

Date: Wednesday, 29 January 2020

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

PERFORMANCE MANAGEMENT SCRUTINY COMMITTEE

TO FOLLOW REPORT (S)

- 3 Minutes of the meeting held on 13th November 2019 (Pages 1 - 4)**
To consider the Minutes of the Performance Management Scrutiny Committee meeting held on 13th November 2019.
- 10 Parking Strategy 12 month review of implementation (Pages 5 - 138)**
To consider the 12 month review of the Parking Strategy.

Contact: Steve Brown Tel 01743 257802

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SHROPSHIRE COUNCIL

PERFORMANCE MANAGEMENT SCRUTINY COMMITTEE

Minutes of the meeting held on 13 November 2019

2.00 - 3.35 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, Roger Evans, Hannah Fraser, Alan Mosley, Cecilia Motley, Peggy Mullock, Dave Tremellen and Leslie Winwood

33 Apologies for Absence and Substitutions

None were received.

34 Disclosable Pecuniary Interests

None were declared.

35 Minutes of the meeting held on 4th September 2019

RESOLVED:

That the minutes of the meeting held on 4th September 2019 be approved as a true record and signed by the Chairman.

36 Public Question Time

No public questions were received.

37 Member Question Time

There were no questions from Members.

38 Draft Asset Management Strategy

The Assistant Director Commercial Services introduced the report which outlined Shropshire Councils draft Asset Management Strategy. He reminded Members that they had considered an earlier version of the draft and their comments and suggestions had been incorporated into the current version of the draft strategy.

Members noted the targeted objectives of the report and that it contained the Council's high-level objectives and was supported by the Corporate Development Plan. The Assistant Director Commercial Service continued that the strategy took a Portfolio approach based on five key areas:

- Operational;

- Heritage;
- Development and regeneration
- Investment portfolio - supporting the Commercial Strategy; and
- Portfolio Holdings – which set included the approach to disposal of assets.

In response to a Member's question, the Assistant Director Commercial Services explained that factors other than purely the financial value would be taken into account before the decision to dispose was made and it was important that all factors were considered for effective property management.

The Assistant Director of Commercial Services responded to a Member's comments about the Council role as custodian of community and heritage assets, and the importance of supporting regeneration projects which were not commercially viable but had a positive impact for local communities or supported environmental issues, He explained that the strategy sought to balance financial benefits and other less tangible benefits when reviewing investment and assets. He added that it was recognised that discussions with local communities about acceptable return were important and underpinned decisions. He continued that new technology was being investigated to improve the energy efficiency of Council buildings. Members suggested that this needed to be referenced more strongly in the strategy.

The Chair suggested that the excellent partnership working relationships enjoyed by the Council and the need for flexibility to decide on investment and working arrangements with these partners to support economic priorities should be set out more prominently in the report.

RESOLVED:

That the draft Asset Management Strategy be noted and the suggestions made during the discussion be discussed with the Portfolio Holder and incorporated into the Cabinet report.

39 Digital Transformation Programme Update

The Head of Technology gave a presentation on the Digital Transformation Programme [copy attached to the signed minutes]. Members noted that excellent progress had been made with the Digital Transformation Project and the installation of new technology was driving staff to work differently. Weaknesses in staff IT skills had been identified and training courses were being provided to address these. Digital skills were being embedded into the performance management structure.

In response to a Member's query, the Director of Workforce and Transformation responded that the programme was about enabling staff to work more efficiently and effectively which would increase productivity which would lead to reduced costs.

Members raised concerns that staff working in local communities were struggling with inadequate equipment and had not received adequate training on the new working arrangements. The Digital Transformation Programme Manager explained that the new technology was being introduced over a 3-year period and meetings

were taking place with staff so that they could raise any issues they were encountering to enable further support or additional equipment to be provided. He confirmed that the project team were actively working with schools experiencing issues with the Business World system and feedback from schools had been positive. A Member commented that all new systems required time to bed in and for teething problems to be resolved.

The Chief Executive noted that the Peer Review that had recently been undertaken had expressed surprise at the progress that the project had made and the state-of-the-art technology which had been introduced. He continued that some of the criticisms made of the new systems had been caused by problems arising during recent severe weather conditions which had resulted in an emergency situation. The new systems had worked well in the circumstances, but all systems had a point where they would become overloaded. In that situation the Council had to prioritise its resources to resolve the emergency situation.

Members requested training be offered to all Members on the new systems they would be expected to use.

In response to a Member's question, the Director of Workforce and Transformation explained that as the new technology became embedded in working practices evidence of improvement in service delivery would become available in data format which could be presented to the Committee.

The Head of Technology confirmed that he anticipated that the My Shropshire Portal was nearing completion with the addition of new features, and Members would be able to use it to see issues raised by residents relating to their Ward areas. The Portfolio Holder for Organisational Transformation and Digital Infrastructure advised that training would be offered to all Members on how to use the portal once all features were available.

RESOLVED:

That the Digital Transformation Programme – Business Case Review/Benefits Realisation report be noted.

40 Future Work Programme

Members considered the future work programme and discussed the issue of climate change and the Council's approach to it. Members noted that a Climate Control Member and Officer Group had been established and the Climate Change Strategy was to be considered by Council at its meeting on 19th December 2019.

Members expressed concern that they had not had the opportunity to scrutinise quarter 2 finance and performance reports. The Chairman agreed that she would consider holding an additional meeting for this purpose.

RESOLVED: That the issue of climate change be added to the Performance Management Scrutiny Committee work programme.

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

Members noted that the next meeting of the Performance Management Scrutiny Committee would be held at 2.00pm on Wednesday 29th January 2020.

Signed (Chairman)

Date:



<u>Committee and Date</u>	<u>Item</u>
Performance Management Scrutiny Committee	
29 January 2020	<u>Public</u>

Parking Strategy 12 month review of implementation

Responsible Officer Mark Barrow
e-mail: mark.barrow@shropshire.gov.uk Tel: 01743 258916

1. Summary

Parts 1 and 2 of the Parking Strategy proposals were 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 feasibility proposal exercise for on street residents parking has been completed in Bridgnorth.

There is now consistency in tariffs across the county with additional options for longer stays, dwell time, weekly tickets and season tickets. The provision of the new machines and the Mipermit App have provided additional payment methods and have been well received, the parking service is now operating more efficiently as well as improvement in on-street residents parking provision in Ludlow.

The new Parking Strategy was previously reviewed by the Performance Management Scrutiny Committee at its meeting on 5th June 2019 and the recommendations including proposed amendments to the Strategy later endorsed by Cabinet on 3 July 2019. Subject to the results of a proposed public consultation, joint delegated authority was given by Cabinet on 4th September to enable the Director of Place and the Portfolio Holder for Highways and Transport to proceed with implementation of the amendments if deemed appropriate.

A public consultation on these amendments was subsequently undertaken from the 23 September until midnight on the 3 November 2019. After consideration of the consultation outcomes the Portfolio Holder for Highways and Transport approved implementation of all amendment proposals except

amendment proposal 3 on 8th January 2020. These amendments are now being incorporated in to the programme for implementation.

This report reviews the impact of the strategy by market town providing appropriate assessment of the impact on usage for each car park and identifies local opportunity to further improve service delivery, better promote sustainable transport hierarchy whilst also addressing environmental issues. Priority must now be afforded to implementation of the agreed amendments to the strategy, county wide rollout of new residents parking schemes measures to ease capacity and provision of a maintenance programme.

2. Recommendations

That this report is considered by the Performance Monitoring Scrutiny Committee and their findings are reported to the Council's Cabinet. A further report to Scrutiny is recommended in 6 months-time to provide a full update on the issues highlighted in this report that can be scrutinised with the availability of a full 12-month period of data obtained following the full implementation of the strategy. This report should provide a focus on areas of improvement with formulated feedback from Members and key stakeholders such as the Shrewsbury and Oswestry Business improvement District (BID).

REPORT

3. Risk Assessment and Opportunities Appraisal

There is an opportunity to further improve both the customer experience and service delivery, better promote the sustainable transport hierarchy and address environmental and climate change issues. However, unless a synonymous approach is adopted the opportunity will be lost; closer collaborative working is therefore required with related service areas such as public protection, economic growth, development control and public transport.

The Parking Strategy is already promoting desired changes in behaviour, however there is a risk of fragmentation, To realise all of the benefits, the full strategy needs to be delivered, for example through the development of park and ride services and on-street residents parking provision.

There is high demand on the traffic management team to address a severe backlog in work and the Council is continuing to experience difficulties in recruiting additional traffic engineers. The absence of appropriate resource may impact on on-going parking service development which will take a secondary priority to traffic safety and casualty reduction work.

4. Financial Implications

Table 1 below shows gross revenue for all Shropshire parking areas on-street and off street surface car parks ranked by monthly transactions, (data excludes Ravens Meadow multi storey car park, Shrewsbury).

Table 1: Gross revenue October 2018 to November 2019



Note: The new strategy rollout began in November 2018 and was completed in February 2019.

Overall, revenue generated is forecast to be greater than the budgeted value for on-street parking provision but is significantly down in many off-street car parks. In addition to the normal concessions provided during the run up to Christmas, additional concessions to boost trade in Shrewsbury town centre were provided during August. Although in many car park locations usage and turnover has increased, overall revenue has decreased given customers are now able to purchase the amount of parking time they require. There have also been a number of flooding events in Shrewsbury that have impacted on forecast revenue due to car park closures. Further analysis of car park income will take place over the next few months.

There has been requirement for additional expenditure on items such as security. This has included additional safeguarding measures to ensure compliance with the regulatory fire safety order and other health and safety issues at Ravens Meadow multi storey car park and the Shrewsbury bus station site, and also provision of barriers at the Harlescott Park and Ride site in Shrewsbury. Back office and machine banking costs are also forecast to be higher due to increased take up on card payments.

Further consideration needs to be given to the provision of an appropriate level of resource to:

- A. Implement the new residents parking policy county wide
- B. Establish a definitive car park maintenance programme
- C. Improve park and ride provision to ease capacity issues in identified car parks and market towns.

The overall position will be reviewed and it is recommended to report back to Scrutiny in 6 months when the service will have a full 12 months-worth of data to analyse (after February 2020) because of the phased nature of the Strategy implementation.

5. Background

- 5.1 Cabinet approved Parts 1 and then 2 of the new Parking Strategy proposals on 17 January 2018 and 11 April 2018. 17 of the 22 'part 1' recommendations have been implemented. Implementation works to date have included:
- The provision of new pay and display parking machines installed across the county with facilities for cash, card and contactless payments.
 - The introduction of a standardised banding and linear tariff model determined by demand and supply criteria
 - The adoption of the new on-street residents parking policy in Ludlow.
 - A feasibility proposal exercise for on street residents parking in Bridgnorth.
 - The roll out of digital permits and ticketing through the Mipermit system.
- 5.2 The introduction of new machines, remote monitoring facilities and the rollout of the Mipermit system has provided availability of a wealth of parking data, which is now being harnessed using Power Bi software to provide detailed reports. Identification of annual trends however is still proving difficult given the staggered rollout of the strategy, lack of data during periods of free parking and the increasing number of events impacting usage patterns.
- 5.3 The new parking strategy was previously reviewed by the Performance Management Scrutiny Committee at its meeting on 5th June 2019 and

the recommendations as detailed in the report were endorsed by Cabinet on Wednesday 3 July 2019.

- 5.4 The implementation of changes highlighted community concerns. Feedback included the following issues:
- Increases in tariffs;
 - Concerns about the impact of change on the local economy;
 - Feedback about concessions for holiday lets; and
 - Concerns about the reduction of on street resident permit provision.
- 5.5 Identified improvements to the parking service included improved ease of enforcement, improved customer satisfaction and a more streamlined service with a large increase in chip and pin, contactless payments and digital ticketing.
- 5.6 In response to the feedback the report recommended the following amendments to the Parking Strategy:
- 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 51% 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.
 - 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 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.

- viii. 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.
 - ix. That digital tickets (primarily pay by mobile) are added as an additional payment option to the on-street pay and display service.
 - x. That Shropshire Council absorb the convenience fee on all digital ticket payments.
- 5.7 On 4 September 2019 Cabinet gave approval for the required consultation on recommendations i to viii. A consultation was subsequently undertaken from the 23 September until midnight on the 3 November 2019. A report detailing the nature of this consultation and the responses received is detailed in appendix 1 to this report. Written responses to the consultation are shown in appendix 15 to this report.
- 5.8 Appendix 2 to this report outlines reasoning and proposed actions for each amendment proposal consulted on. Cabinet also approved that the Executive Director of Place in consultation with the Portfolio Holder, be given delegated authority to consider the outcomes of the consultation and decide whether to implement recommendations i. to viii.
- 5.9 After consideration of the outcomes of the consultation and following agreement with the Portfolio Holder for Highways and Transport 8th January 2020 it has been agreed to implement amendments i, ii and iv to ix. Further formal Traffic Regulation Order (TRO) consultations are now required before these amendments can be incorporated in to the programme for implementation.
- 5.10 It is not considered appropriate to implement proposed amendment iii, the introduction of 24 hour loading bays across the county. The consultation has raised a number of issues and there are a number of ongoing concerns with regards to the provision of loading facilities, times of operation, usage and entitlement. There is also a need to review historic signing following the introduction of new signing regulations in 2018. A detailed review of loading bay provision and times of operation on a town by town basis commencing with Shrewsbury is therefore proposed.
- 5.11 Amendments ix and x, additional digital tickets payment options to the on-street pay and display service and the absorption of the convenience fee on all digital ticket payments did not require consultation and these amendments were introduced on Monday 4th November 2019.
- 5.12 The new streamlined trades person waiver system programmed for implementation in June 2019 has been delayed due to lack of resource

to implement, it is however intended to implement before the end of March 2020.

6. Review of the impact of the strategy by market town

6.1 Shrewsbury

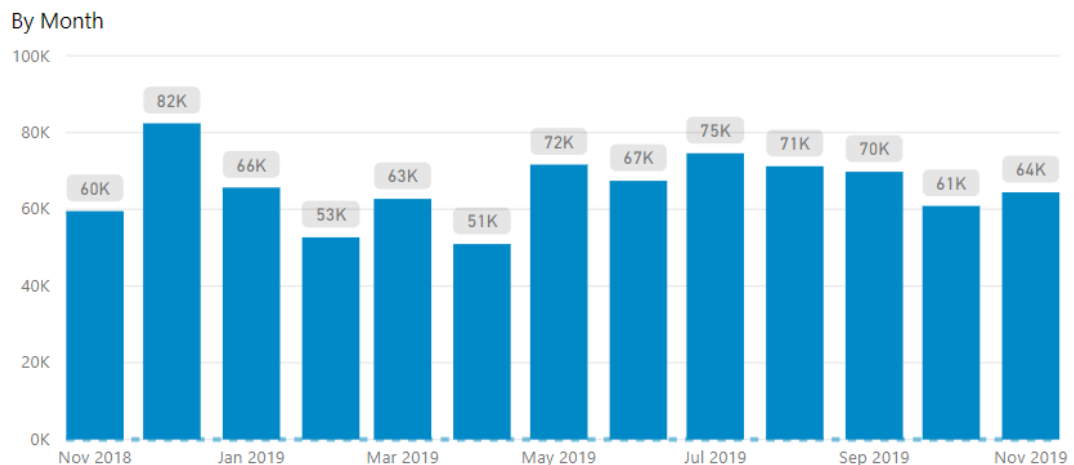
6.1.1 There are four Shropshire Council pay and display surface car parks, together with the Ravens Meadow multi storey carpark (pay on exit), and on-street pay and display within the Shrewsbury River loop. There are 2 pay and display surface car parks outside the river loop. Details of banding and charges are listed in appendix 14 of this report.

6.1.2 Following the installation of the new pay and display machines to all on-street pay and display and off street car parks during the summer of 2018, the new linear tariffs were introduced in Shrewsbury on Monday 5th November 2018.

6.1.3 An assessment of the impact on usage, turnover and availability of space for each car park in Shrewsbury along with a daily usage chart over the period since installation for each car park is shown in appendix 3 of this report.

6.1.4 Chart 1 below shows the overall usage volumes by month for the town from November 2018.

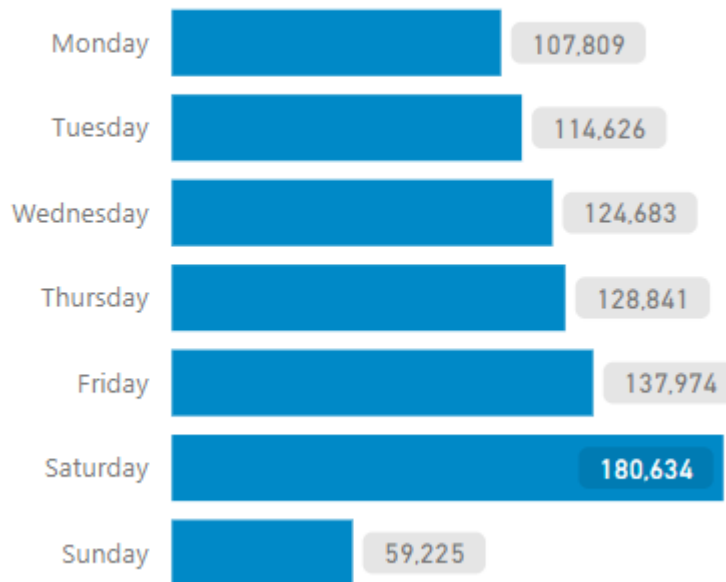
Chart 1: Shrewsbury usage volumes by month



6.1.5 Chart 2 below shows overall usage volumes for the period for each individual day of the week.

Chart 2: Shrewsbury usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions such as promotional and emergency events allocated during the period and excludes Raven Meadows multi-storey carpark.

Parking in car parks outside the river loop is free of charge on Sundays, therefore no transactional usage data is available for these car parks.

- 6.1.6 With on street pay and display there has been a slight decrease in usage and a slight improvement in availability of space with the most common length of stay remaining 1 hour despite the removal of the period of maximum stay and minimum return, some customers are taking advantage of the opportunity to stay for longer periods. On - street revenue has increased.
- 6.1.7 Car parks within the river loop remain popular with increases in usage, turnover and revenue. Visitors are now able to find a space more easily in St Julian's Friars car park, making it more attractive to the shorter stay shopper.
- 6.1.8 Usage of the 2 car parks outside the river loop has increased, with shoppers and visitors taking advantage of the opportunity to only have

to purchase the length of stay they require and tariff caps, hence overall revenue has fallen. On some days in particular Saturdays the increase in usage is problematic and there are capacity issues. The availability of weekly tickets has been well received. There has also been an up take in demand for season tickets and commuter parking in general which has contributed to the overall increase in usage.

6.1.9 It is recommended that availability of season tickets be made available on the Shrewsbury park and ride service to ease demand on commuter parking on the pay and display car parks outside of the river loop, with concessions made available for both workers and students to the university.

6.1.10 There are currently issues with commuters and visitors to the town parking on-street for long periods in residential areas immediately outside the river loop, therefore it also is recommended that priority be given to the development of on-street residents parking schemes in the Belle Vue, Abbey, Column, Coton Hill, Mountfields, Castlefields and Castle Foregate areas.

6.2 Ludlow

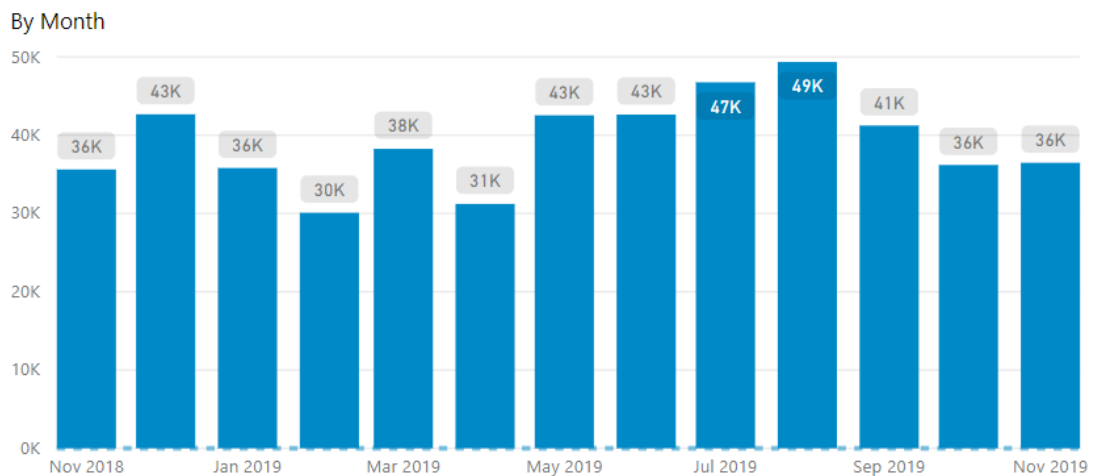
6.2.1 There are four Shropshire Council pay and display surface car parks in Ludlow, there are also two on-street pay and display tariff band which operate as shared use with the red Controlled Parking Zone (CPZ) and the blue area residents parking schemes. Details of banding and charges are listed in appendix 14 of this report.

6.2.2 Following the installation of the new pay and display machines to all on-street pay and display and off street car parks during the summer of 2018, the new linear tariffs were introduced in Ludlow on Monday 19th November 2018. The new policy for on-street residents parking was also introduced at the same time, residents permit allocation is currently restricted to one permit per property, the cost of a resident's permit is now £100 and includes 200 hours of visitor parking.

6.2.3 An assessment of the impact on usage, turnover and availability of space for each car park in Ludlow along with a daily usage chart over the period since installation for each car park is shown in appendix 4 of this report.

6.2.4 Chart 3 below shows the overall usage volumes by month for the town from November 2018.

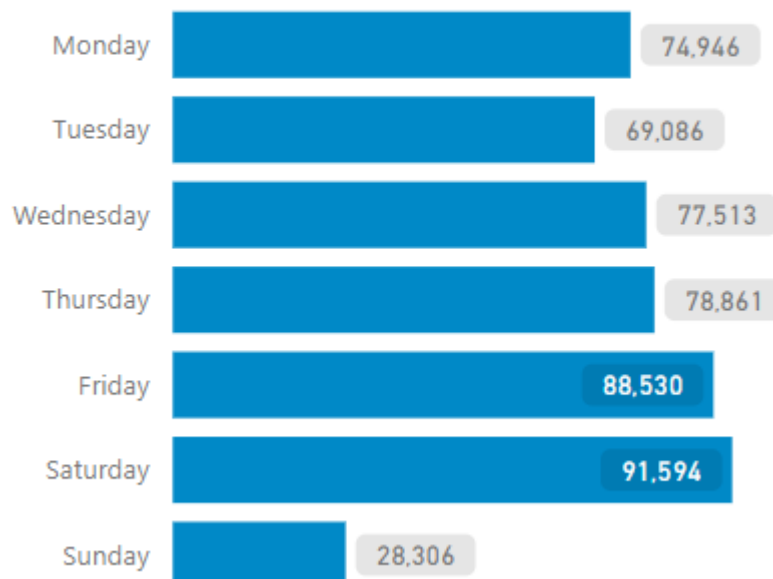
Chart 3: Ludlow usage volumes by month



6.2.5 Chart 4 below shows overall usage volumes for the period for each individual day of the week.

Chart 4: Ludlow usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow

for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in Galdeford zone A & B and Smithfield car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

- 6.2.6 There has been a significant reduction in commuter parking with on street pay and display, some visitors are taking advantage of the opportunity to find a space and stay for longer periods. The increased availability of space has been well received by resident permit holders. On -street revenue has increased.
- 6.2.7 Overall off street car park usage has increased in the town, turnover has improved on the main town centre Castle Street carpark with improved ability to find a space. Occupancy at all the outer lying carparks has increased, with Galdeford B, the lower band car park being at maximum capacity on most days, there is low demand for residents permits and a high demand for season tickets on this car park.
- 6.2.8 Carpark usage overall, across the town has not reduced, however there is a visible shift from on-street to off street parking.
- 6.2.9 Development work is already ongoing on the potential provision of parking, loading and access prohibitions, to remove indiscriminate parking and improve amenity to the Market and Castle Square areas of the town. Further detailed consideration also needs to be given to improving provision of motor cycle parking in this area.
- 6.2.10 Full grant funding has been obtained from Highways England for the provision of an ultrafast rapid electric vehicle charging points in Galdeford car park.
- 6.2.11 Priority is being afforded to implementation of the proposed amendments to the strategy discussed in section 5 of this report that can assist Ludlow. These include:
- a) Proposed review and potential changes to the boundaries of the existing residents parking schemes (amendment i).
 - b) Residents survey to indicate preference to increase on-street residents permit allocation to 2 permits per property (amendment iv).
 - c) The combination of maximum number of resident permit and season ticket thresholds (amendment v).
 - d) Annual permit concessions for holiday let properties located within an on street residents parking scheme be provided (amendment vi).

6.2.12 Further measures are required to address capacity issues in the off street car parks. It is recognised that additional provision is required to support future improvement of the carpark fabric (surfaces, lines, and lighting. A review of Park and Ride (P&R) is currently underway in relation to the Big Town Plan and wider movement strategy with a view to an improved service. It is obviously that the car parking strategy needs to support and compliment P&R review.

6.2.13 There is also a need for review of unrestricted areas of on-street parking, as well as shared use residents permits / limited waiting bays within the red zone and blue area residents parking schemes that are now being monopolised by commuters and visitors. For example, there are unrestricted areas in Dinham that could be improved for residents parking.

6.3 Bridgnorth

6.3.1 There are 7 Shropshire Council pay and display surface car parks in Bridgnorth, 5 in High town and 2 in Low town. Due to outstanding planning matters the new parking strategy is yet to be implemented on Smithfield carpark and historic tariffs remain in place in this carpark. Details of banding and charges are listed in appendix 14 of this report.

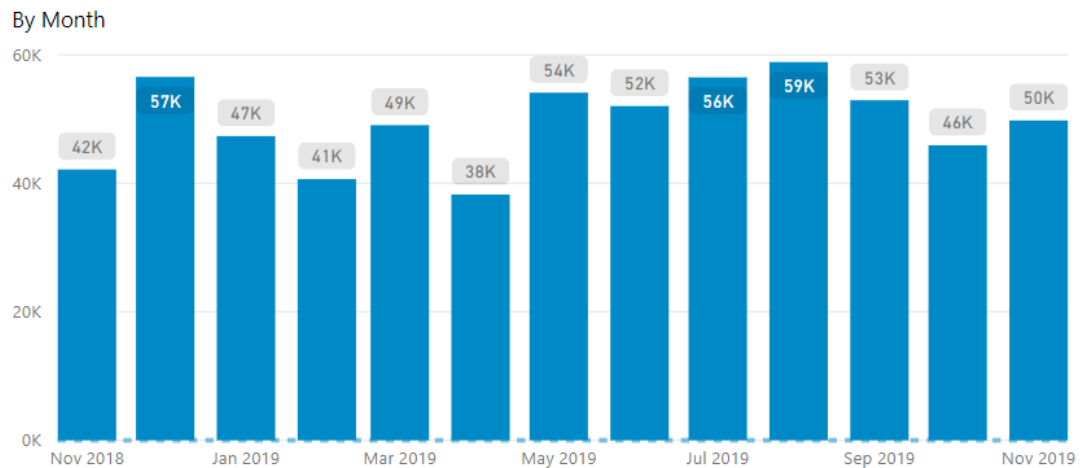
6.3.2 There are also a number of existing historic (individual street) residents parking schemes in operation using paper permits and scratch card visitor permits. Although a feasibility proposal exercise for new proposed residents parking schemes in Bridgnorth was undertaken in 2018, on street residents parking provision continues to operate under the old policy.

6.3.3 The Riverside West Elevated carpark is also available solely to eligible residents in the town who purchase a resident's permit.

6.3.4 Following the installation of new pay and display machines to all on-street pay and display and off street car parks during the autumn of 2018, the new linear tariffs were introduced in Bridgnorth on Monday 14 January 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Bridgnorth along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 5 of this report.

6.3.5 Chart 5 below shows the overall usage volumes by month for the town from November 2018.

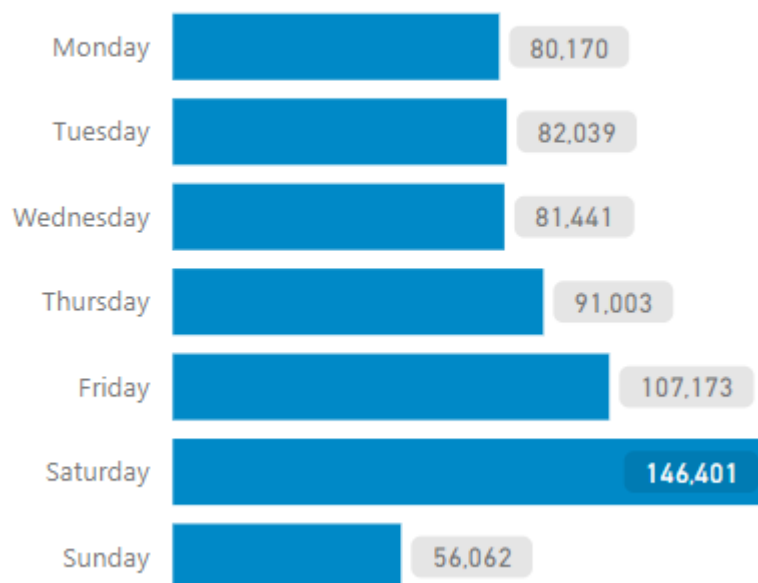
Chart 5: Bridgnorth usage volumes by month



6.3.6 Chart 6 below shows overall usage volumes for the period for each individual day of the week.

Chart 6: Bridgnorth usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in Innage Lane and Severn Street car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

- 6.3.7 Within both the north and south Listley Street town centre car parks, usage has increased with a shift from commuter to visitor parking, it is now easier to find a space, with both turnover and revenue increasing.
- 6.3.8 Although Smithfield carpark continues to operate under the old tariffs, resident permits and season tickets are no longer available in this carpark an adjustment required due to specified conditions on the lease.
- 6.3.9 Usage has increased in Innage Lane pay and display carpark, there has been no significant change in revenue and there is moderate demand for residents permits and a low demand for season tickets.
- 6.3.10 Usage and turnover in Sainsburys car park is not considered to have changed, revenue has increased.
- 6.3.11 Severn Street car park is at high capacity on most days, demand for resident's permits is low with some demand for season tickets. Again, both revenue and turnover has increased. There is high demand for the 6 spaces on the other Low town Riverside pay and display car park.
- 6.3.12 Parking usage overall across the town is showing an upward trend over the period. There is particular high demand and a shortage of space in the town on Saturdays.
- 6.3.13 On street parking congestion in the town is also an issue, causing particular problems for residents.
- 6.3.14 Progress with the new residents parking scheme policy development in Bridgnorth has stalled during 2019, due to a lack of resource following the highway and transportation restructure and pending an outcome of the consultation on the proposed amendments to the strategy discussed in section 5 of this report.
- 6.3.15 Before any new proposed or revised scheme is implemented it is a requirement to undertake a resident's questionnaire for each area. It is therefore proposed to include within each scheme questionnaire survey, opportunity to indicate preference to increase on-street residents permit allocation to 2 permits per property as per strategy amendment iv.
- 6.3.16 There are feasibility proposals to introduce new and revised residents parking schemes in the Friar Street, Cartway and Riverside area of Low Town these need to be progressed as a priority. Subject to

completion of the required consultations it is proposed to introduce concessions that allow, entitlement by residents who hold on-street parking permits to also park the Riverside West elevated carpark.

6.3.17 There are also feasibility proposals to introduce new and revised residents parking schemes in the Severn Street and Railway Street areas of Low Town and several schemes in High Town.

6.3.18 On street parking congestion in the town is an issue, causing particular problems for residents, with requests for the provision of further concessions for residents parking both on and off street frequently received.

6.3.19 It is recommended that the development of new and revised residents parking schemes in Bridgnorth should remain as a county priority. This work needs to be expanded to incorporate a review of historic parking restrictions across the town and the potential allocation of additional concessions both on and off street for residents parking.

6.3.20 It is also recommended that a review of carpark layout be undertaken and any potential increase in capacity in particular within Innage lane car park identified.

6.3.21 A local Bridgnorth business group have been operating a seasonal part time park and ride service in the town. A review of the potential to formalise the provision of Park and Ride Service is recommended.

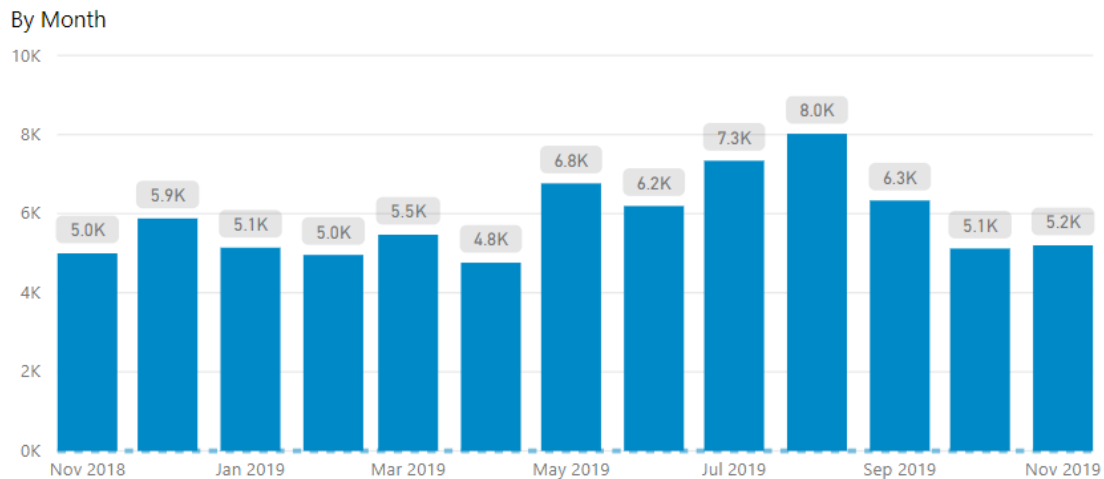
6.4 Church Stretton

6.4.1 There are 2 Shropshire Council surface car parks in Church Stretton, Easthope pay and display and Crossways which is a pay by phone /on line car park only.

6.4.2 New pay and display machines were installed in Easthope car park during the autumn of 2018 but not in Crossways, the new linear tariffs were introduced in Church Stretton on Monday 14th January 2019. An assessment of the impact on usage, turnover and availability of space for both car parks along with a daily usage chart over the period since installation is shown in appendix 6 of this report.

