

Date: Wednesday, 5 June 2019

Time: 2.00 pm

Venue: Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

Contact: Julie Fildes, Committee Officer  
Tel: 01743 257723  
Email: [julie.fildes@shropshire.gov.uk](mailto:julie.fildes@shropshire.gov.uk)

## PERFORMANCE MANAGEMENT SCRUTINY COMMITTEE

### TO FOLLOW REPORT (S)

#### **5 Minutes of the meeting held on 6th February 2019 and 6th March 2019 (Pages 1 - 14)**

To consider the Minutes of the Performance Management Scrutiny Committee meetings held on 6<sup>th</sup> February 2019 and 6<sup>th</sup> March 2019. To follow.

#### **10 Review of Parking Strategy (Pages 15 - 70)**

To review the implementation of the Council's Parking Strategy.

Contact: Steve Brown, Interim Head of Infrastructure and Communities Tel  
07990 085581

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## SHOPSHIRE COUNCIL

### PERFORMANCE MANAGEMENT SCRUTINY COMMITTEE

Minutes of the meeting held on 6 February 2019

Times Not Specified in the Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate,  
Shrewsbury, Shropshire, SY2 6ND

**Responsible Officer:** Julie Fildes

Email: julie.fildes@shropshire.gov.uk Tel: 01743 257723

#### **Present**

Councillor Claire Wild (Chair)

Councillors Roger Evans, Hannah Fraser, Alan Mosley, Cecilia Motley, Peggy Mullock,  
Dave Tremellen and Joyce Barrow

#### **50 Apologies for Absence and Substitutions**

Apologies for absence were received from Councillor Les Winwood.

#### **51 Disclosable Pecuniary Interests**

None were disclosed.

#### **52 Minutes of the meeting held on 24th October 2018 and 14th November 2018**

The Minutes from meetings held on 24<sup>th</sup> October 2018 and 14<sup>th</sup> November 2018 were agreed as a correct record.

#### **53 Public Question Time**

No public questions were received.

#### **54 Member Question Time**

**Cllr Roger Evans submitted the following question:**

*What is the situation regarding the Community Enablement Team (CET) please. My understanding is that the posts are fully funded under the agreed Council Budget until the end of March 2019 so assume the duties and work carried out by the team will continue until around that date. After that date, subject to the council making a decision regarding the budget for next year at the meeting in February, all funding for this team will be cut.*

*Which officers will be taking on the duties at present carried out by the CET including of course Local Joint Committees. This latter point is fairly urgent as I wish to ask for the committee covering my area to urgently meet and discuss Youth Club Funding after April in the area covered by my LJC. Who do I ask to organise this meeting please?*

*Can we be told when Parish Councils and elected members will be informed as to what plans Shropshire Council has regarding who and how the work at present*

*carried out by the CET is to be carried out when the team is disbanded. What if any work will no longer be carried out.*

*It is further understood that an additional 6 posts are being created in the Place Directorate to carry out work. Where and what work will these posts be responsible for please.*

**RESPONSE from Steve Brown Interim Head of Infrastructure and Communities provided the following briefing note.**

**Community Enablement Team (CET) Briefing Note (January 2019).**

I thought you would appreciate an update regarding the CET team, as you know the team and their roles and responsibilities will cease by the 31<sup>st</sup> March.

Six of the staff from the CET have been successful in securing new posts as Place Plan Officers, which will sit within Economic Growth and Planning Policy. These are new roles, which will focus on developing and delivering Place Plans, CIL funding and infrastructure development across the county, Local Plans and will link and support at a place plan level to ensure that advice and support to Members and Towns and Parishes is provided to ensure these opportunities are maximised.

The Officers that have secured these roles are Corrie Davies, Tracy Johnson, Andrea McWilliams, Mathew Meade, Lucy Roberts and Vicky Turner. The geographical areas and key themes of responsibility are:

Corrie Davies	North-west area: Oswestry, Ellesmere, Wem. Focus – Local Plan.
Tracy Johnson	South-East: Bridgnorth; Highley; Broseley, Much Wenlock Focus – Local Economic Growth Strategies.
Andrea McWilliams	East: Shifnal, Albrighton Focus – Major projects
Mathew Meade	Shrewsbury & Central: Shrewsbury, Minsterley-Pontesbury, Church Stretton Focus – Community Led Housing.
Lucy Roberts	North-East: Market Drayton, Whitchurch, support on Shrewsbury Focus – Infrastructure.
Vicky Turner:	South-West: Ludlow, Craven Arms, Bishops Castle, Cleobury Mortimer Focus – Community Led Planning & Ironbridge.

The new roles will commence full time on 28<sup>th</sup> January 2019, although the approach will be flexible as there is an appreciation that existing CET works needs to be completed and finalised so partners are supported and the transition to the Place plan work is as smooth as possible, further there has been a transition process in place now for some time from CET members with Parishes and a Town Councils as the CET ends its current responsibilities.

*If you have any queries about these roles please contact Hayley Owen [Hayley.Owen@shropshire.gov.uk](mailto:Hayley.Owen@shropshire.gov.uk) or Adrian Cooper, [adrian.cooper@shropshire.gov.uk](mailto:adrian.cooper@shropshire.gov.uk) whilst the withdrawal process takes places, and the role of the Place Plan Officers develops.*

Key areas of transition are detailed below for information ...

## **Resilient Communities and Social Prescribing.**

Areas of activity within Resilient Communities include creating hyper-local information directories, creating networks of Community Connectors and working with the community to develop solutions to fill those gaps – to support and promote well-being and independence. This is a key element of both the council's approach to delivering care and support services and its Social Prescribing programme.

Whilst the design and development of Resilient Communities was initiated by the CET, related activity is now delivered around the county through a partnership approach between council services, primary care, voluntary organisations and communities. This will continue with the Adult Services Community Partnerships team leading from the council's side.

For more information about Resilient Communities and the Community Partnerships team contact Kate Garner – [kate.garner@shropshire.gov.uk](mailto:kate.garner@shropshire.gov.uk), and for Social Prescribing contact Jo Robins [jo.robins@shropshire.gov.uk](mailto:jo.robins@shropshire.gov.uk)

## **Bronze level Tasking and Community Safety.**

Bronze level Tasking (BLT) was established in 2010 by the Community Safety Partnership (CSP) with a wide range of partners including the Community Enablement Team who provided administrative and facilitation support. The CSP is currently reviewing BLT and considering a number of options that will provide the most appropriate local model to dealing with community safety issues, recognising that a different approach to organisation and facilitation is needed.

Whilst discussions take place with partners, the CSP will be supporting any outstanding projects, pieces of work and funding applications that the CET was previously involved. For more information contact [andrew.gough@shropshire.gov.uk](mailto:andrew.gough@shropshire.gov.uk)

## **Commissioning of youth activities.**

Commissioning of youth activities will continue under the current contracts and will be managed by Children's Services. Please contact Fran Doyle for more details, [Francean.Doyle@shropshire.gov.uk](mailto:Francean.Doyle@shropshire.gov.uk)

## **Local Joint Committees.**

A proposal for support of LJC's is anticipated to be circulated in the next few weeks  
...

The Interim Head of Infrastructure and Communities confirmed that the Communities Overview Committee had established a task and finish group to look at a wide range of issues including the future of the Local Joint Committees, he stated that the former Community Enablement Officers were in a transitional process and would still be undertaking some of their former duties until the end of March 2019.

## 55 Unmet Housing Need in Shropshire

Members noted that this item and agenda item 11, Meeting Housing Need Task and Finish Group Report would be considered together.

The Director of Place explained that extensive work had been undertaken by the Meeting Housing Need Task and Finish Group and had contributed to the report on Unmet Housing need to be considered by Council at its meeting on 28<sup>th</sup> February 2019.

In response to a Members question relating to timescales, the Director of Place explained that should Council be minded to approve the proposal the process would begin, with delivery of new housing developments once the planning process had been completed.

The Director of Place reassured Members that identification of the type of property required was reached using an established formula. He continued that it was not desirable to take a one size fits all approach and each development should meet the needs of its locality. The Deputy Portfolio Holder for Housing added that there was a limited stock of affordable housing and it was important to ensure that existing housing needs were prioritised.

Members observed that two-bedroom properties offered greater flexibility for both couples and single residents, and although these properties might fail the housing benefit criteria there were many residents on low incomes who were not constrained by this policy and required these dwellings. Members offered support for the Right House Right Place initiative, though asked for assurance that the resources were available to deliver it. The Portfolio for Planning and Housing Development explained that this was early days for the new initiative, but external funding was available to establish it and deliver the housing needed by local communities. The Director of Place confirmed that some data was already held but further work would be undertaken with town and parish councils to enrich this.

The Director of Place confirmed that governance arrangements would be detailed in the report to Council on 28<sup>th</sup> February 2019.

In response to a Member's question on the reprofiling of funds allocated for the Empty Property Incentive Grant to the next financial year, the Deputy Portfolio Holder for Housing explained that the current approach to empty properties was being revised, and it had been considered inappropriate to continue with the existing scheme until this work had been undertaken and completed.

### **RESOLVED:**

That the Meeting Housing Need Task and Finish Group report be approved.

## 56 Digital Transformation Programme Update

The Director of Workforce and Transformation updated Members on the progress of the Digital Transformation Programme. She agreed to provide Members with a copy of her notes after the meeting.

Members noted that many of the projects were nearing implementation and work to achieve this had been intensified, although some delays had been unavoidable. In answer to a Member's question, the Director of Workforce and Transformation confirmed that the projected savings for Adult Social Care were not dependent on the implementation of the new computer systems.

#### **57 Quarter 2, 2018/19 Corporate Performance Report**

The Intelligence and Insight Manager presented the report, drawing Member's attention to improved figures for delayed transfer to care and increased visitor numbers for Ludlow.

In response to Member's queries he explained that the presentation of the report to the Committee had been delayed due to changes in the Cabinet timetable.

#### **58 Quarter 2, 2018/19 Financial Monitoring Report**

The Director of Finance, Governance and Assurance introduced the report, which had been considered by Cabinet on 28<sup>th</sup> November 2018. He observed that the Quarter 3 report had also been published.

Members noted that the Quarter 2 overspend had reduced significantly. The Financial Strategy for the current year was to be considered by Council on the 28<sup>th</sup> February 2019 and contained savings proposals to cover the recent staff pay award. Should Council approve these proposed savings the projected overspend would be significantly reduced.

Members discussed the revenue from the Shrewsbury shopping centres. The Director of Finance, Governance and Assurance advised Members that £2.4 had been received and although further borrowing was expected this had not yet been undertaken. As a result the Council was not yet paying the cost of borrowing or debt charges and was receiving an income which exceeded the amount anticipated from interest received on capital investment. He added that income had significantly exceeded expectations.

In response to a Member's query, the Director of Finance, Governance and Assurance confirmed that it was anticipated that a proportion of the budget allocated for broadband provision was being taken forward to the next financial year due to the Council reconsidering its methods of broadband provision and broadband providers.

#### **RESOLVED:**

That the report be noted.

#### **59 Financial Strategy Task and Finish Group Final Report**

The Chair of the Financial Strategy Task and Finish Group introduced the Group's report. He observed that both Senior Officers and Portfolio Holders had been invited to contribute to the Group's work.

In response to a Member’s question, the Director of Finance, Governance and Assurance explained that changes to generate the savings from the Digital Transformation Programme would be put into place during 2019 to achieve savings in 2020, although some savings would be delivered immediately.

The Director of Workforce and Development observed that savings were expected to be made as a result of more efficient working practices and changes to work patterns and not wholly due to staff reductions.

A Member expressed disappointment the Group had not drilled down sufficiently and had not included the examination of capital expenditure or the concept of invest to save in its work.

In response to a Member’s question, the Director of Finance, Governance and Assurance responded that many savings proposals built into the budget were subject to consultation processes. Should these proposals be found not to be achievable then other ways of achieving the savings would need to be identified.

The Chair of the Performance Management Scrutiny Committee thanked the Group for their hard work.

**RESOLVED:**

That the Financial Strategy Task and Finish Group report be endorsed.

**60 Meeting Housing Need Task and Finish Group Report**

This item was considered with Agenda Item 6, Unmet Housing need.

**61 Overview and Scrutiny Work Programme 2018/19**

Members proposed the establishment of a Task and Finish Group to examine the issue of climate change as discussed at Council on 14<sup>th</sup> December 2018. The Intelligence and Insight Manager observed that this topic had strong links to the new priorities and themes of the Council’s Corporate Plan.

**RESOLVED:**

That a Climate Change Task and Finish Group be established.

**62 Date/Time of next meeting of the Committee**

Members noted that the Committee would next meet at 2pm on Wednesday 6<sup>th</sup> March 2019.

