



Committee and Date

Cabinet

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Shropshire Draft Parking Strategy

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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
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Risk	Mitigating actions
<p>Proposed changes to parking service provision fail to meet Disability Discrimination Act (“DDA”) and Equality Act and social inclusion requirements</p>	<p>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.</p>
<p>Forecast of increase in demand for car parking provision</p>	<p>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.</p> <p>The data demonstrates that the current and projected future demand can be accommodated within the existing and projected future supply of car parks.</p>

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.	<p>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.</p> <p>The Council will carry out further consultation, if necessary, and consider the introduction of promotions / concessions as a traffic management tool.</p>
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
<p>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)</p>	<p>In 2015 regulations amended the 2007 Civil Enforcement of Parking regulations to introduce a 10-minute grace period.</p> <p>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.</p>

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 from 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.

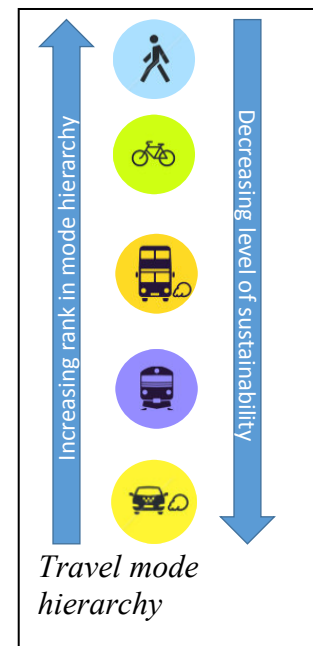
- d) Introduce a system of linear parking tariffs, a system that allows the motorist to receive the exact amount of parking time for a uniform charge irrespective as to whether the stay is short or long. Linear tariffs are simple to understand removing the complexities of variants on banded rates as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



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 car parks - 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 from 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:

<u>Banding criteria:</u>		<u>Scoring methodology:</u>	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	Band 2
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 car parks:
- 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 car parks listed in Band 7).

6.23.5. The introduction of charging for evening parking will 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 car parks, 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 safeguard 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. There 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
<p>Focuses on considering availability of space both on and off street including garage and private driveways.</p>	<p>Focus on addressing 'on- street' highway space availability and traffic management issues</p>
<p>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.</p>	<p>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.</p>
<p>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.</p>	<p>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;</p> <p>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.</p> <p>The cost of permits is proposed to be £100 each</p>

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.	<p>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.</p> <p>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.</p>

6.31. The provision of weekly tickets is proposed in all off street pay & display and, pay on foot car parks (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 car park, rather they shall be valid to park in any Shropshire Council car park at the level of band purchased or below (excluding Shropshire countryside and recreational car parks). 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 for 7 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	
	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2	Option 1	Option 2
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 £)

Location	Band	1 Month season ticket			3 Month Quarterly season ticket			6 month ¹ / ₂ Year season ticket			12 Month Annual season ticket		
		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 a 12 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 £)

Band	Annual Resident Permit			
	Available all times 24 /7		Evenings and weekends only	
	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
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 2018. The 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**