6.4.3 Chart 7 below shows the overall usage volumes by month for the town from November 2018.

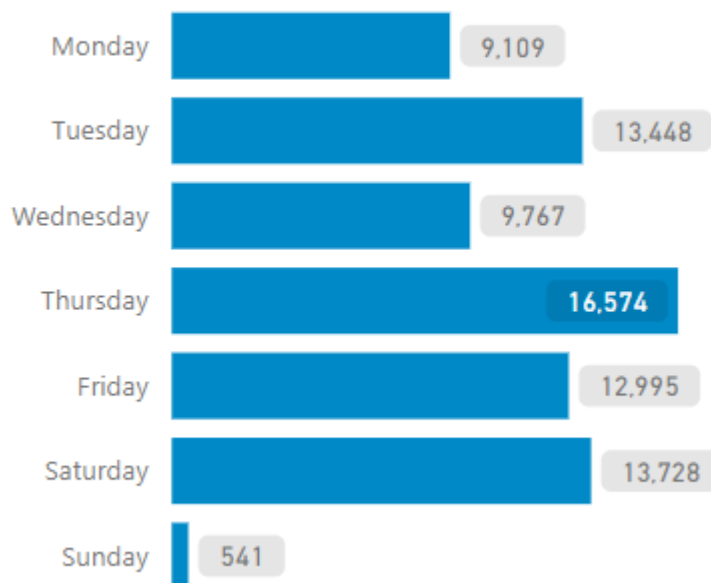
Chart 7: Church Stretton usage volumes by month



6.4.4 Chart 8 below shows overall usage volumes for the period for each individual day of the week.

Chart 8: Church Stretton usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in both car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available.

6.4.5 Within the Easthope car parks located to the rear of the High Street usage has maintained, no resident's permits have been issued and there is low demand for season tickets. Easthope car park is popular with visitors during the summer months. Turnover is high and revenue has increased.

6.4.6 Crossways is now available for all vehicles having previously been restricted to coach and HGV parking. Take up of usage to date has been low. with no demand for residents permit and season tickets.

6.4.7 The Town Council have raised concerns with regards to the lack of a parking machine at this location (see appendix 14). The current level of usage at this site does not justify the capital spend required for a new machine, a review of this carpark is required.

6.4.8 Full grant funding has been obtained from Highways England for the provision of an ultrafast rapid electric vehicle charging points in Easthope car park.

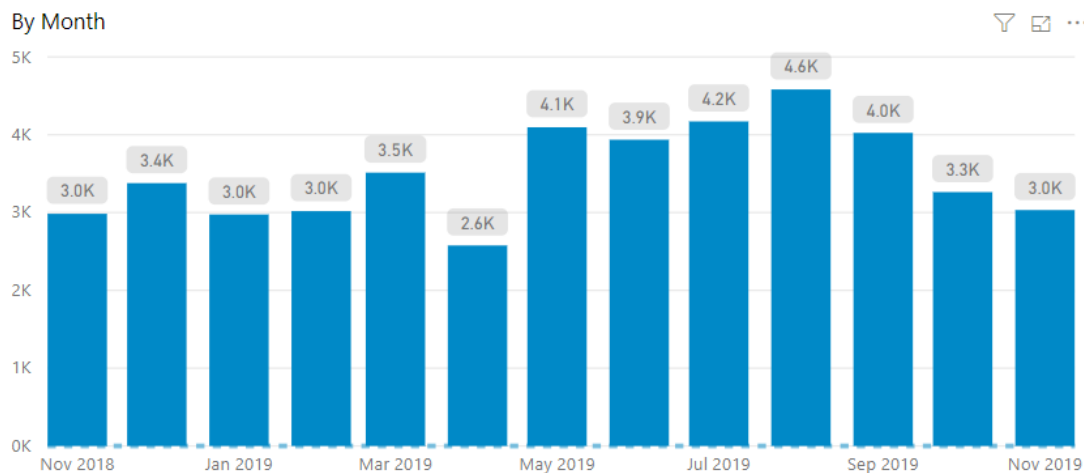
6.5 Much Wenlock

6.5.1 There are 4 Shropshire Council pay and display surface car parks in Much Wenlock.

6.5.2 Following the installation of the new pay and display machines to all on-street pay and display and off street car parks during the autumn of 2018, the new linear tariffs were introduced in Much Wenlock on Monday 14 January 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Much Wenlock along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 7 of this report.

6.5.3 Chart 9 below shows the overall usage volumes by month for the town from November 2018.

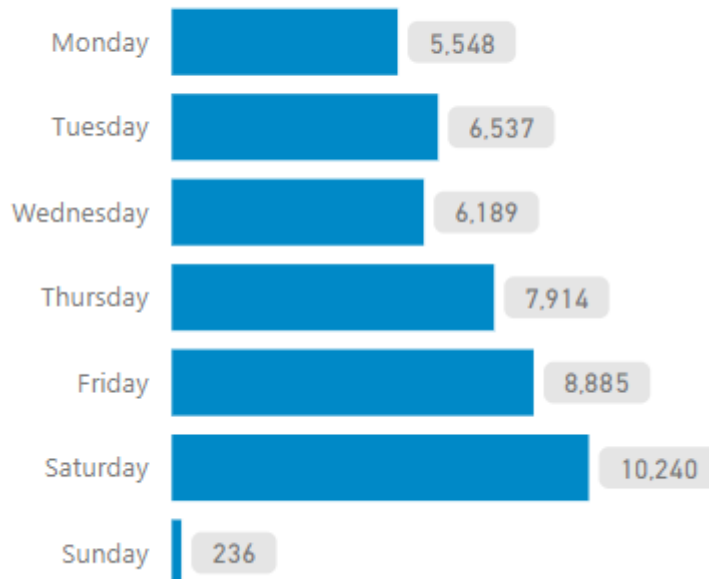
Chart 9: Much Wenlock usage volumes by month



6.5.4 Chart 10 below shows overall usage volumes for the period for each individual day of the week.

Chart 10: Much Wenlock usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in all Much Wenlock car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

- 6.5.5 Back Lane pay and display car park is a small car park with only 9 spaces. There has been no significant change in usage, revenue has increased, generally spaces are available despite low capacity. No residents permits or season tickets have been issued.
- 6.5.6 Usage has maintained and turnover increased in St Mary' Lane pay and display car park, with a good chance of obtaining a space. No residents permits have been issued and there is a low demand for season tickets. Revenue has maintained.
- 6.5.7 Usage, turnover and revenue in Falcons Court car park have increased but it is still highly likely to obtain a space. There is low demand for residents permits and season tickets.
- 6.5.8 Usage, and revenue in New Road car park has increased whilst turnover has been maintained, it is still highly likely to obtain a space. There is low demand for residents permits and no season tickets have been issued.
- 6.5.9 Other than the expected seasonal variation, the parking usage overall across the town has been maintained, possibly slightly increased.
- 6.5.10 On street parking congestion in the town is an issue, a review is underway for proposals to update some parking and loading restrictions but further consideration needs to be given to the potential introduction of on-street residents schemes that will give both concessions for residents to park unrestricted whilst retaining short period on-street parking for visitors and promoting longer term parking in the off street car parks.

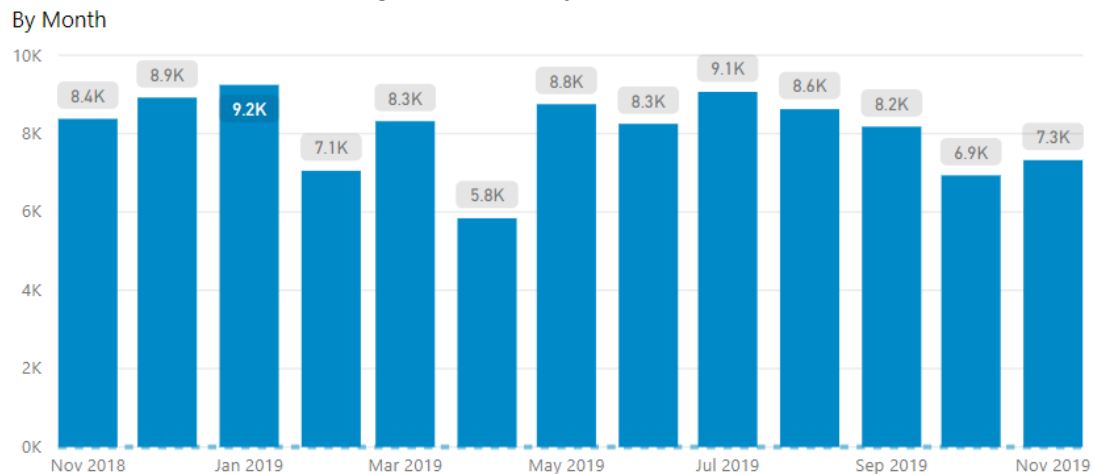
6.6 Wem

- 6.6.1 There are 3 Shropshire Council pay and display surface car parks in Wem, High Street, Mill Street and Leek Street. Details of banding and charges are listed in appendix 14 of this report.
- 6.6.2 The new linear tariffs were introduced in Wem on Monday 28th January 2019. New pay and display machines were installed in High Street pay and display car park during the late summer of 2018, but not in Mill Street and Leek Street car parks. Initially on introduction of the new tariffs a pay by phone only service was introduced in Mill Street car park, following a number of complaints, the original parking machine which accepts cash and card payments was reinstated. Customers using Leek Street carpark who do not wish to purchase parking using pay by phone are able to purchase parking tickets using parking machines in the adjacent High Street car park. An assessment of the

impact on usage, turnover and availability of space for each car park in Wem along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 8 of this report.

6.6.3 Chart 11 below shows the overall usage volumes by month for the town from November 2018.

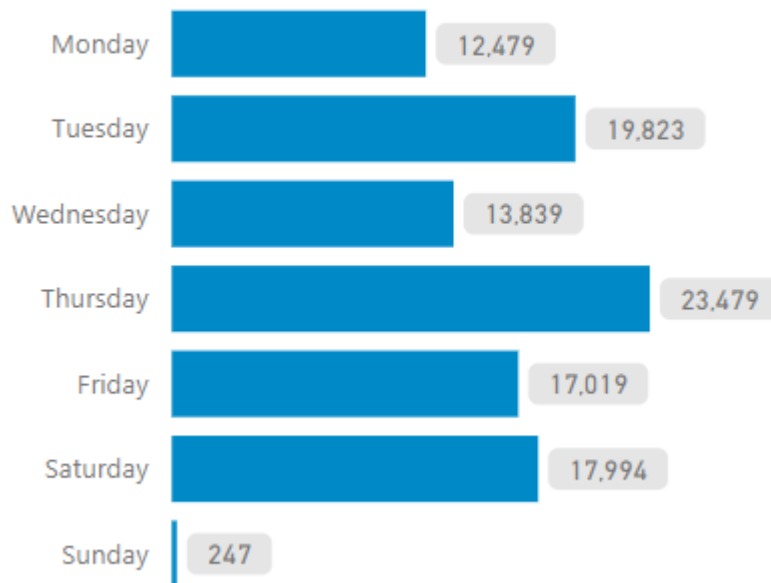
Chart 11: Wem usage volumes by month



6.6.4 Chart 12 below shows overall usage volumes for the period for each individual day of the week.

Chart 12: Wem usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in all 3 Wem Shropshire Council car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

6.6.5 General day to day transactional usage levels in all 3 car parks across the town have not changed. Initially usage levels in Mill Street carpark did drop off, but then picked up again with the reinstatement of the parking machine in the car park. Income from this car park is not covering the maintenance costs of the machine.

6.6.6 The parking usage overall across the town has been maintained.

6.6.7 There is some on street parking congestion in the town, an assessment as to the benefits of the introduction of residents parking schemes in the town should therefore be considered.

6.7 Oswestry

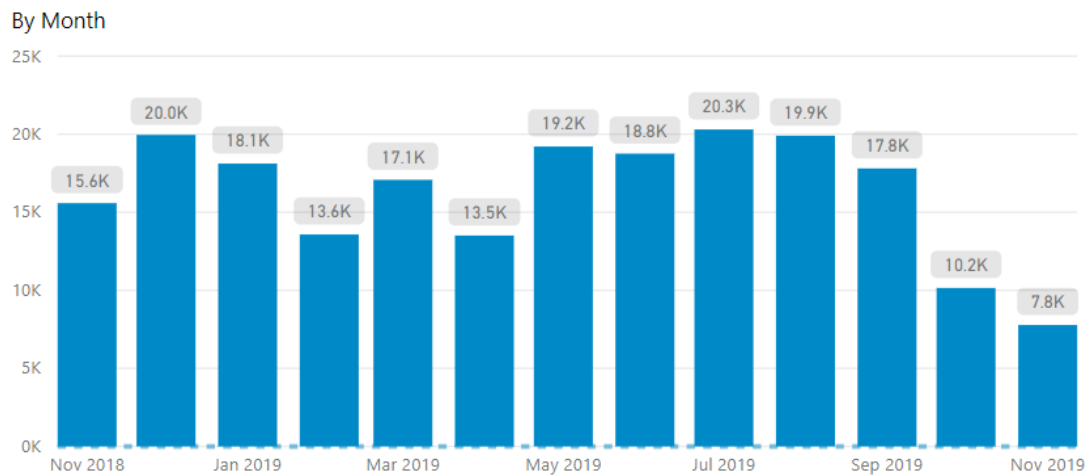
6.7.1 There are 4 Shropshire Council pay and display surface car parks in Oswestry. Details of banding and charges are listed in appendix 14 of this report.

6.7.2 There are also a number of existing historic (individual street) residents parking schemes in operation using paper permits and scratch card visitor permits, these schemes currently operate under the old policy, there are no charges for permits.

6.7.3 Following the installation of the new pay and display machines to all on-street pay and display and off street car parks during the autumn of 2018, the new linear tariffs were introduced in Oswestry on Monday 28th January 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Oswestry along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 9 of this report.

6.7.4 Chart 13 below shows the overall usage volumes by month for the town from November 2018.

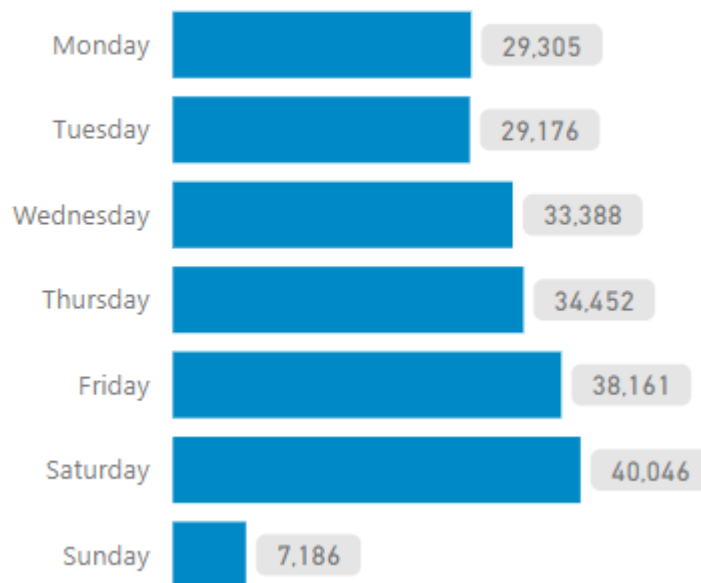
Chart 13: Oswestry usage volumes by month



6.7.5 Chart 14 below shows overall usage volumes for the period for each individual day of the week.

Chart 14: Oswestry usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period

Parking in Oswald Road, Oak Street and Beatrice Street car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

6.7.6 Usage and turnover in the Festival Square pay and display car park have increased. Revenue has also increased.

6.7.7 Usage in Beatrice Street car park initially saw little change, however following the relocation of Morrisons supermarket there has been a significant reduction in usage and drop in revenue. No residents permits and season tickets have been issued.

6.7.8 Usage and turnover in Oak Street car park are considered to have maintained, it is likely a space can be obtained and revenue has increased. There is low demand for residents permits and a high demand for season tickets.

6.7.9 Usage, turnover and revenue in Oswald Road car park have all increased. There is low demand for residents permits, no season tickets have been issued.

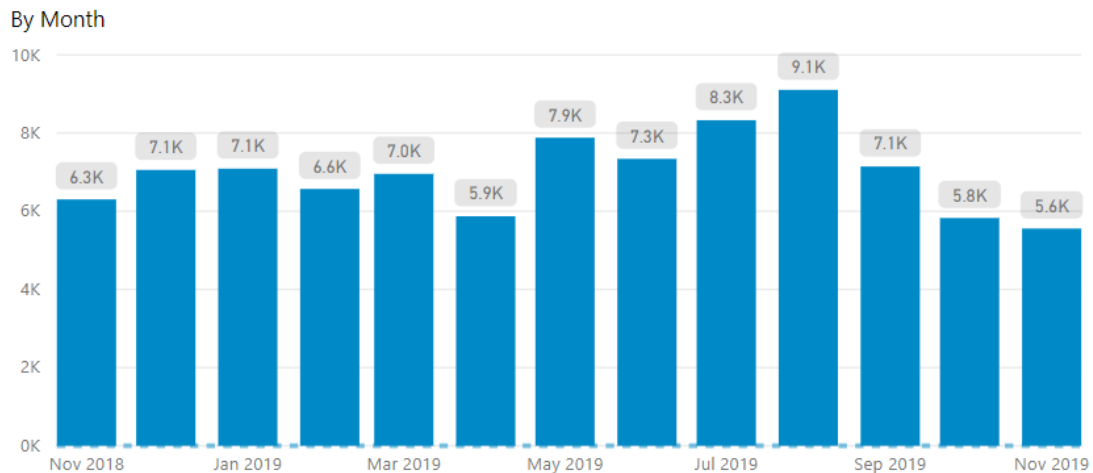
6.7.10 Parking usage overall across the town was steady but has recently plummeted following the Morrisons supermarket relocation. The town continues to be busy on Fridays and Saturdays.

- 6.7.11 On street parking congestion in the town is an issue, with a shortage of residents parking and there is an urgent need to progress with residents parking scheme new strategy development in Oswestry. There needs to be a holistic approach with existing schemes revised and new schemes implemented across the town. This is a large piece of work and will take at least 12 months to develop. Resource allocation should be only secondary to residents parking development work in Bridgnorth.
- 6.7.12 Consultation work is ongoing on required revisions to parking, loading and access prohibitions restrictions on Baileys Head in the town centre. Shropshire Council are also working in partnership with the Oswestry bid to introduce revised parking restrictions on Mile Oak industrial estate.
- 6.7.13 There is however also an urgent need to review all parking waiting, loading and access restrictions throughout the town centre, a detailed study is recommended.

6.8 Ellesmere

- 6.8.1 There are 3 Shropshire Council pay and display surface car parks in Ellesmere, Talbot Street, Cross Street and Spa Bridge. There is also on street pay and display parking adjacent to the Mere. Details of banding and charges are listed in appendix 14 of this report. Note, the 2 surface car parks at the Mere are managed by Outdoor Recreation and sits outside of the parking strategy and are therefore excluded from this report.
- 6.8.2 The new linear tariffs were introduced in Ellesmere on Monday 28th January 2019. New pay and display machines were only installed in Talbot Street and Cross Street car parks and Mereside on-street pay and display during the autumn of 2018. Initially on introduction of the new tariffs a pay by phone only service was introduced in Spar Bridge car park, following a number of complaints, the original parking machine which only accepts coins was reinstated. An assessment of the impact on usage, turnover and availability of space for each car park in Ellesmere along with a daily usage chart over the period since installation for Talbot Street and Cross Street car parks and Mereside on-street pay and display is shown in appendix 10 of this report.
- 6.8.3 Chart 15 below shows the overall usage volumes by month for the town from November 2018.

Chart 15: Ellesmere usage volumes by month

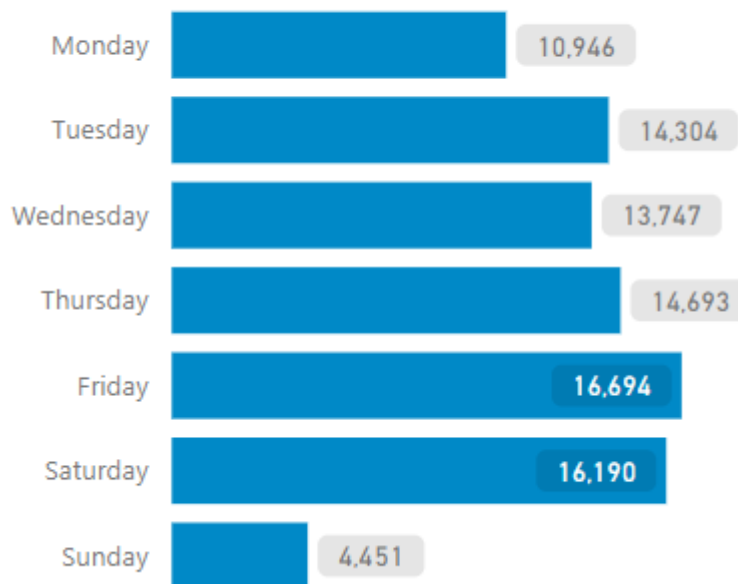


6.8.4 Chart 16 below shows overall usage volumes for the period for each individual day of the week.

6.8.5

Chart 16: Ellesmere usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in all 3 Ellesmere Shropshire Council town centre car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is

available for these car parks. There are no concessions on tariffs for on-street parking at the Mereside.

6.8.6 General day to day usage levels in all 3 car parks in the town have not changed. There is a high demand for residents permits and a low demand for season tickets.

6.8.7 General day to day usage levels on the on-street Mereside pay and display has not changed although revenue has increased. There is large seasonal variation for this parking area which has mainly a leisure amenity use, demand is also high at weekends and bank holidays.

6.8.8 Parking usage in Ellesmere overall across the town has been maintained.

6.8.9 An assessment as to the benefits of the introduction of residents parking schemes in the town should be considered.

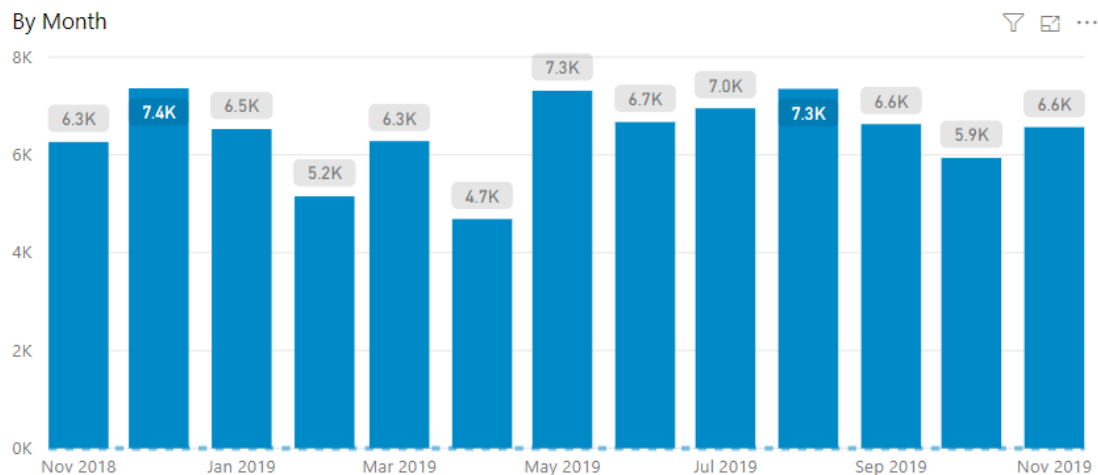
6.9 Whitchurch

6.9.1 There are 5 Shropshire Council pay and display surface car parks in Whitchurch. Details of banding and charges are listed in appendix 14 of this report.

6.9.2 Following the installation of the new pay and display machines to all on-street pay and display and off street carparks during the autumn of 2018, the new linear tariffs were introduced in Whitchurch on Monday 11th February 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Whitchurch along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 11 of this report.

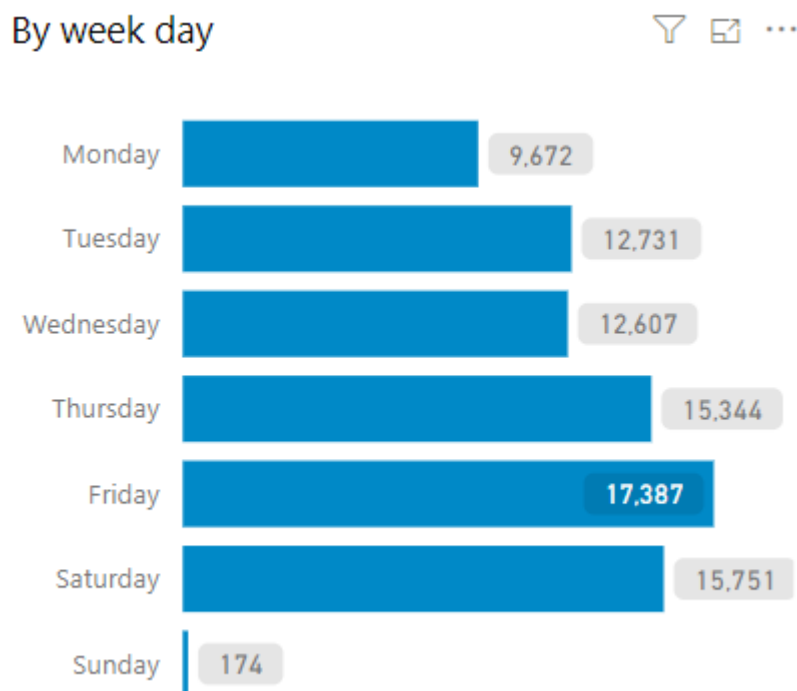
6.9.3 Chart 17 below shows the overall usage volumes by month for the town from November 2018.

Chart 17: Whitchurch usage volumes by month



6.9.4 Chart 18 below shows overall usage volumes for the period for each individual day of the week.

Chart 18: Whitchurch usage volumes by day of the week for the period 5th November 2018 until 30th November 2019



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

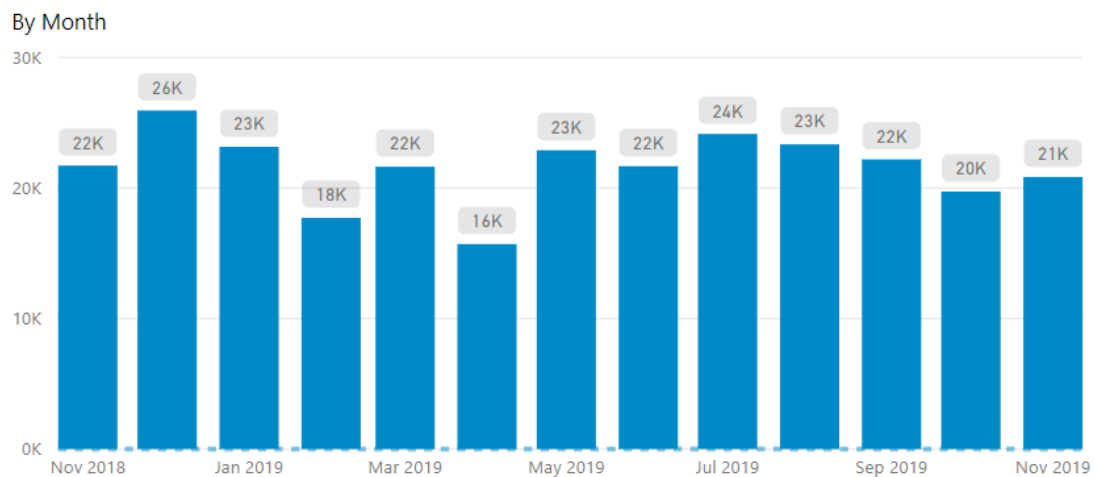
Parking in all Shropshire Council Whitchurch car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

- 6.9.5 Usage and revenue have increased in Castle Hill and Pepper Street car parks, turnover has been maintained. No residents permits and season tickets have been issued in these carparks.
- 6.9.6 Usage and turnover in Newtown car park have maintained, it is likely a space can be obtained and revenue has increased. There is low demand for residents permits, no season tickets have been issued.
- 6.9.7 Usage and turnover in St John's Street and Brownlow Street car park has maintained, it is likely a space can be obtained and revenue has increased. There is low demand for residents permits and season tickets.
- 6.9.8 A number of requests have been received for on-street residents parking schemes in the town. A holistic approach to implementation across the town is advised in accordance with the new policy, again this is a large piece of work and will take at least 12 months to develop.

6.10 Market Drayton

- 6.10.1 There are 4 Shropshire Council pay and display surface car parks in Market Drayton. Details of banding and charges are listed in appendix 14 of this report.
- 6.10.2 Following the installation of the new pay and display machines to all on-street pay and display and off street carparks during the autumn of 2018, the new linear tariffs were introduced in Market Drayton on Monday 11th February 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Market Drayton along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 12 of this report.
- 6.10.3 Chart 19 below shows the overall usage volumes by month for the town from November 2018.

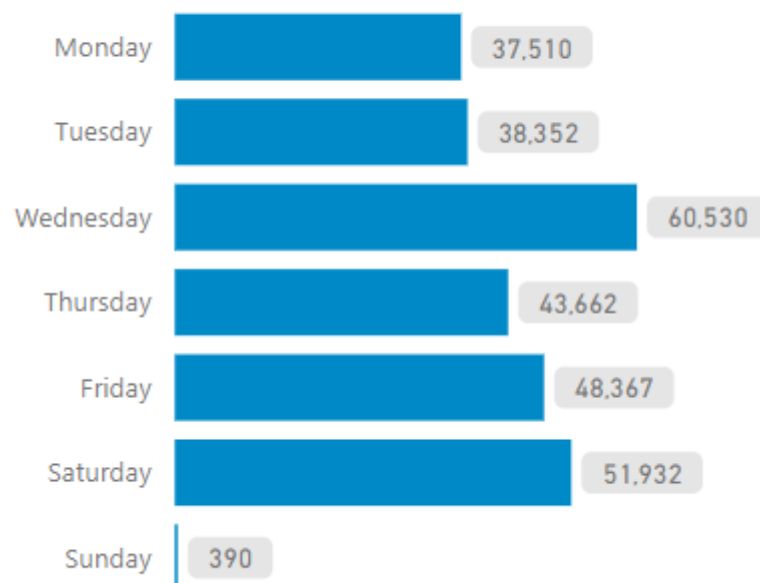
Chart 19: Market Drayton usage volumes by month



6.10.4 Chart 20 below shows overall usage volumes for the period for each individual day of the week.

Chart 20: Market Drayton usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in all Shropshire Council car parks in Market Drayton is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

6.10.5 Usage and turnover in Frogmore Road car park have maintained, it is likely a space can be obtained and revenue has increased. No residents permits or season tickets have been issued.

6.10.6 Usage Queen Street car park have increased whilst turnover has maintained, it is likely a space can be obtained and revenue has increased. There is low demand for residents permits and season tickets.

6.10.7 Usage has maintained in Tower Lawn 1 and 2 car parks, turnover has been maintained, revenue has increased. No residents permits have been issued and there is low demand for season ticket.in these carparks.

6.10.8 Parking usage in Market Drayton overall across the town has been maintained. However, capacity issues on Wednesdays due to the market should be noted.

6.10.9 A number of requests have been received for on-street residents parking schemes in the town. A holistic approach to implementation across the town is advised in accordance with the new policy, again this is a large piece of work and will take at least 12 months to develop.

6.11 Prees Heath Car/ Coach /HGV lorry park

6.11.1 Details of banding and charges are listed in appendix 14 of this report. The new linear tariffs were introduced in Prees Heath Car/ Coach /HGV lorry park on Monday 11th February 2019. A new pay and display machines was not installed, along with the introduction of the new tariffs a pay by phone only service was introduced. An assessment of the impact on usage, turnover and availability of space with a daily usage chart is shown in appendix 14 of this report.

6.11.2 Prees Heath Car/ Coach /HGV lorry park is mainly an HGV facility for both short and long stays, including overnight. Following the introduction of the new strategy, with an increase in HGV tariff, compliance has deteriorated. There are plans to increase enforcement controls which in turn will hopefully improve compliance. It should be noted that the majority of HGV vehicles are foreign and pursuing owner detail through the DVLA is not possible.

6.11.3 There have been a number of complaints at the removal of the cash machine. The digital payment service provided by Mipermitt is available at this location, the cost of installation and maintenance of a new machine is considered to no give value for money. After further

enforcement have taken place to improve compliance this will be further reviewed.

7.0 Conclusions

- 7.1 There is now consistency in tariffs across the county and overall this has been well accepted, there is no longer differential due to geography, it is considered a fair, proportionate and consistent banding regime. Additional options for longer stays such as capped tariffs to promote dwell time, weekly tickets and additional options for season tickets are now available. However, there is still some concern with regards to the cost of resident permits and season tickets in car parks in smaller market towns.
- 7.2 The provision of the new machines which have provided additional payment methods contactless, chip and pin, have been well received. The parking service is now operating more efficiently and our cash collection resource requirements have reduced. Remote machine monitoring has also assisted with the effective diagnosis of faults and the on-going development of our parking data lake with continued additional application for intelligence gathering and service efficiencies. There have been issues with sites that have had machines removed and customers wishing to continue to pay using coins and some network connection / poor signal issues.
- 7.3 The Mipermit App has also been well received by our customers who are now able to purchase parking using pay by phone or on-line facilities. The rollout of virtual residents on-street permits in Ludlow is now complete, virtual permit rollout for season tickets and off street residents permits across the rest of the county is nearing completion.
- 7.4 There has been significant improvement in on-street residents parking provision in Ludlow but with some negativity around the reduction of permits available per property.

8.0 Forward Plan requirements

- 8.1 To follow through and implement previously identified amendments to the strategy detailed in section 5 of this report.
- 8.2 Implementation of the new residents parking policy with Bridgnorth remaining a priority.
- 8.3 Establish a definitive car park maintenance programme inclusive of carpark layout redesign to provide required additional capacity.
- 8.4 Improve park and ride provision to ease capacity issues in identified car parks and market towns.