Signed ..... (Chairman)

Date: .....





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# SHOPSHIRE COUNCIL

## PERFORMANCE MANAGEMENT SCRUTINY COMMITTEE

Minutes of the meeting held on 6 March 2019

2.00 - 3.40 pm in the Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate,  
Shrewsbury, Shropshire, SY2 6ND

**Responsible Officer:** Julie Fildes

Email: julie.fildes@shropshire.gov.uk Tel: 01743 257723

### **Present**

Councillor Claire Wild (Chair)

Councillors Joyce Barrow, Karen Calder, Roger Evans, Hannah Fraser, Cecilia Motley and Peggy Mullock

### 63 **Apologies for Absence and Substitutions**

Apologies were received from Councillors Alan Mosley and Dave Tremellen.

### 64 **Appointment of Vice Chairman**

**RESOLVED:** That Councillor Joyce Barrow be appointed as Vice-Chairman for the remainder of the municipal year.

### 65 **Disclosable Pecuniary Interests**

None were disclosed.

### 66 **Minutes of the meeting held on 6th February 2019**

Consideration of the minutes of the meeting held on 6<sup>th</sup> February 2019 was deferred to the next meeting of the Committee on 5<sup>th</sup> June 2019.

### 67 **Public Question Time**

There were no public questions.

### 68 **Member Question Time**

There were no questions from Members.

### 69 **Digital Transformation Programme Update**

Members received a presentation from the Technology and Communications Manager on the My Shropshire Portal, customer relationship management tool. In response to a Members question he confirmed that pictures had been added to the pothole reporting system following advice from other Councils already using the system on optimising correct reporting

Member noted that work being undertaken as part of the Transformation Programme had been built into the programme and that it could be developed further in line with the development of the programme. He confirmed that it was anticipated that Street Scene would be incorporated into the system in July 2019. Members requested that the agreed schedule should be circulated after the meeting.

Members discussed the possibilities of expanding the system as different areas of personal information were added and the ability to link this information with other government organisations as the law allowed. The Chief Executive confirmed that the system enjoyed the same security levels as those employed by the police and security services.

Members noted that a Members portal was in development. Members suggested that Member Briefings on the system would be useful for all Members. In response to a Member's question, the Director of Workforce and Transformation advised that the system would be accessible on iPads, laptops and phones.

A Member requested that the Director of Workforce and Transformation should provide the Committee with written reports for future meetings. Members observed that the situation with the Digital Transformation Programme was changing so rapidly that in the time taken for a report to be written the information would be out of date and irrelevant. It was suggested that the Portfolio Holder would be invited to attend the next meeting.

## **70 Quarter 3 2018/19 Corporate Performance Report**

The Intelligence and Insight Manager introduced the Quarter 3 Performance Report 2018/19 which outlined the Council's performance against its key Outcomes for Quarter 3 2018/19. Members noted a number of the significant trends set out in the report.

Members raised concerns about the performance of the CAMs service. The Chair of the Joint Health Overview and Scrutiny Committee reported that this was a jointly commissioned service between Shropshire and Telford and Wrekin Councils and had been identified as a topic for the Joint Health Overview and Scrutiny Committee work programme. In response to a Members query regarding the possible establishment of a Task and Finish Group to consider this issue, it was suggested that this might be a joint Task and Finish Group commissioned by both the Health Overview and Scrutiny Committee and the People Overview Committee.

In response to a Members question regarding an increase in the numbers of looked after children, the Intelligence and Insight Manager confirmed that this was in line with the national trend. Although the Council's number of looked after children was close to the national average, because Shropshire previously had a lower than average number, the figures showed a greater statistical increase. Members considered whether the rise in the number of looked after children and increases in crime figures were linked to reduced services and support caused by Government austerity policies.

**RESOLVED:**

- i) That the key underlying and emerging issues in the reports and appendices be noted.
- ii) That the performance portal be noted.

**71 Quarter 3 2018/19 Financial Monitoring Report**

The Director of Finance, Governance and Assurance introduced the Quarter 3 – Financial Monitoring Report which had previously been considered by Cabinet on 13<sup>th</sup> February, and highlighted the significant trends outlined in it and the action taken to reduced predicted overspends.

Members discussed the projected increase in the Children’s Services overspend for the current financial year and the cost of looked after children. Members noted that the Service was proposing to reduce costs and make a potential saving of £50,000 per annum through the establishment of new in-county care homes. Members heard that the procurement process was still to be undertaken and it was expected that they would not be operational until the new financial year.

Referring to section 1.5 of the report which categorised £3.33m of £15.541m planned savings were categorised as red and further work was required within the service areas to ensure delivery, the Director of Finance, Governance and Assurance confirmed that these had been taken into account in the Financial Strategy.

In response to a Members query on the £6.9m saved through a wages and procurement freeze, the Director of Finance, Governance and Assurance advised the there would not be a sharp rise in expenditure at the start of the new financial year and he reassured Members that essential posts had been filled at the appropriate time.

Members observed that Children’s Services costs were difficult to predict. They noted that modelling had been undertaken to predict the required growth projection for the 2019/20 financial year. The Director of Finance, Governance and Assurance agreed that due to the large costs of individual looked after children a small change in numbers could significantly disrupt the model, he continued that the Adults Social Service growth projection was easier to model.

Members discussed the capital programme and the use and management of capital receipts. In response to a Member’s question the Director of Finance, Governance and Assurance assured Members that the management of capital receipts did not impact negatively on the delivery of programmes, he continued that where there were shortfalls other financing methods were available.

In response to a Member’s concern regarding the rolling forward of funds to the next financial year from the Broadband Project and the reprofiling of Empty Properties in the Public Health budget, the Director of Finance, Governance and Assurance agreed to provide Members with the reasons for funding being taken forward.

**RESOLVED:**

That the report be noted.

**72 2017/18 Complaints that took 50 days or more to respond to**

The report was introduced by the Intelligence and Insight Manager. Members noted that of the 1119 complaints received by the Council only thirty-four took longer than fifty days to resolve and that these were complex complaints. Seventeen of which had related to Adult or Children's Services and had to follow a statutory procedure. Some of the remaining complaints were made jointly to the Council and the NHS which had a longer time period for dealing with complaints.

In response to a Member's question, the Intelligence and Insight Manger explained that each complaint was unique, and no pattern of complaints had been observed. He confirmed that the Council had a procedure in place for vexatious complainants, but it was important to view each complaint on an individual basis and not immediately dismiss it because the complainant was known to be a previous vexatious complainant. He added that a case management system was in place to find the balance with people being able to raise concerns and officers performing their role.

Members discussed the potential role of the new software introduced through the Digital Transformation Programme and possible efficiencies through improved monitoring and better recording systems.

The Chief Executive confirmed that the Council received a high number of Freedom of Information Requests and the law provided limits to the use of resources in answering them.

**RESOLVED:**

That the report be noted.

**73 Overview and Scrutiny Work Programme 2018/19**

Members reviewed the Committees Work Programme. A Member suggested that the Committee should review the Council's House Building venture on an on-going basis. She noted that the proposed management board for the project would provide governance but not necessarily scrutiny.

Members requested that the topic of Children's school transport be added to the Work Programme of the People Overview Committee.

**74 Date/Time of next meeting of the Committee**

Members noted that the next scheduled meeting of the Committee would be held on Wednesday 5<sup>th</sup> June 2019.

Signed ..... (Chairman)

Date: .....

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**Committee and Date**

**Performance Management  
Scrutiny Committee**

**05/06/2019**

**Item**

**Public**

**Parking Strategy Implementation 6 month review**

**Responsible Officer:**

Kevin Aitken, Transport Commissioner [kevin.aitken@shropshire.gov.uk](mailto:kevin.aitken@shropshire.gov.uk) 01743 255474

**1.0 Summary**

- 1.1 Part 1 and 2 of the Parking Strategy proposals was approved by Cabinet on 17th January 2018 and 11th April 2018 respectively. 17 of the 22 part 1 recommendations have been implemented, the new on street residents parking policy has been adopted in Ludlow and a detailed feasibility proposal exercise for on street residents parking has been completed in Bridgnorth.
- 1.2 New pay and display parking machines have been installed across the county. All new machines have facilities for cash, card and contactless payments. Digital permits and tickets are also being rolled out through the Mipermit system.
- 1.3 A number of issues have been raised following rollout including concerns with regards to increases in tariffs, the impact on the local economy, concessions for holiday lets and the reduction of on street resident permit provision.
- 1.4 Improvements to the parking service include improved ease of enforcement, improved customer satisfaction and more streamlined service with a large increase in chip and pin, contactless payments and digital ticketing.
- 1.5 The data available in the period following implementation and observations on the ground give evidence of a change in parking habits with an outward migration from on street parking bays to outlying off street carparks. The amendment proposals are intended to further refine the parking service, support ongoing development of Transport Mode Hierarchy and reduce environmental impact in our market towns.

## **2.0 Recommendations**

- 2.1 That the following amendments to the strategy are considered by the Performance Monitoring Scrutiny Committee and their findings are reported to the Council's Cabinet.
- i Changes to the geographical boundaries for qualification for residents on - street permits to the existing Red zone and Blue area residents parking schemes in Ludlow are assessed and implemented if after full consultation any changes are deemed appropriate.
  - ii To introduce concessions that allow, in appropriate circumstances entitlement by residents who hold on-street parking permits to also park within approved specified carparks that are in close proximity to on-street residents parking schemes.
  - iii That all loading bays across the county excluding shared use bays should operate 24 hours a day 7 days a week.
  - iv That when the number of on-street parking spaces available in any residents parking scheme is less than the number of properties, the on-street residents parking permit criteria restricting allocation to one permit per property, registered in the scheme, be increased to 2 permits per property subject to the completion of a residents survey where 60% or more of the returns indicate a preference and the local Member/s is/are in support.
  - v To assist with the excessive demand for season tickets in some popular carparks it is proposed that the specified maximum number of resident permit and season ticket thresholds for all off street carparks are combined to give an overall maximum threshold for each carpark.
  - v To assist with capacity issues in the 2 car parks outside of the river loop, Frankwell and Abbey Foregate and promote travel mode hierarchy, it is proposed that season tickets should be made available on the Shrewsbury Park and Ride service, an annual season ticket tariff of £200 per annum is recommended.

- vi That annual permit concessions for holiday let properties located within an on street residents parking scheme be provided. Entitlement to be one digital permit per holiday let property at a cost of £100 per permit which is equivalent to the cost of a residents on street permit.
- vii That digital tickets (primarily pay by mobile) are added as an additional payment option to the on-street pay and display service.
- viii That Shropshire Council absorb the convenience fee on all digital ticket payments
- ix That the times of operation of the evening /overnight tariffs on Mondays to Saturdays in Raven Meadows multi storey car park, Shrewsbury are brought forward to by 2 hours to apply between the hours of 6.00pm and 8.00am.
- x That on Mondays to Saturdays in Raven Meadows multi storey car park, Shrewsbury a 2 hour rather than the existing 3 hour tariff cap to the evening /overnight tariffs should apply.

### **3.0 Opportunities and risks**

- 3.1 There is opportunity to identify potential improvements to the strategy and further enhance the performance of the parking service with potential improvements for both customer and service delivery streamlining, promotion of Transport Mode Hierarchy and hence further address environmental issues.
- 3.2 Any proposed changes to the strategy will require further stakeholder consultation, approval by Cabinet and any revisions to Traffic Regulation Orders (TRO) will require a further round of consultation. This work is of a specialist nature and current in-house expertise is to be reassigned to general traffic management duties as part of the new highways structure. The Council is currently experiencing difficulties in recruiting additional traffic engineers, the absence of appropriate resource is expected to impact on on-going parking service development work in the interim. Options for the appointment of traffic engineering apprenticeship staff are currently being explored

#### **4.0 Financial assessment**

4.1 Based on current transaction figures the cost of Shropshire Council absorbing the convenience fee on all digital ticket payments (proposed amendment viii) is estimated to be around £7,500 per annum. As well as enhancement of the service for customers there are significant savings benefits associated with the purchase of digital tickets, these are detailed in section 8.3 of this report. Should this amendment be approved the intention is to further promote digital permit purchase and the number of digital transactions are expected to increase consequently the number of required journey for cash collection duties should decrease.

It is anticipated that the proposed additional concessions for evening parking with Raven Meadows multi storey car park will attract more customers and assist in retaining day time customers for evening and overnight parking, hence on balance these additional concessions should be cost neutral with existing arrangements.

Other than the above, the financial implications for implementation of all the proposed amendments involve officer resource to undertake the required consultations, TRO noticing costs and administration associated with implementation.

