a report on the outcome of the review will be brought back to Cabinet in due course for a recommendation on the preferred location for public swimming in Shrewsbury.

D. That the detailed implementation of all aspects of the recommendations made within this report is delegated to the Director of Place and Enterprise in consultation with the Portfolio Holder for Culture and Leisure.

REPORT

1.0 Risk Assessment and Opportunities Appraisal

A number of issues related to the successful implementation of the long-standing project to develop improved swimming provision in Shrewsbury have been previously identified and reported.

The main risk, in the context of the recommendations made within this report, results from the on-going uncertainty and delay to taking a final decision on future swimming provision in Shrewsbury. Specific risks include:

- Risk of catastrophic failure and / or significant building costs to the Quarry.
- Building costs will increase compromising the future affordability of new or improved swimming provision and the potential availability of funding.

This project has already experienced significant delay and the continuation of uncertainty will almost certainly influence the affordability and feasibility of new pool options. This risk cannot be wholly mitigated.

Conversely, this project provides the potential to secure “fit for purpose” and “affordable” swimming provision for Shrewsbury and beyond for at least the next 25 years.

2.0 Financial implications

The current controllable revenue budget for the Quarry Pool of £299,820, including a repair & maintenance budget of £30,000, has been identified as a possible saving requirement within the Shropshire Council Financial Strategy 2016-2019.

At its meeting on 28th September 2016, Cabinet confirmed that its preferred location for improved swimming provision in Shrewsbury is the Shrewsbury Sports Village. The 13th July 2016 Cabinet report indicted an additional ongoing revenue liability over and above current costs for the Council for a 25-year period of £0.149m, which was the lowest deficit from all of the options. This figure is based on the full cost of borrowing, debt repayment and interest, less the expected management fee reduction and maintenance saving.

This report is written in the context of the Council’s recently approved Indoor Leisure Facilities Strategy and on the assumption that the Council wishes to support the continuing availability of public swimming in Shrewsbury for the benefit of the community, but that given financial constraints, that it must be provided and operated as efficiently and effectively as possible.

3.0 Background

The Cabinet report of 28th September 2016 can be viewed on the Council's web site at: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=3256&Ver=4

A range of relevant supporting material and reports can be viewed on the Council's web site at: http://shropshire.gov.uk/swimming-provision-in-shrewsbury

The Council's Indoor Leisure Facilities Strategy, 2017 – 2022, can be viewed at: http://new.shropshire.gov.uk/leisure-services/indoor-leisure-facilities-strategy/

3.1 The need for improved swimming provision in Shrewsbury

The Quarry Swimming and Fitness Centre in Shrewsbury is a well-used pool that has been in operation for over 100 years. As a result of the pool's age and condition, the facility is costly to keep repairing, is not energy efficient and cost effective to run, the site layout is restrictive, and the quality of customer provision and experience is not as good as it would be for a more modern facility.

Over 250,000 visits were made to the Quarry Swimming and Fitness Centre in 2015/16 a decline from a recent peak of over 350,000 visits in 2009/10. The quality of the facilities and competition, particularly from "high street gym providers, are both implicated in the decline.

3.2 Indoor Leisure Facilities Strategy, 2017 - 2022

Cabinet confirmed a new Indoor Leisure Facilities Strategy for Shropshire at its meeting on 21 June 2017 following a period of public consultation and stakeholder engagement. In summary the Strategy is firmly embedded within a range of opportunities that increase physical activity levels, and use physical activity and sport to raise aspirations, support health improvements, tackle inequality in communities, grow the economy, create more jobs and underpin the continued social, physical and economic regeneration of neighbourhoods.

The Strategy sets out a vision in which the provision of indoor leisure facilities will support a wider vision in which "Shropshire will be a county where healthier, active lifestyles are encouraged, supported and facilitated for everyone".

The Strategy sets out a hierarchy of leisure facility provision and describes, based on an assessment of need, how the Council will meet the recreational and sporting needs of Shropshire residents by supporting:

- Six Tier 1 Leisure Hubs – "destination" facilities within Shropshire's larger market towns that provide a wide range of facilities and leisure opportunities
- Four Tier 2 Community Leisure Centres – "local" facilities within smaller towns and settlements potentially providing a more limited range of leisure opportunities

89% of Shropshire residents will be able to access leisure facilities within one of these ten locations within a 20-minute drive time.

Shrewsbury is in Tier 1 leisure facility provision. The Strategy does not make any specific recommendation for the future location of swimming in Shrewsbury, but does set out some headline considerations for its future management and Council support:

- Fully staffed
- Managed by third parties
- Ongoing revenue funding support with the aim to be profitable with no public subsidy required over an agreed timeframe
- Opportunity for Community Asset Transfers to suitable local groups in support of social, economic or environmental benefit, dependent on local circumstances.