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 5th 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

Report to Cabinet 3rd July 2019 Parking strategy implementation six-month review

Report of the Performance Management Scrutiny Committee

<http://shropshire.gov.uk/committee-services/documents/b13336/6%20Scrutiny%20Items%20-%20Parking%20Strategy%20Implementation%206%20Month%20Review%2003rd-Jul-2019%2011.00%20Cabinet.pdf?T=9>

Cabinet Member (Portfolio Holder)	
Councillor Steve Davenport	
Local Member	
All	
Appendices	
Appendix 1	Report on consultation results to proposed strategy amendments
Appendix 2	Officer recommendations and actions to proposed strategy amendments
Appendix 3	Shrewsbury carpark transaction data and assessment by carpark
Appendix 4	Ludlow carpark transaction data and assessment by carpark
Appendix 5	Bridgnorth carpark transaction data and assessment by carpark
Appendix 6	Church Stretton carpark transaction data and assessment by carpark
Appendix 7	Much Wenlock carpark transaction data and assessment by carpark
Appendix 8	Wem carpark transaction data and assessment by carpark
Appendix 9	Oswestry carpark transaction data and assessment by carpark
Appendix 10	Ellesmere carpark transaction data and assessment by carpark
Appendix 11	Whitchurch carpark transaction data and assessment by carpark
Appendix 12	Market Drayton carpark transaction data and assessment by carpark
Appendix 13	Prees Heath carpark transaction data and assessment by carpark
Appendix 14	Car parks Tariffs and Banding details
Appendix 15	Received written comments to strategy amendments consultation.

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Parking Consultation Oct 2019

Feedback Report

November 2019



1. Background and Methodology

Shropshire Council's Cabinet approved Parts 1 and then 2 of the new parking strategy proposals on 17 January 2018 and 11 April 2018. 17 of the 22 'part 1' recommendations have been implemented. Actions included:

- The adoption of new on-street residents parking policy in Ludlow.
- A detailed feasibility proposal exercise for on street residents parking in Bridgnorth.
- New pay and display parking machines installed across the county.
- New facilities for cash, card and contactless payments.
- Digital permits and tickets began being rolled out through the Mipermits system.

Improvements to the parking service include improved ease of enforcement, improved customer satisfaction and a more streamlined service with a large increase in chip and pin, contactless payments and digital ticketing. However, the implementation of changes highlighted community concerns. Feedback included the following issues:

- Increases in tariffs;
- Concerns about the impact of change on the local economy;
- Feedback about concessions for holiday lets; and
- Concerns about the reduction of on street resident permit provision.

In order to respond to this feedback 7 proposals were designed and formed the focus of the consultation on amendments to Shropshire Council's parking strategy. The proposed amendments are intended to further refine the parking service, support ongoing development of Transport Mode Hierarchy and reduce environmental impact within market towns. Shropshire Council's Performance Management Scrutiny Committee led a 6 month review of the Parking Strategy and this was endorsed by Cabinet on Wednesday 3 July 2019. On 4 September 2019 Cabinet approved the consultation.

The consultation ran from the 23 September until midnight on the 3 November 2019. It was promoted through the local media, Shropshire Council's newsroom, through local newsletters (including SALC and the VCS Assembly) and other channels. Members of the public were able to respond to the consultation by completing an online survey, by writing/email to the Council's Tell Us email, by telephoning Customer Services or by providing verbal and face to face feedback at community events. The drop-in events were held at 3 locations:

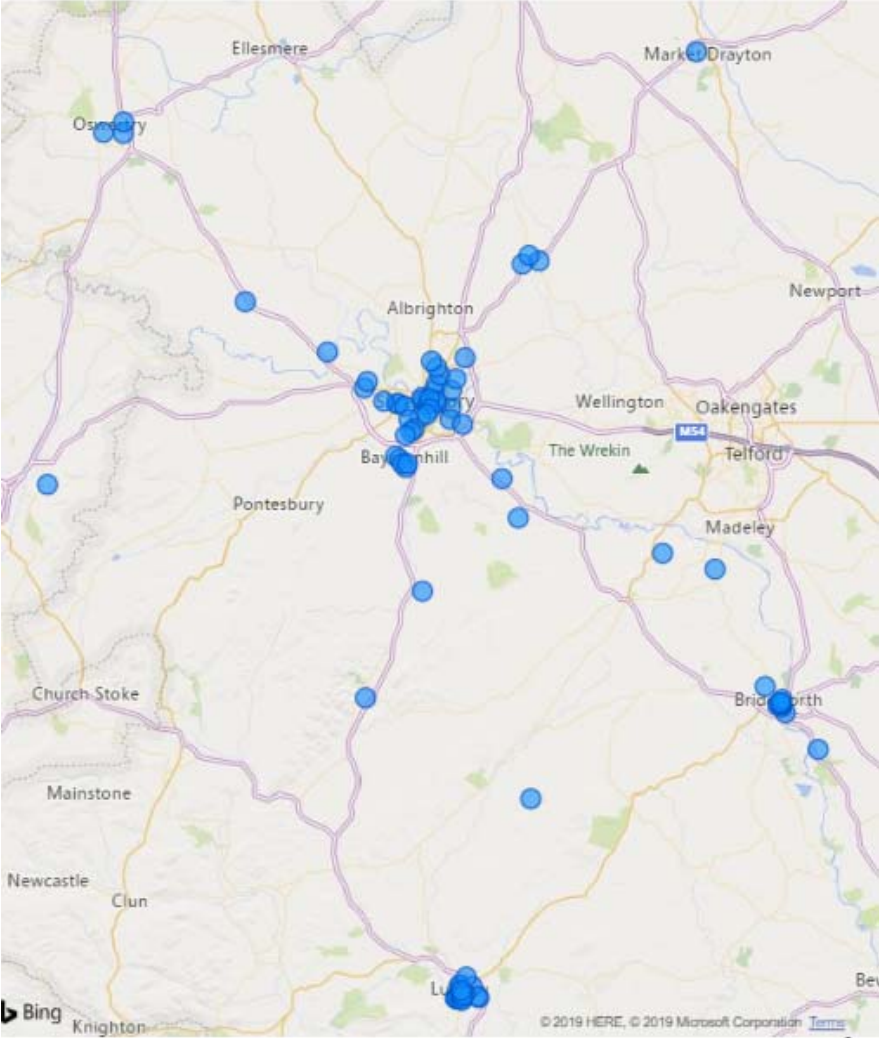
- Shrewsbury: Wednesday 2 October (2pm to 4pm, Big Town Plan Unit, Darwin Shopping Centre)
- Bridgnorth: Wednesday 9 October (2pm to 4pm, Bridgnorth Library)
- Ludlow: Wednesday 16 October (4pm to 6pm, Mascall Centre)

2. Consultation Respondents

145 people responded to the survey, either by submitting online responses or by providing paper copies. There were 17 more formal written responses and those have been incorporated into this report to give an overview of the findings. Discussions took place at the face to face events/drop ins. Most residents who wanted to respond to the consultation were happy to complete a survey. Others raised different issues, not included in this consultation or related to the proposals, but nevertheless helpful feedback for future service delivery.

In any consultation it is important to understand the characteristics of those who have responded. This understanding can allow any gaps to be filled and additional targeted engagement to take place. Shropshire Council works to ask key equality and diversity monitoring questions within its public consultations. This helps identify whether relevant groups within the community have been adequately included in the consultation and whether the respondents are representative of the wider community. One of the considerations includes where respondents are from. In a large rural county, it is important to ensure people from urban centres and rural communities to the north, south, east and west have been included. In this consultation, it was particularly important to receive feedback from Ludlow, Bridgnorth and Shrewsbury, the areas in which changes have been taking place and feature in the consultation proposals.

Map 1 Home location of consultation respondents



Map 1 below shows where the consultation respondents live. 101 of the survey respondents provided postcodes. The results suggest a good spread of responses including respondents from Shrewsbury, Ludlow and Bridgnorth.

In order to better understand the nature of responses to the consultation people were also asked to state their nearest town. Table 1 and Tree Map 1 display the results. Table 1 reveals that 32% of respondents live near Shrewsbury, 26% of respondents gave Ludlow as their nearest town, and 9% Bridgnorth. 26% did not answer the question.

Tree Map 1 Survey Respondents' Nearest Town

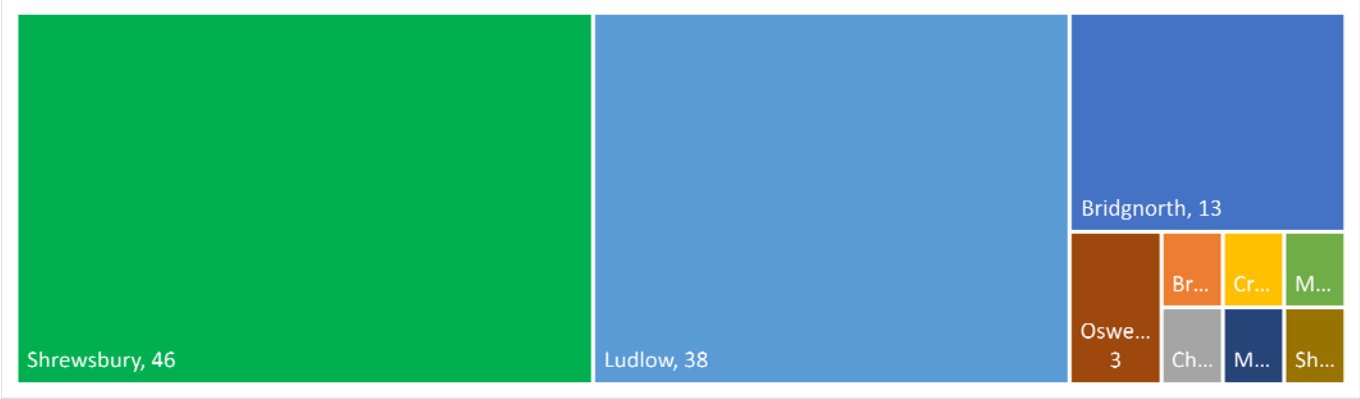


Table 1 Survey Respondents Nearest Town

Nearest Town	Number	%
Bridgnorth	13	9.0
Broseley	1	0.7
Church Stretton	1	0.7
Craven Arms	1	0.7
Ludlow	38	26.4
Market Drayton	1	0.7
Much Wenlock	1	0.7
Oswestry	3	2.1
Shrewsbury	46	31.9
Shrewsbury / Oswestry	1	0.7
Welshpool	1	0.7
Not answered	38	26.4
Total	144	100.0

One of the questions included within the survey asked respondents, in what role, they were responding to the survey. Many consultations are targeted at residents, local organisations, community groups, parents/carers and other types of stakeholder and it is helpful to understand how people are responding. This consultation was promoted widely, including to town and parish council and local groups and organisations. The response shows that 44% of responses were from local residents, 22% from customers of the car parks/on street parking described within the consultation proposals and 9% from customers of the parking permits described in the consultation. A proportion of the respondents selected multiple options (see Chart 1 below).

17 written responses were received and of those, 11 were made by local residents (of those, 5 explained they are also holiday let owners), 2 were made by town or parish councils and 4 other responses were received (including local business representatives).

Chart 1 Type of survey respondent

Chart 2 highlights that the consultation resulted in a good mix of survey respondents with 44% male, 49% female and the rest preferring not to say. None of the personal questions used within the survey are mandatory and survey respondents are informed of their choice to not respond and why Shropshire Council asks diversity and equality monitoring questions.

Chart 2 Gender

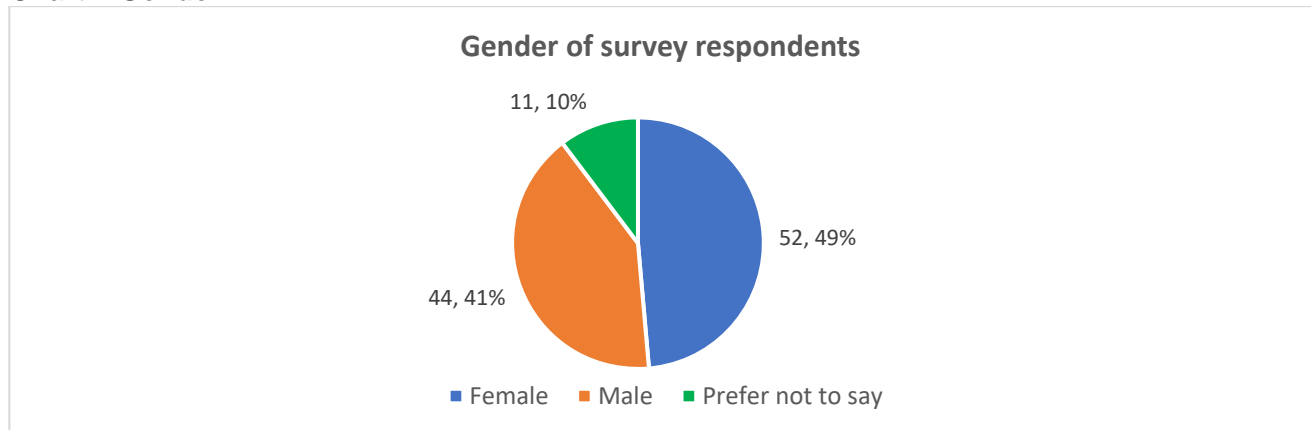


Chart 3 Age group of survey respondents

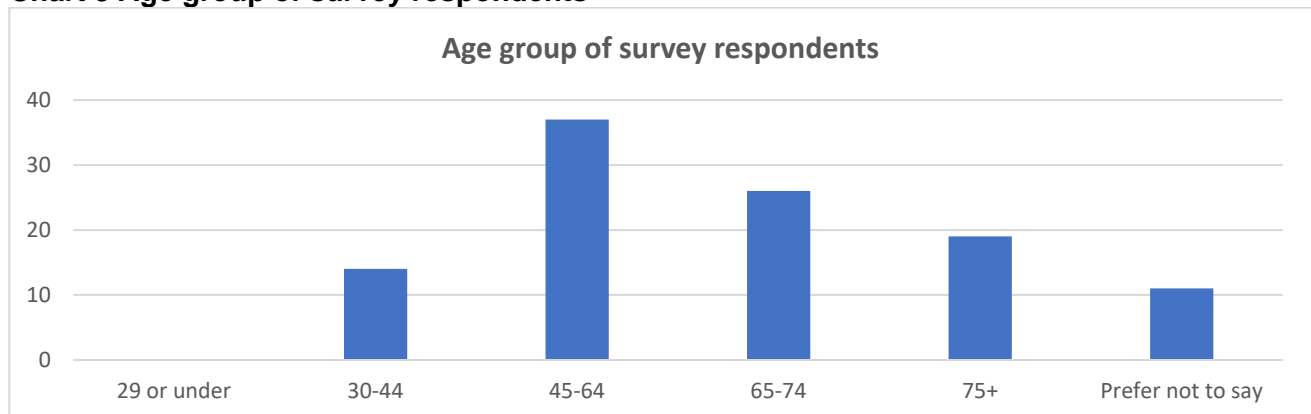
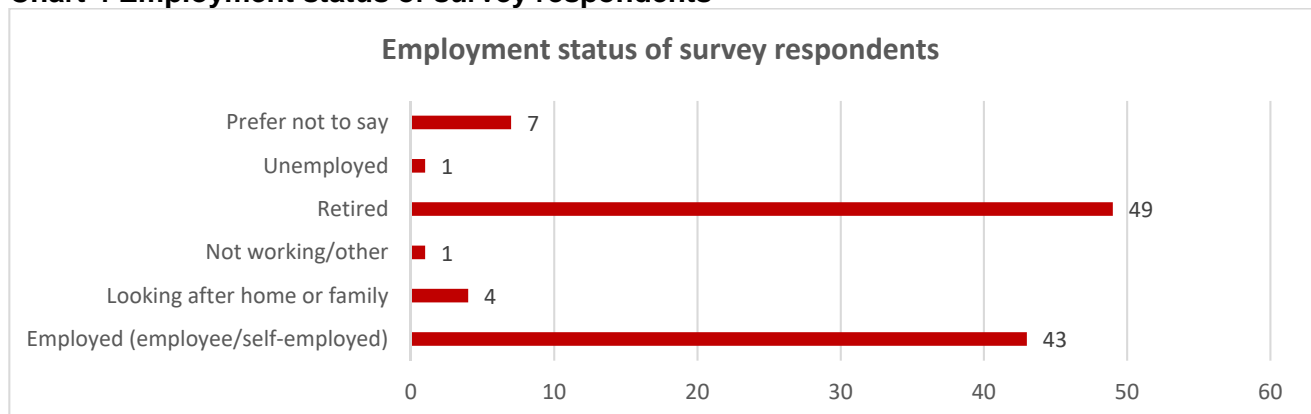


Chart 3 highlights all the consultation respondents who chose to answer the age group question (26% did not respond) were 30 years old or over. The largest group were 45-64 year olds. With the exception of young people, there was a good spread across the age groups. Chart 4 shows that there was also a good mix of responses from people who are employed and retired. This is reassuring because these groups are likely to have different daily routines in terms of parking/car use.

Chart 4 Employment status of survey respondents



A few other questions were also included in order to ensure people of different characteristics had the opportunity to participate in the consultation. 10% of the survey respondents have their day to day activities limited because of a health problem or disability and of those 3% have a blue badge. Ethnicity is also monitored within consultations and the response was fairly reflective of Shropshire's overall population. 61% are in the 'White English/Welsh/Scottish/Northern Irish/British' category, 3.4% are in other categories and the remainder chose not to say. Shropshire Council

completes Equality and Social Inclusion Impact Assessments alongside consultations and any policy/service changes to ensure the diversity of needs within the population are assessed and the likely impact of decision making is understood. For this consultation home location and employment status are particularly important and have been used in the analysis below.

3. Proposals

The consultation focused on 7 proposals (one was divided into 2 related parts). For each proposal the format of questioning followed these three elements:

- 1) Do you agree with the proposal?
- 2) If not, do you have an alternative suggestion?
- 3) Do you have any other comments regarding this proposal?

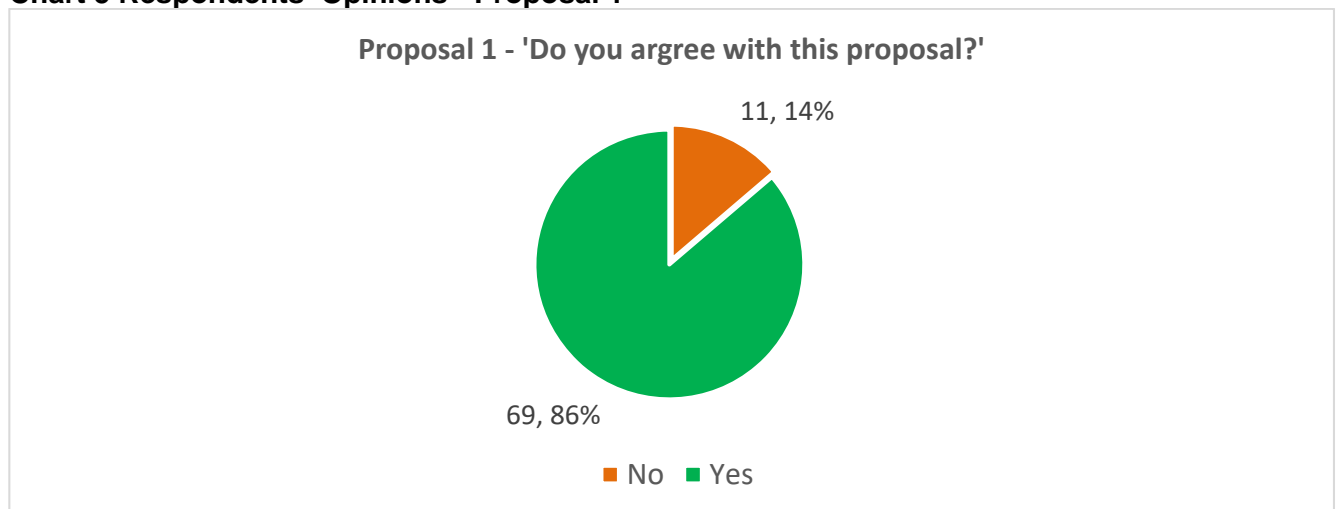
The analysis of the responses to these questions is presented below. A comparative summary is included at the end of the report. For each proposal the report considers the proportion of people who agreed or disagreed with the proposal, the geographical variation in opinions, whether any alternatives were suggested, and themes highlighted within the comments. Examples of comments are also included. Example comments are important and provide a good insight into views and opinions that cannot be captured through quantitative analysis. Although more detailed description for each proposal was included in the consultation document, only a brief summary of each proposal is included in this report to provide context to the responses.

4. Proposal 1

Proposal 1 - 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.

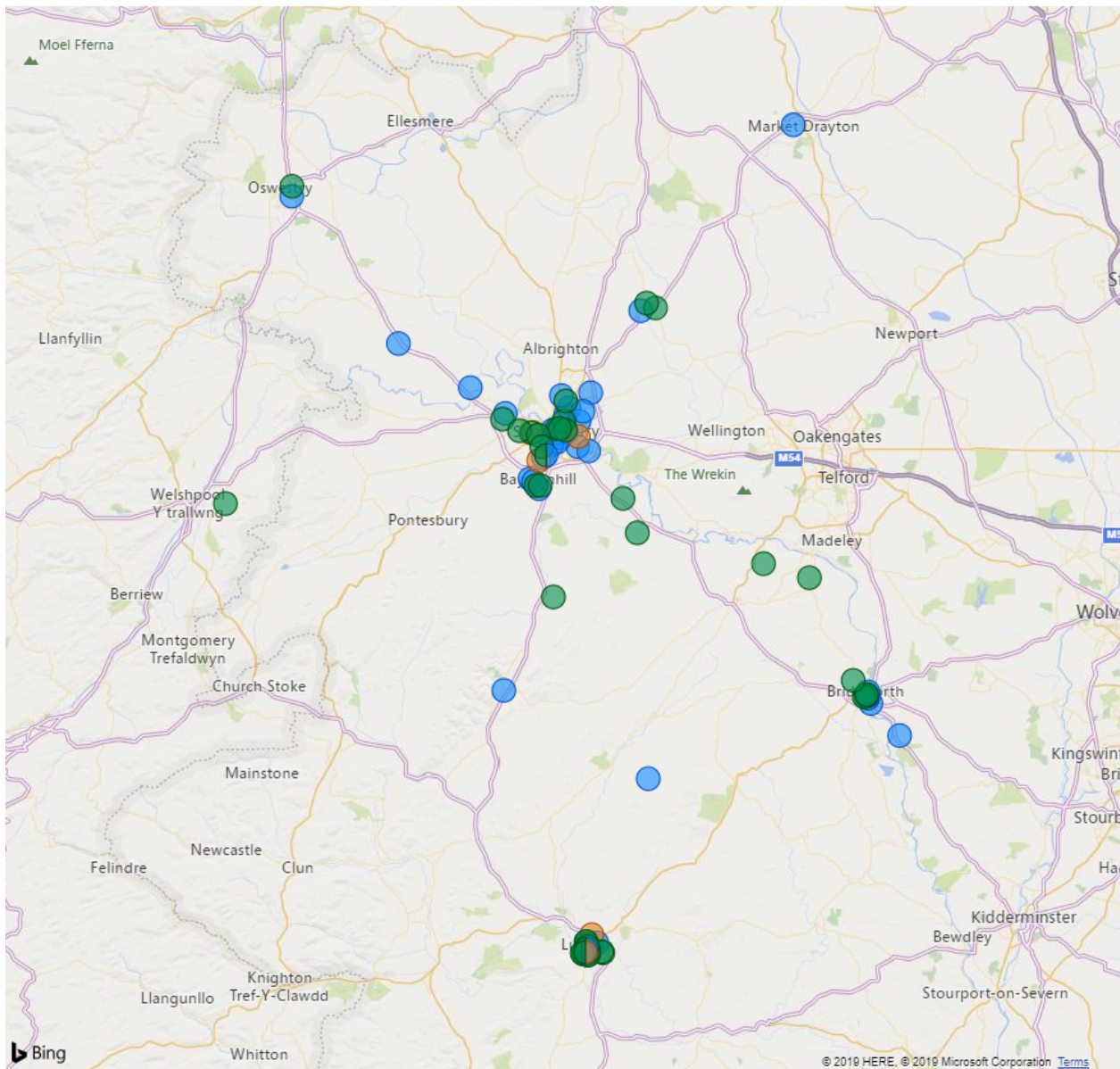
Chart 5 shows that there is overall agreement with proposal 1 (86% agree with the proposal). However, a closer look at where there is disagreement is important. Map 2 highlights that those who disagree live in Ludlow and Shrewsbury. Analysis by nearest market town confirms that disagreement is limited to those locations.

Chart 5 Respondents' Opinions - Proposal 1



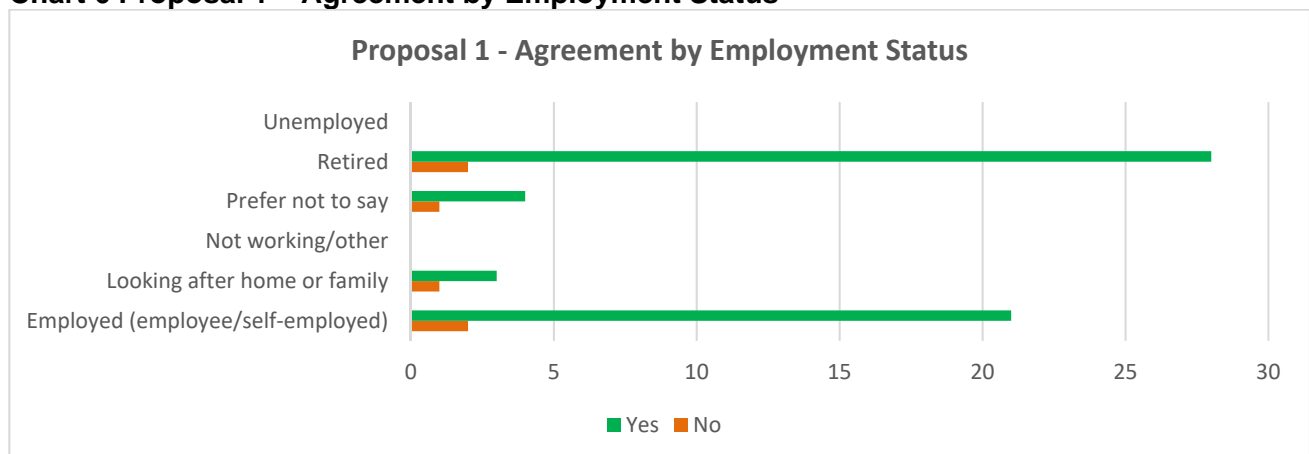
Map 2 Proposal 1 - Opinion by location

1 Do you agree with this proposal? (Blank) No Yes



A closer look at the feedback highlights that those who disagree (6 people) are all local residents of Shrewsbury or Ludlow (3 each), of those 5 are customers of the car parks /on street parking and they are a mix of employed and retired people.

Chart 6 Proposal 1 – Agreement by Employment Status



There were only 2 alternative suggestions offered for Proposal 1 within the section for suggestions, but more people commented in the open comment box. One person suggested that 24 hour loading isn't necessary, and another suggestion was that the two zone system should be replaced. They commented "*surely we all want to park as near to home as possible so having only one overall permit zone would work perfectly well.*"

There were 14 other comments made against Proposal 1. There were not many comments given the total number of respondents (145). Points that stood out included:

- Suggestions that there should be only 1 zone.
- Suggestions for altering certain locations from blue to red or vice versa.
- Concerns about the pressure in the red zone and that residents cannot park near their properties.

In particular the Linney/ Upper Linney appeared multiple times within the feedback.

Example comments – Proposal 1

- *The empty loading bays can be used for parking.*
- *Given the lack of off-street parking for residents and the difficulty in finding spaces in certain parts of the town, and also to facilitate the movement of residents around the town I would suggest a single zone residents scheme.*
- *A single parking zone with a single price for an extended area to include residential areas currently being used to avoid parking charges. Pricing people out of the centre means residential streets become blocked with parked cars.*
- *It would be helpful if the blue zone in the Linney, Ludlow, could merge with the red zone in Dinham, Ludlow enabling red zone permit holders who cannot find a space to look for spaces and be able to park in the close and nearby Linney blue zone.*
- *I do not think it is appropriate to change College Street from the Blue zone to the Red. There are six spaces and only 2 or 3 resident cars. The three 'free' spaces are more appropriately available to residents of Upper Linney. (The parking area is hardly ever full, maybe 5 times a year).*
- *There must be no reduction of the size of the Blue Zone otherwise there will be increased pressure on the car parks because of the loss of 2 hour free parking spaces.*

Proposal 1 wasn't referenced specifically within the 17 written consultation submissions.

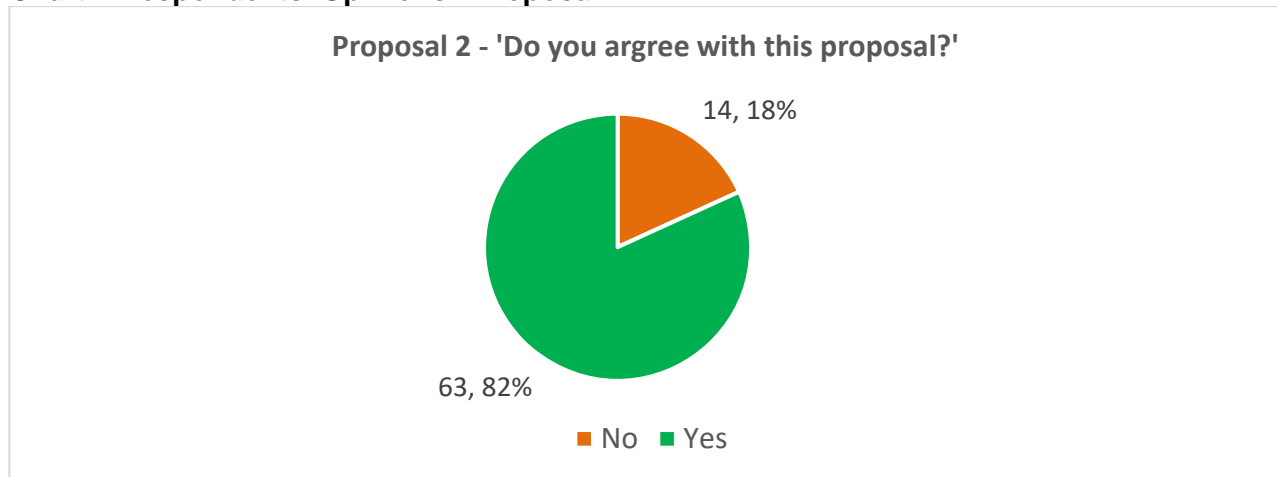
5. Proposal 2

Proposal 2 - To introduce concessions that allow, in appropriate circumstances entitlement by residents who hold on-street parking permits to also park within approved specified car parks that are in close proximity to on-street residents parking schemes.

Only 14 people disagreed with Proposal 2 (18% of those who answered the question compared to 82% who agree). Many people did not provide an opinion. There is therefore overall agreement for Proposal 2. Chart 7 summarises the responses received.

Understanding opinion by location is also important and Map 3 highlights opinion by respondent locations. Map 3 shows that those who disagree with Proposal 2 are not all living in the same place but are spread across several settlements in the county. The analysis by nearest market town highlights that Bridgnorth, Ludlow and Shrewsbury are where most of those who disagree with the proposal live.

Chart 7 Respondents' Opinions - Proposal 2



Map 3 Proposal 2 – Opinion by Location

2 Do you agree with this proposal? (Blank) No Yes

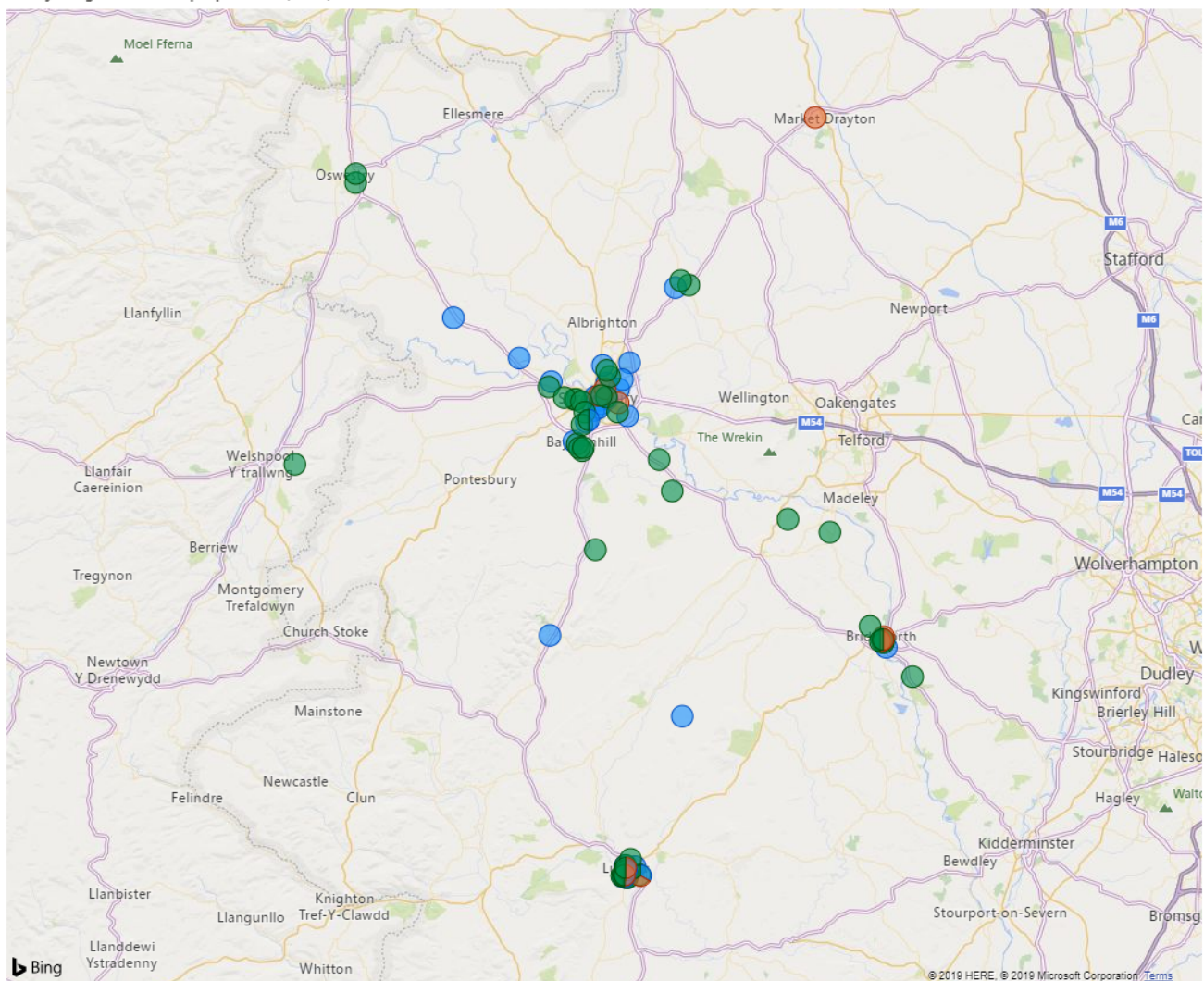
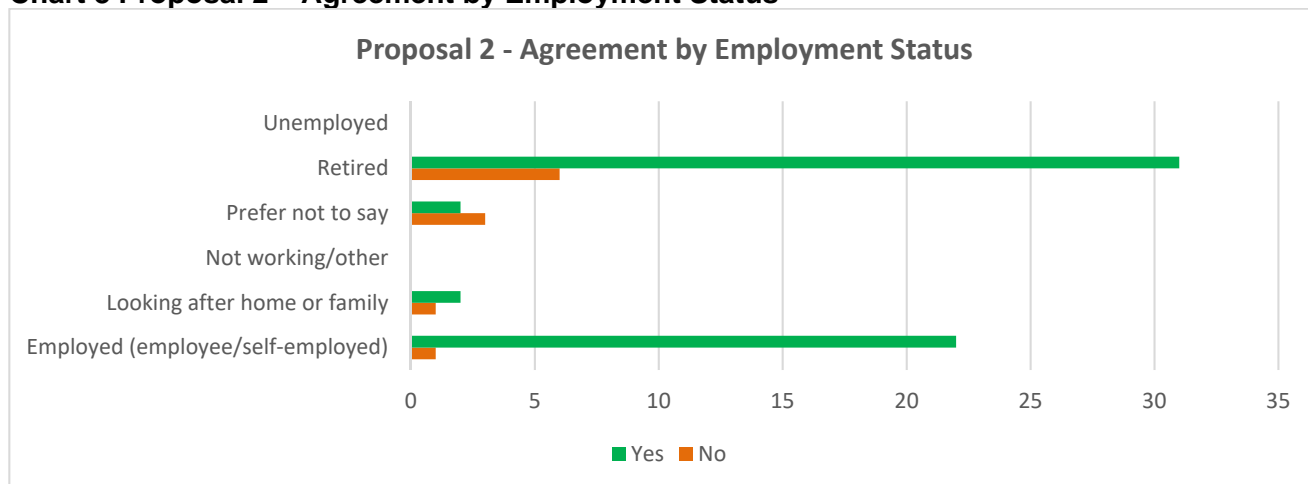


Chart 8 considers opinion by employment status and this suggests that more retired residents disagree with Proposal 2 than those who are employed. However, with small numbers this isn't necessarily a pattern within the results. 11 of those who express concerns with the proposal are local residents (none describe themselves as businesses or commercial organisations), and 5 are customers of the car parks / on street parking.