#### **5.0 Background**

5.1 Part I of the Parking Strategy proposals comprising a total of 22 recommendations including the adoption of standard banding levels and linear pricing was approved by Cabinet at its meeting on 17th January 2018. 17 of the 22 part 1 recommendations have been completed / implemented.

5.2 The outstanding recommendations to part I of the strategy proposals are:

1. The new streamlined trade's person waiver system which is programmed for implementation in June 2019.
2. The review of all existing park and ride services, work so far has been limited to the completion of a public consultation exercise concerning changes to Local Bus Subsidies and Shrewsbury Park & Ride Services undertaken from 25 March to 6 May 2019.

3. Development is ongoing of the Local Transport Plan (LTP)4 with an emphasis on the harmonisation of public transport alongside the parking strategy. Progress on LTP 4 is due for separate review by the Performance Monitoring Scrutiny Committee.
4. No work has been undertaken on the required feasibility study for alternative off street pay and display operational systems. This programme is on hold pending the outcome of the review for the next stage of the shopping centre development.
5. The review of layout and associated signage on all Council car parks and on street parking areas is ongoing.

5.3 Part 2 of the parking strategy proposals was approved by Cabinet at its meeting on 11th April 2018. The new on street residents parking policy has been adopted within the existing residents parking schemes in Ludlow. The new policy is yet to be applied to existing schemes in Oswestry and Bridgnorth. A detailed feasibility proposal exercise has been completed in both High and Low Town, Bridgnorth involving local Members and resident groups, residents' questionnaires are now undergoing development. Appropriate consultation with local Members has been maintained throughout the process. Some provisional survey work has been undertaken in Oswestry.

5.4 Additional revisions to the Parking Strategy were approved by Cabinet at its meeting on 25th July 2018 and have been implemented, these include:

1. The provision of season ticket concessions for hotel, guest house, bed and breakfast, self-catering or holiday let establishments in specified Shropshire Council car parks.
2. Revocation of the previously approved 50% concessions on Sundays, Bank and Public holidays of the report to Cabinet on 17 January 2018) to the on-street parking at Mereside, Ellesmere.
3. The removal of all existing concessions for market traders with the exception of Ludlow where the existing concessions shall remain.
4. Provision of unlimited periods of parking on Sundays, Bank and Public holidays in Raven Meadows multi storey car park Shrewsbury for the flat rate of £1.50 per day Implemented

- 5. Reduction in the proposed Band 1 tariff to £2.40 per hour.
- 6. The revocation from the on-street parking places TRO the part that relates to the former on street resident voucher scheme in Shrewsbury.
- 7. The removal of the provision of weekly tickets, residents' permits and season tickets in Frankwell Riverside & Quay.

5.5 Further revisions to the Parking Strategy approved by Cabinet at its meeting on 5th September 2018 relating to the Reduction of Charging Hours in Ludlow and Shrewsbury from 8.00pm to 6.00pm have also,+ all been implemented.

All recommendations and approvals made by Cabinet to date relating to the Parking Strategy together with an itemised report on progress are listed in full within appendix 1 of this Cabinet report.

**6.0 Progress with implementation of the Strategy**

6.1 Go-live dates for implementation of part 1 of the strategy were as follows:

*Table 1: Strategy go-live dates*

<u>Market Town</u>	<u>Go live date:</u>
Shrewsbury	Monday 5 <sup>th</sup> November 2018
Ludlow (inclusive on street residents parking)	Monday 19 <sup>th</sup> November 2018
Bridgnorth, Church Stretton and Much Wenlock	Monday 14 <sup>th</sup> January 2019
Oswestry, Ellesmere and Wem	Monday 28 <sup>th</sup> January 2019
Whitchurch Market Drayton and Prees Heath	Monday 11 <sup>th</sup> February 2019

6.2 During the Summer of 2018 a total of 155 new pay and display parking machines were installed in car parks across the county including 4 machines for outdoor recreation at a cost of £579,000. All new machines have facilities for cash, card and contactless payments. The option to pay by phone is available at all sites.

6.3 In 5 pay and display car parks new machines were not replaced, instead a 'pay by phone' trial was introduced. Following a number of complaints, pay by coin provision

utilising the original machines have since been reinstated in the Mill Street, Wem and Sparbridge, Ellesmere carparks.

6.4 Digital permits for Season tickets, off street residents parking were made available through the Mipermit system in each market town from each respective go-live date, paper permits are no longer available with all renewals being on the digital system, paper permits will be phased out on all off-street carparks on the respective go-live date anniversaries. Likewise, during the first 12 months of operation of the new strategy, paper permits are being phased out and the new digital permit system is being phased in for on-street residents permits in Ludlow. A total of 621 digital permits have been issued, a detailed list of numbers for each category of permit is shown in appendix 2 of this report.

**7.0 Impact of Implementation**

7.1 All comments, complaints and compliments formally received have been logged and if appropriate, interim action taken. A full list of comments is shown in appendix 3 of this report.

7.2 A summary of the comments received is shown in table 2 below:

*Table 2: Summary of comments received following implementation of the parking strategy*

	<b>Main areas of concern</b>	<b>Count</b>
1	Parking permit qualification issues	7
2	Comments not directly related to the new parking regime	7
3	Increased charges	41
4	Loading bay hours have been extended to 8pm	5
5	Policy not good for businesses/ killing town/ cannot afford to visit /live in town	4
6	Consultation process /not being notified of implementation	7
7	Reduction of on street resident permit provision from 2 to 1	5
8	Should be free parking on Sundays - this would benefit churchgoers	1
9	Season tickets no longer available/ allocation reduced	3
10	Digital permit issues	11
11	Loss of provision of concessions for holiday lets on street	8
12	Supportive comments	2
NA	Questions, requests for information, neutral comments etc	9

**7.3.1 Parking permit qualification issues**

In November 2018 an additional Traffic Regulation Order (TRO) consultation was undertaken proposing amendments to the Ludlow residents' parking zones, the

intention 'to rectify and apply consistency in provision of residents parking concessions'. One objection to this proposal was received from the Local Member, Cllr Boddington, the decision report on this proposal is outstanding.

Concerns have since been raised by both residents and Cllr Boddington concerning qualification criteria for residents permits. Qualification for resident's permits is now verified using the Local Land and Property Gazetteer (LLPG), if a property is not registered as paying council tax, it is not a residential property and therefore they are not entitled to residents parking permits.

There have also been concerns raised and requests received for changes in permit qualification from one zone /area to another for certain addresses within the Ludlow schemes. It is considered that a best fit review should be undertaken to include consultation with residents and the local Member. Any potential change, if deemed appropriate would then require an amendment to the strategy to be approved by Cabinet, followed by implementation through TRO procedures.

#### 7.3.2 Comments not directly related to the new parking regime

All comments not directly related to the new parking regime have been excluded from this report

#### 7.3.3 Increased charges

Adoption of the 7 standard bands with allocation through the demand and supply criteria as detailed in the report to Cabinet 17th January 2018 has ensured that charges have been applied consistently across the county.

Attached as appendix 4 to this report is a joint letter from Wem and Whitchurch Town Councils expressing concern with regards to the extent of the rise in tariffs. A number of complaints were received with regards to the increase in tariffs to the Riverside west elevated car park in Bridgnorth. Riverside west elevated carpark is unique in that its use is restricted solely for off street resident permit holders. This issue has been discussed with residents as part of the on-street residents parking review.

An amendment to the strategy is recommended that will allow residents who hold on-street parking permits to also park within suitable car parks that are in the vicinity of on-street residents parking schemes without having to purchase an additional off-street permit. Note, it is not proposed that this additional concession will be applied



to any Shropshire Council car parks that currently have pay and display facilities. Rather as the review of on-street residents parking schemes progresses it is anticipated that some carparks that are currently free and without restriction, could be restricted so as to be made available as overflow parking for on-street resident permit holders when on street parking is limited. For example, Riverside west elevated car park, Bridgnorth which is not a pay and display but a residents only off street car park adjacent to the Friar Street / Cartway on-street residents parking scheme.

#### 7.3.4 Loading bay hours extended to 8pm

As detailed in section 5.5 of this report, the proposals for the charging hours in Ludlow and Shrewsbury were reduced from 8.00pm to 6.00pm. However, the proposal to extend the hours of operation of loading bays to 8.00pm has been implemented as per recommendation x of the original 17th January 2018 Cabinet report.

It is considered that provision for loading should always be available and that there is a need for consistency across the county in order to avoid confusion. It is therefore recommended that all loading bays within the highway across the county operate 24 hours a day, 7 days a week.

#### 7.3.5 Policy not good for businesses/ killing town/ cannot afford to visit /live in town.

The strategy overall is working with noticeable shifts in parking habits for example in Shrewsbury there is noticeable increased take up of the 2 car parks outside of the river loop.

Appendix 4 to this report shows example transactional data for Ludlow and is reflective and representational of the impact of the strategy on an individual market town. Ludlow has tariff bands 2 and 4 to the shared uses pay and display red zone and blue area, as well as bands 3,5 and 6 within its off street pay and display carparks.

Given the new machines and new technology was only installed during the summer of 2018 there is no comparable data available prior to October 2018, go live date for the new strategy in Ludlow was Monday 19<sup>th</sup> November 2018;

Furthermore, given seasonal variation, and an absence of transactional/usage data on Sundays for Smithfield and the two Galdeford car parks, there is no evidence to

suggest the new parking strategy is impacting negatively on the town. However, there is evidence that the parking behaviour has changed with increased usage of outlying carparks within the town.

Appendix 5 shows transactional data across the county for all on and off-street parking excluding Raven Meadows multi storey car park in Shrewsbury.

#### 7.3.6 Consultation process /not being notified of implementation

A 12-week public consultation was undertaken between the 22nd July 2017 and 17th October 2017, a total of 2,486 responses and many additional individual comments were received. These responses were considered by Cabinet at its meeting on 17th January 2018. The same level of consultation was undertaken for the revisions to the strategy detailed in sections 5.4 and 5.5 of this report, with notices placed on site, extensive provision of press releases, drop in sessions and public meetings.

In addition, further rounds of formal TRO consultation have been undertaken, including statutory noticing onsite and in the press.

Throughout the programme of implementation for part 1 of the strategy an extensive communications plan was implemented, which included signage and noticing within each town advising of go live dates and included details on how further information can be obtained, press coverage was extensive.

Concerns raised with regards not being notified have mainly been received from season ticket and resident permit holders who did not become aware of the changes in tariffs until time of renewal of their season tickets /permits. The switch to the new digital system is now enabling the development of improved digital contact details that will enable our customers in the future to be better informed of any service changes in advance by electronic communication methods.

#### 7.3.7 Reduction of on street resident permit provision from 2 to 1

The rollout of the new residents parking policy as outlined in section 5.2 of this report has been applied to the 2 existing residents parking schemes in Ludlow. Given the number of on-street spaces in each of the Ludlow schemes is less than the total number of residential properties, application of the new policy means residents are now only able to obtain 1 on-street residents permit for each residential property whereas previously they could obtain 2 and this has created

issues for residents who have 2 cars or more and no off-street parking provision. Residents do have the option to purchase off- street residents parking permits for use within off street pay and display carparks.

The weekly data shown in table 1 of appendix 4 to this report indicates that there has been a shift from on street to off street parking usage, this combined with the reduction of residents permits and the new digital system ensuring improvements to legitimate permit issue has improved availability of space within on street parking bays.

During the review of residents parking schemes in Bridgnorth, it has become apparent that the new policy will only provide 1 permit rather than 2 in most existing and proposed schemes, this reduction is of primary concern to residents, a scheme in Cliff Road, Bridgnorth currently operates on the basis of 1 permit per property without issue.

Some residents have highlighted that not everyone within a scheme requires a permit therefore there is potential for relaxation of the policy, one suggested option is to restrict the provision of 2 permits only to properties that do not have any off-street parking provision. It is considered this would be difficult to administer, could result in matters of, discrimination and would not be in keeping with the promotion of the parking hierarchy the strategy is designed to facilitate.

From an operational perspective it is important to ensure that when a charge is being made for the provision of a concession, in this case provision of an on-street parking space for residents in proximity to their homes, that although not guaranteed all of the time, a space should be available most of the time. Consideration also needs to be given to other highway users, vehicular access, other parking requirements for shoppers and visitors, as well as blue badge holders and access for deliveries etc.

It is recommended that consideration be given to an amendment to the strategy enabling the reinstatement of 2 permits per property.

Part 2 of the parking strategy could be amended as follows: '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 scheme, resident permit allocation should normally be limited to a maximum of one per property. However, subject to the completion of a resident's survey, where 60% or more of the returns indicate a preference and the local Member/s is/are in support, the allocation of 2 permits per residential property can be permitted.