3.3 Current contractual arrangements with Shropshire Community Leisure Trust

From 1st August 2012 the Shropshire Community Leisure Trust, with Serco Leisure Ltd acting as their managing agent, has operated five of the Council's leisure centres, including the Quarry Pool. They are the operators under a 10-year contract, which includes an opportunity for the Council to agree a 5-year extension. The contract and associated leases were entered into with the current operator following an open market competitive process carried out during 2011/2012. A subsequent Contract Variation enables the Council to vary the current arrangements to implement the approved option for future pool provision in Shrewsbury.

3.4 Development of Business Cases for new or improved swimming provision in Shrewsbury

Based on a thorough options analysis the Council previously confirmed at its Cabinet meeting on the 13th July and the 28th September 2016 that its preferred location for improved swimming provision in Shrewsbury is the Shrewsbury Sports Village.

Subsequently at its meeting on the 28th September 2016, Cabinet confirmed that, in view of the strong public interest in the retention of a town centre location, interested organisations should be given the opportunity to develop business case proposals to retain swimming provision at the Quarry or other town centre location.

Detailed Terms of Reference were confirmed and these describe the process for Interested Organisations to submit business cases, the evaluation criteria and the evaluation methodology.

Two Strategic Outline Business Cases have been received, one for the Shrewsbury Sports Village and one for the existing Quarry site. The deadline for the return of Full Business Cases is the 27th October 2017.

3.5 Brief chronology of events

The table below describes notable work carried out in recent years in support of the development of improved swimming provision in Shrewsbury.

2007	Major remedial works amounting to approximately £300,000 were carried out by the former Shrewsbury and Atcham Borough Council to make the building safe for public use and to extend the life span of the current swimming pool for a 5-year period and until a replacement facility was built.
2007	Consultation with the public, clubs and schools; existing changing facilities and car parking identified as the major issues
2007	Torkildsen Barclay Leisure Consultants were commissioned to undertake a 'Shrewsbury Swimming Facility Needs Assessment'. They concluded that, based on the demand and needs assessment, the ideal facility mix to meet the future swimming needs of Shrewsbury would be a 25m x 8 lane pool with longitudinal

	boom and floating floor able to accommodate county competitions and appropriate spectator provision; a diver / learner pool (10m x 10m) with floating floor; a leisure water area; a fitness and aerobic studio; and ancillary accommodation. Reference: Shrewsbury Swimming Facility Needs Assessment, A Report to Shrewsbury and Atcham Borough Council, May 2007, Torkildsen Barclay
2009	Torkildsen Barclay Leisure Consultants undertook a further needs assessment. This confirmed that all of the options proposed within the 2007 study would continue to meet and to satisfy demand within the centre's catchment. The assessment also provided a justification for a 50 station gym and aerobics facility at the replacement pool both in terms of latent demand and capacity. Reference: Shrewsbury Swimming Facility Needs Assessment Update, February 2009,Torkildsen Barclay
2009	Strategic Leisure undertook a countywide assessment of future indoor facility provision within a strategic assessment; this confirmed that a key focus should be on the provision of a new swimming facility in Shrewsbury as identified within the Torkildsen Barclay feasibility study. Reference: Indoor Leisure Facilities Strategy 2009 - 2019 and Playing Pitch Strategy 2010 – 2020, Cabinet, 29 June 2011
2011	A Building Condition survey identified a requirement for a total of £666,609 works and repairs over a five-year period. This includes over £200,000 for roofing repairs and £45,000 for the provision of a new generator. However, the building condition survey did not make a comprehensive assessment of the pool and all the services
2012	Following a procurement exercise the Shropshire Community Leisure Trust through their managing agents, Serco Leisure Ltd, were appointed contractor for the Council's leisure centres for ten years with the potential for a five-year extension.
2014	Public petition with over 1,400 signatures received. 22 sites short listed and subsequently further narrowed down to 5 locations. Shropshire Council approved the recommendation to undertake detailed work on different options for swimming provision within Shrewsbury. Reference: New pool for Shrewsbury, Cabinet, 30 July 2014 http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/ The Quarry Swimming and Fitness Centre (QSFC) was registered as an Asset of Community Value A further condition survey was commissioned of the Quarry Swimming and Fitness Centre. Various works (amounting to £1,405,295, of which £923,564 were considered to be essential) were identified, including work to ceilings, roof, walls and cladding, furniture and fittings, floors and stairs, mechanical services, and redecoration and sanitary services.
2015	A Variation of the Contract with SCLT to enable the Council to implement the preferred option for future swimming provision in partnership with the current operator. Detailed Options Analysis and Needs Assessment completed by leisure experts, Strategic Leisure Sport England completed an assessment of swimming pool provision in Shrewsbury, using the Facility Planning Model tool. Over 1,900 people responded to a five-month public consultation on seven different pool options. An Independent analysis of the consultation was carried out by industry experts, 4global. Strategic Leisure updated the detailed Needs Assessment
2016	Shropshire Council confirmed that the preferred location for the replacement of existing swimming provision is the Shrewsbury Sports Village. Reference: future Swimming Provision in Shrewsbury, 13th July 2016 http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=3358&Ver=4 Shropshire Council confirmeddetailed Terms of Reference for the preparation of Business Case for the Council's preferred option, the Shrewsbury Sports Village, alongside any alternative business cases put forward by interested organisations who wish to retain swimming provision at the Quarry and / or any other town centre location. It also confirmed again the preferred location as Shrewsbury Sports Village. Reference: Future Swimming Provision in Shrewsbury, 28th September 2016