Chart 8 Proposal 2 – Agreement by Employment Status



There were 9 comments with alternative suggestions. Of those, 2 asked for things to stay as they are/no change, some were comments about other things (e.g. parking costs) and 2 were suggestions. The suggestions were:

- *The level of non-permit holders' cars parking in the Cartway/Friars Street on street parking scheme is unacceptable. It is particularly problematic in lower Cartway where no parking checks take place. Before a parking solution is agreed signage needs to be installed at the High Street entrance to Cartway and the Underhill entrance to Cartway so it is clear anyone parking in Cartway/Friars Street or Riverside will require a permit unless they are parked in the pay to park bays. This would effectively create more spaces for residents and reduce unlawful traffic in Cartway.*
- *In Friars St, Riverside, Bridgnorth, we need a residents' only scheme within the area and not access to other car parks. Such a scheme would enable wardens to check on 'shopper vehicles' better than the current scheme of timed access for non-residents. We are plagued by shoppers/ day trippers who make it difficult for residents without parking to park even though we have paid for one or two permits.*

13 people made comments against proposal 2 and 5 of those were positive and in support of the proposal. One question was included to ask if the proposal applied to Ludlow. Where respondents had concerns or more detailed comments to make these have been included as examples below.

Example comments – Proposal 2

- *Residents paying for a permit should be able to park on any Shropshire Council car park if there is no space where they live. Currently Shropshire Council are taking resident payment for a permit but not providing any parking space. Railway Street in Bridgnorth is a prime example where the 7 resident parking spaces are over sold. Shropshire Council is taking money and not providing anything in return.*
- *We Railway St, Bridgnorth, residents, together with most other streets with resident parking permits, have long protested that past and current permitting arrangements have not delivered sufficient value for money. The opportunity to park on an adjacent car park for a period of time to be agreed would help to redress this. This would seem to be a sensible compromise given the current proposal is to double the current permit cost. We Railway Street residents are also led to believe the proposal currently under consultation provides for resident only parking in the street from 8am - 9pm. Also we would request that just one permit per household is issued.*
- *Assuming the Riverside west elevated car park's status is changed from off street to on street, effectively absorbing this into the proposed wider Cartway, Friar's Street, Riverside scheme; I agree. However, if the car parks status is not altered & remains off street, I disagree. You cannot have the relative exclusivity of off-road parking at on road tariffs.*

- *There are many residents parking in Cartway without permits as no checks take place at present the system is unequitable. to be effective the whole of Cartway needs to be checked so only cars with permits can be parked. As many residents in Cartway have disabilities the ability to park close to home is very important and it is unclear how the proposals will ensure this remains viable for disabled residents. Additionally, the provision of permits should be restricted to those residents with no private off-street parking available. Many residents have private driveways and garages but are still issued with permits and do not use their drives, particularly along Riverside.*
- *I am not a resident of Bridgnorth but a Council Tax payer to Shropshire Council and an occasional visitor to this town. I therefore do not see why my council tax should fund a public car park that is restricted solely resident's parking. Accepting the needs of disabled residents are different, I believe that if you buy a car you should find somewhere to keep it. I do not see that that is the Council's job to do or fund.*

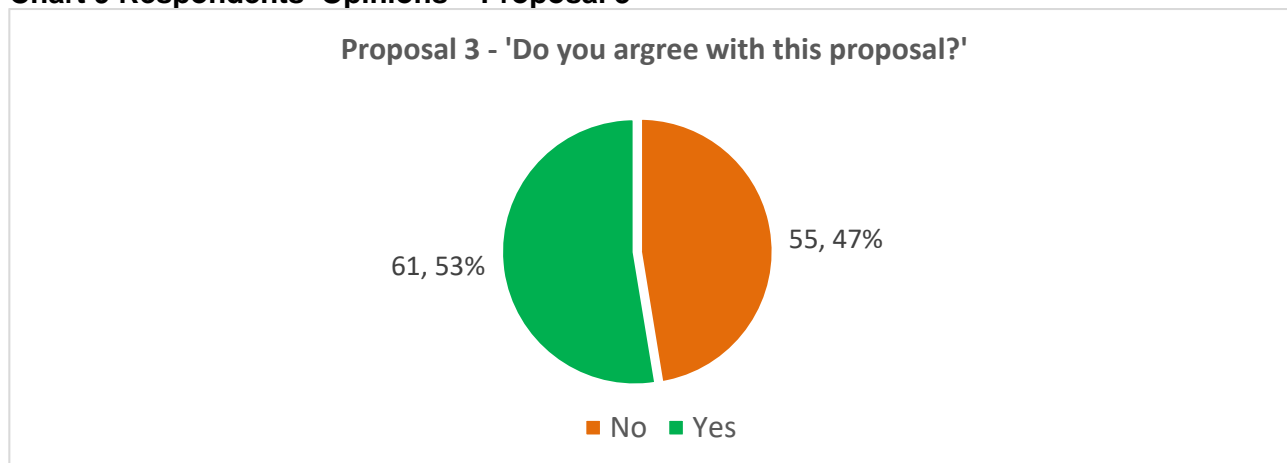
Within the 17 written consultation responses there was only one reference that linked to proposal 2 and the suggestion was that more car parks should be involved in the off-site parking scheme (including Listley Street and Severn Park). All written responses have been considered in full.

6. Proposal 3

Proposal 3 - That all loading bays across the county excluding shared use bays should operate 24 hours a day, seven days a week.

The response to proposal 3 differed to proposals 1 and 2, in that opinion was much more divided. Chart 9 highlights that 53% agree with the proposal whereas 47% disagree. More people disagreed with this proposal than with any of the other 6 proposals within the consultation (although more than 50% were in favour of the proposal).

Chart 9 Respondents' Opinions – Proposal 3



The analysis of opinion by location is interesting and Map 4 displays the results using postcode analysis. 55 people disagreed and 32 of those live in Shrewsbury and 7 in Ludlow. Most of the people who disagree were local residents. Only 3 people who disagree with the proposal describe themselves as a member of a local businesses or commercial organisation.

Analysis by employment status suggests a mix of people with different daily routines have concerns about proposal 3. More employed people disagree with the proposals compared to those who have retired, but overall there is a fairly even split and this suggests that the response is not necessarily generated by different characteristics and that concerns aren't necessarily being

expressed by people who work in the towns and may therefore use loading bays as part of their employment.

Map 4 Proposal 3 – Opinion by Location

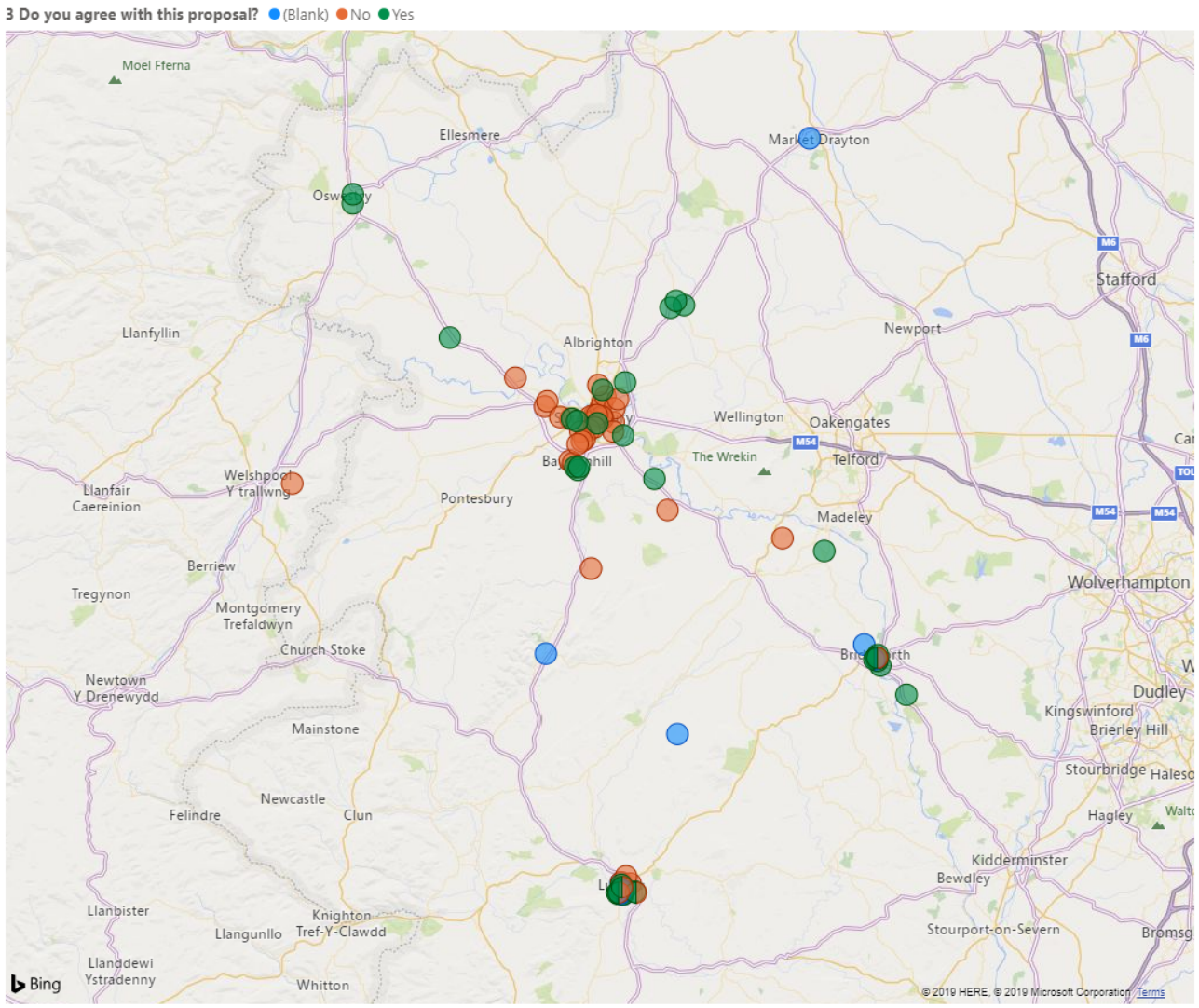
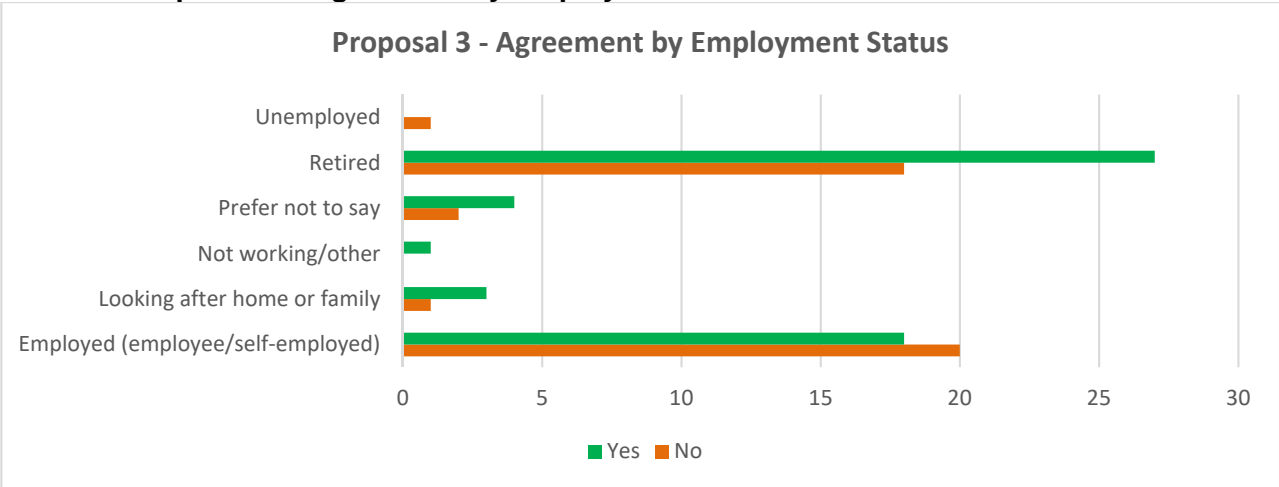


Chart 10 Proposal 3 – Agreement by Employment Status



There were a lot more comments for proposal 3 due to the mixed opinion. There were 31 comments to the question asking for any alternative suggestions and 40 other comments.

Responding to the alternative suggestions section the comments highlight:

- 6 of the people who completed the alternative suggestions section asked for things to stay as they are and for no change to occur.
- 9 people commented that loading bays are only really required during working hours or 7am to 7pm (the times people gave varied slightly, but most were around this time period give or take half an hour to an hour either way).
- 4 people expressed strong dissatisfaction with the proposal but no alternative.
- 5 people requested use of loading bays for free parking at night.
- 2 people expressed concerns about heavy vehicles and the impact they have within town centres.

Other suggestions included:

- all loading bays allocated for shared use
- using loading bays for disabled parking
- improving signs on loading bays
- not having a blanket policy but making local decisions/policies

Within the other comments there appears to be a general feeling that loading bays are not used 24 hours a day and that 12 hours is adequate. Many people wish to see loading bays used for parking at night. Many comments express concerns that 24 hour loading will reduce the number of people using town businesses in the evening and impact on the local economy. Only 4 of the 40 comments expressed agreement with the proposal. Example comments are included below:

Example comments – Proposal 3

- *I am a cleaner in Shrewsbury and already find the parking and one-way system impact my time, costs and safety concerns when working in the evenings in town. I currently have to wait until 8pm to start work, if I have to unload, move the car to park, walk back, complete one job, walk back to my car, drive round the one way system, reload my equipment, lock up and do the whole process again for the next office I won't be able to continue to do this work anymore as it won't be cost or time effective.*
- *I cannot believe the loading bays are sufficiently used 24 hours a day to warrant having them loading only for all this time. It means that the 50+ loading bays in Shrewsbury town centre are unavailable in the evenings for people wanting to use the restaurants and other entertainment, thus making the centre of town more likely to become underused and "dead". This is especially a problem for people who find walking difficult.*
- *When shops are not open and there are no buses running to get people into the town centre, why shouldn't the loading bays be available? If people can't park in the town centre in the evenings, it will have a detrimental effect on local bars and restaurants.*
- *In Shrewsbury, the use of these bays has already been extended to 8pm which is sufficient for business loading use and subsequently enables better access and short-term parking for the users of the many businesses that continue to operate past that time. That is particularly important for women and people travelling alone who may not feel comfortable walking unaccompanied from larger allocated parking facilities in the dark.*
- *I wonder how many businesses are inconvenienced by parking in loading bays outside the core trading hours? I particularly refer to Shrewsbury. This proposal takes away the flexibility of the on-street spaces at different times. Primarily, evening social users will be denied use of non-obstructing parking, which gets people into town and helps evening traders. I do not understand the need for this all-or-nothing approach? Has there been a significant concern expressed amongst businesses? What is the detailed analysis of problems for local traders?*

The 17 written consultation responses included quite a few references to Proposal 3. Extracts from those responses are included on the next page but all responses have been read and considered in full.

Extracts from Written Consultation Responses – Proposal 3

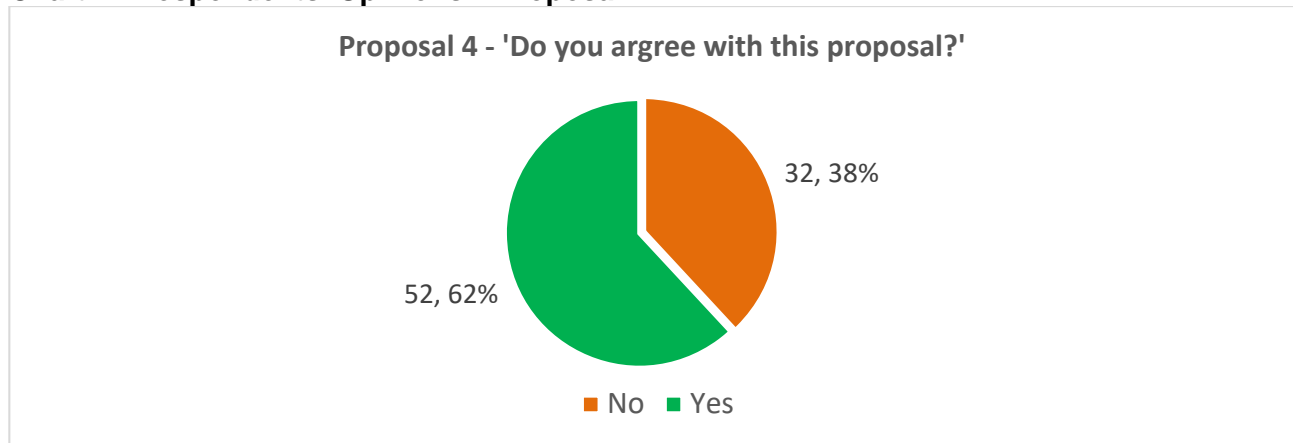
- *Shrewsbury BID objects to the proposal that all loading bays across the county excluding shared use bays should operate 24 hours a day. BID has requested member feedback on this proposed change and results show 68% of businesses who responded are against the proposal to extend loading bay hours to 24 hour usage.... We instead propose that loading bay usage should be changed to 1am – 7pm (from the current 7:30am -8pm) with general parking permitted in loading bays outside of these hours. Additionally, BID strongly suggests additional morning enforcement hours on loading bay usage. Currently, many town centre loading bays are blocked by vehicles until well past 7.30am (current start time for loading bay usage) showing that without enforcement, loading bay times are not being adhered to and businesses are unable to unload without delay.*
- *We recognise the importance of the provision of loading bays as crucial in a town like Shrewsbury where in a large majority of cases deliveries is to the front of store. There are deliveries outside the core trading hours and the introduction of the Traffic Regulation Order in Pride Hill has meant that there are potentially more deliveries outside the delivery embargo period. Having said that we believe that loading bays are crucial for maintaining a vibrant early evening and night-time economy allowing for those less mobile residents to be able to enjoy restaurants and cafes without the difficulty in walking from car parks.*
- *Shrewsbury has plenty of parking for pedestrians but retailers cannot carry large quantities of goods many hundreds of yards. We are not a glamorous business but we do serve a large customer base and have done for many years. The very fact our deliveries are large reflects we have a significant customer footfall which helps other retailers in the surrounding area. I am very concerned by the planned changes and hope Shropshire Council will please take our needs into consideration.*
- *In the evenings the loading bays in Bridgnorth where I live are not used for deliveries and provide useful additional and convenient parking. The times on the post signs should reflect the actual hours needed for loading. Drivers can read these and not park in the bays when they are likely to be needed.*
- *I have on occasion toured car parks and on street parking spaces when due to attend a meeting, without success, and have returned home because I could not find a space in a reasonable position. This is in spite of leaving in good time for the start of the meeting.*
- *The loading bays which are available for use after 6pm make a very useful addition to this provision - and I would suggest that there is little or no night-time delivery that takes place in the High Street between 6pm and midnight.*
- *There is no requirement for the full complement of loading bays to be available 24/7 and imposing such a restriction would have a negative impact on residents parking as well as tempting illegal parking in much more inconvenient places.*

7. Proposal 4

Proposal 4 – 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 two permits per property, subject to the completion of a residents survey where 51% or more of the returns indicate a preference and the local councillor/s is/are in support.

More people agree with proposal 4 (62%) than those who disagree with the proposal (38%), although this was the second least supported proposal after proposal 3. Chart 11 displays the overall response.

Chart 11 Respondents' Opinions – Proposal 4



Analysis by area is displayed within Map 5. Map 5 highlights that those who disagree with the proposal live predominantly in Ludlow, Shrewsbury and Bridgnorth. Of all those who disagree with proposal 4 (32 people), 47% live in Ludlow, 22% in Shrewsbury and 19% in Bridgnorth (12% didn't give their nearest town).

Map 5 Proposal 4 – Opinion by Location

4 Do you agree with this proposal? (Blank) No Yes

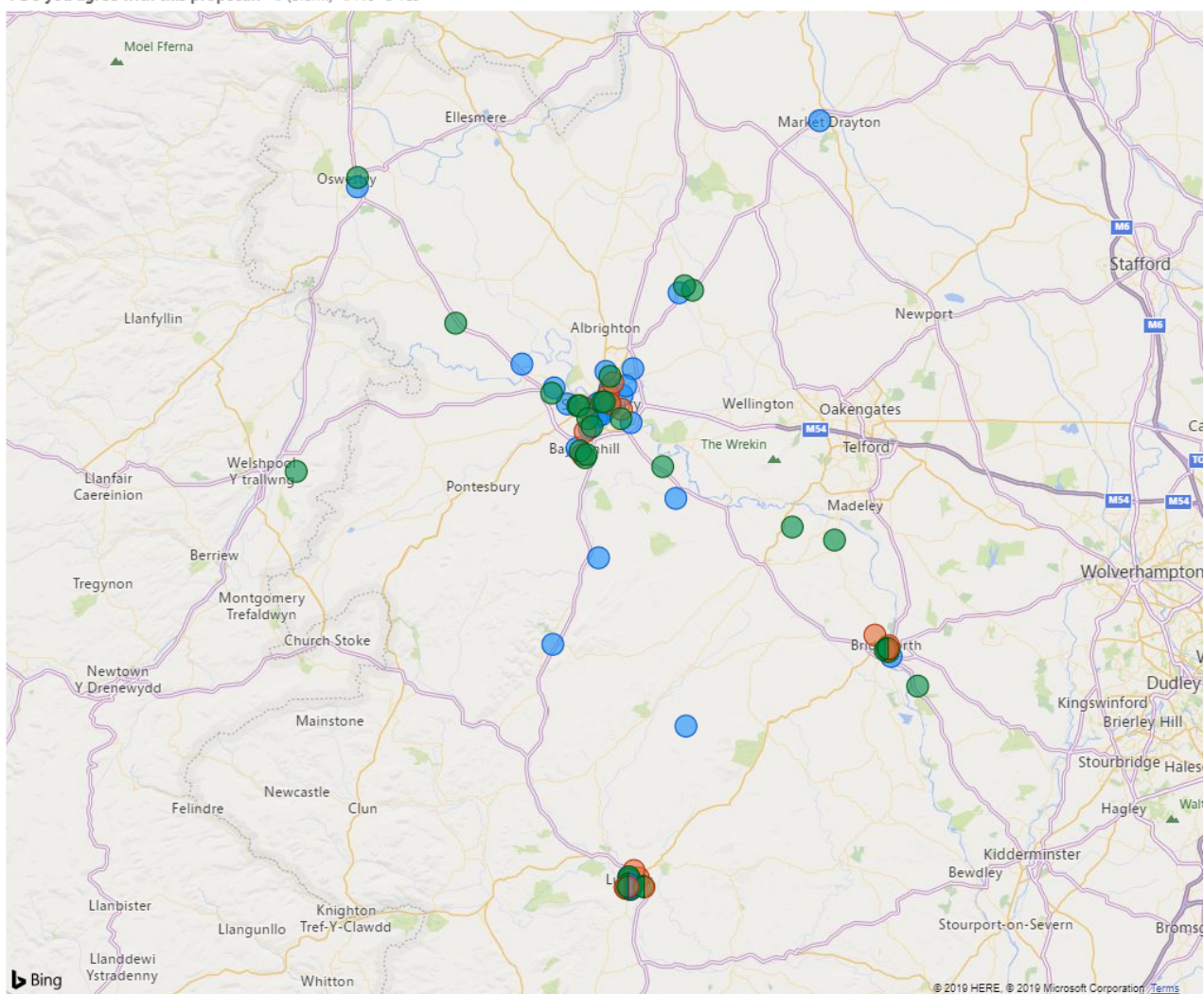
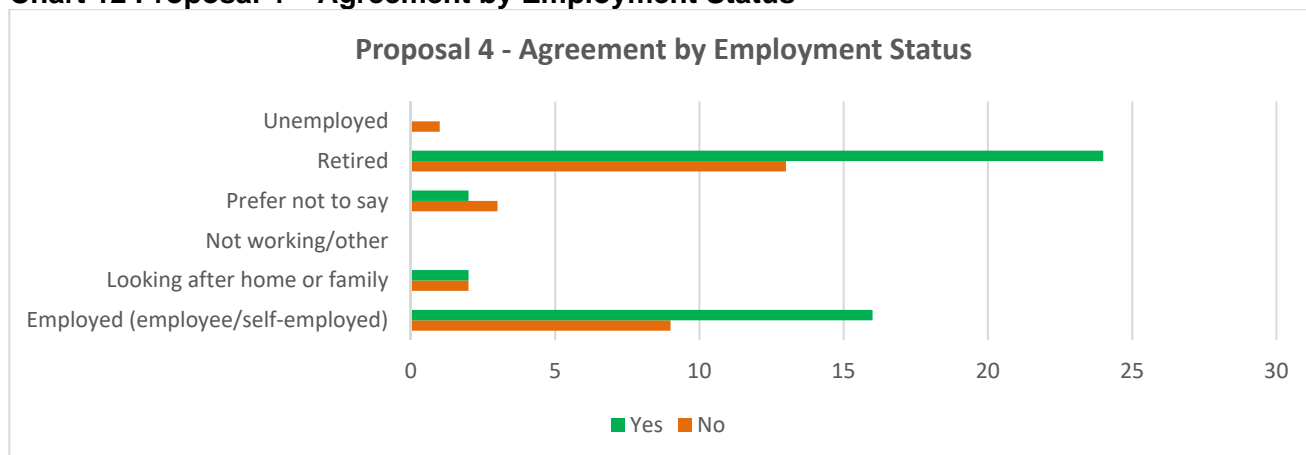


Chart 12 Proposal 4 – Agreement by Employment Status



For all the proposals analysis has been undertaken to see if there is any difference in opinion between people with different employment status and those who responded to the survey as a resident or local business. Chart 12 suggests a fairly even distribution across agree/disagree for each group (bearing in mind more people agree overall). 25 of the 32 who disagree with the proposal are local residents. 12 describe themselves as customers of the car parks /on street parking and this is relevant given the nature of the proposal.

There were 14 comments when people were asked to present any alternatives or suggestions if they didn't agree with the proposal. 7 people suggested that one permit should be adequate. Other comments included:

- *The decision to restrict permits to one per household was made with good reason and has been beneficial to allowing more opportunities for household's to be able to find parking space in their zone. It is also a discouragement, in line with environmental policy, to reduce multiple car ownership.*
- *It is monstrous that Bridgnorth are allowed two permits when Ludlow residents are only allowed one. In Ludlow working families, living in one house must be permitted to have two permits. Furthermore, it would be good if second permits could be permitted for all residents, but at an increased cost to act as a deterrent if not 100% necessary.*
- *LUDLOW Multi-use homes should always be able to have more than 1 permit per household - 2 people working etc.*
- *This suggestion is a nonsense. You are proposing that where there are fewer spaces than properties you INCREASE the number of permits allowed. All this will do is add more cars to the street with even less hope of parking. The result may well be an increase in revenue for the county but will only exacerbate already overcrowded streets. A sensible approach would be to give car park concessions to residents who wish to have a second car. However, it should also be recognised that living in the historic centre of a town like Ludlow has privileges but also restrictions. review the Park and Ride facility in Ludlow.....Electric buses on this route would further enhance the sustainability of the scheme and help towards carbon reduction.*

There were a further 28 comments made against proposal 4 when the survey asked 'Do you have any other comments regarding this proposal?'. 11 of the comments called for one permit per household, 5 comments highlighted that there isn't enough space to increase numbers of permits and 4 highlighted that if the proposal was introduced it could be open to abuse and some 'permit policing' would be required.

Example comments – Proposal 4

- *I agree with one permit per property as giving two would cause too many problems and misuse. As there are just not enough spaces. We all moved into these properties knowing the limitations.*

- *Due consideration must be given to where the second vehicle would be parked to avoid parking congestion in nearby streets!*
- *Has anyone done an actual study to see if every household puts two cars on the street there would be enough space?*
- *I wonder if it is appropriate for residents who only need one permit to vote on this. They obviously have a vested interest in keeping the number of permits to a minimum.*
- *My wife, aged 87, and I, aged,88, are resident in the Red Zone, Ludlow. Each of us has Attendance Allowance for chronic conditions. Each of us has a car. My wife has a digital parking permit but I have been refused a permit under the one permit per household rule. I support any proposal reinstating two permits per household.*
- *There are properties that own more than 1 car nowadays. This needs to be addressed & the household given sufficient permits.*

Only two of the 17 written consultation responses really referenced proposal 4. Extracts are included below as examples.

Extracts from Written Consultation Responses – Proposal 4

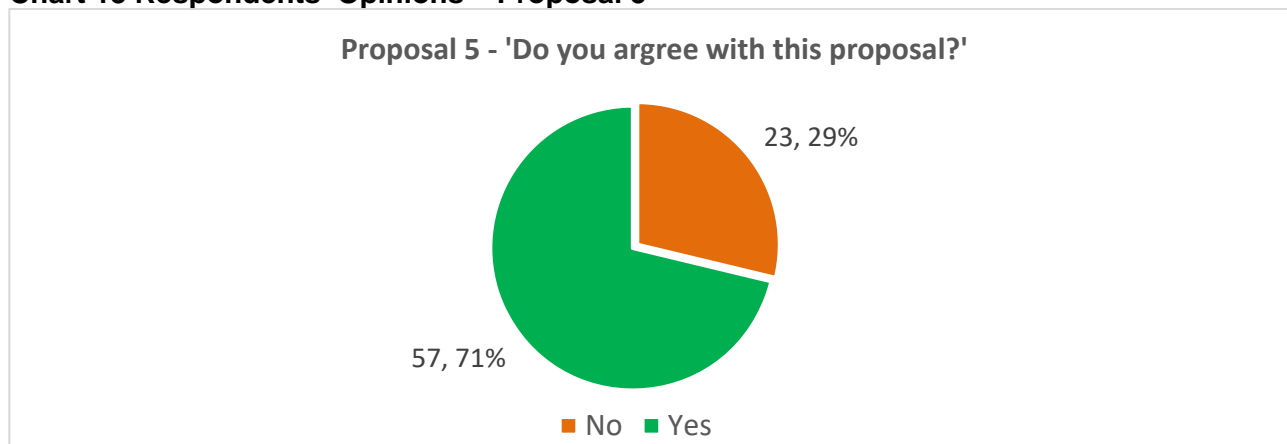
- *Whilst reference to the rationale for the change of policy is based on problems in Bridgnorth, we see that this policy should be county-wide, for we believe inevitably Parking Schemes will be rolled out further. Naturally we are keen that town centres remain vibrant and vital with many living within their confines. Therefore relaxation of such arbitrary policies can go some way to providing flexibility.*
- *(Ludlow)...If allowed, a second vehicle would be best confined to car parks, and not the busy one in castle Square. And it does remain wise to have vehicles registered at the central property to minimise fraud. Please also consider the likelihood of growth in need. It happened when parking permits were originally introduced, and the streets were half empty, but only for the first year or two. In Dinham for example there is concern about parking in relation to the new proposal for Castle Lodge to become a hotel/restaurant/bar.*

8. Proposal 5

Proposal 5 – To assist with the excessive demand for season tickets in some popular car parks it is proposed that the specified maximum number of resident permit and season ticket thresholds for all off street car parks are combined to give an overall maximum threshold for each car park.

71% of survey respondents agree with proposal 5, that a maximum threshold should be set for each car park (combining resident permits and season ticket thresholds). 23 of the 145 survey respondents disagreed. Chart 13 shows the overall results.

Chart 13 Respondents' Opinions – Proposal 5



Map 6 suggests that people who disagree with proposal 5 live in a number of different locations and are not all town centre based as they were for those who disagreed with the previous proposals. However, considering the location of the respondents nearest towns highlights that those disagreeing predominantly live closest to Shrewsbury and Ludlow (with a few living in or near Bridgnorth). Those living in other parts of the county agree with the proposal or have no opinion.

Chart 14 provides additional information by considering opinion in relation to employment status. The chart shows that people who are employed are more likely to disagree with the proposal than people with a different employment status (a smaller proportion of retired respondents disagreed).