7.3.8 Should be free parking on Sundays - this would benefit churchgoers

This comment was received from a visitor to Ludlow. The new strategy has provided free parking on Sundays in all band 4,5 and 6 car parks, enabling church goers who previously had to pay to park in some of these carparks to park for free. Blue badge holders can park within on-street pay and display bays, free of charge and for unrestricted periods on display of their blue badge.

7.3.9 Season tickets no longer available/ allocation reduced

Concerns have been raised by customers who are no longer able to purchase season tickets in St Julian's Friar's car park in Shrewsbury. The strategy objective is to promote long stay commuter /visitor parking outside the river loop, St Julian's Friar's car park is within the river loop. Resident's permits however are still available in this carpark (as an option for residents within the loop who do not have off street parking provision near their homes). Following the introduction of the strategy congestion levels in St Julian's Friar's car park have eased with availability of parking and ease of parking for shopper and visitors much improved.

As highlighted in appendix 2 of this report there are 4 car parks where season ticket issue has exceeded 90% of the maximum allocations determined by the strategy and specified in the TRO:

1. Innage Lane, Bridgnorth
2. Galdeford Zone B (Upper), Ludlow
3. Frankwell, Shrewsbury
4. Abbey Foregate, Shrewsbury

Demand for Residents off street permits has reached 50% of the maximum allocation in Severn Street, carpark in Low Town, Bridgnorth. The issues with regards on street parking in the Severn Street area again have been discussed at the residents parking review meetings. An on-street residents parking scheme is

proposed in this area.

The level of take up of season tickets in the Frankwell and Abbey Foregate car parks is of concern, as are the high usage of these car parks by visitors in general. It is recommended that consideration be given to:

- amendment of the strategy and TRO consultation be undertaken to combine the maximum number of resident permit and season ticket thresholds in to one.

For example, in Frankwell carpark the maximum number of Residents Permits currently specified is 135 and the maximum number of Season Tickets currently specified is 68. The new maximum threshold for combined issue would therefore be 203.

The demand for season tickets in Shrewsbury is considered excessive, further incentives are required to promote transport mode hierarchy for regular commuters to the town.

Table 3: Transport Mode Hierarchy



It is therefore also recommended that consideration be given to the provision of annual season tickets on the Shrewsbury Park and Ride service. The current season ticket annual tariff in Abbey Foregate carpark is £400 and in Frankwell the annual tariff is £560. It is therefore recommended that Park and Ride season tickets should be made available at a 50% discount to the Abbey Foregate annual tariff, with an annual tariff of £200 per annum.

### 7.3.10 Digital permit issues

There have been concerns with regards the new permit system, issues raised include:

- Some initial anxiety and worries that Civil Enforcement Officers (CEO's) may issue a ticket given that no paper permits, or visitor vouchers are provided for display in the vehicle
- Residents not knowing in advance visitor vehicle registration numbers, therefore unable to activate a ticket. This issue is overcome given the 15 minute pop and shop provision
- A lack of awareness that digital permits can be activated over the phone as well as on line
- A generic resistance to change

We are continuing to work closely with our service provider Mipermit and provide additional customer support when required.

### 7.3.11 Loss of provision of concessions for holiday lets within on street shared use pay & display and residents parking bays.

Appendix 6 of this report shows a letter received by the Chief Executive from a collective of proprietors of tourist accommodation in Ludlow requesting reinstatement of concessions to enable guests to be able to park near their accommodation within the Ludlow shared use pay and display/ residents parking bays. Officers met with Mr Kennedy shortly before Christmas and discussed this request at length with the Council Leader and Portfolio holder for Highways and Transport early in the New Year.

It is recommended that consideration be given to an amendment of the strategy to allow the issue of annual permits at a cost equivalent to that of a resident's on street permit, £100. Entitlement would be 1 permit per property that is registered as a holiday let within any on-street residents parking scheme. Holiday let permits will not include the 200 hour visitor parking allocation that is included with a resident's permit.

## **8.0 Suggested Additional improvements to Parking Service**

### 8.1 Provision of digital tickets for On-street Pay and Display

The rollout and availability of digital tickets in general has been well received and

requests for this service to be provided for on-street pay and display have been received. This was omitted from the original proposals, at the time there were some operational issues and some concern that this provision may result in some customers occupying premium locations for long periods, low turnover and denying access for other users such as blue badge holders, this has not materialised. It is recommended that digital tickets (primarily pay by mobile) are added as an additional payment option for our on-street pay and display service.

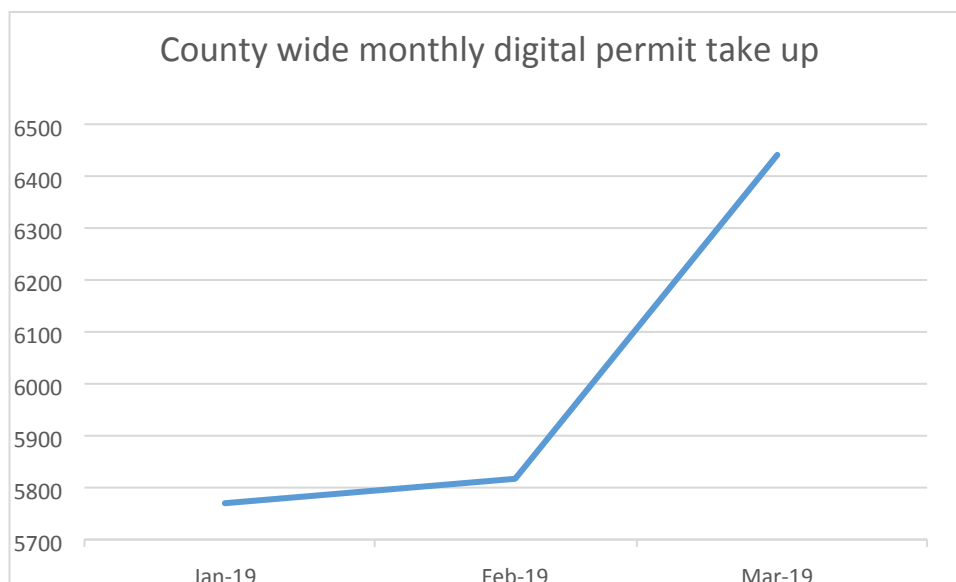
**8.2 Shropshire Council to absorb the convenience fee on all digital ticket payments**

Digital payments are now being purchased either online or pay by phone using Mipermit.

Mipermit enables car park operators to accept electronic payments for Pay & Display car parking, residents and visitor permits, and season tickets. Each electronic permit is digital, no ticket is displayed in the vehicle. For each pay and display ticket transaction Mipermit charge a convenience fee of £0.10, the convenience fee is added to the cost of the parking purchased and currently charged directly to the customer.

The number of monthly Mipermit ticket transactions undertaken during the first 3 months of the year is shown in table 4 below.

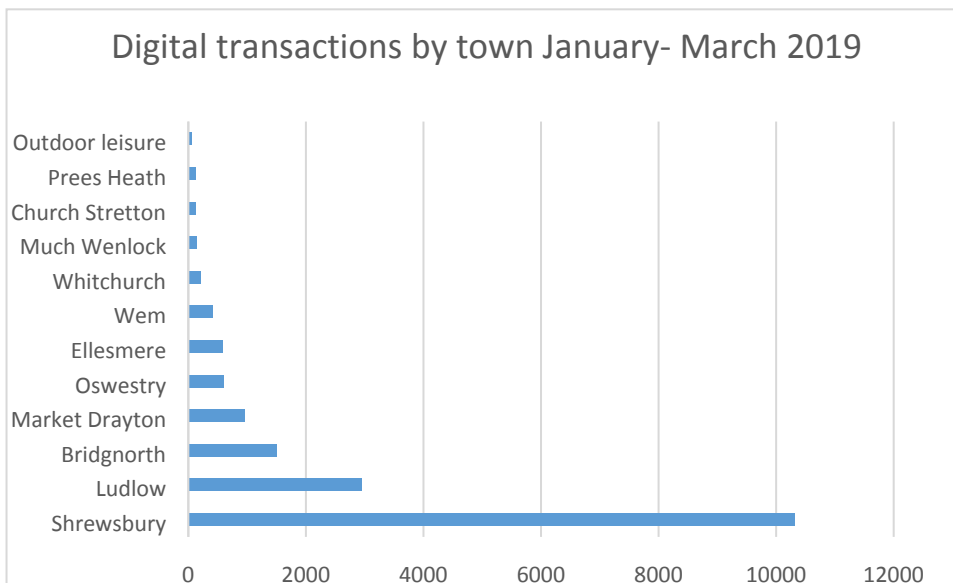
*Table 4: County wide monthly digital permit take up January to March 2019*



As the strategy roll out / go live has established the number of Mipermit transactions have increased. Digital transactions are also proving more popular as awareness of the service develops and anxiety issues are overcome, more customers are registering for the service.

Table 5 below shows the total number of digital transactions for each town during the period January to March 2019. Appendix 7 of this report provides a breakdown of transactions for each car park, ranked total number of transactions during period, tabulates the total number of transactions each month during the period and the total number of transactions during the period for each town.

*Table 5: Digital transactions by town*



8.3 Digital payments using Mipermit rather than payments through the machines have the advantage of providing real time data, there are also advantages to the customer, they can pre book or top up remotely, digital payments promote dwell time.

The number of cash transactions through pay and display machines has already reduced with the provision of chip and pin, card and contactless payment options. Cash collection from parking machines across the county is managed centrally by parking Services staff based at Shirehall. The technology within the new machines now gives the ability for parking services to monitor the accumulation of coinage within a machine, this technology has improved the day to day management of the cash collection service, cash collection operations are now better managed in



accordance with known fluctuations in usage. The total number of visits to parking machines for cash collections during April 2018 was 683, this reduced to 563 during April 2019. To limit risk there are limits on the quantity of cash that can be carried in vehicles at any one time and as such multiple trips are often taken across the county.

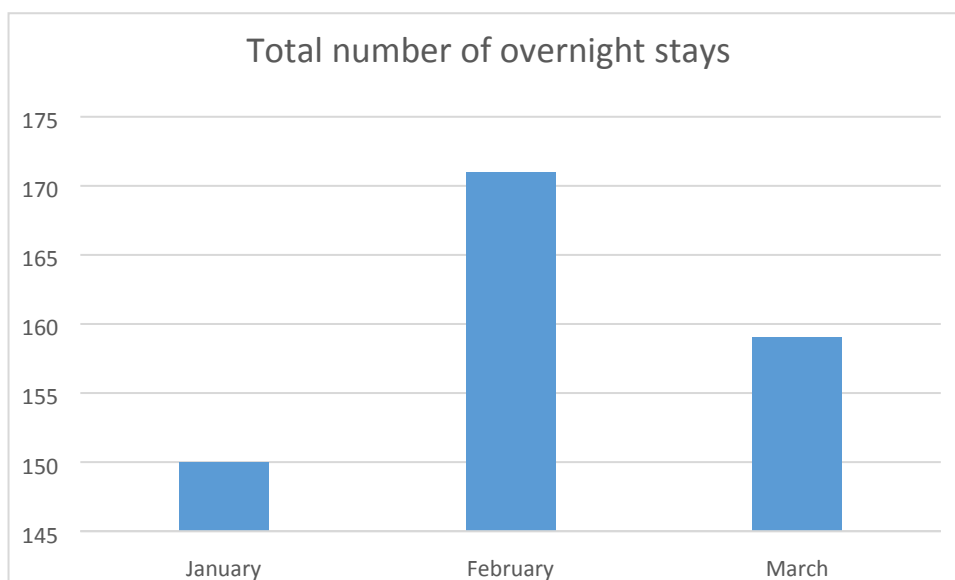
It is considered inappropriate that customers wishing to purchase digital tickets are having to pay more for the service than those customers purchasing tickets at the machine. Given the monetary savings associated with digital payments, service efficiencies and carbon foot print savings it is recommended that consideration be given to Shropshire Council absorbing the convenience fee on all digital ticket payments. A target of 500 cash collection visits or less per calendar month is envisaged.

## **9.0 Raven Meadows multi storey carpark- review and service improvements**

9.1 The opening hours in Raven Meadows multi storey car park have been extended to 7am to midnight Monday to Saturday and 9am to 10pm on Sundays and Bank/Public Holidays. The charging hours in Raven Meadows multi storey car park have been extended to 24 hours a day, 7 days a week with a 3-hour cap on the parking periods between the hours of 8pm to 8am. Unlimited periods of parking on Sundays, Bank and Public holidays in Raven Meadows multi storey car park Shrewsbury have been also been introduced for a flat rate of £1.50. Raven Meadows is a band 2 car park, tariff £1.80 per hour.