	http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=3256&Ver=4

4.0 Review of options for future swimming provision

Following the recent appointment of a new Council administration, and in the context of the on-going strong public interest in retaining swimming provision within the town centre, the Council intends to carry out a review of the different site options for the future provision of swimming in the town centre of Shrewsbury.

In carrying out the review, key considerations will include:

- Locality of site and ability of users and staff to physically access the site and services (car/public transport/highways/pedestrian/cycle/disabled)
- Car parking
- Land ownership, difficulties with acquisition, title issues and timescale
- Ability of site option to deliver the services identified in the Council's vision for future swimming provision in Shrewsbury
- Site condition, ecological considerations and remediation costs
- Enhancing the public realm, stimulating economic regeneration, contributing to long-term social and community regeneration
- Revenue sustainability of the facility, ability to attract new users, potential to work alongside other leisure, educational, healthcare and community facilities and services in support of increased footfall and usage (co-location), scope for future development
- Energy sustainability
- Planning issues
- Infrastructure requirements including utilities
- Delivery complications and implications

This review will focus on the identification of a suitable town centre location rather than on the development of a full business appraisal and plan.

The implications of this review are that, pending its outcomes, the existing process described within the detailed Terms of Reference is stopped . Organisations that have already shown an interest in submitting full business plans for future swimming provision in Shrewsbury will be alerted.

It should also be noted that whilst the current process is stopped, the original decision on the preferred location is still in place, that being Shrewsbury Sports Village as confirmed by Cabinet in July and September 2016.

Once the review is concluded detailed recommendations on a preferred location, factoring in the original preferred location of Shrewsbury Sports Village will be brought back to Cabinet. Should a final preferred location be identified, a business plan will need to be subsequently developed to show that the preferred option is (1) deliverable, (2) affordable and sustainable, (3) meets the Council's vision and strategy for swimming provision, and (4) provides additional social, environmental and economic benefits. Further public consultation on the preferred approach is also likely to be required.

Ultimately, the decision on whether to go ahead with improved swimming provision in Shrewsbury will be taken in the light of Shropshire Council's financial strategy and Indoor Leisure Facilities Strategy. An assessment will need to be made on the impact of any decision not just on the current cost to the Council of the Quarry facility but also in the context of wider social value considerations, the impact on the wider costs of the Shropshire Community Leisure Trust contract, and the long-term financial impact of investing in pool replacement.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information) New pool for Shrewsbury, Cabinet, 30 July 2014 Shrewsbury Swimming and Fitness Options Report, Strategic Leisure, June 2015 Shrewsbury Swimming Pool update, Environment & Services Scrutiny, 22 June 2015 Shrewsbury Swimming Pool update, Environment & Services Scrutiny, 30 November 2015 Shrewsbury Swimming Pool update, Environment & Services Scrutiny, 13 June 2016 New Swimming Pool for Shrewsbury, Cabinet,13 July 2016 Future Swimming Provision in Shrewsbury, Cabinet, 28th September 2016 Scrutiny call in, Environment & Services Scrutiny, 28 October 2016 Indoor Leisure Facilities Strategy, Strategy, 2017 – 2022, Cabinet 21 June 2017
Cabinet Member: Cllr Lezley Picton, Portfolio Holder for Culture and Leisure
Local Members: Cllr Hannah Fraser, Cllr Alexander Phillips, Cllr Dean Carroll, Cllr Harry Taylor, Cllr Ted Clarke, Cllr Jane Mackenzie, Cllr Tony Parsons, Cllr Peter Adams, Cllr Alan Mosley, Cllr Peter Nutting, Cllr Ioan Jones, Cllr Nic Laurens, Cllr Pam Moseley, Cllr Julian Dean, Cllr Nat Green, Cllr Keith Roberts, Cllr Kevin Pardy, Cllr David Vasmer
Appendices:

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of the Local Government Act 1972.

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