Analysis by type of respondents was also used to see if the proposal impacts more on people with different characteristics. 19 of the 23 who disagree are local residents (10 are customers of the car parks /on street parking described in the consultation, 6 are customers of the off-street parking described in the consultation, and 3 have parking permits). People from local businesses didn't comment.

Map 6 Proposal 5 – Opinion by Location

5 Do you agree with this proposal? (Blank) No Yes

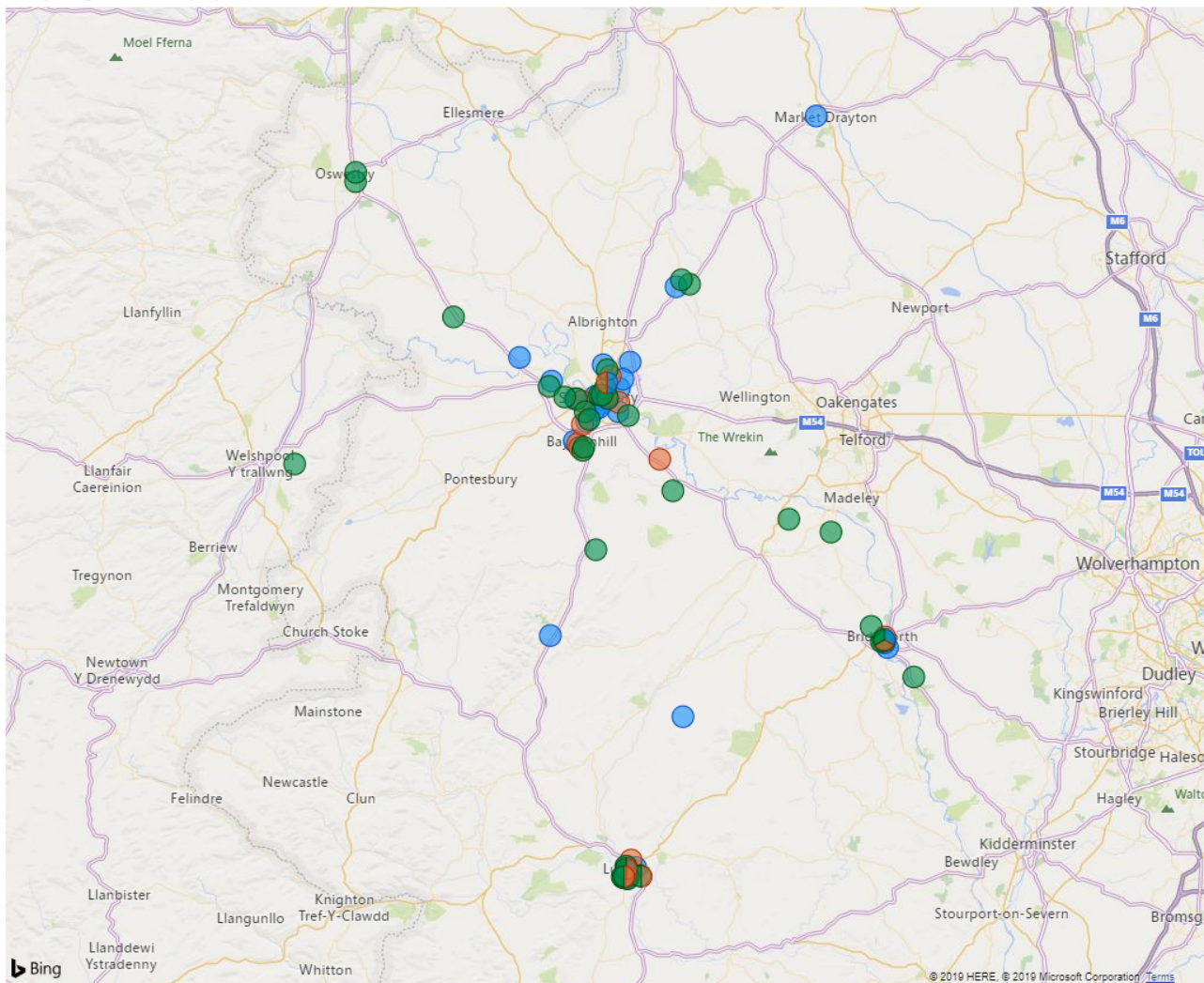
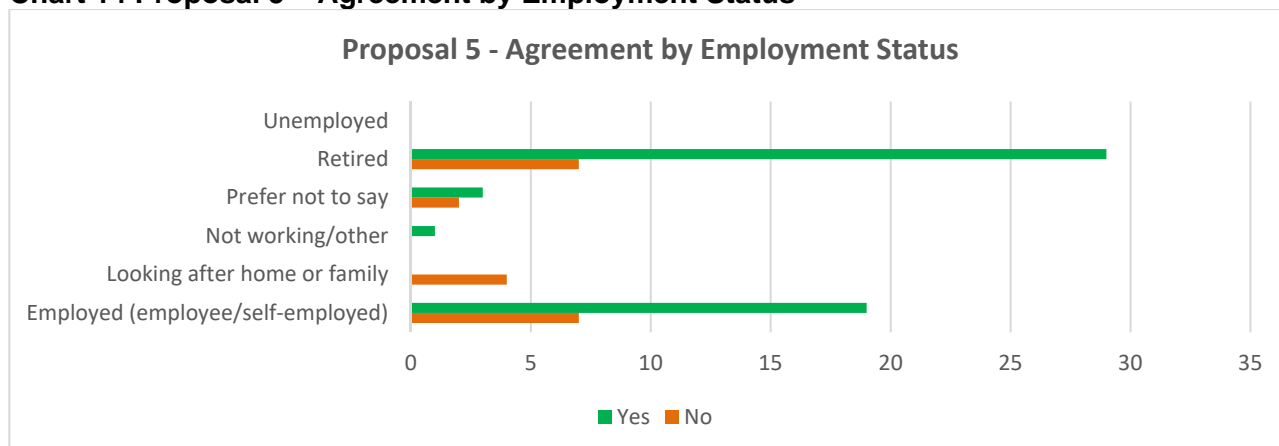


Chart 14 Proposal 5 – Agreement by Employment Status



Overall there were not many comments for proposal 5. 13 people completed the section for alternative suggestions and 11 people had other comments. There were some comments that people didn't understand the proposal (3 comments) and indeed many of the comments don't relate specifically to the proposal. A few comments related to the cost of parking and some to the need for more resident permits. A few suggestions were made and examples are included:

- *Have specific times for season tickets. Most residents would be at work during the day time Monday to Friday. Therefore, offer varying season tickets. Some that only cover the working day Monday to Friday 8am until 7pm. Then offer residents different season tickets that allow parking at the weekend and extended morning and evening. i.e. from 5pm until 9am. Then 2 further resident and season tickets that are 24/7. This would allow more cars to park in the car park. As people could request the type of ticket best for them.*
- *Where parking provision is insufficient to meet the needs of residents there should be no limits set for these carparks. Season tickets should be issued automatically to residents who require them.*
- *If folk PAY for a season ticket, then they should be allowed one regardless of numbers. The carpark should be a first come first serve & limits should not be put on folk who PAY good money to park their car on your carpark.*

Within the other comments made, 2 people highlighted that Galdeford Zone B car park in Ludlow is the lower level and not the upper level. There were no strong themes within the comments made (as there were for other proposals) a few examples are included below:

Example comments – Proposal 5

- *I have agreed to this proposal on the assumption that its implementation would prevent those with season tickets preventing those with resident parking from being unfairly out-numbered.*
- *General road parking - there are times of day when it has been substantially easier to park in Old Ludlow since the recent changes. This is good. The intention is to allow people to park, not block the spaces. When the sun shines, they seem to fill easily enough. A little recognised aspect is that the changes have also allowed residents to use their cars during the day and park on return. So no one is as prone, as in the past, to avoid driving their cars during the day, which contributed to the blocking of parking places for many of the busiest hours. the change liberates more spaces.*
- *This (for Bridgnorth - Innage Lane) would depend on the previous proposal relating to properties potentially being allocated 2 per permits. For those properties with no off-road private provision, the opportunity for 2 permits is essential. However, specifically related to this proposal, there are only 48 residents permits available for Innage Lane (at a cost of £192 per permit) Shropshire Council have widened the eligibility to numerous properties (to hundreds of properties) many who already have off road private parking, such as Southwell Riverside, King Charles Way, Greyfriars & Abbots Way. In a scenario where permits are limited, it is fair & equitable that a property with no off-road provision may need a second (or third permit if proposal number 4 is supported) may potentially compete against a property with up to 4 off*

road private parking spaces (double garage, double drive) and 2 permits? Surely the greatest need is with the property with no off-road provision.

- Current system works well.
- Residents should have priority.

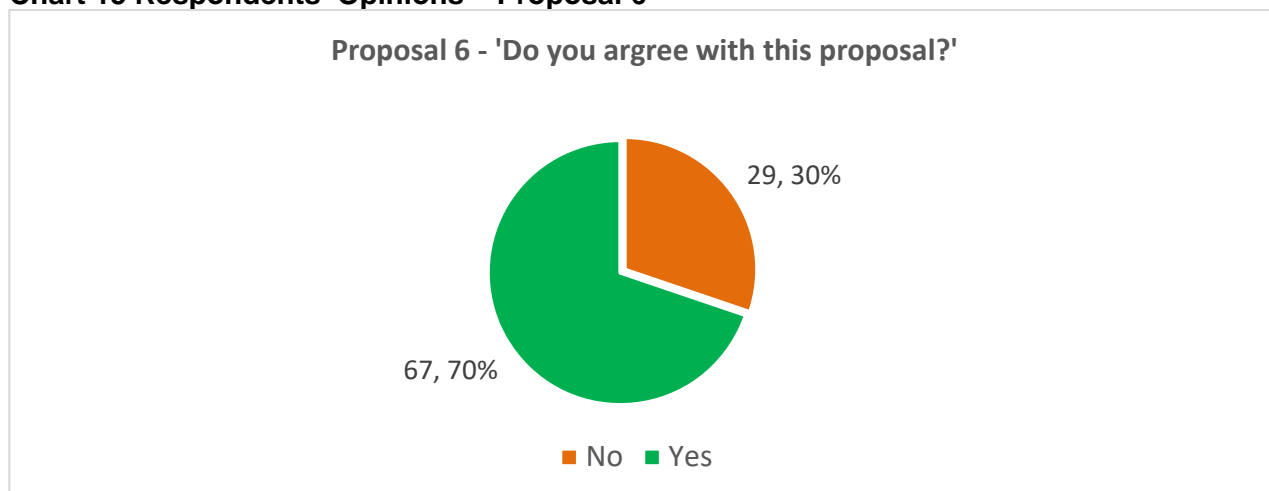
The written consultation responses did not really focus on proposal 5, there was only one comment and the main message within that comment was: *“In amalgamating the maximum allocations into one joint allocation we would not wish to see either groupings disadvantaged.”*

9. Proposal 6

Proposal 6 – 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.

Chart 15 highlights the overall response to proposal 6. 30% of survey respondents disagreed compared to 70% who agree (note some people did not respond to the question and those responses are not shown within the chart).

Chart 15 Respondents’ Opinions – Proposal 6

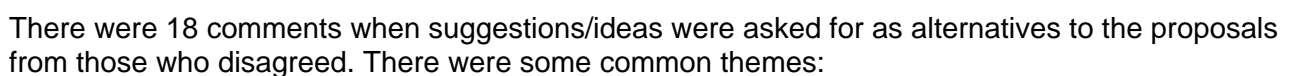


Map 7 has some similarities with proposal 5 in that those who disagree are living in a variety of locations and not just in the town centres of Shrewsbury, Ludlow and Bridgnorth. However, a closer look and comparison with respondents nearest market town suggests that most people who disagree with the proposal are living in or near Ludlow.

Chart 16 considers opinion and employment status. For this proposal there are some differences between groups; people who are retired are more likely to disagree than those who are employed.

27 of the 29 people who disagreed describe themselves as local residents (12 are also customers of the car parks /on street parking described in the consultation, 3 are customers of the car parks/on street parking described in the consultation and 8 are customers of parking permits described in the consultation). No local businesses/commercial organisations responded to proposal 6.

6 Do you agree with this proposal? ● (Blank) ● No ● Yes



- 20
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Other comments included:

- *Holiday lets are a business. Retail outlets are not allowed parking concessions, why should holiday lets. Holiday let owners should purchase season tickets and build the cost into their lets.*
- *You mention above the "200 hour visitor parking allocation that is included within residents permits" Might it be possible to link up the landlords permit with holiday let tenants use of on street parking so that the landlord took responsibility for combined landlord and holiday let parking?*
- *Offer ALL residents a minimum of 1 on-street parking permit first.*

There were 28 other comments. Some of the comments reflected the suggestions above. A few people asked whether the proposal would be applied beyond Ludlow (Bridgnorth and Church Stretton were mentioned). 4 people commented on the fact that vehicle registration numbers would have to be updated very frequently. Overall opinion was split within the comments with a number welcoming the idea and others highlighting the fact that residents should have priority. Some example comments are included below.

Example comments – Proposal 6

- *You do not mention hotels/guest houses. I am thinking of the hotel at the High Town and of the Low Town Bridge. Also, the double yellow lines should be changed to loading/unloading outside the hotel and knickerbockers ice cream parlour. (Bridgnorth)*
- *Absolutely necessary for holiday let properties to have the same rights as resident properties.*
- *Holiday cottage providers would need to be able to change vehicle reg numbers on the same day to enable guests leaving and arriving on the same day, ideally online.*
- *I wish to add my support to the proposed change which will give a permit to my property 19 Upper Linney Ludlow, that will allow guests to park on street on The Linney. This will help me and them greatly and should help return business to the levels I had before the increase in parking charges last November. Please note that I will need to be able to access my account/permit digitally to change the registration number for each new guest.*
- *I understand you will be discussing the issue of holiday cottage parking at a meeting on Wednesday. I own a holiday cottage in Lower Corve Street. The removal of the scratch card system for holiday lets has resulted in me losing some bookings. Parking is one of the first questions guests ask me about. Once I have explained that all cars have to be moved to a car park during restricted parking times, which requires a 10 minute walk back to the house I never hear from them again. It really is important for us to have a parking system for our guests in order to stop them going elsewhere.*
- *We absolutely agree that this should be provided. Ludlow is very dependent on tourism and by removing the permits only discourages people to visit our wonderful town. There is firm evidence/statements that guests do not want to leave their cars in long stay car parks a good distance away but are put off repeat booking when they know that it is now £126.00 per week to leave their car near to the property they have booked (Mill Street as the example - nearly 100 metered parking spots and only 3 holiday lets). We want to allow guests to have a digital permit for the duration of their stay and we need to be able to change the vehicle details as one guest leaves and the others arrive on the same day.*
- *Accepting tourism is a valuable source of income for the local economy we must not lose sight of the needs of the residents who are in need of the parking bays as well.*
- *As a resident in Ludlow I was refused on street parking at £100 and only offered a permit in Lower Galdeford car park at over £300. I suggest ALL Ludlow residents are offered on street parking at £100 first before offering the spaces to tourists who could use the car parks.*
- *This provision would be dangerous if combined with the proposed second permit. It could mean 3 permits at the same time for a single property.*

Several of the written consultation responses focused on holiday lets. There was a strength of feeling about proposal 6 highlighted within the responses. Extracts from the responses are included below to help illustrate the points made.

Extracts from Written Consultation Responses – Proposal 6

- *There is firm evidence/statements that guests do not want to leave their cars in long stay car parks a good distance away..... We want to allow guests to have a digital permit for the duration of their stay and we need to be able to change the vehicle details as one guest leaves and the others arrive on the same day.*
- *The removal of the scratch card system for holiday lets has resulted in me losing some bookings. Parking is one of the first questions guests ask me about. Once I have explained that all cars have to be moved to a car park during restricted parking times, which requires a 10 minute walk back to the house I never hear from them again. It really is important for us to have a parking system for our guests in order to stop them going elsewhere.*
- *As holiday let owners, we heavily rely on “ease of parking” for our guests – guests who primarily bring money into our local economy. The abolition of the “on street” parking scratch cards last year were a massive blow to us.*
- *We have had complaints from guests who state that the current arrangements of local car parks are not satisfactory and is not expected for a holiday let. They expect a street permit parking facility like other towns.*
- *I agree that holiday let’s should be able to have a parking permit and they will need the facility online to be able to change vehicle registration numbers frequently.*

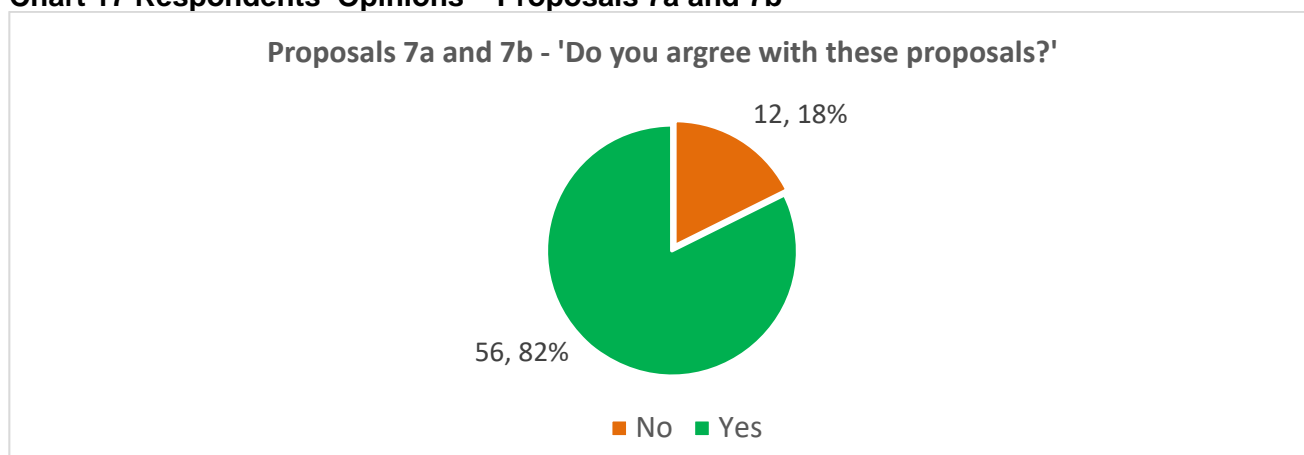
10. Proposal 7

Proposal 7a – 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 by two hours to apply between the hours of 6pm and 8am.

Proposal 7b – That on Mondays to Saturdays in Raven Meadows multi storey car park, Shrewsbury a two-hour rather than the existing three- hour tariff cap to the evening/overnight tariffs should apply.

There was overall support for proposals 7a and 7b with only 12 people (18%) disagreeing with the proposal. Chart 17 displays the overall response.

Chart 17 Respondents’ Opinions – Proposals 7a and 7b



Map 8 highlights that disagreement with proposals 7a and 7b is predominantly from the Shrewsbury area (10 of the 12 people who disagree have Shrewsbury as their nearest town). 2 of the responses highlighting concern were from representatives of local interest or community groups and one from a representative of a local business or commercial organisation. 4 of those who disagree are customers of the car parks, on-street or off-street parking described in the

before making a decision (one person didn't really comment). The remaining responses are included as examples below:

- *Leave it as is now. Double the cost of on-street parking, extend the park and ride period and halve the charge.*
- *Wow. That is a complicated pricing structure. Just have it that people pay a flat rate after 6pm. Essentially, have it that if someone is paying over a certain amount in parking that the fee is then capped for 24 hours after the initial entry into the car park. Or even after 6pm, the linear rate is then halved. So instead of £1.80 per hour, it then accrues at 90p hr thereafter 6pm. (Or even better. Be free).*
- *In a nutshell the parking pricing in Shrewsbury is putting off many people visiting the town. Telford is much cheaper and has much to offer. I believe all parking should be free after 6pm to help out local restaurants and pubs etc who are really struggling especially with the high business rates charged. If it is a linear parking policy in Shropshire, why do market traders in Oswestry get free parking for the day and nothing is offered to the wonderful producers who attend the monthly Farmers Market and Made In Shropshire events in the Square which bring in so many people to the town centre? The charging in Raven Meadows is too high also and does not have a cap, this should be set at 4 hours due to the level of payment expected. Why do Shropshire Council employees at Shirehall get free parking and other public sector workers have to pay? Why do you want to knock down Raven Meadows car park which is in a good state of repair and services directly the shopping centres you recently bought?*
- *Remove the cap of 3 hours. What about night workers/bar staff? Between 6pm - 8am charge £6 flat rate parking as this will encourage folk to park on Raven meadows carpark instead of another company's carpark.*

Although 7 people provided other comments, some were more questions or didn't really relate to the proposal. The remainder are included as exemplified below:

Example comments – Proposals 7a and 7b

- *Too advance the evening parking rate will affect businesses and deter potential visitors.*
- *Bringing the time from 8 to 6 will support the evening establishments. If you then restricted it to 2 hours instead of 3 you wouldn't have enough time.*
- *Very confusing proposals and tariffs.*
- *I don't have the necessary information to have a view other than based on the above bullet point information, which I've relied on to agree with your proposal.*

One of the written consultation responses referred to Proposals 7 and stated:

"We are in agreement that there needs to be parity across parking arrangements throughout Shrewsbury. We have fought hard for the multi-storey to have extended hours of operation to support the early evening and night-time economy. It would seem false economy to have that extended time period but patrons chose to park elsewhere because parking charges cease at 6pm."

11. Other Feedback

Although a few of the survey responses touched on issues that were not included within the consultation (such as car park costs, condition of surfaces etc.) most survey responses focused on the 7 proposals within the consultations. The written consultation responses tended to include a range of other issues, outside of the 7 proposals and although these have been considered separately examples are included below to allow a comprehensive understanding of all the feedback received. The understanding will help with future engagement.

Extracts from Written Consultation Responses – Other Feedback

- *It is disappointing that the time of the public consultation was not included in the Bridgnorth Journal.*
- *I have a severely disabled neighbour.....extremely worried that these proposals may even force her and her to move house. The proposed scheme doesn't take account of the needs of any*

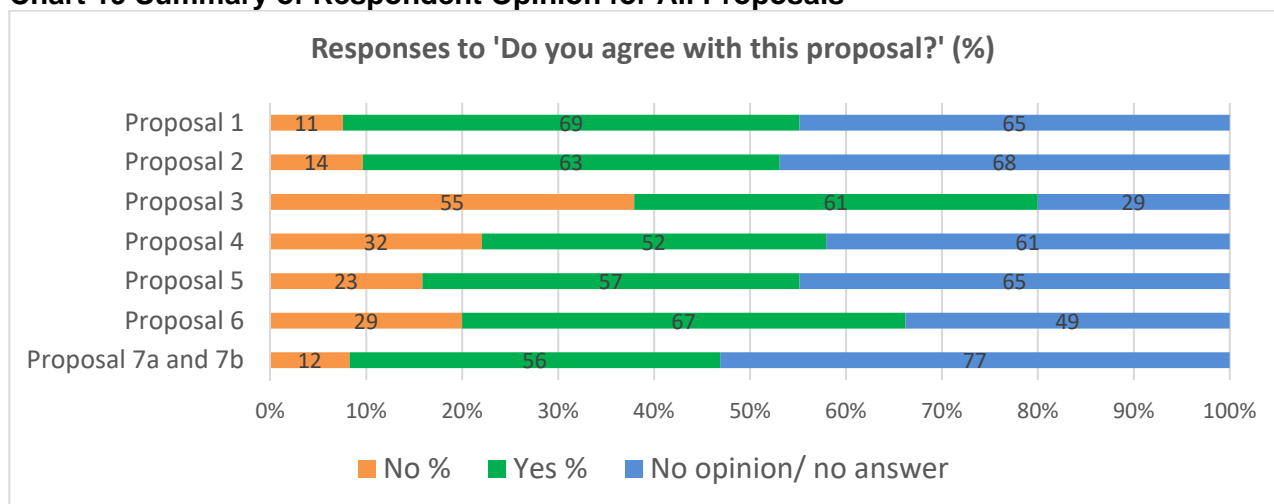
disabled residents and is discriminatory against these most vulnerable residents..... I believe that Shropshire County Council can put disabled parking bays close to people's homes, but she's concerned that this could and would be used by any other blue badge holders visiting the area.

- *Council instituted a payment only by phone scheme at Crossways Car Park, by bagging up the cash machine....phone reception at that location is variable and many local residents are uncomfortable with non-cash means of payment. The cash machine remains bagged and, as predicted, the car park is only occasionally used by a coach.*
- *The current understanding is a free parking time of five minutes and a legal latitude of a further ten minutes, before sanctions can be applied. Any reduction of this 15-minute latitude would render the concession meaningless.*
- *The insistence on free parking on a Sunday is of little benefit to the local independent traders in this town, the vast majority of whom are closed on a Sunday.*
- *What will happen to professions such as care workers, district nurses and doctors who need to park near to the people they are visiting? As the manager of a domiciliary care agency I am concerned that the introduction of increased 'pay and display' and parking permits will impact on people requiring visits for health reasons. We already experience problems with parking in some areas and I am worried that the changes will exacerbate the problem..... Would it be possible for domiciliary care workers to receive an exemption from these charges and be issued a permit to be used when they are delivering care?*

12. Overall Results

Overall the results to the consultation (see chart 19) highlight that the majority of people are in favour of the proposals. Opinion is more divided for proposals 3, 4 and 6 and the comments and feedback received help to explain the issues in more detail. Many people agree that loading bays should not be made 24 hours in all areas (proposal 3). There is some opposition to the idea of introducing 2 permits per property (proposal 4) but the proposal does suggest that a 51% or more residents survey result would be required before implementation. The third proposal facing mixed opinion relates to holiday let permits (proposal 6). Owners of holiday properties expressed strong support for change in their written submissions to the consultation (some preferred the scratch card system) whilst residents suggest holiday permits should face higher charges or visitors told to use car parks rather than use up permit spaces. All this feedback will be considered for the next stage of work and will inform decision making by Shropshire Council.

Chart 19 Summary of Respondent Opinion for All Proposals



Analysis undertaken by the Feedback and Insight Team, Information, Intelligence and Insight Unit, Shropshire Council 14 November 2019. SD

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Appendix 2: Officer Comments and Recommendations following Parking Consultation October 2019 on proposed amendments to parking strategy

Proposal 1 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.

Recommendation: Implement

Reason: 86% of returns agree with this proposal, no substantive objection to the proposal identified.

Proposed action

Officers work with the local Member for Ludlow North to undertake a detailed review and residents consultation on proposed changes. Items for consideration should include:

- i. Merging the existing Red zone and Blue area residents parking scheme in to one large town centre zone. Merging the 2 parking schemes would facilitate traffic movement with residents having greater flexibility and improved options to find a space. However, blue area residents being able to park in the Red zone could have implications for the town centre economy, pay and display tariffs and discrepancies with regards to variable times of availability of concessions.
- ii. Combining availability of both the blue area and red zone bays for residents of Dinham
- iii. In certain locations, to change certain residential properties permit qualification from the Red zone to the Blue area and vice versa. Detailed consideration needs to be given to residents of the Linney, Upper Linney and College Street being able to park in bays close to their homes.
- iv. The provision of additional parking bays for resident permit holders in areas that are currently unrestricted highway within both the Red Zone and Blue area.
- v. The adoption of shared use resident permit holders/ loading bays so as to allow the provision of additional on street parking bays for residents overnight in loading bays.

Proposal 2 To introduce concessions that allow, in appropriate circumstances entitlement by residents who hold on-street parking permits to also park within approved specified car parks that are in close proximity to on-street residents parking schemes.

Recommendation: Implement

Reason: 82% of returns agree with this proposal, no substantive objection to the proposal identified.

Proposed action

To amend the parking strategy accordingly.

To give consideration to the use of this option during development of and review of existing on street residents parking schemes.

Proposal 3 That all loading bays across the county excluding shared use bays should operate 24 hours a day, seven days a week.

Recommendation: Not to implement

Reason: Opinion on this proposal was very much divided with 53% in agreement and 47% in disagreement. The consultation has raised a number of issues and there are a number of ongoing concerns with regards to the provision of loading facilities, times of operation, usage and entitlement. Recent discussions have also highlighted the need to review historic signing following the introduction of new signing regulations in 2018.

Proposed action

A detailed review of loading bay provision and times of operation on a town by town basis commencing with Shrewsbury. The review in Shrewsbury should also address the outdated historic 1,2 and 3 peak loading ban provision that are in place both within and outside the restricted zone and signing requirements.

Proposal 4 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 two permits per property, subject to the completion of a residents survey where 51% or more of the returns indicate a preference and the local councillor/s is/are in support.

Recommendation: Implement

Reason: 62% of returns agree with this proposal, no substantive objection to the proposal identified.

Proposed action

To amend the parking strategy accordingly, any implementation will first be subject to the required residents surveys and local councillor support, followed by formal Traffic Regulation Order procedures (TRO).

The residents survey in Ludlow can be incorporated within the consultation for proposal 1 above. The residents survey for other areas commencing with Bridgnorth can be incorporated within the residents consultation for each proposed revised or new residents parking scheme as the proposals are rolled out.

Proposal 5 To assist with the excessive demand for season tickets in some popular car parks it is proposed that the specified maximum number of resident permit and season ticket thresholds for all off street car parks are combined to give an overall maximum threshold for each car park.

Recommendation: Implement

Reason: 71% of returns agree with this proposal, no substantive objection to the proposal identified.

Proposed action

That the required formal consultation for amendment to the Traffic Regulation Order (TRO) is carried out and subject to addressing any comments received the proposal is implemented as soon as possible.

Proposal 6 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.

Recommendation: Implement

Reason: 70% of returns agree with this proposal, no substantive objection to the proposal identified.

Proposed action

That the required formal consultation for amendment to the Traffic Regulation Order (TRO) is carried out and subject to addressing any comments received the proposal is implemented as soon as possible.

Proposal 7a 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 by two hours to apply between the hours of 6pm and 8am.

Proposal 7b That on Mondays to Saturdays in Raven Meadows multi storey car park, Shrewsbury a two-hour rather than the existing three- hour tariff cap to the evening/overnight tariffs should apply.

There was overall support for proposals 7a and 7b

Recommendation: Implement

Reason: There was overall support for proposals 7a and 7b with only 12 people (18%) disagreeing, no substantive objection to the proposal identified.

Proposed action

That the required formal consultation for amendment to the Traffic Regulation Order (TRO) is carried out and subject to addressing any comments received the proposal is implemented as soon as possible.

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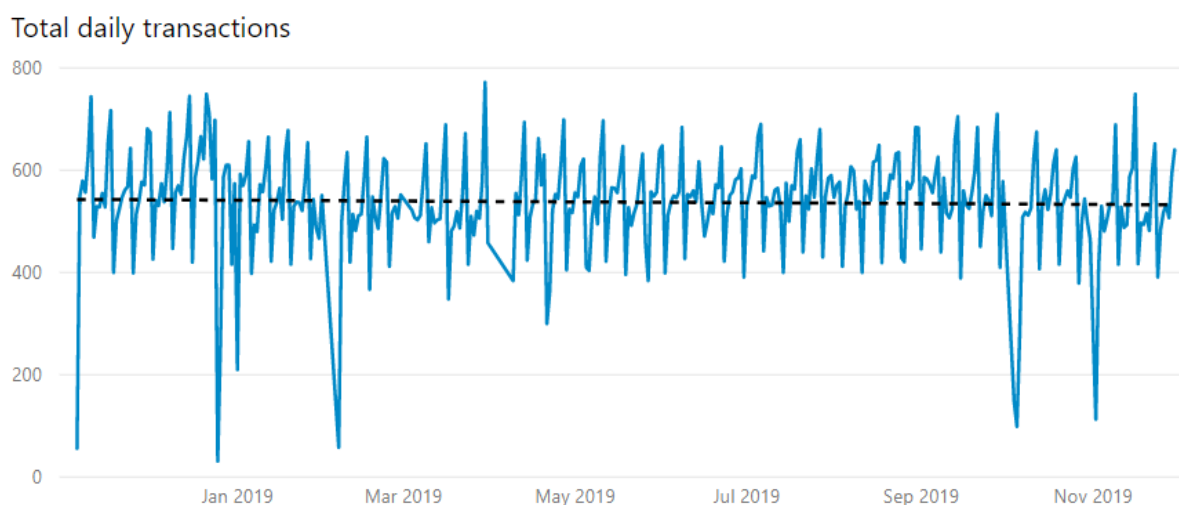
Appendix 3: Shrewsbury

Transaction data and assessment by carpark

New machines in place to all on and off street parking areas with facilities for cash, credit card including contactless.

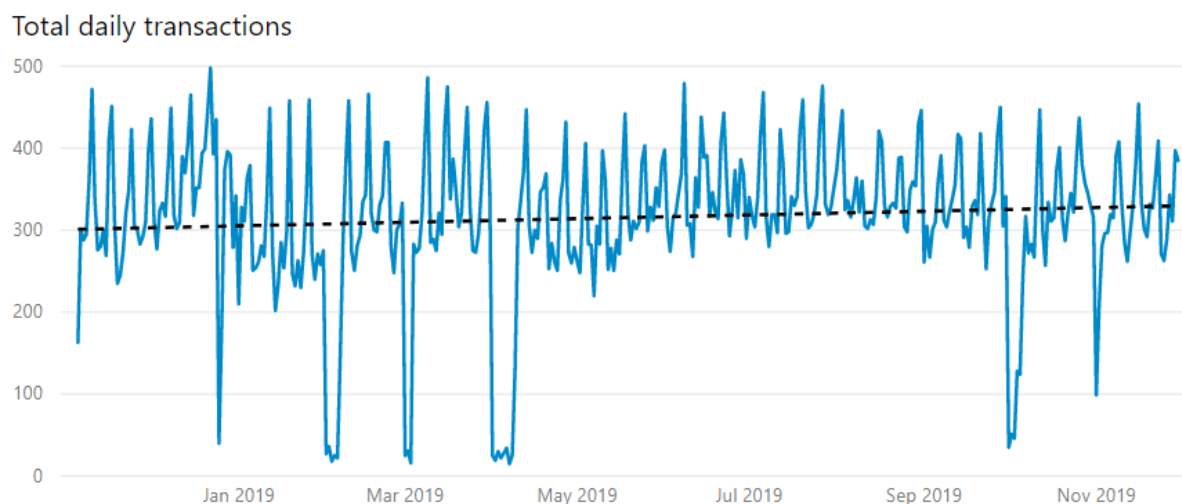
Pay by phone ticket and on-line ticket / permits available through Mipermit app (excludes Raven Meadows multi storey).