9.2 Table 6 below shows the total of overnight stays for each month this year.

*Table 6: Raven Meadows car park overnight stays January - March 2019*



The most popular night for overnight stays is on a Saturday, which can attract over 20 customers, Friday nights can attract double figure customer numbers.

Comments received from customers are detailed in appendices 3 and 8 of this report, most comments relate to an increase in tariff. There has been some displacement to car parks outside the loop and in the evenings to car parks within the loop and on-street parking after 6.00pm.

The decision to retain free parking within all pay and display parking areas in Shrewsbury from 6.00pm rather than 8.00pm was made as a revision to the original strategy, without adjustment to the Raven Meadows multi storey car park proposals. This combined with the 3-hour cap on parking from 8.00pm is resulting in:

- i. Customers using the alternative on-street and off street car parks rather than Raven Meadows multi storey car park in the evenings and overnight;
- ii. Customers not using Raven Meadows multi storey car park because of the tariff.
- iii. Customers deciding to exit Raven Meadows multi storey car park at 6.00pm and use the Premier Inn pay and display car park which provides a 24 hour parking period for £8.
- iv. Customers who use Raven Meadows multi storey car park for a period prior to 8.00pm having to pay a cumulative linear tariff for their period of stay up until 8.00pm and then if their stay goes beyond 8.00pm having to continue to pay the linear tariffs for up to a further 3 hours (until 11.00pm), after which the 3 hour cap applies.

It is recommended that consideration be given to amendment to the evening /overnight tariffs in Raven Meadows multi storey car park so that the existing 3 hour tariff cap on evening parking that currently applies on Mondays to Saturdays between the hours of 8.00pm and 8.00am;

- i. Is brought forward to by 2 hours to apply between the hours of 6.00pm and 8.00am;
- ii. Is reduced to a 2 hour tariff cap

This amendment would mean that a maximum charge of £14.40 would remain for periods of parking on Mondays to Saturdays between 8am and 6pm with a new reduced maximum charge of £3.60 between 6pm and 8am.

It is considered that the above proposals will make evening parking in Raven Meadows multi storey car park more attractive to customers.

## **10.0 Conclusions**

10.1 The following improvements to the parking service have been identified:

1. Implementation of digital permits have improved ease of enforcement
2. The linear model has facilitated improved customer satisfaction, they now only pay for what you want
3. The removal of restrictions on periods of maximum stays and minimum returns has seen a reduction in complaints and positive feedback;
4. Weekly tickets are more cost effective and convenient for the customer;
5. The cash collection process is now streamlined;
6. There is less down time due to machine faults;
7. The digital system is removing fraudulent paper permits;
8. A large increase in chip and pin and contactless payments, resulting in environmental and banking savings;

10.2 Appendix 9 to this report shows Pay and Display Machine transaction data for the period January to March 2019, Shrewsbury, Ludlow and Rest of County. This data set shows there is no overall decline in customers. There is however evidence of a change in parking habits with an outward migration from on street parking bays to outlying off street carparks as the strategy was designed to promote. There is no indication of any negative change.

- 10.3 The recommended amendments are intended to further streamline service delivery, enhance customer satisfaction, the local economy, ongoing development of the Transport Mode Hierarchy and address environmental issues.

**List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)**

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

Shropshire Draft Parking Strategy Cabinet Report 12 July 2017

<http://shropshire.gov.uk/committee-services/documents/g3418/Public%20reports%20pack%2012th-Jul-s2017%2012.30%20Cabinet.pdf?T=10>

Current Shropshire Parking Strategy Appendix A4 Parking Charge Structure.

<https://shropshire.gov.uk/media/1360/parking-strategy-Appendix-a4-parking-charge-structure.pdf>

New Parking Strategy Framework Part 1 – Implementation of the Linear Model 17th January 2018 Cabinet report

<http://shropshire.gov.uk/committee-services/documents/b12014/Cabinet%20To%20Follow%201%2017th-Jan-2018%2012.30%20Cabinet.pdf?T=9>

New Parking Strategy Framework Traffic Regulation Order (TRO) decision report: Ludlow and Shrewsbury - Changes to On-Street Pay and Display and Loading, Cabinet report 25 July 2018.

New Parking Strategy Framework Traffic Regulation Order (TRO) decision report:

Reports to Cabinet 5<sup>th</sup> September 2018

<http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=3845&Ver=4>

Changes to off street parking places around the county, Cabinet report 25 July 2018.

Parking Strategy Framework - Proposed Revisions - Reduction of Charging Hours in Ludlow and Shrewsbury

New Parking Strategy Framework - Traffic Regulation Order - Changes to On Street Parking Places in Shrewsbury

New Parking Strategy Framework - Traffic Regulation Order - Changes to Off Street Parking Places Shrewsbury

**Cabinet Member (Portfolio Holder)**

Councillor Steve Davenport

**Appendices**

Appendix 1: Progress on implementation of proposals as approved by Cabinet

Appendix 2: Resident Permits and Season Tickets: In issue as at 8th May 2019 and Maximum Allocation as currently specified within the off-street Traffic Regulation

Appendix 3: Log of comments received during strategy implementation and operation

Appendix 4: Transaction data for Ludlow October 2018 until April 2019 (combined data set for transactions undertaken at machines and digital payments)

Appendix 5: Transaction data for all of Shropshire October 2018 until April 2019 (combined data set for transactions undertaken at machines and digital payments)

Appendix 6: Letter received from a collective of proprietors of tourist accommodation – Ludlow.

Appendix 7: Take up of digital transactions during period January to March 2019

Appendix 8: Log of comments received from customers of Raven Meadows multi storey car park, Shrewsbury

Appendix 9: Pay and Display Machine Transaction Data January to February 2019, Shrewsbury, Ludlow and Rest of County

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**Appendix 1: Progress on implementation of proposals as approved by Cabinet**

**A Part 1 of the strategy proposals as approved by Cabinet at its meeting on 17<sup>th</sup> January 2018.**

	<b>Recommendation</b>	<b>Progress</b>
i.	That the proposal to use standard criteria and setting of standard Banding levels is adopted in the new parking strategy	Implemented
ii.	That the proposal to introduce linear pricing is implemented with 7 Bands of pricing tariffs as specified in table 3 of this report.	Implemented
iii.	That the car parks and on-street pay and display parking areas listed in table 4 of this report and respective specified tariff Bands are adopted within the proposed strategy framework.	Implemented
iv.	That a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and 6 car parks listed in table 4 of this report, and Raven Meadows multi storey car park.	Implemented
v.	That the hours of charging using linear tariffs be extended until 8.00pm on all Bands 1 and 2 car parks and on Frankwell Main, Riverside & Quay car parks.	Implemented
vi.	That the opening hours in Raven Meadows multi storey car park be extended 24 hours a day, 7 days a week and will include a 3-hour cap on the linear tariff of 3 hours for parking periods between the hours of 8.00pm and 8.00am.	Implemented
vii.	That the new streamlined trade's person waiver system be implemented as proposed,	Outstanding Programmed for completion

Parking Strategy implementation

	including a new fee of £20 per waiver.	June2019
viii.	That all existing restrictions on periods of maximum stay and minimum return on the car parks and on-street pay and display parking areas listed in table 4 are removed.	Implemented
ix.	That the existing permitted concessionary parking period is reduced to 5 minutes, meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.	Implemented
x.	That the times of operation of loading bays located in the areas of all Bands 1 and 2 on-street pay and display parking areas listed in table 4 of this report are also extended until 8.00pm (currently 6pm).	Implemented
xi.	That weekly parking tickets are introduced: a) in all Band 4, 5, 6 car parks listed in table 4 of this report; b) in accordance with the tariffs specified in table 5 of this report; c) and only made available on an individual specified car park basis.	Implemented
xii.	That off-street resident's car park permits are introduced: a) for cars and small vans in all car parks listed as Bands 4, 5 and 6 in table 4 of this report; b) in accordance with the tariffs specified in table 6 of this report.	Implemented
xiii.	That season tickets be introduced: a) for cars and small vans in all car parks listed as Bands 4, 5 and 6 in table 4 of	Implemented



	<p>this report;</p> <p>b) in accordance with the tariffs specified in table 8 of this report.</p>	
xiv.	<p>That a standard HGV tariff on all permitted parking areas is implemented on all designated HGV parking areas. This will include a £10 per 24-hour stay and HGV season ticket tariff options for each permitted parking area as specified in table 11 of this report.</p>	Implemented
xv.	<p>That with appropriate layout improvements, reducing provision for HGV and coach parking, Band 6 pay and display parking for cars and small vans is introduced at the Crossways, Church Stretton site.</p>	Implemented
xvi.	<p>That free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 car parks listed in table 4 of this report. In addition, 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 &amp; 3 car parks listed in table 4 of this report except for Raven Meadows, Shrewsbury where a flat rate of £1.50 for up to 10 hours on Sundays and Bank holidays.</p>	Implemented
xvii.	<p>That as a priority and in partnership with key stakeholders, a review of all existing park and ride services is undertaken and potential for improvement /expansion identified.</p>	<p>A public consultation exercise concerning changes to Local Bus Subsidies and Shrewsbury Park &amp; Ride Services was undertaken from 25 March to 6 May 2019.</p>
xviii.	<p>That with any commission for the development of the Local Transport Plan (LTP)4 an emphasis is placed on the</p>	<p>Development on going. Progress on LTP 4 is now due for review by Performance</p>

	harmonisation of public transport alongside the parking strategy.	Monitoring Scrutiny Committee.
xix.	That in accordance with Operational Guidance to Local Authorities for Parking Policy and Enforcement: i. 'Check in, checkout ' software be implemented as a trial in all off street pay and display surface car parks in Shrewsbury other than Frankwell (Main and Riverside) plus one market town in the north and one in the south of the county. ii. A feasibility exercise is undertaken and that consideration is given to implementation of a traditional pay on foot system to the Frankwell, Main and Riverside surface car parks.	Recommendation outstanding. Programme on hold pending outcome of review for the next stage of the shopping centre development.
xx.	That a detailed review of layout and associated signage on all Council car parks and on street parking areas listed in table 4 of this report be carried out, identified improvements prioritised and implemented.	Phases 1-4 existing car park layouts completed with Phases 5-6 in programme this financial year On street sign upgrades completed in accordance with TRO changes Review in progress for implementation of priority schemes for this financial year
xxi.	That the total funding of £1,197,000 required to undertake proposals i to xx is made available during the current and the next financial years.	Funding has been obtained and made available through prudential borrowing.
xxii.	That a review of enforcement levels is carried out and priorities identified on an individual market town basis.	Complete



**B Part 2 of the strategy proposals as approved by Cabinet at its meeting on 11<sup>th</sup> April 2018.**

	<b>Recommendation</b>	<b>Progress</b>
i.	That, including the increase in permit costs, the proposed On-Street Residents Parking Policy detailed in the report be adopted;	The new on street residents parking policy has been adopted within the existing residents parking schemes in Ludlow.  The new policy is yet to be applied to existing schemes in Oswestry and Bridgnorth.
ii.	That the requests for Residents Parking Schemes detailed in the report be assessed and a programme for implementation be developed that best fits with the implementation of both parts 1 and 2 of the new Parking Strategy framework;	A detailed feasibility proposal exercise has been completed in both High and Low Town, Bridgnorth involving local Members and resident groups. Residents questionnaires are now undergoing development.  Provisional survey work in Oswestry remains outstanding.
iii.	That consultation with local Members be maintained throughout the process.	Appropriate consultation with local Members is ongoing.

**C: Additional revisions to the Parking Strategy as approved by Cabinet at its meeting on 25<sup>th</sup> July 2018.**

All revised recommendations as approved by Cabinet at its meeting on 25th July 2018 as detailed below have been implemented.

- i. To allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishments to apply for season tickets for use by their guests in specified Shropshire Council car parks listed as bands 4, 5 and 6.
- ii. That the 50% concessions on Sundays, Bank and Public holidays proposed to be introduced on all Bands 2 & 3 car parks listed in in part 1of the Parking Strategy (recommendation xvi of the report to Cabinet on 17 January 2018) are not applied to the on-street parking at Mereside, Ellesmere.
- iii. The removal of all existing concessions for market traders with the exception of Ludlow where the existing concessions shall remain.
- iv. To allow unlimited periods of parking on Sundays, Bank and Public holidays in Raven Meadows multi storey car park Shrewsbury for the flat rate of £1.50 per day.
- v. To reduce the proposed Band 1 tariff to £2.40 per hour.
- vi. To revoke from the on-street parking places TRO the part that relates to the former on-street resident voucher scheme in Shrewsbury.
- vii. Remove the provision of weekly tickets, residents' permits and season tickets in Frankwell Riverside & Quay.