Graph 1: Transactional daily usage data for Shrewsbury On-street Pay and Display between 5 November 2018 and 30th November 2019



Shrewsbury on-street pay and display	
Type:	Band 1, Pay and Display, within town centre river loop
Main strategy changes:	Linear tariff. Maximum stay and minimum return period removed 15 minute pop and shop Season tickets excluded Weekly tickets excluded Annual Residents Permits continue not to be available.
Type of usage	Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	Slight improvement
Turnover	The most common length of stay remains at 1 hour
Revenue	Up
Compliance	Good
Car park condition	Good

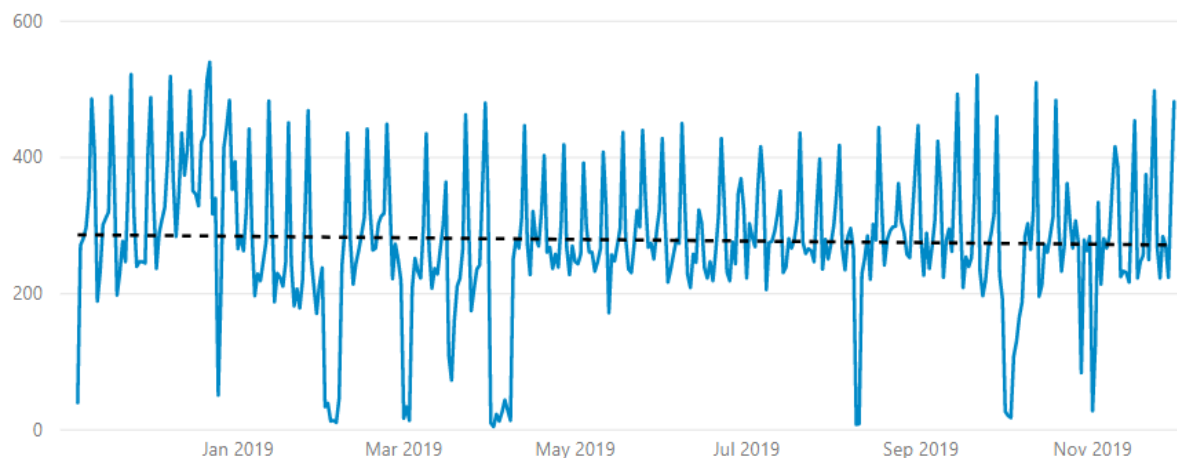
Graph 2: Transactional daily usage data for St Austin's and Bridge Street Pay and Display Car Parks between 5 November 2018 and 30th November 2019



St Austin's and Bridge Street	
Type:	Band 2, Pay and Display, within town centre river loop
Main strategy changes:	<p>Linear tariff, 50% concessions on Sundays, Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed</p> <p>15 minute pop and shop</p> <p>Dwell time promoted.</p> <p>Season tickets discontinued</p> <p>Weekly tickets excluded</p> <p>Annual Residents Permits continue not to be available.</p>
<ul style="list-style-type: none"> Type of usage 	Visitor, Tourist, Shopper
Usage	Increased
Availability of space	No change
Turnover	Increase
Revenue	Up
Compliance	Good
Car park condition	Bridge Street line replacement required

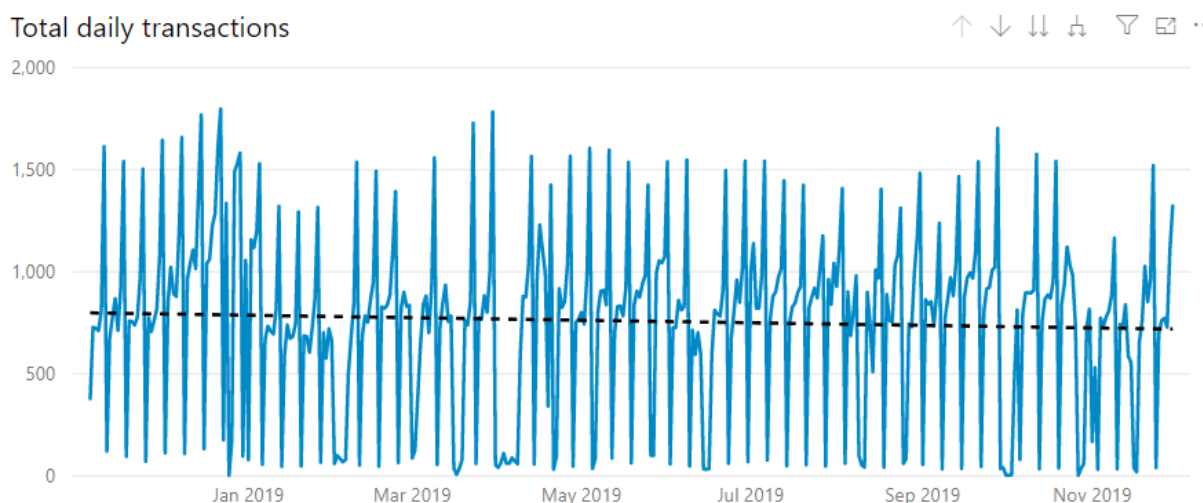
Graph 3: Transactional daily usage data for St Julian's Friars Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



St Julian's Friars	
Type:	Band 3, Pay and Display, within town centre river loop
Main strategy changes:	<p>Linear tariff, 50% concessions on Sundays, Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed, dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets discontinued</p> <p>Weekly tickets excluded</p> <p>Annual Residents permits retained</p>
Type of usage	Visitor, Tourist, Shopper
Usage	Decreased
Availability of space	Previously difficult to find a space on most days. Ability to find a space has now vastly improved, space guaranteed.
Turnover	Increased
Revenue	Down
Compliance	Good
Car park condition	Re-surface, re-design and re-line and street lighting refurbishment required

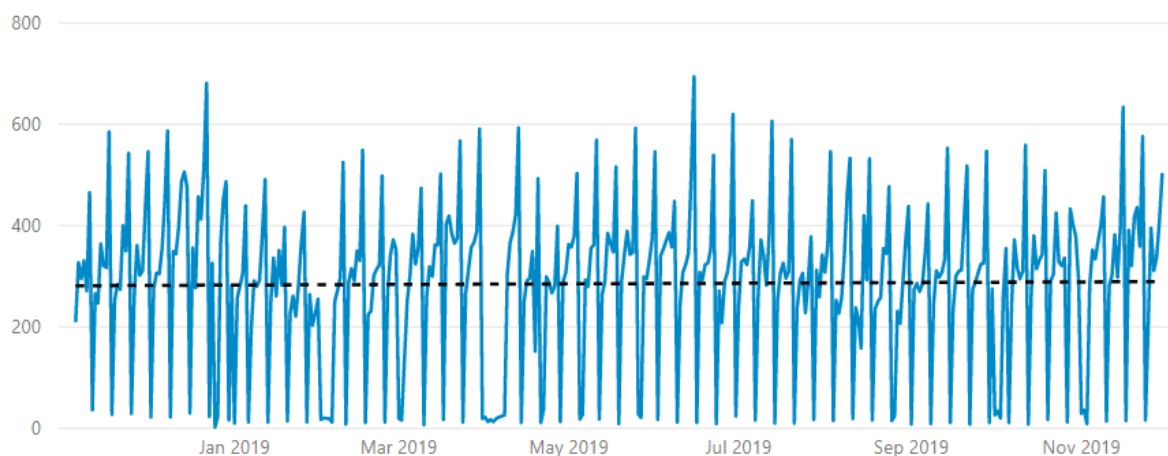
Graph 4: Transactional daily usage data for Frankwell Main, Frankwell Riverside and Frankwell Quay Pay and Display Car Parks between 5 November 2018 and 30th November 2019



Frankwell	
Type:	Band 4, Pay and Display, outside town centre river loop
Main strategy changes:	<p>Linear tariff, free on Sundays, bank and Public holidays</p> <p>Maximum stay and minimum return period removed (except Frankwell riverside)</p> <p>Dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets now available for 12, 6, 3 and 1 monthly periods (Frankwell main).</p> <p>Weekly tickets included</p> <p>Residents permits retained</p> <p>Coach parking retained free of charge</p>
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	<p>Maintained</p> <p>Shift to commuter parking</p>
Availability of space	<p>At maximum capacity plus on Saturday, Sundays Bank and Public holidays.</p> <p>High demand for season tickets</p> <p>Low demand for residents permits</p>
Turnover	High demand for long term parking season and weekly tickets
Revenue	Down
Compliance	Good
Car park condition	Maintenance required

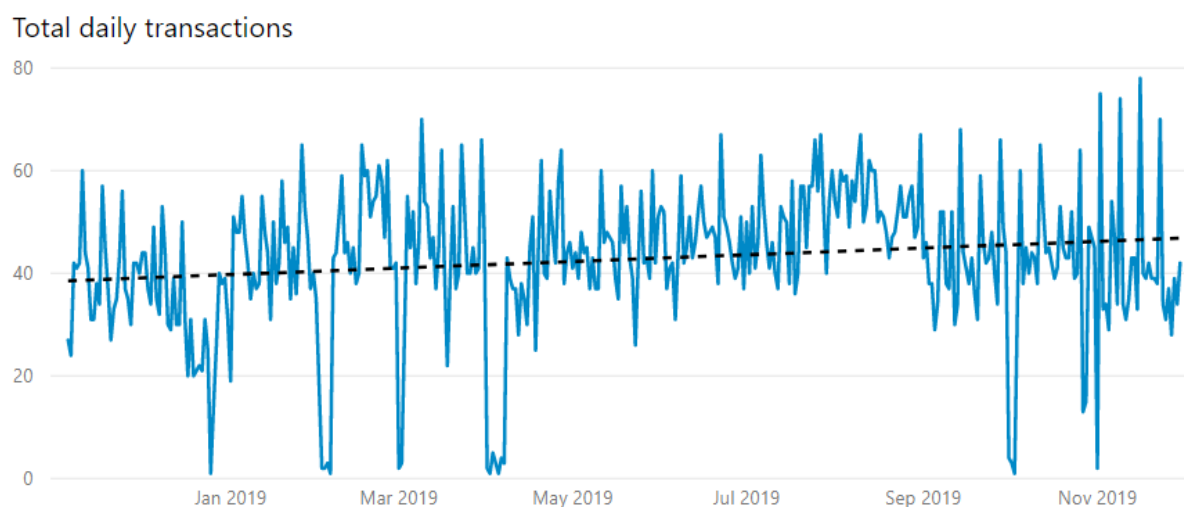
Graph 5: Transactional daily usage data for Abbey Foregate Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



Abbey Foregate	
Type:	Band 5, Pay and Display, outside town centre river loop
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained Coach parking retained free of charge HGV parking retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased Increased commuter parking
Availability of space	At maximum capacity on Saturday, Sundays Bank and Public holidays. High demand for long term parking season tickets and weekly tickets. Low demand for residents permits.
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Maintenance required

Graph 6: Transactional daily usage data for The Quarry Leisure Centre Pay and Display Car Park between 5 November 2018 and 30th November 2019



The Quarry Leisure Centre car park	
Type:	Band 2, Pay and Display, within town centre river loop
Main strategy changes:	<p>Linear tariff, 50% concessions on Sundays, Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed</p> <p>15 minute pop and shop</p> <p>Dwell time promoted.</p> <p>Season tickets continue not to be available</p> <p>Weekly tickets excluded</p> <p>Annual Residents Permits continue not to be available</p>
Type of usage	Visitor (mainly leisure centre), Tourist, Shopper
Usage	Increased
Availability of space	No change, continues to be high demand
Turnover	Remains high
Revenue	Up
Compliance	Good
Car park condition	No reactive maintenance works required at present

Raven Meadows multi storey car park	
Type:	Band 2, Pay on Exit, within town centre river loop
Main strategy changes:	<p>Linear tariff, 50% concessions on Sundays, Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed</p> <p>15 minute pop and shop</p> <p>Pay on exit promotes dwell time.</p> <p>Season tickets continue not to be available</p> <p>Weekly tickets excluded</p> <p>Annual Residents Permits continue not to be available</p>
Type of usage	Visitor (mainly leisure centre), Tourist, Shopper
Usage	Reduction in usage.
Availability of space	No change, continues to be high demand
Turnover	No change noted
Revenue	Increased
Compliance	N/A operates outside of Traffic Management Act, regulated by pay on exit, barrier system
Car park condition	Poor – approaching end of life cycle

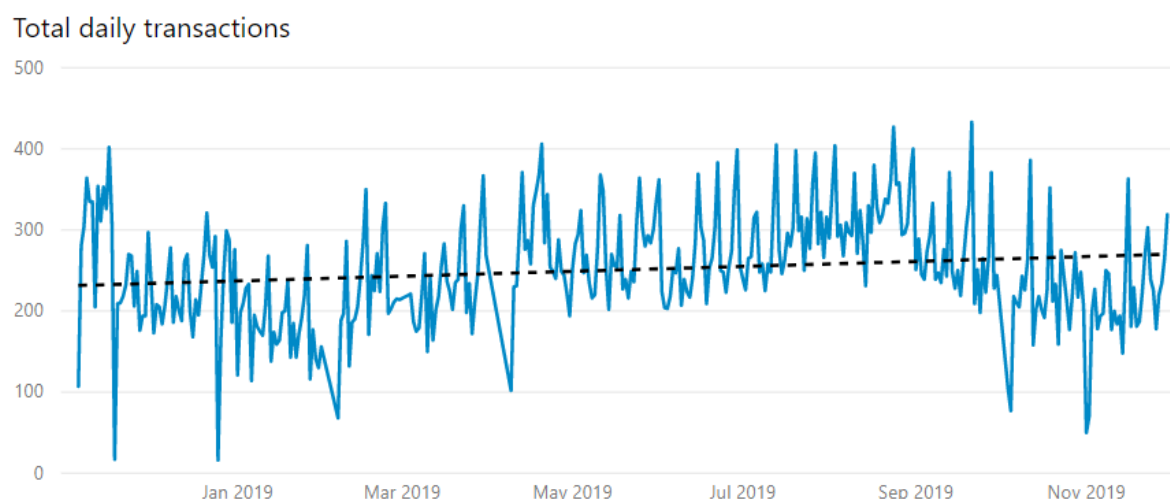
Appendix 4: Ludlow

Transaction data and assessment by carpark

New machines in place to all on and off street parking areas with facilities for cash, credit card including contactless.

Pay by phone ticket and on-line ticket / permits available through Mipermit app

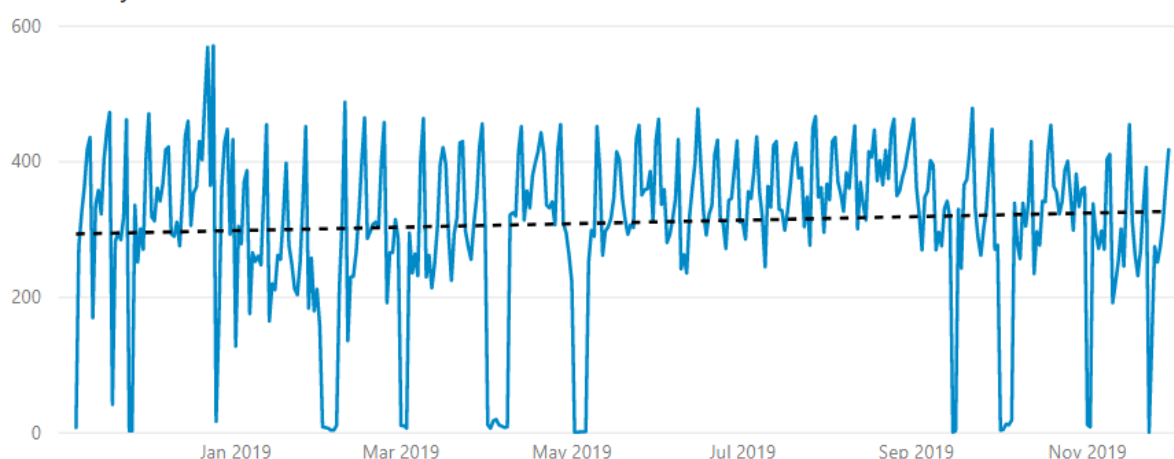
Graph 7: Transactional daily usage data for Ludlow On-street Red & Blue zone Pay and Display between 5 November 2018 and 30th November 2019



Ludlow on-street pay and display	
Type:	Band 2, Pay and Display
Main strategy changes:	Linear tariff. Maximum stay and minimum return period removed 15 minute pop and shop Season tickets excluded Weekly tickets excluded Annual Residents Permits continue not to be available.
Type of usage	Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Significant improvement
Turnover	The most common length of stay remains less than 3 hours
Revenue	Up
Compliance	Good
Car park condition	Good

Graph 8: Transactional daily usage data for Castle Street Pay and Display Car Park between 5 November 2018 and 30th November 2019

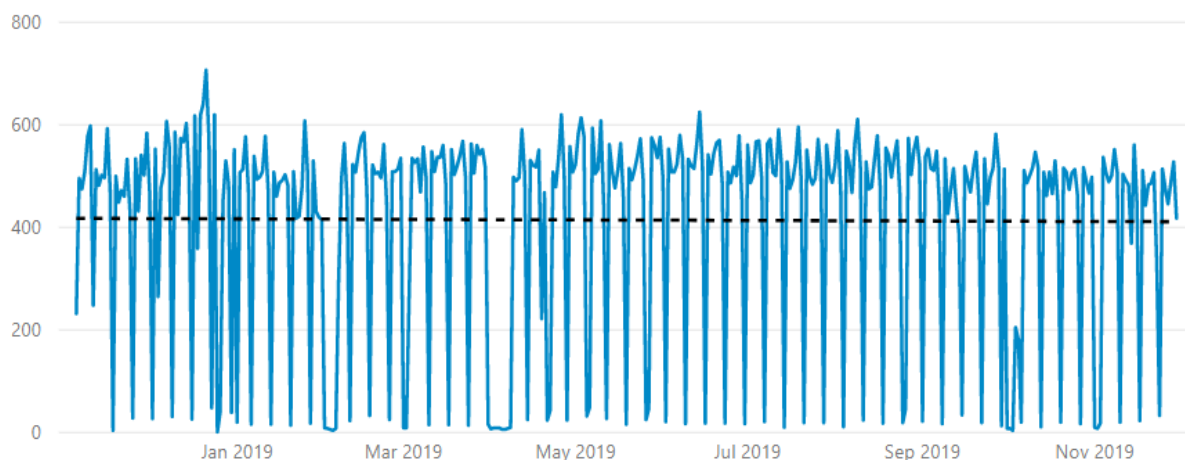
Total daily transactions



Castle Street Ludlow	
Type:	Band 3
Main strategy changes:	<p>Linear tariff, 50% concessions on Sundays, Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed, dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets excluded</p> <p>Weekly tickets excluded</p> <p>Annual Residents excluded.</p>
Type of usage	Visitor, Tourist, Shopper
Usage	Increased, with a shift from commuter to visitor
Availability of space	Previously difficult to find a space on most days. Ability to find a space has now improved.
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Re-surface, re-design and re-line and street lighting refurbishment required

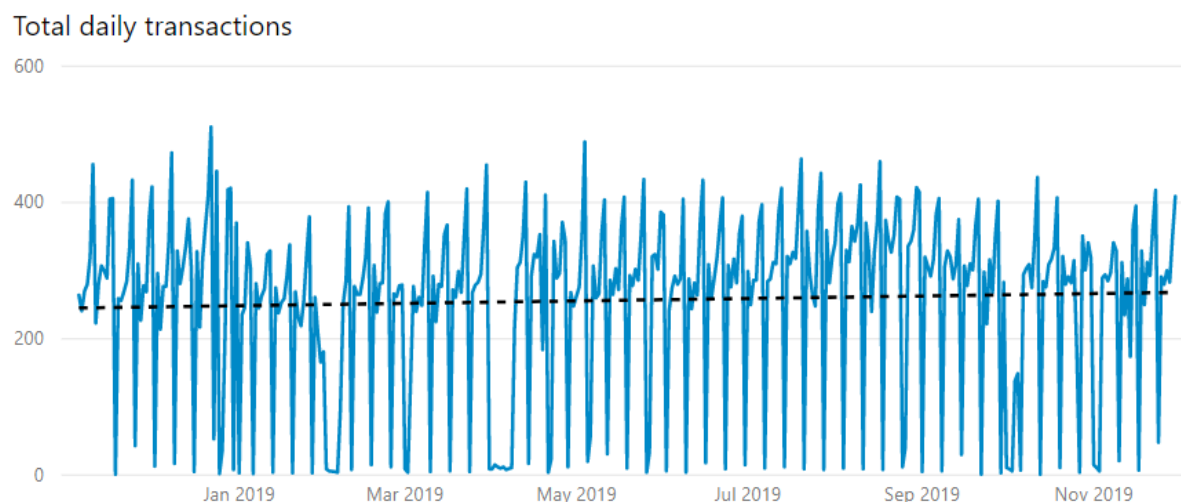
Graph 9: Transactional daily usage data for Galdeford Zone A Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



Galdeford zone A	
Type:	Band 5, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	At maximum capacity on some days Low demand for residents permits. Low demand for season tickets.
Turnover	Increased
Revenue	Maintained
Compliance	Good
Car park condition	Maintenance required

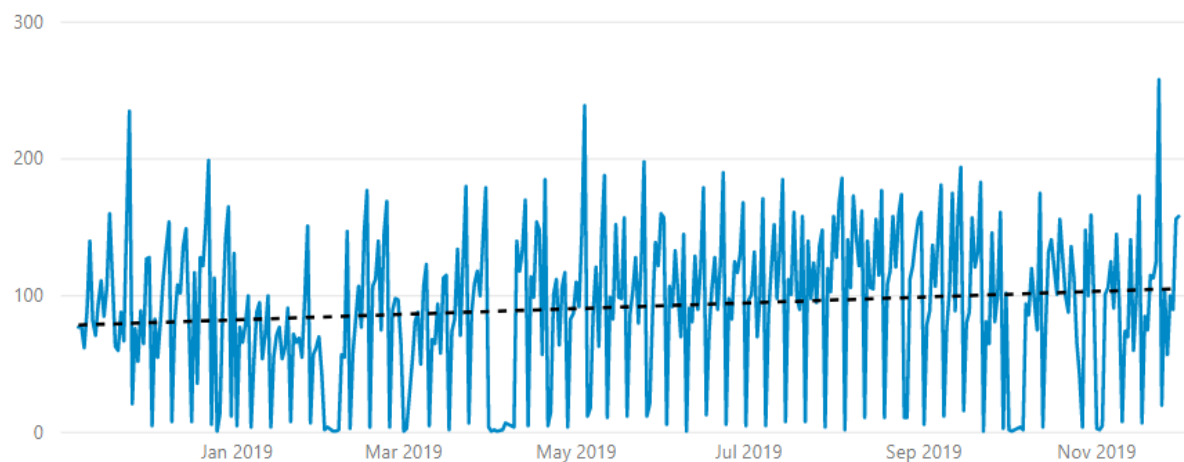
Graph 10: Transactional daily usage data for Galdeford Zone B Pay and Display Car Park between 5 November 2018 and 30th November 2019



Galdeford zone B	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	At maximum capacity on most days Low demand for residents permits. High demand for season tickets.
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Maintenance required

Graph 11: Transactional daily usage data for Smithfield Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



Smithfield	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Chance of obtaining a space is highly likely most days Low demand for residents permits. High demand for season tickets.
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Line renewal required

Appendix 5: Bridgnorth

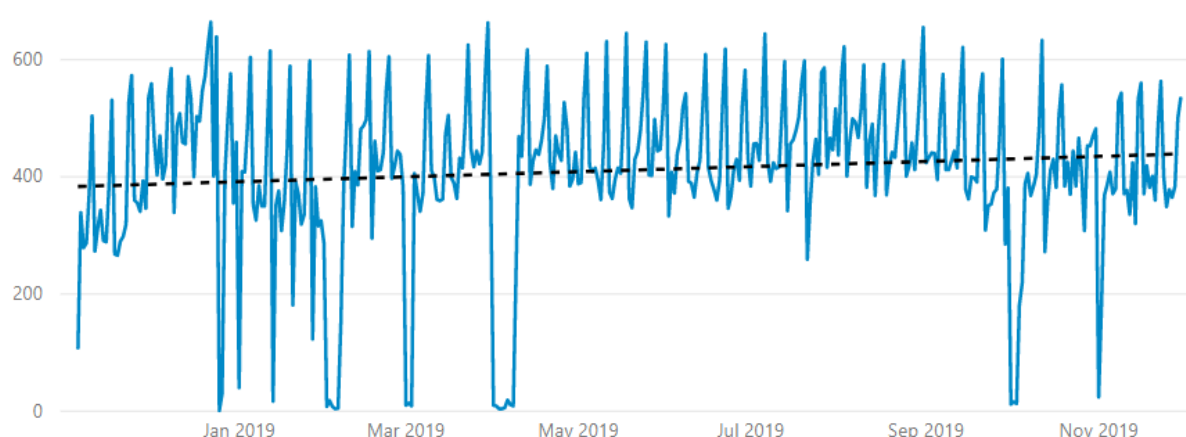
Transaction data and assessment by carpark

New machines in place in all off street parking areas with facilities for cash, credit card including contactless.

Pay by phone ticket and on-line ticket / permits available through Mipermit.

Graph 12: Transactional daily usage data for Listley Street Pay and Display Car Park (North and South) between 5 November 2018 and 30th November 2019

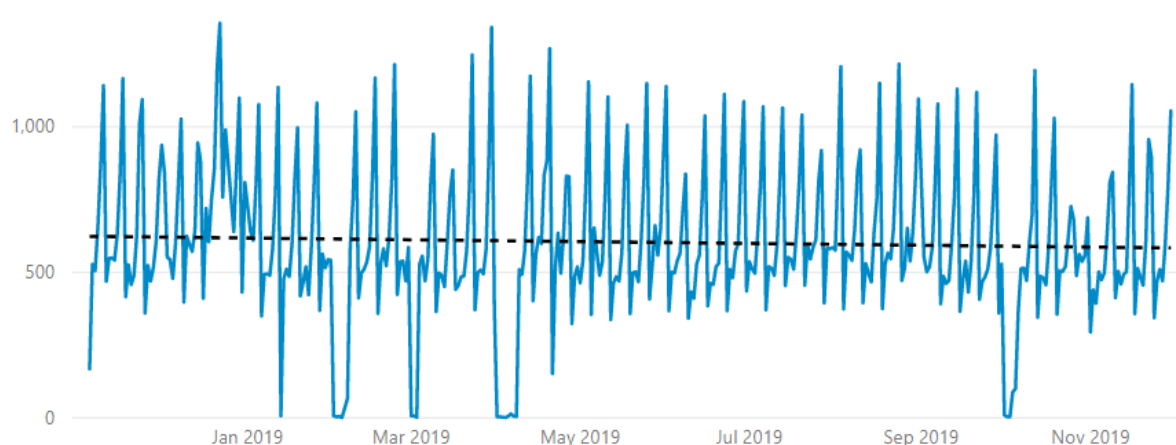
Total daily transactions



Listley Street (North and South)	
Type:	Band 3
Main strategy changes:	Linear tariff, 50% concessions on Sundays, Bank and Public holidays. Maximum stay and minimum return period removed, dwell time promoted. 15 minute pop and shop Season tickets excluded Weekly tickets excluded Annual Residents permits excluded.
Type of usage	Visitor, Tourist, Shopper
Usage	Increased, with a shift from commuter to visitor
Availability of space	Previously difficult to find a space on most days. Ability to find a space has now improved.
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Re-surface and re-lining urgently required

Graph 13: Transactional daily usage data for Sainsburys Pay and Display Car Park between 5 November 2018 and 30th November 2019

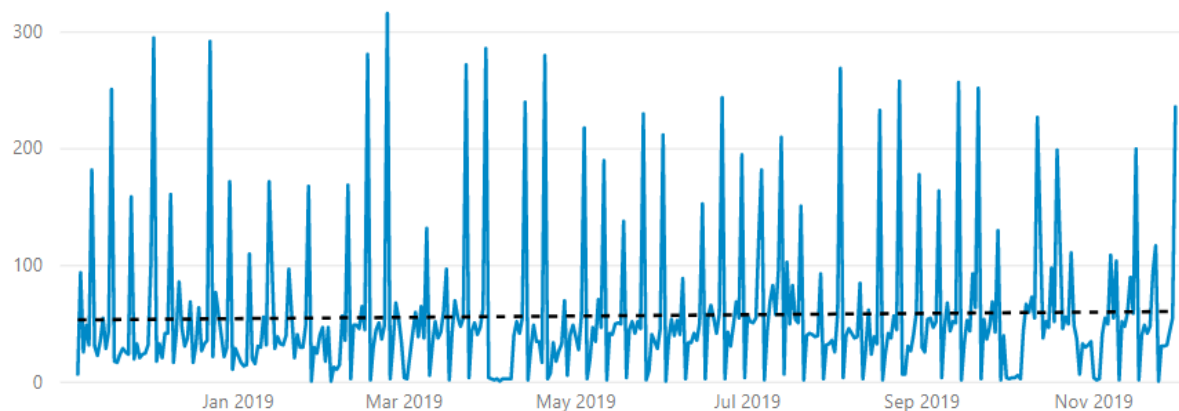
Total daily transactions



Sainsburys	
Type:	Band 3
Main strategy changes:	<p>Linear tariff, 50% concessions on Sundays, Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed, dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets excluded</p> <p>Weekly tickets excluded</p> <p>Annual Residents permits excluded.</p>
Type of usage	Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	No change, highly likely to obtain a space.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	No action required.

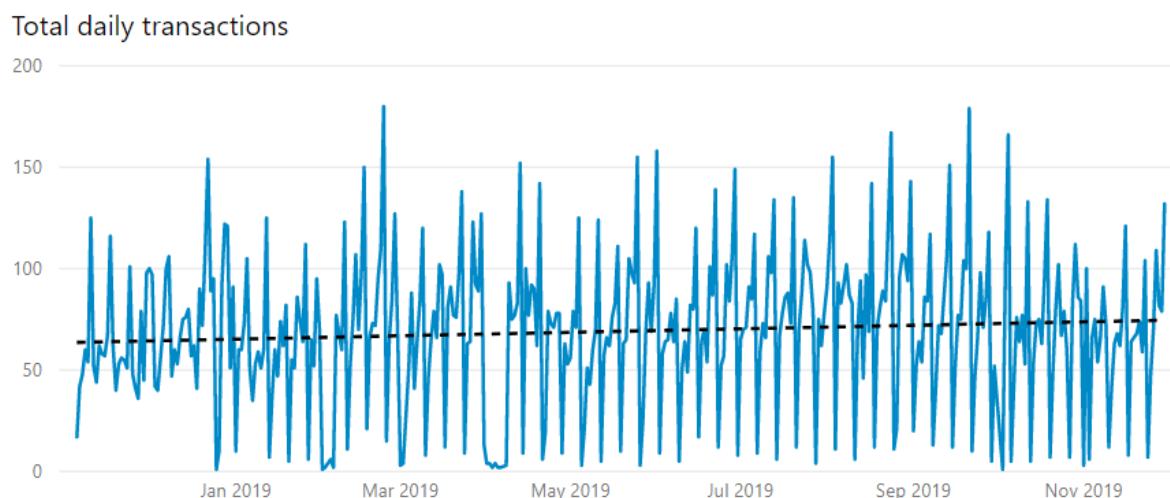
Graph 14: Transactional daily usage data for Innage Lane Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



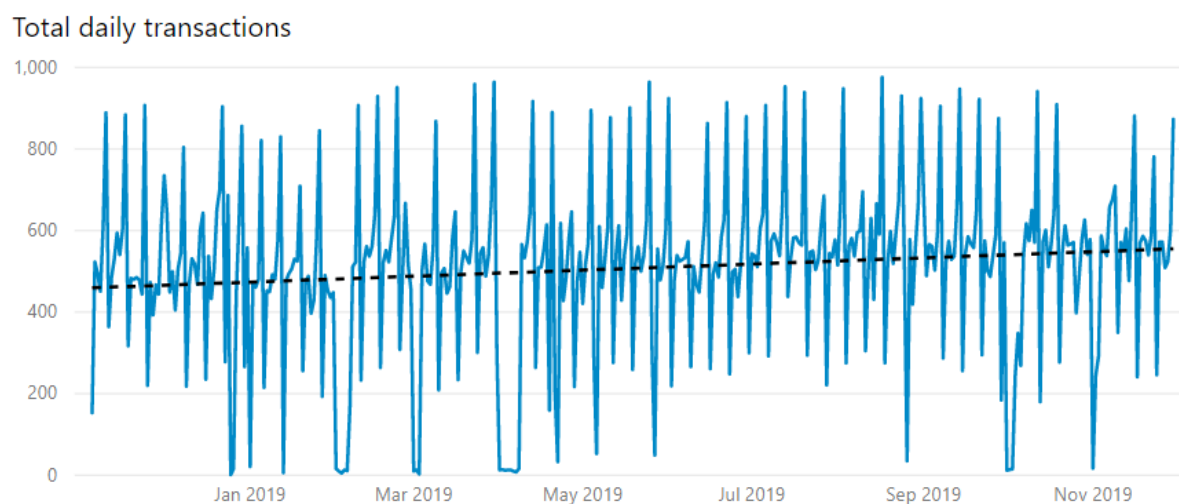
Innage Lane	
Type:	Band 6, Pay and Display
Main strategy changes:	<p>Linear tariff, free on Sundays Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed</p> <p>Dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets now available for 12, 6, 3 and 1 monthly periods.</p> <p>Weekly tickets included</p> <p>Residents permits retained</p>
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	<p>Chance of obtaining a space is highly likely most days</p> <p>Moderate demand for residents permits.</p> <p>Low demand for season tickets.</p>
Turnover	Increased
Revenue	No significant change
Compliance	Good
Car park condition	Maintenance required

Graph 15: Transactional daily usage data for Severn Street Pay and Display Car Park between 5 November 2018 and 30th November 2019



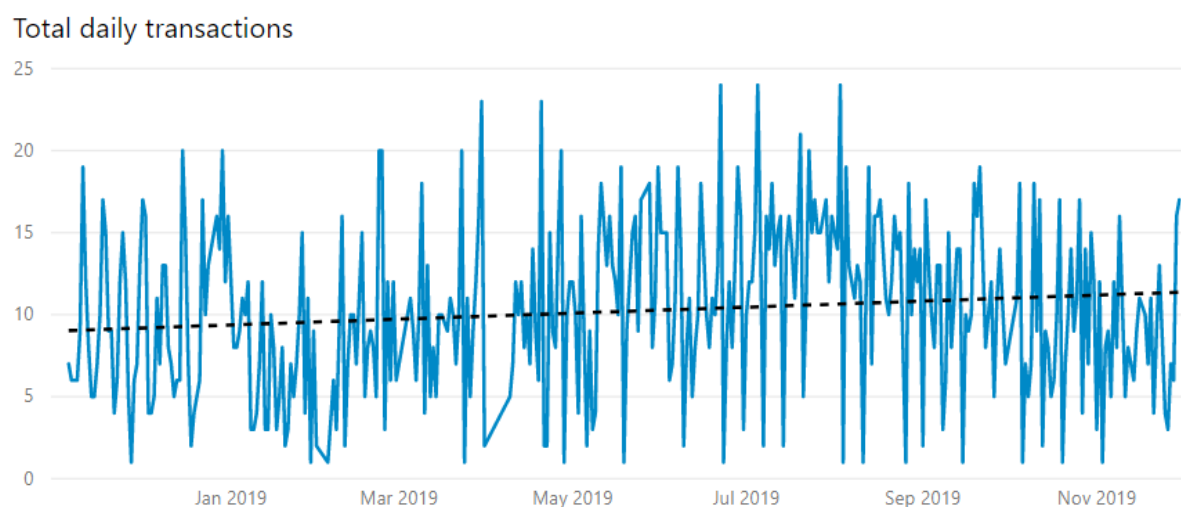
Severn Street	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	At high capacity on most days Low demand for residents permits. Moderate demand for season tickets.
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Maintenance required

Graph 16: Transactional daily usage data for Smithfield Pay and Display Car Park between 5 November 2018 and 30th November 2019



Smithfield car park	
Type:	Pay and Display- short stay
Main strategy changes:	Due to outstanding planning matters the new parking strategy is yet to be implemented on this carpark and historic tariffs remain in place.
Type of usage	Worker, Visitor, Tourist, Shopper
Usage	N/A
Availability of space	N/A
Turnover	N/A
Revenue	N/A
Compliance	Good
Car park condition	Major structural repairs, resurfacing and relining required.

Graph 17: Transactional daily usage data for Riverside Pay and Display Car Park between 5 November 2018 and 30th November 2019



Riverside car park	
Type:	Band 4 Pay and Display
Main strategy changes:	Linear tariff, free on Sundays, bank and Public holidays Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Weekly tickets included
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	No significant change
Availability of space	At maximum capacity most of the time due to low capacity (6 spaces)
Turnover	Limited turnover due to low capacity
Revenue	Increased
Compliance	Good
Car park condition	Maintenance required

Appendix 6: Church Stretton

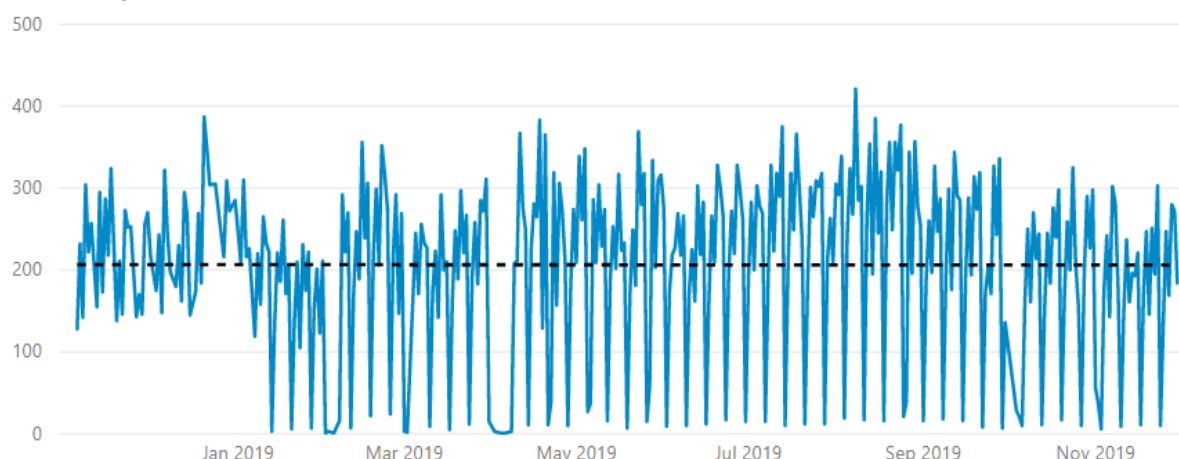
Transaction data and assessment by carpark

New machines in Easthope off street car parks with facilities for cash, credit card including contactless. There is no parking machine in Crossways off street car park.

Pay by phone ticket and on-line ticket / permits are available through the Mipermit app on both Easthope and Crossways car parks.

Graph 18: Transactional daily usage data for Easthope Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions

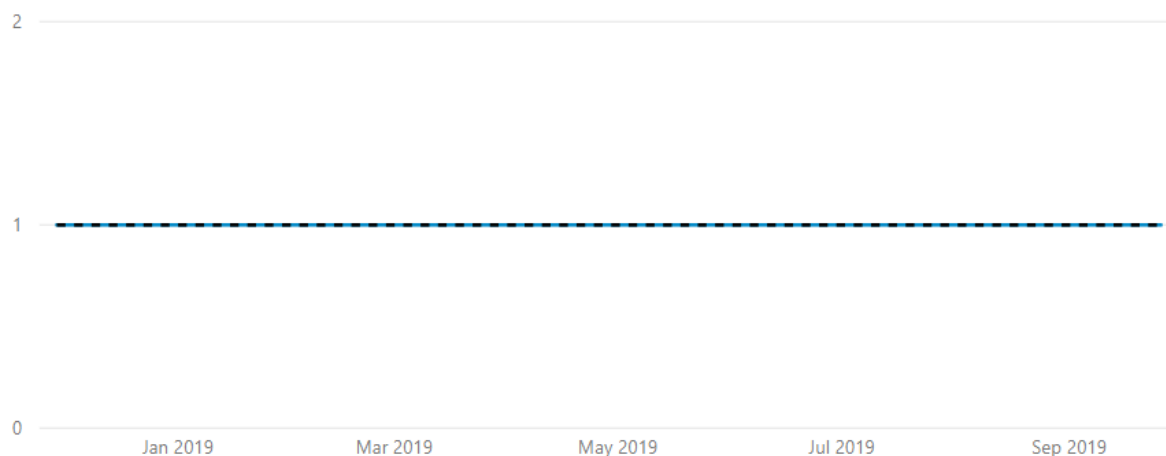


Easthope	
Type:	Band 5, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	Spaces generally available No demand for residents permits. Low demand for season tickets.
Turnover	High
Revenue	Increase
Compliance	Good
Car park condition	Serious maintenance required, urgent lining required.

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Graph 19: Transactional daily usage data for Crossways Pay and Display Car/Coach/HGV Park between 5 November 2018 and 30th November 2019

Total daily transactions



Crossways	
Type:	Band 6, Pay by Phone only
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained Coach parking retained free of charge HGV parking retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	No demand for residents permits or season tickets.
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Maintenance required, lining to formalise parking bays

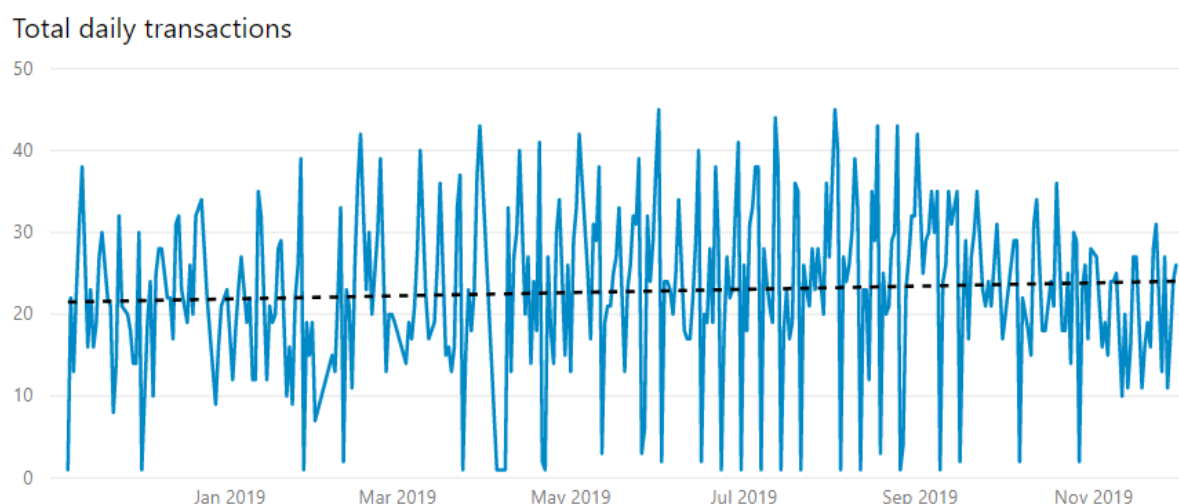
Appendix 7: Much Wenlock

Transaction data and assessment by carpark

New machines in place to all on and off street parking areas with facilities for cash, credit card including contactless.

Pay by phone ticket and on-line ticket / permits available through the Mipermit app.

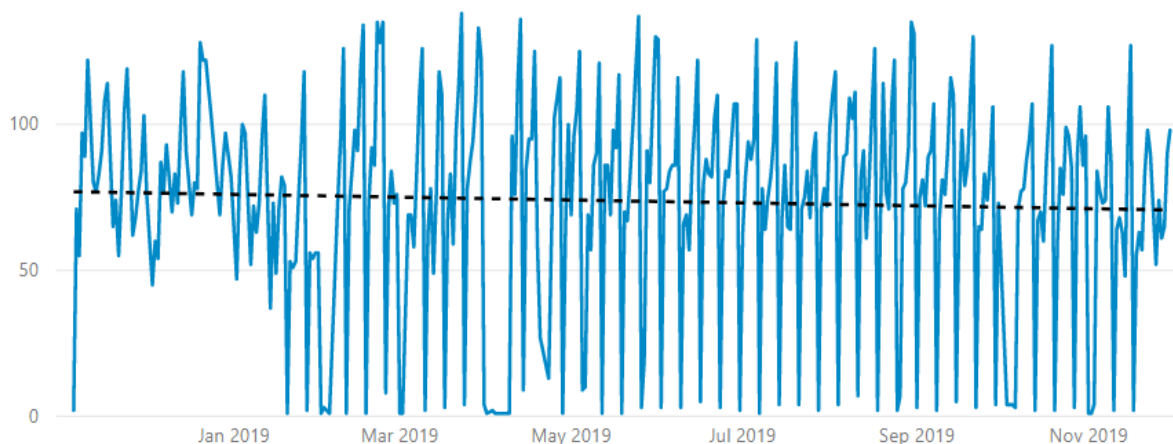
Graph 20: Transactional daily usage data for Back Lane Pay and Display Car Park between 5 November 2018 and 30th November 2019



Back Lane	
Type:	Band 4, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays, bank and Public holidays Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits now available
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Generally spaces available despite low capacity No residents permits or season tickets have been issued.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Maintenance required

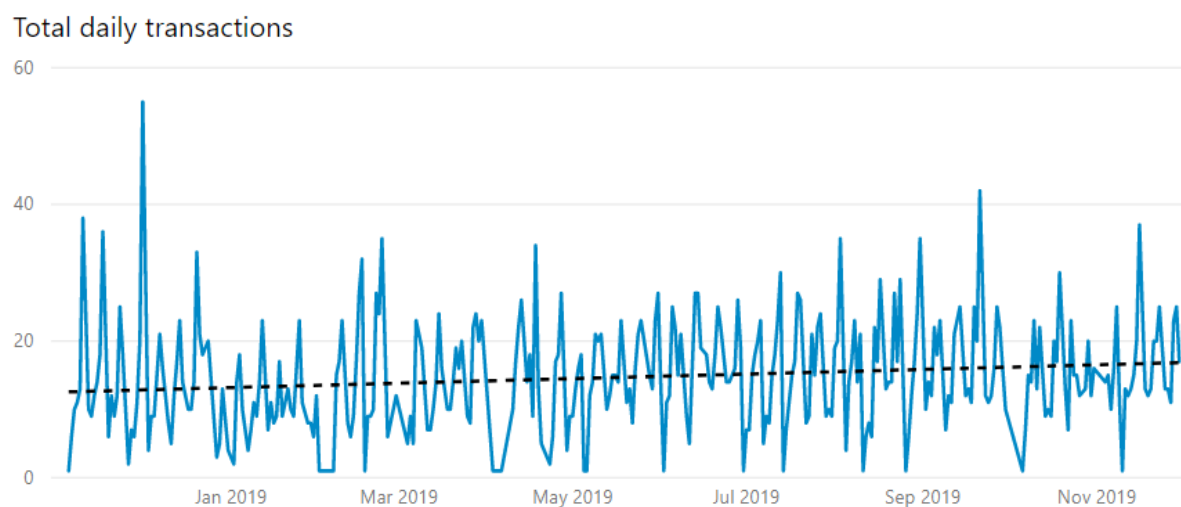
Graph 21: Transactional daily usage data for St Mary's Lane Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



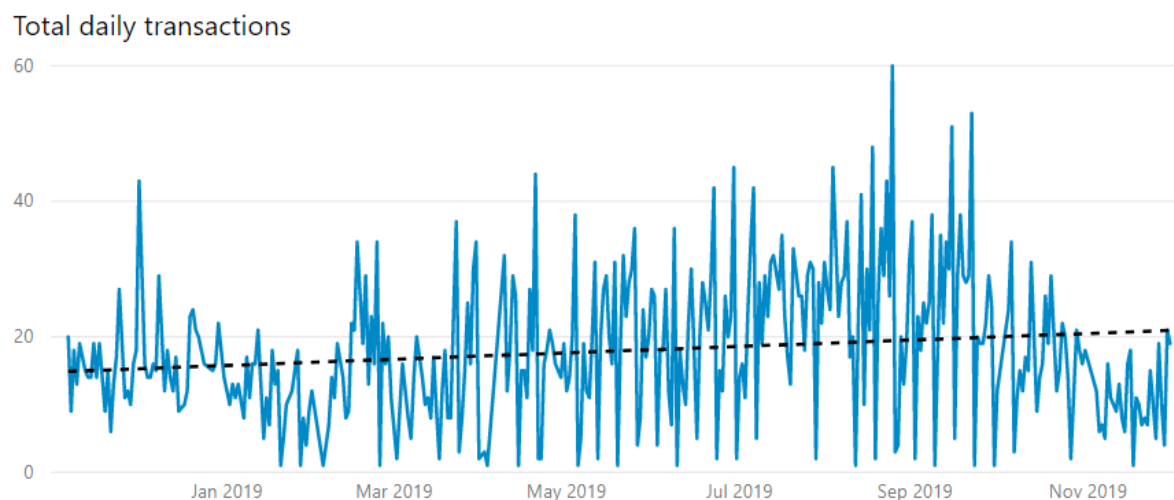
St Mary's Lane	
Type:	Band 5, Pay and Display
Main strategy changes:	<p>Linear tariff, free on Sundays Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed</p> <p>Dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets now available for 12, 6, 3 and 1 monthly periods.</p> <p>Weekly tickets included</p> <p>Residents permits retained</p>
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	<p>Generally a good chance of obtaining a space</p> <p>No demand for residents permits.</p> <p>Low demand for season tickets.</p>
Turnover	Increased
Revenue	Maintained
Compliance	Good
Car park condition	Maintenance required

Graph 22: Transactional daily usage data for Falcons Court Pay and Display Car Park between 5 November 2018 and 30th November 2019



Falcons Court	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Highly likely to obtain a space Low demand for residents permits. Low demand for season tickets.
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Good condition

Graph 23: Transactional daily usage data for New Road Pay and Display Car Park between 5 November 2018 and 30th November 2019



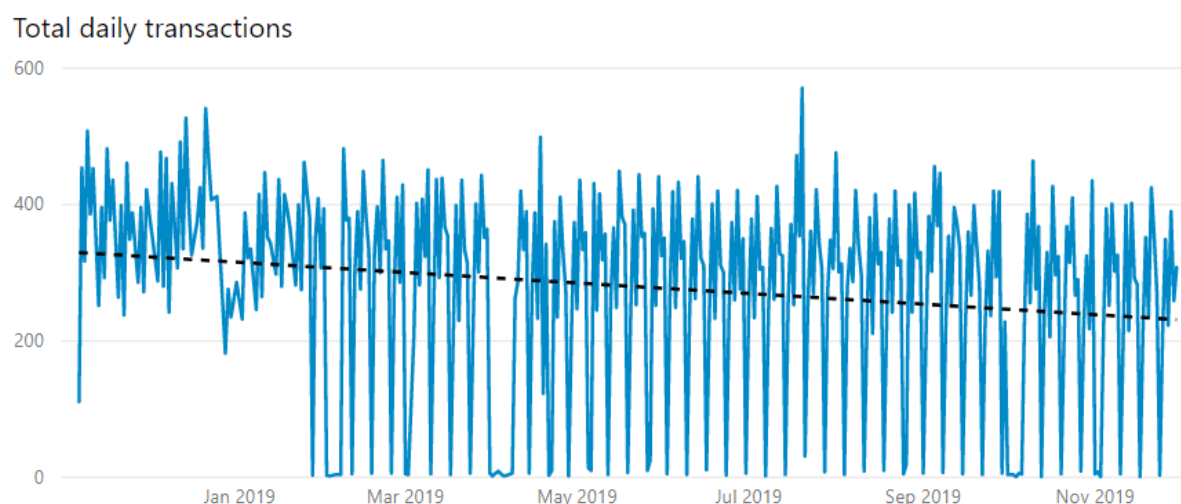
New Road	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Highly likely to obtain a space Low demand for residents permits. No demand for season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Good condition

Appendix 8: Wem

New machines in High Street carpark with facilities for cash, credit card including contactless. There is no parking machine in Leek Street car park and a cash only machine has been reinstated in Mill Street car park.

Pay by phone tickets and on-line ticket / permits are available through the Mipermit app in all 3 car parks in Wem.

Graph 24: Transactional daily usage data for High Street Pay and Display Car Park between 5 November 2018 and 30th November 2019

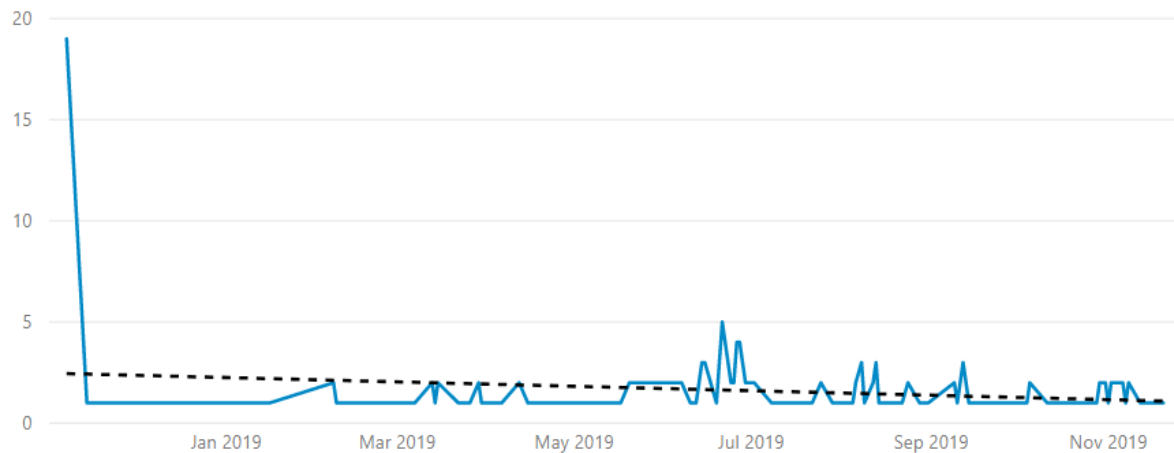


High Street	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Highly likely to obtain a space Low demand for residents permits. Low demand for season tickets.
Turnover	Maintained

Revenue	Increased
Compliance	Good
Car park condition	Good condition

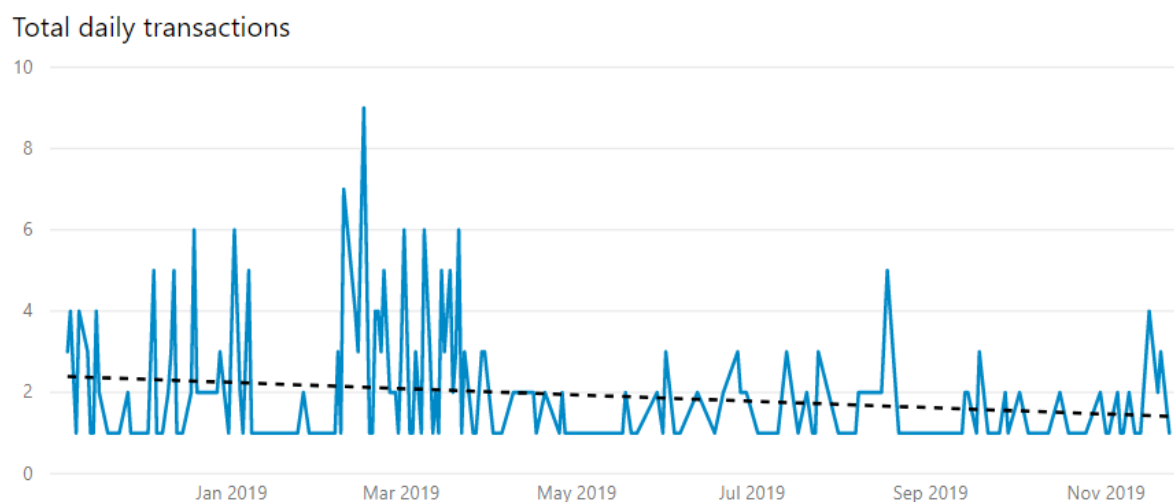
Graph 25 Transactional daily usage data for Leek Street Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



Leek Street	
Type:	Band 6, Pay by Phone only
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	Very small car park (only 6 spaces) No demand for residents permits. Low demand for season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Good condition

Graph 26: Transactional daily usage data for Mill Street Pay and Display Car Park between 5 November 2018 and 30th November 2019



Mill Street	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Visitor and Resident
Usage	Maintained
Availability of space	Highly likely to obtain a space Low demand for residents permits. Low demand for season tickets.
Turnover	Maintained
Revenue	Maintained
Compliance	Good
Car park condition	Good condition

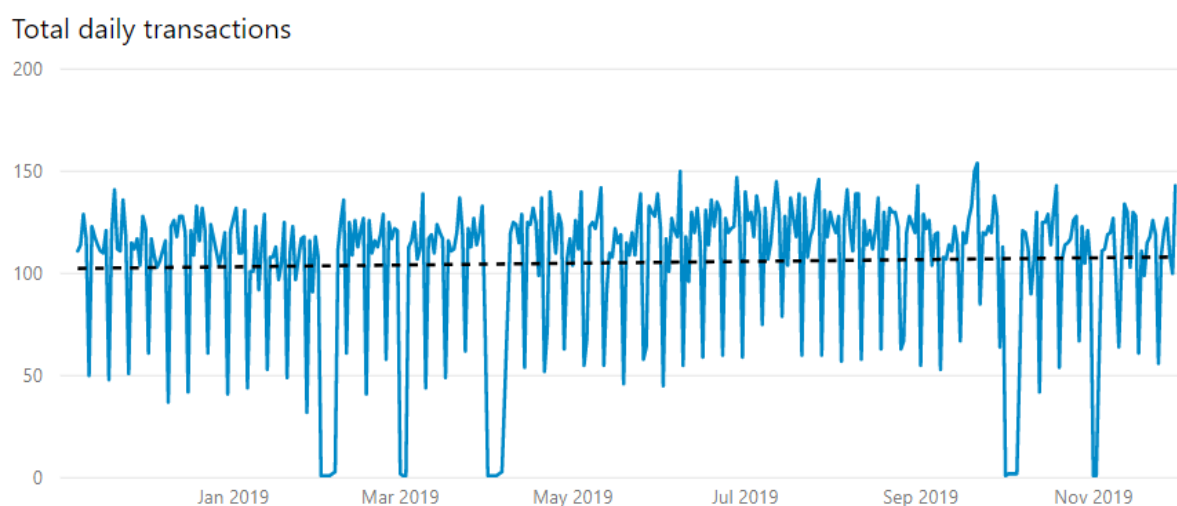
Appendix 9: Oswestry

Transaction data and assessment by carpark

New machines in place to all on and off street parking areas with facilities for cash, credit card including contactless.

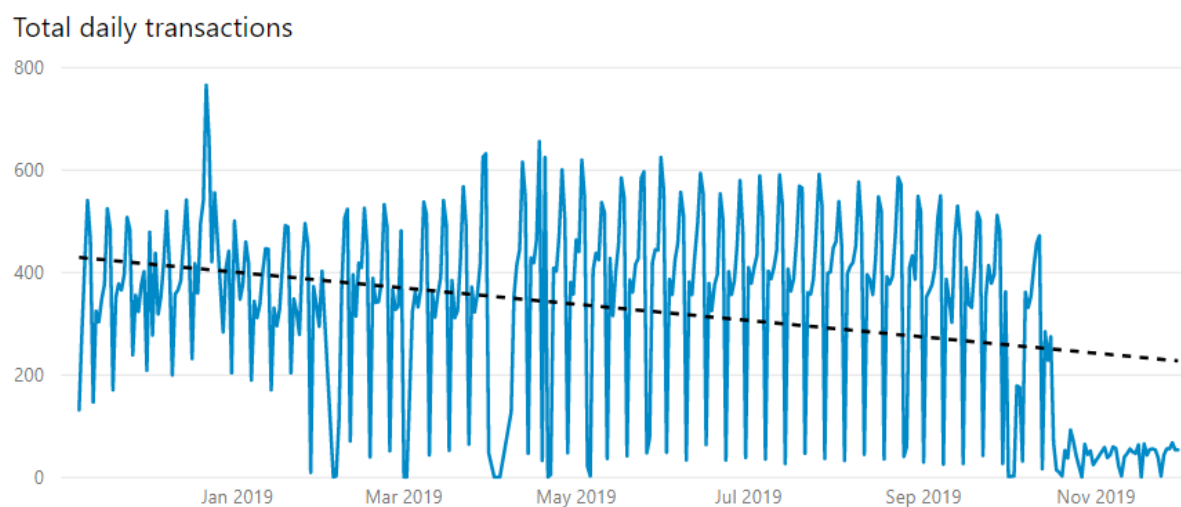
Pay by phone ticket and on-line ticket / permits available through the Mipermit app.

Graph 27: Transactional daily usage data for Festival Square Pay and Display Car Park between 5 November 2018 and 30th November 2019



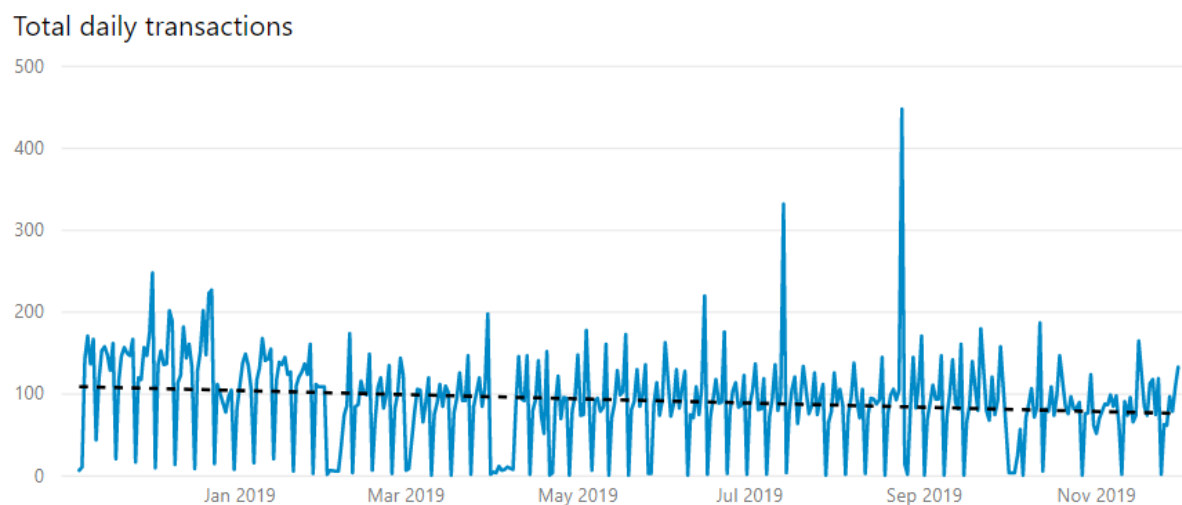
Festival Square	
Type:	Band 3 Pay and Display
Main strategy changes:	Linear tariff, 50% concessions on Sundays, Bank and Public holidays. Maximum stay and minimum return period removed, dwell time promoted. 15 minute pop and shop Season tickets discontinued Weekly tickets excluded Annual Residents permits not available
Type of usage	Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Maintained
Turnover	Increased
Revenue	Increased
Compliance	Good
Car park condition	Good

Graph 28: Transactional daily usage data for Beatrice Street Pay and Display Car Park between 5 November 2018 and 30th November 2019



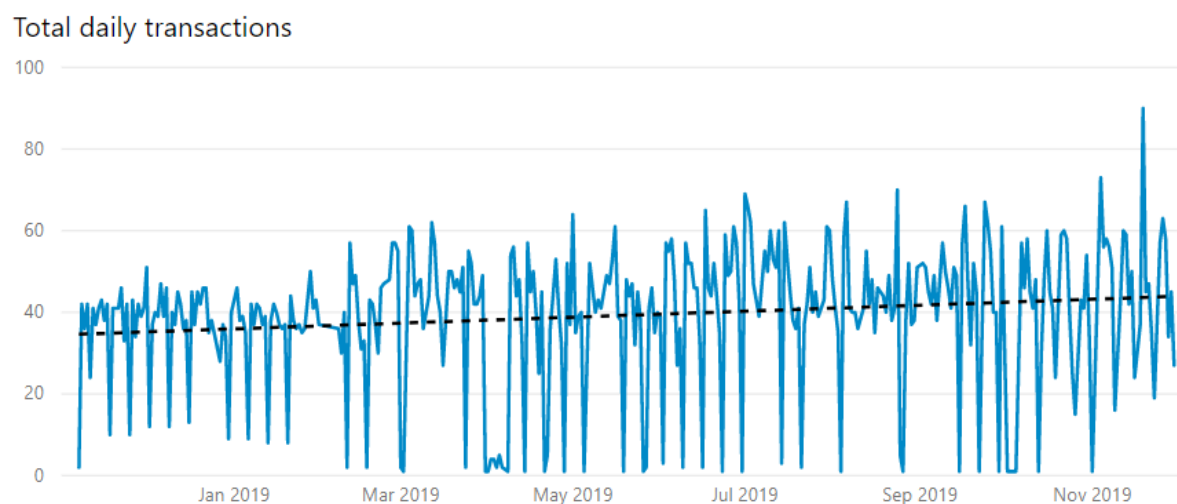
Beatrice Street	
Type:	Band 4, Pay and Display
Main strategy changes:	<p>Linear tariff, free on Sundays, bank and Public holidays</p> <p>Maximum stay and minimum return period removed</p> <p>Dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets now available for 12, 6, 3 and 1 monthly periods.</p> <p>Weekly tickets included</p> <p>Residents permits now available</p>
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Initially maintained however significant reduction in recent months due to Morrisons relocation.
Availability of space	<p>Now very good</p> <p>No demand for residents permits and for season tickets.</p>
Turnover	Initially maintained, significant reduction in recent months due to Morrisons relocation.
Revenue	Maintained on implementation of strategy, however following the Morrisons relocation significant reduction.
Compliance	Good
Car park condition	Generally good

Graph 29: Transactional daily usage data for Oak Street Pay and Display Car Park between 5 November 2018 and 30th November 2019



Oak Street	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits available
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Likely to obtain a space Low demand for residents permits. High demand for season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Maintenance required mainly lining refresh.

Graph 30: Transactional daily usage data for Oswald Road Pay and Display Car Park between 5 November 2018 and 30th November 2019



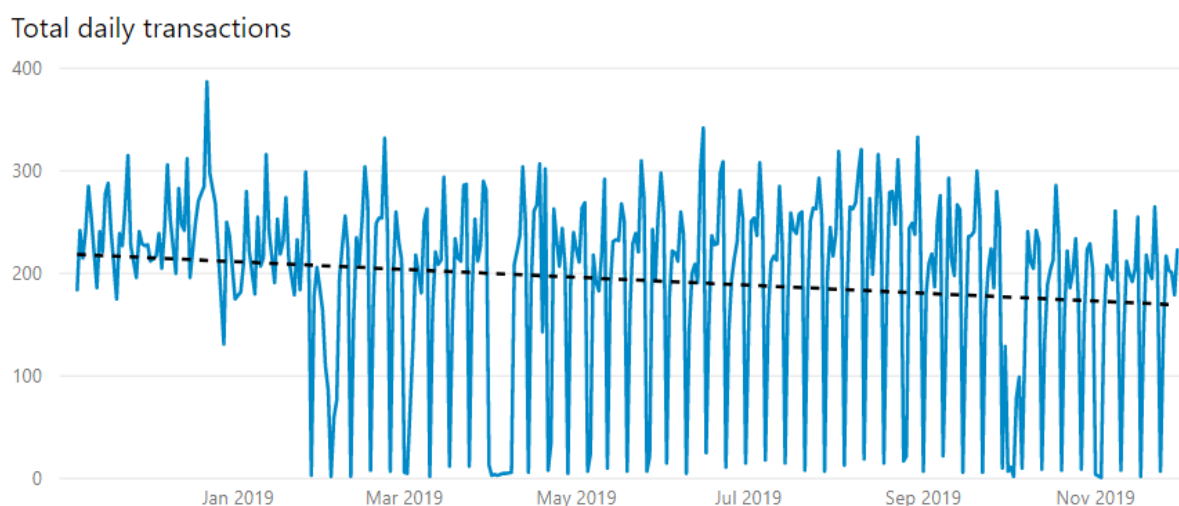
Oswald Road	
Type:	Band 6, Pay and Display
Main strategy changes:	<p>Linear tariff, free on Sundays Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed</p> <p>Dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets now available for 12, 6, 3 and 1 monthly periods.</p> <p>Weekly tickets included</p> <p>Residents permits available</p> <p>Coach parking retained free of charge</p> <p>HGV parking retained</p>
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	<p>Likely to obtain a space</p> <p>Low demand for residents permits.</p> <p>No demand for season tickets.</p>
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Good condition

Appendix 10: Ellesmere

New machines in Talbot Street and Cross Street car parks with facilities for cash, credit card including contactless. A cash only machine has been reinstated in Spar Bridge car park, no data is available for this car park.. New machines have also been installed on-street at Mereside.