**D Further revisions to the Parking Strategy as approved by Cabinet at its meeting on 5<sup>th</sup> September 2018 - Reduction of Charging Hours in Ludlow and Shrewsbury.**

All revised recommendations as approved by Cabinet at its meeting on 5th September 2018 as detailed below have been implemented.

i.	That the Parking Strategy Framework be amended as is required to reflect the decision already made to retain the existing hours of charging on all on street pay & display parking places in Ludlow;
ii.	That the subsequent concerns raised be considered and the Parking Strategy Framework be amended as is required and deemed appropriate to reflect the retention of the existing hours of charging on all on street pay & display parking places within the Shrewsbury town centre river loop.
iii.	That the subsequent concerns raised be considered and the Parking Strategy Framework be amended as is required and deemed appropriate to reflect the retention of the existing hours of charging on all on street pay & display parking places within the Shrewsbury town centre river loop.
iv.	That the subsequent concerns raised be considered and the Parking Strategy Framework be amended as is required and deemed appropriate to reflect the retention of the existing hours of charging at Bridge Street, St Austin's Street and Quarry

**Appendix 2: Resident Permits and Season Tickets: In issue as at 8<sup>th</sup> May 2019 and Maximum Allocation as currently specified within the off-street Traffic Regulation Order**

Town	Location	Residents Permits		Season Tickets	
		Issued since go-live	Maximum Number of Residents Permits currently specified within the TRO	Season Tickets issued since go-live date	Maximum Number of Season Permits currently specified within the TRO
Bridgnorth	Riverside West Elevated Resident Only*	N/A	8	N/A	0
	Innage Lane Car Park (HGV and Coach Park)	2	47	28	32
	Severn Street Car Park	15	30	2	20
Church Stretton	Easthope Road Car Park	0	35	0	21
	Crossways Car Park (HGV and Coach Park)	0	6	0	4
Ellesmere	Cross Street Car Park	11	26	2	18
	Talbot Street Car Park	1	11	1	7
	Spar Bridge Car Park	0	7	0	5
Ludlow	Galdeford Zone A (Upper)	2	32	5	19
	Galdeford Zone B (Upper)	3	64	40	42
	Smithfield Car Park	1	31	8	21
Market Drayton	Frogmore Road Car Park	0	18	0	11
	Queen Street Car Park	1	32	0	19
	Towers Lawn 1 Car Park	0	41	4	27
	Towers Lawn 2 Car Park	0	21	1	14
Much Wenlock	Back Lane Car Park	0	2	0	1
	St Mary's Lane Car Park	0	12	0	7
	Falcons Court Car Park	3	12	0	7
	New Road Car Park	0	6	0	4
Oswestry	Beatrice Street Car Park	0	20	0	10
	Oswald Road Car Park	1	10	0	7
	Oak Street Car Park	3	62	24	41
Prees Heath	Prees Heath Car Park (HGV and Coach Park)	0	6	0	4
Shrewsbury	Frankwell Main Car Park	7	135	52	68
	Abbey Foregate Car Park	2	85	65	51
	St Julians Friars Car Park	24	53	N/A	N/A
Wem	High Street Car Park	1	72	2	48
	Leek Street Car Park	0	2	0	2
	Mill Street - Off Street	2	9	3	6
Whitchurch	Castle Hill Car Park	0	9	0	5
	Pepper Street Car Park	0	5	0	3
	Newtown	1	17	0	11
	St Johns Street	2	11	0	7
	Brownlow Street	1	9	1	6

**Key**

	>50%
	50% - 90%
	<90%

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**Appendix 3: Comments received since implementation of Parking Strategy in November 2018**

COMMENT LOCATION	COMMENT
College St, Ludlow	Would like College Street to be moved into the Red Zone
Shrewsbury - Raven Meadows + Frankwell	Unhappy at increased charges and poor wheelchair access to Frankwell car park
Shrewsbury car parks	Question about Pop and Shop time limit. Unhappy that loading bay hours have been extended to 8pm
O/s Cromwells on Dogpole, Shrewsbury	Wants to know why the operating hours of the loading bay outside Cromwells have been extended to 8pm
	Feels that SC does not understand small businesses, and that our policies have destroyed his business.
Ludlow car parks	Unhappy with the markings in the car parks, and the non-illumination of signs
Ludlow	Unhappy at not being notified of implementation sooner
Ludlow	Unhappy about increase in charges. Thinks the concessionary period is only 5 mins
Ludlow	Thank you for response and clarification
Galdeford B car park, Ludlow	Enquiry about new cost of season ticket prices in Galdeford B car park
Shrewsbury - Raven Meadows	Furious at increased charges
Ludlow	Wanted to see a copy of the notice of making and the reasons why his objection was over-ruled
	Will Blue Badge Holders be able to park in Permit Holder bays free of charge?
	Repeated request to know the reason why his objection was rejected.
Ludlow	Queried why the TRO notice refers to "Blue Area" when all other SC documents call it a "Blue Zone"
Ludlow Red Zone	Unhappy at the reduction of permit provision from 2 to 1
Ludlow	Query about whether the two residents permits he has purchased will continue to be valid

Parking Strategy implementation

Ludlow	Have parking costs risen similarly in Shrewsbury? Should be free parking on Sundays - this would benefit churchgoers
Shrewsbury Town Centre	Unhappy that paying for off-street parking is restricted to two hours
St Julian's car park, Shrewsbury	Wanted to buy a season ticket but they have been stopped. Wants to know why
Parking bay in Coronation Avenue, Ludlow	Unhappy at the price increase in this parking bay as their guests park there
Shrewsbury - Quarry and Fitness Centre	Unhappy at the price increase here as it will cost his family an extra £14.40 a month to park there
Ludlow	Customer is unhappy with the recent increased parking charges in Ludlow (on street and car parks). He said the increase will affect local businesses
Mill St, Ludlow	Unhappy at loss of paper visitor permits for their guests
	Queried whether his guests could be issued with visitor permits in the same way that residents can buy permits for their visitors
Ludlow	In Ludlow, were off-street parking permits available previously? If so, what did they cost?
Lower Corve St, Ludlow	Unhappy at loss of paper visitor permits for their guests
	The system is affecting their business. Would like visitor scratch cards reinstated on Lower Corve St
	Wishes their request for the return of visitor scratch cards for holiday homes to be emphasised during the review as the new system does not work for such establishments
	Asking for the return of visitor scratch cards, and feels that this can't wait until May
Ludlow	Noted proposals. No objection
Broad St, Ludlow	Missing properties from current and proposed eligible lists
	Chasing a response to his email of 2.12.18
Ludlow	Unhappy at not being consulted prior to the TRO consultation. Feels that the TRO is legally flawed and is objecting to it
MSCP, Shrewsbury	Unhappy with the increased charges

Parking Strategy implementation

Shrewsbury	Came into town for xmas shopping but couldn't find a convenient on-street space (she is disabled), and the car park charges are too high now.
	Unable to use P&R when it is full as there is no room for her scooter.
Ludlow	Unhappy with the increased charges. Won't visit Ludlow again.
St Julian's car park, Shrewsbury	Unhappy with the increased charges
Frankwell car park	Fells that there are fewer season ticket spaces in the car park now
Ludlow	Unhappy at new parking charges. Can no longer afford to work or shop in Ludlow
Ludlow	While changing their residents parking details a customer commented adversely on the changes
Ludlow	New strategy forcing people not to live in the town. Revise genuine residents parking ,with a better analysis of car users, more permits per property
Bridgnorth	Unhappy with new charges, and with the consultation process
Bridgnorth - Severn St car park	Wants to know why the process for buying permits has changed, and why the cost has increased so much
Ludlow	Unhappy at the increase in charges
Bridgnorth	Question about how the new charges affect Blue Badge Holders
Shrewsbury - St Julian's Car Park	Unhappy with the new charges, and asking for a discount for BT staff
Shrewsbury - Raven Meadows	Unhappy at increased charges and that the new prices are not clearly stated in the car park
Bridgnorth	Increased car park charges making the parking problems on his street worse
Ludlow	Unhappy with on-street permit entitlement reducing from 2 to 1
Ludlow	Unhappy about new parking regime, and about the cost to visitors to park on street
Ludlow	Unhappy at increased on- and off-street charges, and at not being entitled to a permit as a non-resident business owner
Bridgnorth - Severn St car park	Unhappy at the increase in price for off-street residents parking permits
Church Stretton - Crossways	Notes the changes to parking outside railway station

Parking Strategy implementation

Ludlow - Lower Corve Street	Wants to know where her guests can park for more than two hours now that visitor permits have been taken away. She wants reinstatement of on-street concessions for B&B/holiday lets.
Bridgnorth - Riverside West Elevated car park	Unhappy at the increase in price for off-street residents parking permits, and at not being informed beforehand
Bridgnorth - Riverside West Elevated car park	Why is the website showing that he is no longer eligible for a permit to Riverside West car park?
Ludlow	Feels the new system is stopping visitors from parking, and that paying by phone or on-line is difficult
Bridgnorth - Riverside West Elevated car park	Unhappy at the increase in price for off-street residents parking permits, and at not being informed beforehand
Bridgnorth - Riverside West Elevated car park	Unhappy at the increase in price for off-street residents parking permits in Riverside West compared to other Bridgnorth car parks, and at not being informed beforehand
Shrewsbury Town Centre	If the loading bays finished at 6pm they could be used for parking
Shrewsbury - Bellstone	Can no longer park in the loading bay on Bellstone at 6:30pm as she is used to as the loading bays now operate until 8pm
	Replied that she doesn't believe that businesses in Bellstone have late deliveries, and that she doesn't like to walk to car parks late at night
Oswestry - Oak Street car park	Unhappy at the increase of parking charges from £1 to £2.40
Ellesmere	Unhappy with increase in price for off-street residents parking permits
Wem	Unhappy with having to pay 30p per hour, and at the loss of free 15 min concession
Wem	Unhappy with having to pay 30p per hour
Wem	Unhappy with having to pay 30p per hour and that no money is being spent on the car parks
Wem	She, and her constituents, are unhappy with the increase in residents car park charges
	Why are the machines on Leek St and Mill St car park bagged over - not everyone can pay by phone
	Complaints from constituents about Pay by Phone only car parks
Whitchurch - St John Street	Unhappy with increased parking costs here. Asked for comment to be forwarded to Cllr Davenport

Parking Strategy implementation

Wem - Leek Street car park	Unhappy with increased cost of residents off-street parking permits and at the state of the car park
Bridgnorth - Severn St car park	Unhappy with increased cost of residents off-street parking permits, and at the loss of residents only on-street parking spaces.
Ellesmere - car parks	Is Spar Bridge car park now pay by phone only? What about other Ellesmere car parks?
Ludlow	Congratulations on freeing up 500 parking spaces
Ellesmere - Spar Bridge car park	Constituents are complaining about the pay by phone only car parks. She would like the option to pay by cash reinstated
Market Drayton - car parks	Unhappy with charge increase from 10p to 30p an hour
Ludlow	Can't manage with only one permit
Ludlow - Broad Street	Complaint about a resident using cones to protect a parking space
Bridgnorth - Severn St car park	Unhappy at increased cost of off-street residents parking permits
Ludlow	Unhappy at increased charges
Ludlow	Customer felt the new P&D machines are impressive
Prees Heath	Unhappy with digital-only payments
Ludlow	Unhappy with new digital permits for residents parking, wants return to paper permits
Ludlow	Unhappy with new digital permits for residents parking, wants return to paper permits
Ludlow	Concerns raised about the IT systems crashing, and a request for paper visitor permits to be reinstated
Wem - Mill Street Car Park	Unhappy with increased charges and digital system
Shrewsbury - St Julian's Car Park	Question about a digital permit for the Car Club
Bridgnorth - East Castle Street	Does not want the allocation of residents parking permits to be reduced from 2 to 1
Bridgnorth - Smithfield Car Park	Why has Smithfield car park been excluded from the digital permit system
Shrewsbury - Raven Meadows Car Park	The new charges will put him off from shopping in Shrewsbury. How can they be justified?

Parking Strategy implementation

Ludlow - Galdeford B Car Park	Claims she can't get a permit now that they have gone digital as the car park has reached its limit
Whitchurch - Castle Hill Car Park	Asking whether a constituent with disabilities can have a concession
Church Stretton - Crossways	Unhappy with price increases, and not being told about them
Wem and Whitchurch	The 2 Town Councils feel that the new charges are unfair to the north of the county
Ludlow - Bell Lane	She owns two properties but only pays Council Tax on one of them now. Wants a permit for both properties
Wem - Mill Street Car Park	Wants the charge to be decreased, and to be able to buy more than one permit

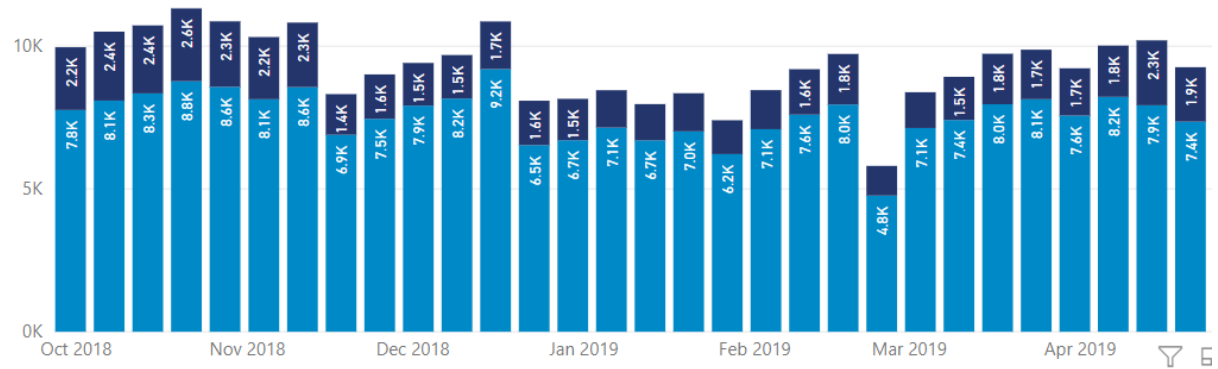
Parking Strategy Implementation

Appendix 4: Transaction data for Ludlow October 2018 until April 2019 (combined data set for transactions undertaken at machines and digital payments)

**Table 1: Weekly transactions for on and off street**

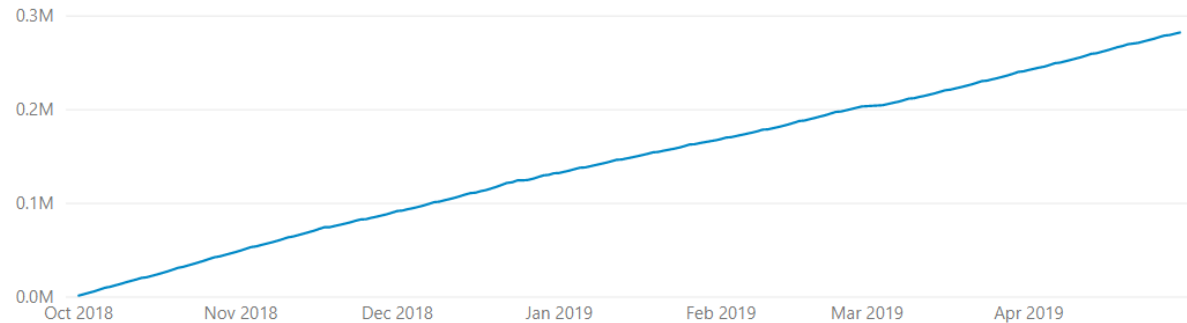
Weekly transactions

Off/On ● Off ● On



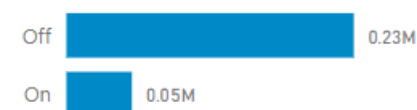
**Table 2: Transaction running count**

Running count of transactions



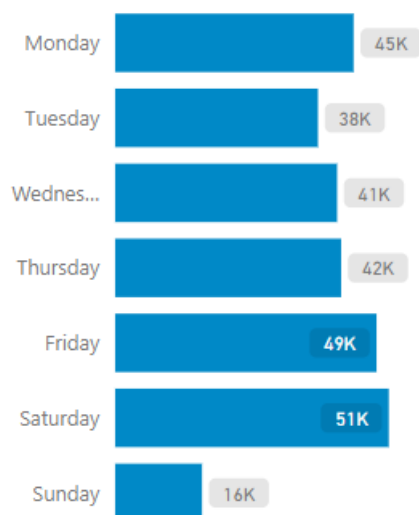
**Table 3: Comparison of Off and On street transactions**

By off street or on street parking



*Table 4: Total transactions by week day*

By week day



Notes:

1. Given the new machines and new technology was only installed during the summer of 2018 there is no comparable data available prior to October 2018;
2. Go live date for new strategy in Ludlow Monday 19<sup>th</sup> November 2018;
3. Seasonal variation - an increase in usage is the norm in the pre-Christmas run up and a drop in usage is the norm during the first few months of every year;
4. Free Sunday parking introduced in new strategy so the number of Sunday transactions has fallen;
5. Data includes transactions for purchase of weekly tickets but excludes season tickets and residents permits. The introduction of weekly tickets has obviously reduced the number of daily transactions;
  - a. Total number season tickets purchase in Smithfield and Galdeford car parks 53;
  - b. Total number residents permits purchased in Smithfield and Galdeford car parks 6;
6. Transaction data only relates to on-street pay and display and Castle Street, given parking on Sundays is now free within Smithfield and the 2 Galdeford car parks.



Parking Strategy Implementation

Appendix 5: Transaction data for all of Shropshire October 2018 until April 2019 (combined data set for transactions undertaken at machines and digital payments)

Table 1: Weekly transactions for on and off street

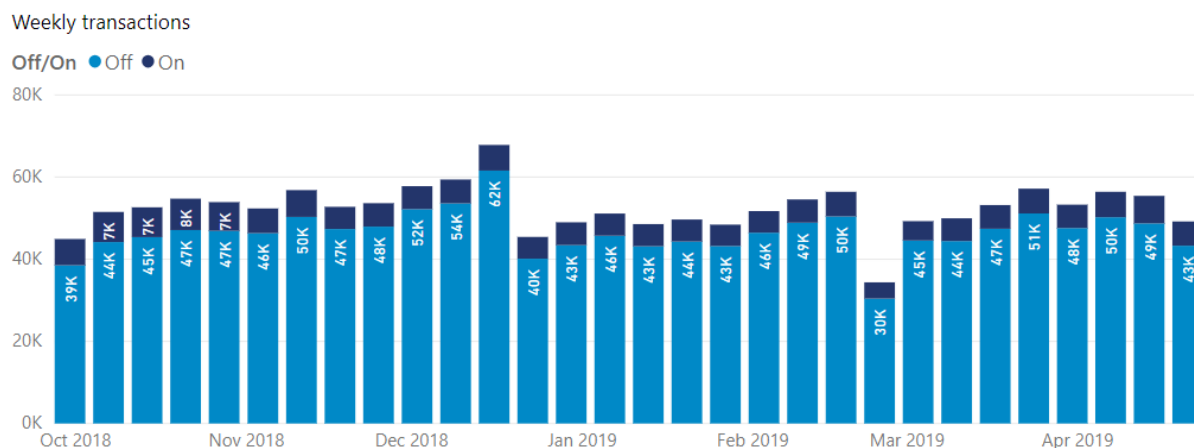
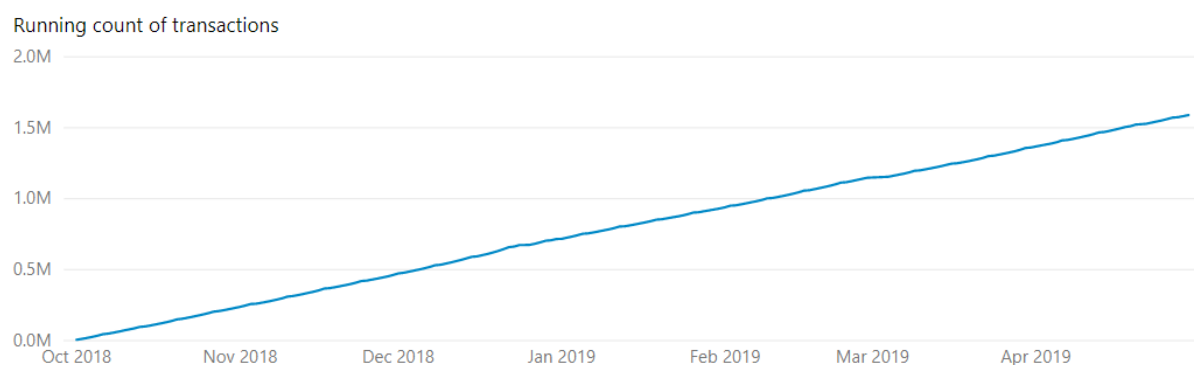


Table 2: Transaction running count



Notes:

1. Given the new machines and new technology was only installed during the summer of 2018 there is no comparable data available prior to October 2018;
2. Free Sunday parking introduced in new strategy so the number of Sunday transactions has fallen;
3. Seasonal variation-a drop in usage is the norm during the first few months of every year
4. Data includes transactions for purchase of weekly tickets but excludes season tickets and residents permits. The introduction of weekly tickets has obviously reduced the number of daily transactions.

Market Town	Go live date:
Shrewsbury	Monday 5 <sup>th</sup> November 2018
Ludlow (inclusive on street residents parking)	Monday 19 <sup>th</sup> November 2018
Bridgnorth, Church Stretton and Much Wenlock	Monday 14 <sup>th</sup> January 2019
Oswestry, Ellesmere and Wem	Monday 28 <sup>th</sup> January 2019
Whitchurch Market Drayton and Prees Heath	Monday 11 <sup>th</sup> February 2019

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**From a collective of Proprietors of tourist accommodation – Ludlow.**

**4th Jan 2019**

Clive Wright  
Chief Executive  
Shropshire Council

Dear Mr Wright

We the undersigned are proprietors and managers of holiday-let establishments in Ludlow who are currently suffering serious adverse effects from recent changes to parking regulations in the town.

Our first warning of impending changes came in the spring of last year in the form of notices that were fixed to parking meters in affected streets. (see image attached). These caused no real concern as they included an assurance that the council would “provide revised parking concessions for hotels, guest houses, bed and breakfast, self-catering and holiday-let establishments.”

Further reassurance came with the publication of the consultation document following the close of public consultation in Sept 2018. This made specific mention of the withdrawal of existing provision of rights to purchase parking permits by holiday self-catering and holiday-let establishments in Low Town Bridgnorth, whereas the proposed changes applying to Ludlow made no mention of any alteration to existing arrangements for such businesses. (see link below).

<https://shropshire.gov.uk/get-involved/bridgnorth-ellesmere-ludlow-and-shrewsbury-various-changes-to-on-street-parking/>

Since then there has been no further consultation nor was there any advance warning of what actually occurred; the sudden and arbitrary withdrawal of such concessions not merely in one specific street in Bridgnorth but in Ludlow and elsewhere.

On raising objections to this completely unexpected loss of a facility that is vital to our business we were, after a lengthy failure to respond, informed that the council had not withdrawn our concessions in regard to scratch-cards since their legal department had since discovered that the concession was technically invalid (other than for one street in Bridgnorth). So, technically, no change had actually occurred and so, again technically, no consultation or forewarning was required, but merely the closing of that awkward Bridgnorth loophole.

Behaviour such as this might well appear acceptable to minds attuned to legal niceties, but it is a clear affront to common sense and decent values. Irrespective of technicalities we were misled. The signs put out in the spring promised us “revised concessions”. Revised is not a synonym for removed. Misled by this and confident that the council would honour their published notice, we did not think it necessary to make appropriate objections during the period of consultation. The published report of this consultation then made no mention of the changes that were secretly proposed (secret is a synonym for undisclosed). So, we still did not object. When our concessions were withdrawn it was a totally unexpected blow that has severely impacted on all our businesses.

We would point out that we were never able to buy scratch-cards on the basis as they were sold to residents. Instead we were charged at a special rate of £40 per book as opposed to £10 per book for residents.

So, prior to issuing these books for visitors the council must have deliberated and decided on that price. It was not a casual oversight, but a deliberate policy that was pursued for a period of many years to the clear profit of the council.

It may be that the council believe that they are sailing with the wind of popular sentiment in treating holiday let businesses in this shoddy manner. The explosive growth of Airbnb in certain towns has certainly caused problems and a case can be made for tighter regulation, but before hitting more well-established, professionally run businesses the council should give consideration to the vital contribution that 'staying visitors' make to the economy of towns such as Ludlow.

A study in 2011 estimated that such 'overnighters' contributed £73million to the economy of South Shropshire. As the attached letter of support from Ludlow Chamber of Commerce makes clear our town cannot afford to lose their custom.

In light of the above we would urge council to immediately re-instate all pre-existing concessions for holiday-let establishments, including the right to purchase scratch-cards, without further delay. The council may or may not have acted according to the letter of the law but has certainly breached trust with its behaviour. We cannot emphasise enough both the consequences of what has been allowed to happen and the urgent need for action.

Overnight guests expect and demand to park within close proximity of their accommodation. A significant number of guests are elderly or infirm and cannot make use of remote car-parks aside from the worry of leaving their cars huge distances away from their accommodation.

All would be prepared to pay a reasonable price to park conveniently close to where they stay. If they cannot do so they will stay elsewhere, in towns that offer a more welcoming approach to visitors and Ludlow will be so much poorer for their absence.

Yours sincerely

Amanda & Andrew Kennedy – The Apartment, Ludlow

Naomi Walker – Chancery House

Rachel & Shaun Greetham – Charlies Cottage

Bronwen Williams – Churchwarden Cottage

Stephanie & Hamish Scott – Corve Cottage

Monica and Roger Curry – Frog Cottage

David Lester – Garden Cottage

Abina & Richard Laishley – The Maltsters House

Raymond Perry – 24 Mill Street

Sarah Khan – 99 Old Street

Helen Davis – Posthorn Cottage

Ian Maddock – River View

Amy and Cedric Bosi – Townhouse & Church Inn

Rosemary Thomas – 19 Upper Linney

Barbara & Andrew Handley – The Vineyard

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**Appendix 7:** Take up of digital transactions during period January to March 2019

Table i: Car parks listed by town

Car park	Jan-19	Feb-19	Mar-19	Town
Innage Car Park	35	56	70	Bridgnorth
Innage HGV Park	5	9	18	
Listley Street North Car Park	152	179	236	
Listley Street South Car Park	95	81	80	
Riverside Car Park	6	6	16	
Sainsbury's Car Park	95	85	108	
Severn Street Car Park	62	63	45	
Crossways Car Park	7	14	17	Church Stretton
Crossways HGV Park	2	1	3	
Easthope Car Park	23	39	26	
Cross Street Car Park	50	65	75	Ellesmere
Spar Bridge Car Park	14	92	50	
St John's Street Car Park	88	43	35	
Talbot Street Car Park	31	11	37	
Castle Street Car Park	229	178	243	Ludlow
Galdeford Car Park Zone A	149	173	201	
Galdeford Car Park Zone B	219	182	231	
Smithfield Car Park	369	380	396	
Smithfield HGV Park	1	1	2	
Frogmore Car Park	98	116	130	Market Drayton
Queen Street Car Park	141	107	118	
Towers Lawn 1 Car Park	75	70	61	
Towers Lawn 2 Car Park	13	21	19	
Falcon's Court Car Park	18	10	10	Much Wenlock
New Road Car Park	8	7	15	
St Mary's Lane Car Park	30	18	21	

## Parking Strategy implementation

Table 1 continued

Car park	Jan-19	Feb-19	Mar-19	Town
Beatrice Street Car Park	12	14	26	Oswestry
Festival Square Car Park	23	26	37	
Oak Street Car Park	130	133	155	
Oswald Road Car Park	3	4	43	
Bog Mine Car Park	1	3	5	Outdoor Leisure
Castlefields Car Park	1	1		
The Moors Car Park	10	25	14	
Prees Heath Car Park	11	14	25	Prees Heath
Prees Heath HGV Park	3	43	35	
Abbey Foregate Car Park	379	354	505	Shrewsbury
Bridge Street Car Park	387	383	425	
Frankwell Main Car Park	1499	1510	1467	
Frankwell Quay Car Park	113	85	96	
Frankwell Riverside Car Park	136	119	98	
Quarry Swimming Pool	58	58	67	
St Austin's Car Park	289	284	317	
St Julian's Friars Car Park	545	546	596	
High Street Car Park	58	76	111	Wem
Leek Street Car Park	1	12	13	
Mill Street Car Park	28	53	68	
Brownlow Street Car Park	27	27	40	Whitchurch
Castle Hill Car Park	5	9	4	
Newtown Car Park	32	25	24	
Pepper Street Car Park	4	6	7	



## Parking Strategy implementation

Table ii: Carparks ranked by total number of transactions during period

Car park	Town	Total number of transactions
Frankwell Main Car Park	Shrewsbury	4476
St Julian's Friars Car Park	Shrewsbury	1687
Abbey Foregate Car Park	Shrewsbury	1238
Bridge Street Car Park	Shrewsbury	1195
Smithfield Car Park	Ludlow	1145
St Austin's Car Park	Shrewsbury	890
Castle Street Car Park	Ludlow	650
Galdeford Car Park Zone B	Ludlow	632
Innage Car Park	Bridgnorth	567
Galdeford Car Park Zone A	Ludlow	523
Oak Street Car Park	Oswestry	418
Queen Street Car Park	Market Drayton	366
Frankwell Riverside Car Park	Shrewsbury	353
Frogmore Car Park	Market Drayton	344
Frankwell Quay Car Park	Shrewsbury	294
Innage HGV Park	Bridgnorth	288
Listley Street North Car Park	Bridgnorth	256
High Street Car Park	Wem	245
Towers Lawn 1 Car Park	Market Drayton	206
Cross Street Car Park	Ellesmere	190
Quarry Swimming Pool	Shrewsbury	183
Listley Street South Car Park	Bridgnorth	170
St John's Street Car Park	Ellesmere	166
Riverside Car Park	Bridgnorth	161
Spar Bridge Car Park	Ellesmere	156
Mill Street Car Park	Wem	149
Brownlow Street Car Park	Whitchurch	94
Easthope Car Park	Church Stretton	88
Festival Square Car Park	Oswestry	86

Parking Strategy implementation

Table ii continued

Car park	Town	Total number of transactions
Prees Heath HGV Park	Prees Heath	81
Newtown Car Park	Whitchurch	81
Talbot Street Car Park	Ellesmere	79
St Mary's Lane Car Park	Much Wenlock	69
Towers Lawn 2 Car Park	Market Drayton	53
Beatrice Street Car Park	Oswestry	52
Oswald Road Car Park	Oswestry	50
Prees Heath Car Park	Prees Heath	50
The Moors Car Park	Outdoor leisure	49
Sainsbury's Car Park	Bridgnorth	38
Falcon's Court Car Park	Much Wenlock	38
Severn Street Car Park	Bridgnorth	32
New Road Car Park	Much Wenlock	30
Crossways Car Park	Church Stretton	28
Leek Street Car Park	Wem	26
Castle Hill Car Park	Whitchurch	18
Pepper Street Car Park	Whitchurch	17
Bog Mine Car Park	Outdoor leisure	9
Crossways HGV Park	Church Stretton	6
Smithfield HGV Park	Ludlow	4
Castlefields Car Park	Outdoor leisure	2

Total number of transactions during period: 18028

Table iii: Total number of transactions each month during period

	Jan-19	Feb-19	Mar-19
Shrewsbury	3406	3339	3571
Ludlow	967	914	1073
Rest of County (less Ludlow & Shrewsbury)	1,397	1,564	1,797

Parking Strategy implementation

Table iv Total number of transactions during the period for each town

Town	Digital transactions by town January/ March 2019
Shrewsbury	10316
Ludlow	2954
Bridgnorth	1502
Market Drayton	969
Oswestry	606
Ellesmere	591
Wem	420
Whitchurch	210
Much Wenlock	137
Church Stretton	132
Prees Heath	131
Outdoor leisure	60

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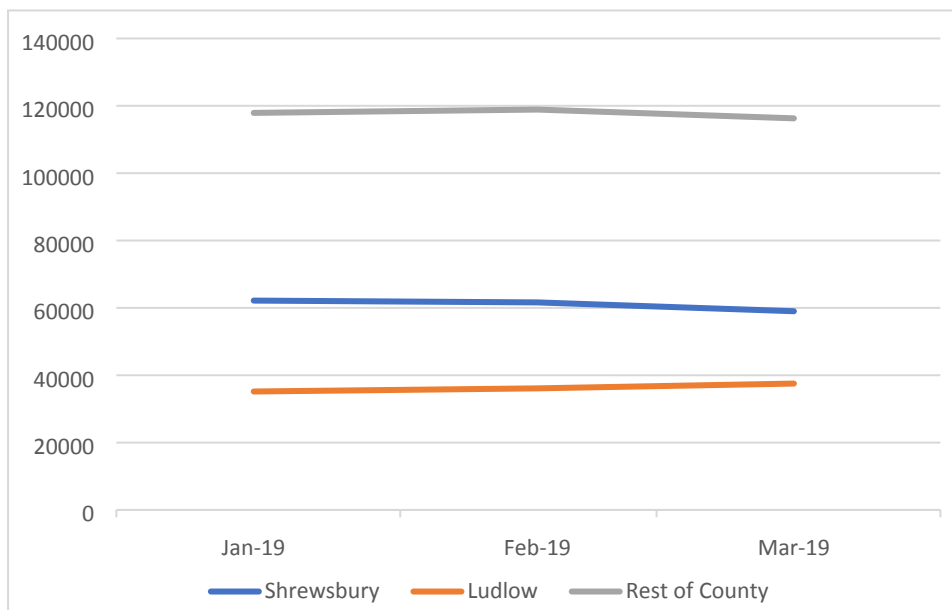
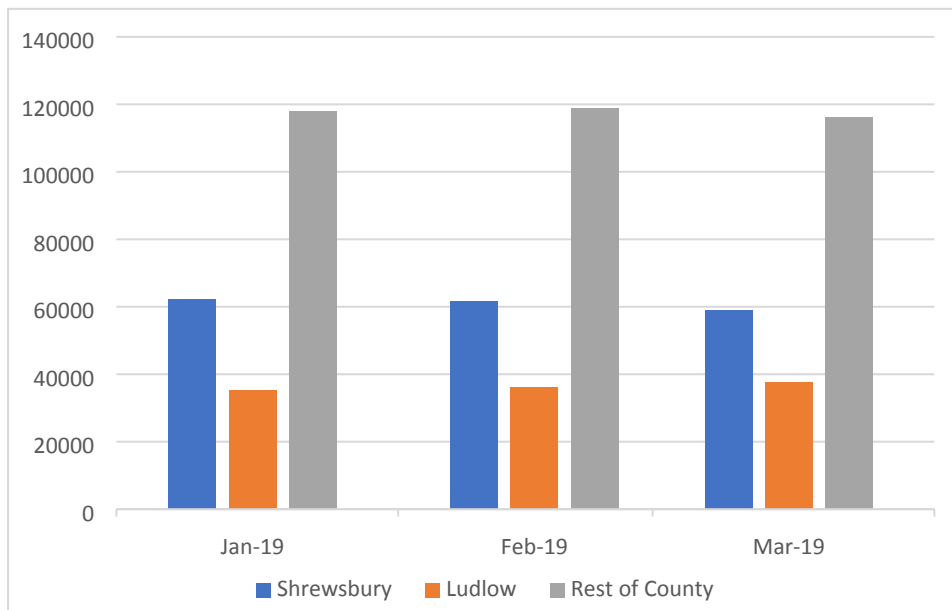
**Appendix 8:** Comments recorded in the Multi-Storey Car Park log book

<b>COMMENT</b>
Unhappy about prices said she would be going to Telford in future.
Excellent Car Park being open later – they had been able to have a meal out in town
Customer will not be coming into the MSCP again because of the Tariff price increases
Customer said increased charges mean he will stop outside Town Centre.
Customer paid £7.10 said charge extortionate – Not disabled but not able to walk far.
Lady queried charge – she was horrified to have to pay £14.40 for 8hrs 30 mins – Will not park in MSCP again
Lady who says she has used MSCP almost daily for 20 years – finds price increases extortionate as indicated – she will no longer be using MSCP
Lady said she would like to see a sign indicating per minute linear charge breakdown.
Gent wanted to remove his car – he was stopping at Premier Inn and did not want to pay our extortionate prices Us £14.40 Premier Inn £8

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Parking Strategy Implementation

Appendix 9: Pay and Display Machine Transaction Data January to March 2019, Shrewsbury, Ludlow and Rest of County.



	Jan-19	Feb-19	Mar-19
Shrewsbury	62165	61627	59006
Ludlow	35171	36105	37530
Rest of County	117897	118883	116275

Parking Strategy Implementation

Notes:

1. Go live dates for the new strategy for the rest of the County January / February
2. Seasonal variation - an increase in usage is the norm in the pre-Christmas run up and a drop in usage is the norm during the first few months of every year;
3. Free Sunday and Bank Holiday parking introduced in new strategy. Sunday transactions has fallen;
4. Data includes transactions for purchase of weekly tickets but excludes season tickets and residents permits. The introduction of weekly tickets has obviously reduced the number of daily transactions;
5. Flooding events during February impacted on parking patterns