Pay by phone tickets and on-line ticket / permits are available through the Mipermit app in all 3 car parks and on-street at Mereside in Ellesmere.

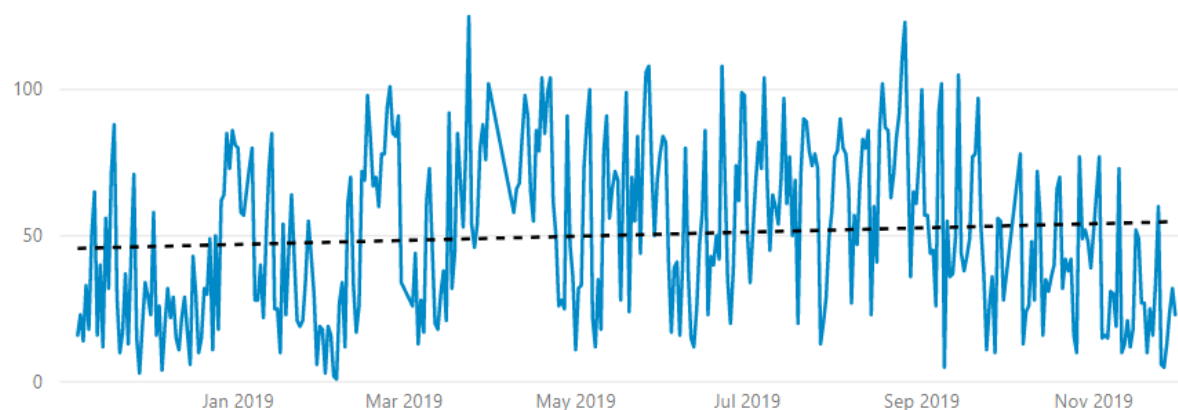
Graph 31: Transactional daily usage data for Talbot Street and Cross Street Pay and Display Car Parks between 5 November 2018 and 30th November 2019



Talbot Street, Cross Street and Spar Bridge	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	Highly likely to obtain a space High demand for residents permits. Low demand for season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Proactive maintenance work required

Graph 32: Transactional daily usage data for Mereside On Street Pay and Display between 5 November 2018 and 30th November 2019

Total daily transactions



Mereside on-street pay and display	
Type:	Band 3, Pay and Display
Main strategy changes:	Linear tariff. Maximum stay and minimum return period removed 15 minute pop and shop Season tickets excluded Weekly tickets excluded Annual Residents Permits continue not to be available.
Type of usage	Visitor, Tourist
Usage	Increased
Availability of space	Maintained, weather dependant
Turnover	The most common length of stay remains less than 3 hours
Revenue	Increased
Compliance	Good
Car park condition	Lines need refreshing

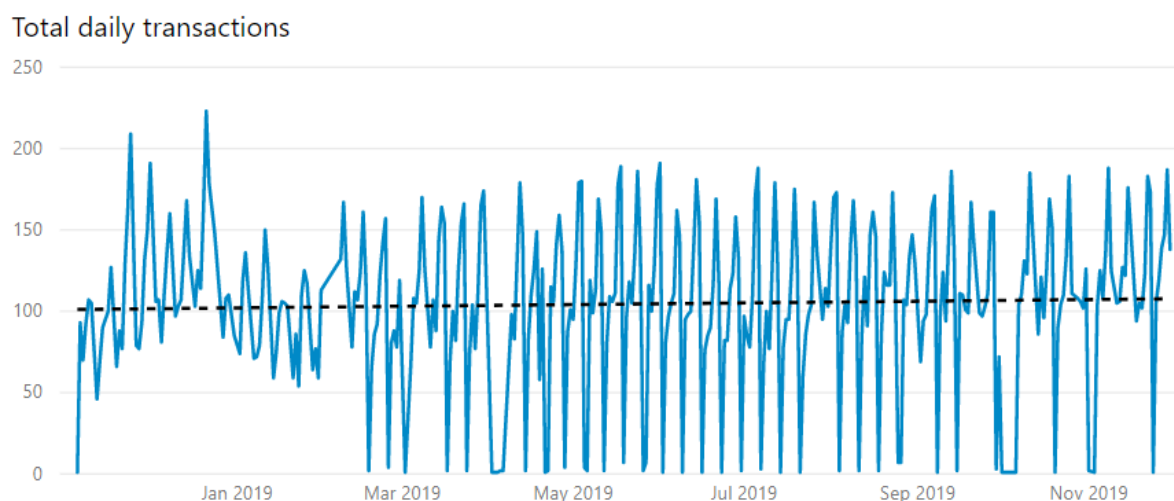
Appendix 11: Whitchurch

Transaction data and assessment by carpark

New machines in place to all on and off street parking areas with facilities for cash, credit card including contactless.

Pay by phone ticket and on-line ticket / permits available through the Mipermit app.

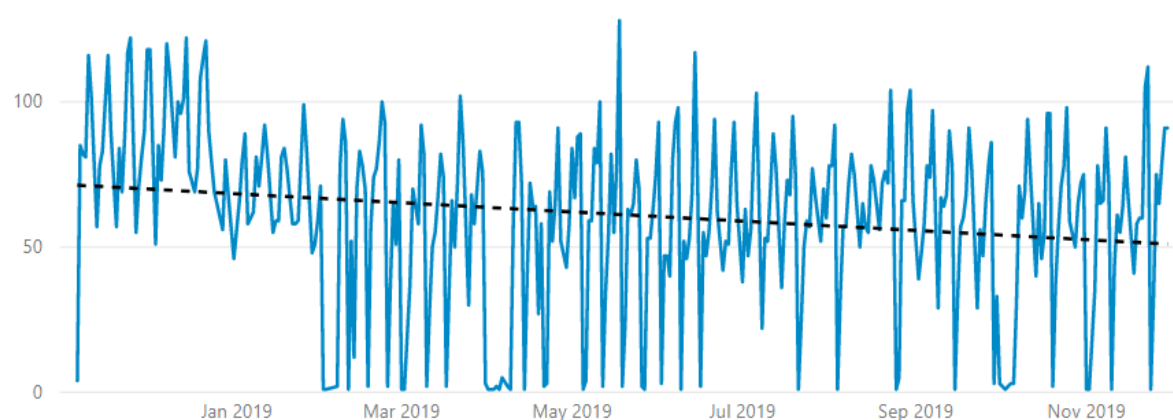
Graph 33: Transactional daily usage data for Castle Hill and Pepper Street Pay and Display Car Parks between 5 November 2018 and 30th November 2019



Castle Hill and Pepper Street	
Type:	Band 5, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Generally a good chance of obtaining a space No demand for residents permits or season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	No immediate concerns

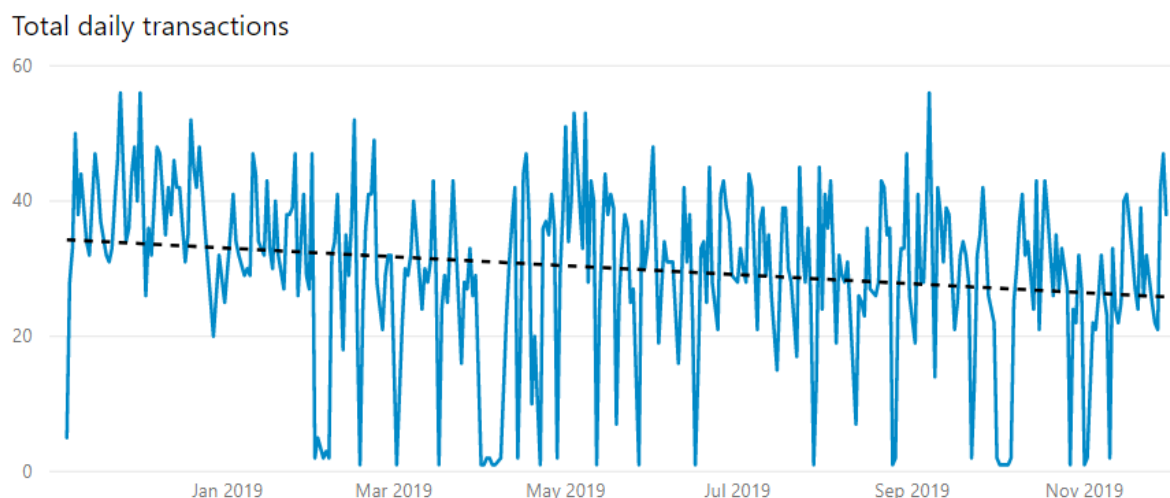
Graph 34: Transactional daily usage data for Newtown Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



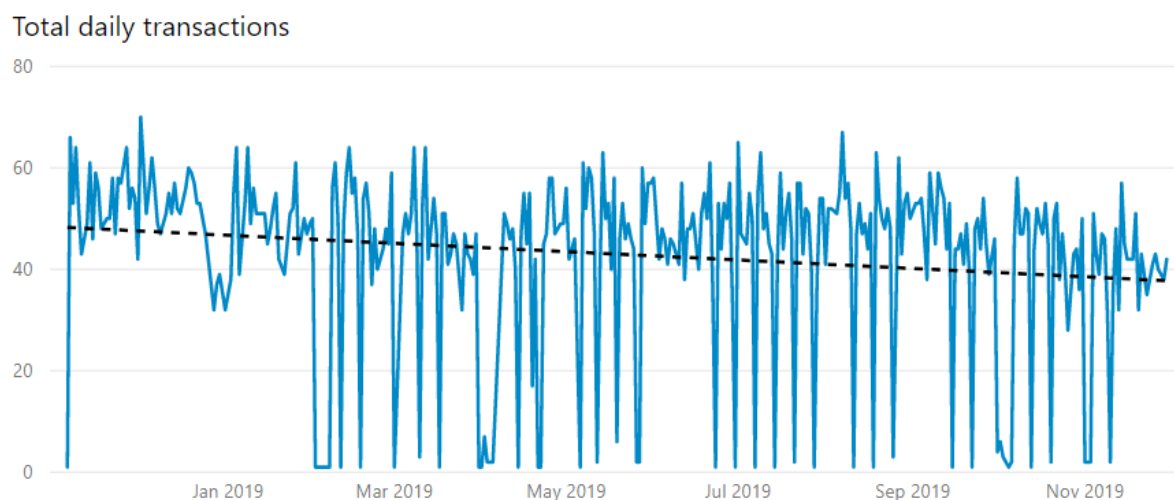
Newtown	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	Highly likely to obtain a space Low demand for residents permits. No demand for season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Lining works required

Graph 35: Transactional daily usage data for St John's Street Pay and Display Car Park between 5 November 2018 and 30th November 2019



St John's Street	
Type:	Band 6, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	Likely to obtain a space Low demand for residents permits. Low demand for season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Good condition

Graph 36: Transactional daily usage data for Brownlow Street Pay and Display Car Park between 5 November 2018 and 30th November 2019



Brownlow Street	
Type:	Band 6, Pay and Display
Main strategy changes:	<p>Linear tariff, free on Sundays Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed</p> <p>Dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets now available for 12, 6, 3 and 1 monthly periods.</p> <p>Weekly tickets included</p> <p>Residents permits retained</p>
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	<p>Likely to obtain a space</p> <p>Low demand for residents permits.</p> <p>Low demand for season tickets.</p>
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Lining refresh required

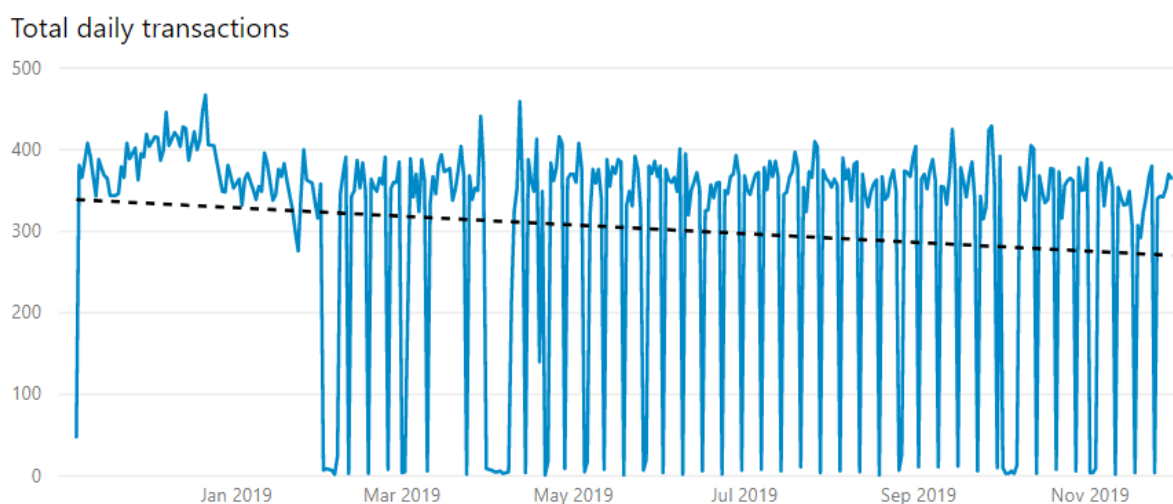
Appendix 12: Market Drayton

Transaction data and assessment by carpark

New machines in place to all on and off street parking areas with facilities for cash, credit card including contactless.

Pay by phone ticket and on-line ticket / permits available through the Mipermit app.

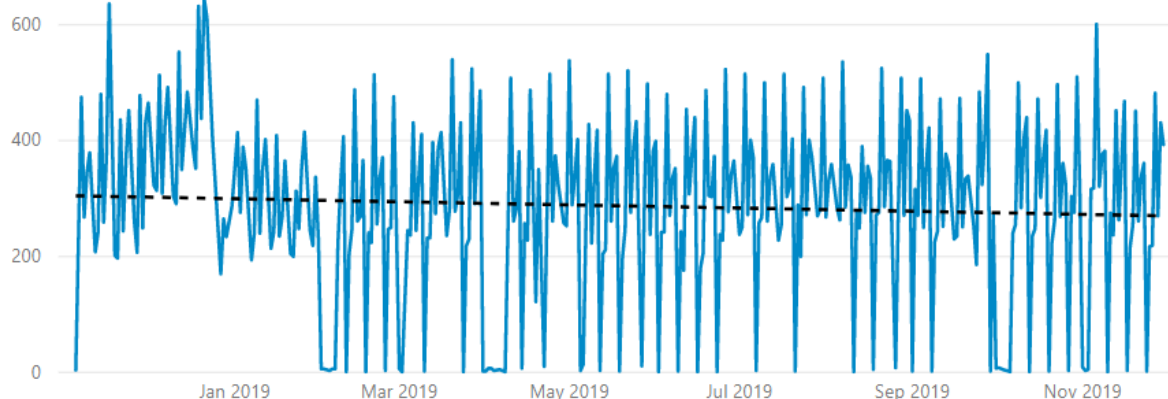
Graph 37: Transactional daily usage data for Frogmore Road Pay and Display Car Park between 5 November 2018 and 30th November 2019



Frogmore Road	
Type:	Band 5, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Maintained
Availability of space	Generally a good chance of obtaining a space No demand for residents permits and Season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	No immediate concerns

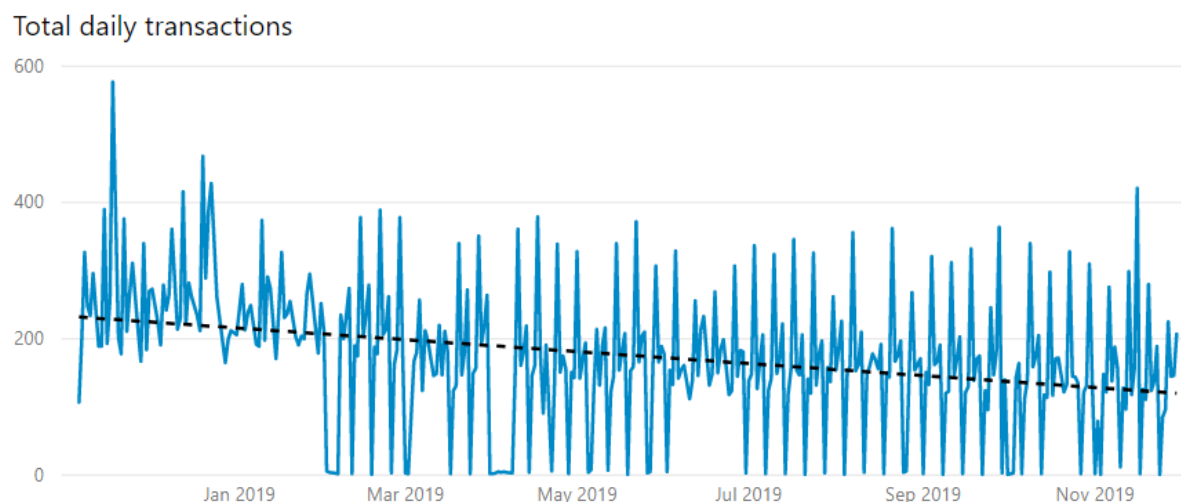
Graph 38: Transactional daily usage data for Queen Street Pay and Display Car Park between 5 November 2018 and 30th November 2019

Total daily transactions



Queen Street	
Type:	Band 5, Pay and Display
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits retained
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Increased
Availability of space	Generally a good chance of obtaining a space Low demand for residents permits and Season tickets.
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Lining refresh required

Graph 39: Transactional daily usage data for Towers Lawn 1 and 2 Pay and Display Car Parks between 5 November 2018 and 30th November 2019



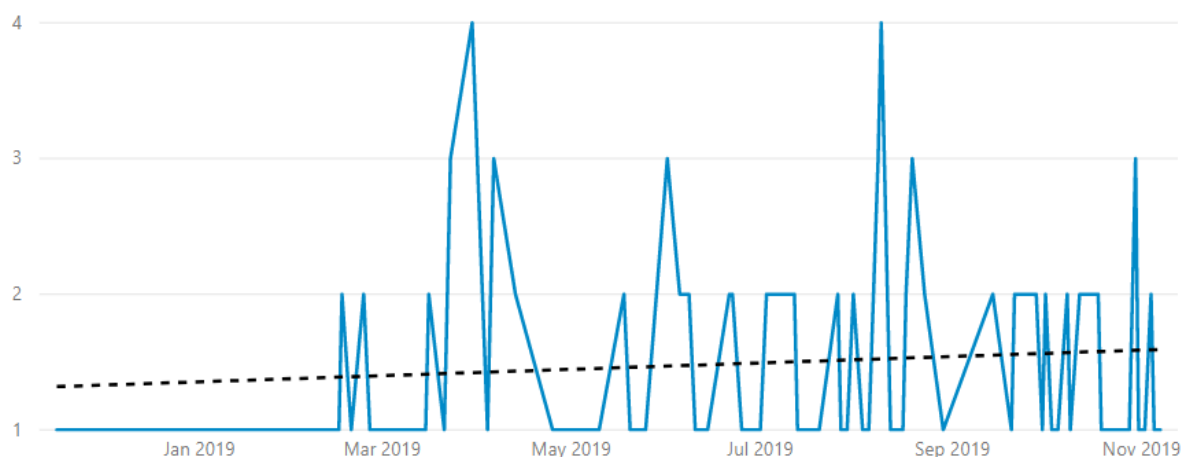
Towers Lawn 1 and 2	
Type:	Band 6, Pay and Display
Main strategy changes:	<p>Linear tariff, free on Sundays Bank and Public holidays.</p> <p>Maximum stay and minimum return period removed</p> <p>Dwell time promoted.</p> <p>15 minute pop and shop</p> <p>Season tickets now available for 12, 6, 3 and 1 monthly periods.</p> <p>Weekly tickets included</p> <p>Residents permits retained</p>
Type of usage	Commuter, Worker, Visitor, Tourist, Shopper
Usage	Decreased
Availability of space	<p>Highly likely to obtain a space</p> <p>No demand for residents permits.</p> <p>Low demand for season tickets.</p>
Turnover	Maintained
Revenue	Increased
Compliance	Good
Car park condition	Reasonable condition

Appendix 13: Prees Heath HGV lorry park

Now pay by phone only site, tickets and on-line ticket / permits are available through the Mipermit

Graph 40: Transactional daily usage data for Prees Heath Pay and Display Car/Coach/HGV Park between 5 November 2018 and 30th November 2019

Total daily transactions



<u>Prees Heath Car/ Coach /HGV lorry park</u>	
Type:	Band 6, Pay by Phone only
Main strategy changes:	Linear tariff, free on Sundays Bank and Public holidays. Maximum stay and minimum return period removed Dwell time promoted. 15 minute pop and shop Season tickets now available for 12, 6, 3 and 1 monthly periods. Weekly tickets included Residents permits available Coach parking retained free of charge HGV parking retained
Type of usage	Service area for cars, HGV's and Coaches,
Usage	Decreased
Availability of space	Likely to obtain a space No demand for residents permits. No demand for season tickets.
Turnover	Maintained
Revenue	Significant reduction
Compliance	Poor – Foreign HGV vehicles not making payment
Car park condition	Good condition

Appendix 14: Car parks Tariffs and Banding details

Town	Location	Band	Hours of charging	Chargable days	Charges per hour Mon to Sat	Charges per hour Sunday's & Bank holidays	Max daily charge	Minimum vend	7 DAY Weekly ticket	SEASON TICKET 1 Month	SEASON TICKET 3 Month	SEASON TICKET 6 Month	SEASON TICKET 12 Month	OFF STREET Resident 12 Month
Shrewsbury	Shrewsbury On Street	BAND 1	8am - 6pm	everyday	£2.40	£2.40	N/A	30 mins	N/A	N/A	N/A	N/A	N/A	N/A
	Bridge Street	BAND 2	8am - 6pm	everyday	£1.80	£0.90	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	St Austins	BAND 2	8am - 6pm	everyday	£1.80	£0.90	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Frankwell main	BAND 4	8am - 6pm	Mon - Sat	£0.70	FREE	£5.60	1 hr	£24.00	£82	£210	£350	£560	£448
	Frankwell Quay	BAND 4	8am - 6pm	Mon - Sat	£0.70	FREE	£5.60	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Frankwell riverside (3hr max stay)	BAND 4	8am - 6pm	Mon - Sat	£0.70	FREE	£2.10	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	St Julians	BAND 3	8am - 6pm	everyday	£1.00	£0.50	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Ravens Meadow **	BAND 2	24 hrs	everyday	£1.80	£1.50 fixed fee	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Abbey Foregate	BAND 5	8am - 6pm	Mon - Sat	£0.50	FREE	£4.00	1 hr	£17.00	£58	£150	£250	£400	£320
	Quarry Fitness Centre	BAND 2	8am - 6pm	everyday	£1.80	£0.90	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
Ludlow	Castle Street	BAND 3	8am - 6pm	everyday	£1.00	£0.50	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Galdeford Top	BAND 5	8am - 6pm	Mon - Sat	£0.50	FREE	£4.00	1 hr	£17.00	£58	£150	£250	£400	£320
	Galdeford Lower	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	Smithfield Ludlow	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	Ludlow on Street (red)	BAND 2	8am - 8pm	everyday	£1.80	£1.80	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Ludlow On Street (blue)	BAND 4	8am - 6pm	everyday	£0.70	£0.70	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
Church Stretton	Easthope	BAND 5	8am - 6pm	Mon - Sat	£0.50	FREE	£4.00	1 hr	£17.00	£58	£150	£250	£400	£320
	Crossways (HGV/Coach)	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
Bridgnorth	Sainsburys	BAND 3	8am - 6pm	everyday	£1.00	£0.50	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Smithfield Bridgnorth	BAND 4	8am - 6pm	Mon - Sat	£0.70	FREE	£5.60	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Innage	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	Listley	BAND 3	8am - 6pm	everyday	£1.00	£0.50	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
	Riverside	BAND 4	8am - 6pm	Mon - Sat	£0.70	FREE	£5.60	1 hr	£24.00	£82	£210	£350	£560	£448
	Severn Street	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
Much Wenlock	New Road	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	Back Lane	BAND 4	8am - 6pm	Mon - Sat	£0.70	FREE	£5.60	1 hr	£24.00	£82	£210	£350	£560	£448
	St Marys	BAND 5	8am - 6pm	Mon - Sat	£0.50	FREE	£4.00	1 hr	£17.00	£58	£150	£250	£400	£320
	Falcons Court	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
Oswestry	Beatrice Street	BAND 4	8am - 6pm	Mon - Sat	£0.70	FREE	£5.60	1 hr	£24.00	£82	£210	£350	£560	£448
	Oswald Road	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	Oak Street	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	Festival Square	BAND 3	8am - 6pm	everyday	£1.00	£0.50	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
Ellesmere	Talbot, Cross, Spar	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	EOS	BAND 3	8am - 6pm	everyday	£1.00	£1.00	N/A	1 hr	N/A	N/A	N/A	N/A	N/A	N/A
Wem	High street	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	Mill Street	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
Whitchurch	Castle Hill	BAND 5	8am - 6pm	Mon - Sat	£0.50	FREE	£4.00	1 hr	£17.00	£58	£150	£250	£400	£320
	Pepper Street	BAND 5	8am - 6pm	Mon - Sat	£0.50	FREE	£4.00	1 hr	£17.00	£58	£150	£250	£400	£320
	Newtown	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	St Johns Street	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
	Brownlow Street	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
Prees	Prees Lorry	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
Market Drayton	Frogmore	BAND 5	8am - 6pm	Mon - Sat	£0.50	FREE	£4.00	1 hr	£17.00	£58	£150	£250	£400	£320
	Queen Street	BAND 5	8am - 6pm	Mon - Sat	£0.50	FREE	£4.00	1 hr	£17.00	£58	£150	£250	£400	£320
	Towers Lawn	BAND 6	8am - 6pm	Mon - Sat	£0.30	FREE	£2.40	1 hr	£10.00	£35	£90	£150	£240	£192
** Ravens Meadow 8pm to 8am evening charges capped at 3 hours at £1.80 per hour(£5.40) then free untill 8am next day														

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Parking Consultation

23 September to 3 November 2019

Consultation Responses

Written responses submitted by email or letter for consideration as part of the analysis.
See the consultation report for a full summary of feedback.



Please ask for: Mrs H Ball
Tel. Direct: 01743 257650
My Ref: HB/01

Parking Consultation
Shropshire Council
Shirehall
Abbeyforegate
Shrewsbury
SY2 6ND

29 October 2019

Dear Sirs

Amendments to Shropshire Council's Parking Strategy

Please accept this as Shropshire Council's response to the Amendments to Shropshire Council's Parking Strategy Consultation.

Proposal 1

We do not see that this has any direct impact to Shrewsbury, therefore it is not appropriate for us to comment

Proposal 2

We see that this proposal should be relevant to any resident with on-street parking permits to be able to use nearby carparks.

Proposal 3

We recognise the importance of the provision of loading bays as crucial in a town like Shrewsbury where in a large majority of cases deliveries is to the front of store. There are deliveries outside the core trading hours and the introduction of the Traffic Regulation Order in Pride Hill has meant that there are potentially more deliveries outside the delivery embargo period. Having said that we believe that loading bays are crucial for maintaining a vibrant early evening and night-time economy allowing for those less mobile residents to be able to enjoy restaurants and cafes without the difficulty in walking from car parks.

We would respectfully suggest that the loading bays are only for that specific use between 6.00am – 6.00pm.

Proposal 4

Whilst reference to the rationale for the change of policy is based on problems in Bridgnorth, we see that this policy should be county-wide, for we believe inevitably Parking Schemes will be rolled out further. Naturally we are keen that town centres remain vibrant and vital with many living within their confines.

Therefore relaxation of such arbitrary policies can go some way to providing flexibility. We believe the key to this is the involvement of the Local Councillor who has more detailed knowledge of their area.

Proposal 5

We recognise that car parks in Shrewsbury are vital to not only those who live there but also those that work there and whilst we would always wish to encourage greater use of the Park & Ride facilities for the latter we have to acknowledge that some centrally based workers do need their vehicles closer to their place of work. In amalgamating the maximum allocations into one joint allocation we would not wish to see either groupings disadvantaged.

Proposal 6

Whilst reference to the rationale for the change of policy is based on problems in Ludlow, we see that this policy should be county-wide as there are holiday lets in other town centres.

Proposal 7

We are in agreement that there needs to be parity across parking arrangements throughout Shrewsbury. We have fought hard for the multi-storey to have extended hours of operation to support the early evening and night-time economy. It would seem false economy to have that extended time period but patrons chose to park elsewhere because parking charges cease at 6pm.

Yours sincerely

A handwritten signature in black ink, appearing to read 'H Ball', with a horizontal line underneath.

Helen Ball BA (Hons) FILCM
Town Clerk

Church Stretton Town Council Response to Shropshire Council
Consultation on Proposed Changes to the new Parking Strategy

Agreed on October 15th 2019

- 1. Introduction:** Shropshire Council introduced a new Parking Strategy in January 2019, which has been substantially implemented. An initial consultation was undertaken in May and in September, the Cabinet gave authority to the Executive Director of Place, in consultation with the Cabinet Member for Highways and Transport, to implement some amendments. The Council is now undertaking a Consultation on seven specific elements of the Strategy. These relate mostly to loading bays, resident parking permit schemes, season ticket schemes and holiday let annual tickets.

In large part, none of these proposed changes will not apply in Church Stretton. Victoria House has an annual permit but will be unaffected by the proposed changes.

- 2. Church Stretton Issues:** However, the consultation wrongly states that in all car parks, there is the facility to pay by cash, card or phone. In an unannounced trial in January, the Council instituted a payment only by phone scheme at Crossways Car Park, by bagging up the cash machine. This was done against the advice of the Town Council, which argued, on the basis of experience, for a low-cost season ticket only scheme to increase usage. When asked for feedback in May, the Town Council requested a cessation of the trial, on the compelling grounds that phone reception at that location is variable and many local residents are uncomfortable with non-cash means of payment. The cash machine remains bagged and, as predicted, the car park is only occasionally used by a coach.

The central main car parks are well used but recurrent faults with the cash machine in the largest car park is a continuing source of irritation. The same applies to the long term delay in re-designing and re-surfacing these central car parks, which have been endlessly patched up and on which all parking bays, including disabled parking bays, have long been obliterated.

- 3. Other Issues:** The Council would also welcome clarification on the “Pop and Shop” provision. As reported in the local press, Ludlow Council is concerned about the possible reduction in the length of free parking time allowed. The current understanding is a free parking time of five minutes and a legal latitude of a further ten minutes, before sanctions can be applied. Any reduction of this 15-minute latitude would render the concession meaningless.

As previously argued, the Town Council would welcome some say in the day a week free parking generously offered by Shropshire Council to benefit local traders. The insistence on free parking on a Sunday is of little benefit to the local independent traders in this town, the vast majority of whom are closed on a Sunday. On that day, the car park is filled with visitors coming to walk and cycle, who would in no way be deterred by the reasonable car park charges.

The other more pressing parking issue is the increasing frequency of overflow parking in residential streets when Cardingmill Valley car parks are full. Three months ago, the interim Head of Transport offered to set up a meeting to address this issue but that meeting has still to be convened.



**SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT**

Response To Shropshire Council Proposals To Parking Strategy

Specifically:

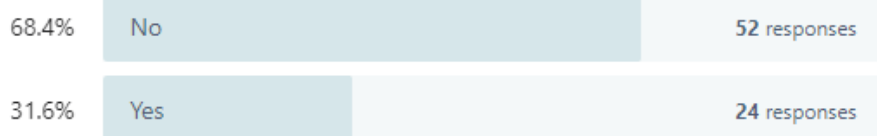
'Proposal 3 – That all loading bays across the county excluding shared use bays should operate 24 hours a day, seven days a week.'

Shrewsbury BID objects to the proposal that all loading bays across the county excluding shared use bays should operate 24 hours a day.

BID has requested member feedback on this proposed change and results show 68% of businesses who responded are against the proposal to extend loading bay hours to 24 hour usage (see below image).

✓ 2 Do you support Shropshire Council's proposed change to extend loading bay hours to 24 hour loading only use?

76 out of 77 people answered this question



We instead propose that loading bay usage should be changed to 7am – 7pm (from the current 7.30am-8pm) with general parking permitted in loading bays outside of these hours.

Additionally, BID strongly suggests additional morning enforcement hours on loading bay usage. Currently, many town centre loading bays are blocked by vehicles until well past 7.30am (current start time for loading bay usage) showing that without enforcement, loading bay times are not being adhered to and businesses are unable to unload without delay.

Sarah Dodds

From: Kevin Aitken
Sent: 04 November 2019 08:14
To: Sarah Dodds
Subject: FW: [CAUTION] Loading Bays Shrewsbury/Shropshire

Sarah

I think this needs to be logged as a comment to the parking strategy amendments (24 hour loading bays).

Many thanks
Kevin

-----Original Message-----

From: Steve Davenport
Sent: 30 October 2019 15:20

[REDACTED]
Subject: Re: [CAUTION] Loading Bays Shrewsbury/Shropshire

Hi [REDACTED]
I thank you for your email
Yes we recognise this, and agree,

Steve Davenport,
County Councillor for St Martins, Dudleston, Dudleston Heath, Cabinet member for Highways and Transport Mobile
07944097876 ,

> On 17 Oct 2019, at 18:27, [REDACTED] wrote:

>
> *****
> *****
> ** CAUTION
> ** It has not been possible to verify the sender of this e-mail as the
> sender's
> ** e-mail domain does not have a valid SPF record. This means the
> sender's
> ** e-mail address may be spoofed and used for SPAM or Malware distribution.
> ** Treat the e-mail with caution, and if in doubt contact the sender.
> ** If you need further help please email
> its.helpdesk@shropshire.gov.uk
> *****
> *****

> Hello Steve

>
> Apologies for contacting you but I have read the Chronicle this evening and am horrified .
> Simply put we have lots of car parks but shops with large deliveries need to be able to unload them .

>
> I have co-owned and operated [REDACTED] in Claremont street Shrewsbury and stores in surrounding towns for over 30 years .

>

> We deliver large palletised deliveries or try to on a weekly basis .We rely on the double yellow lines at the end of Claremont Street to unload out of hours as the loading bays are too far away and there are plans to change these double yellow lines to a disabled parking area .If this is the case we will have no way of supply goods into this store and it will inevitably close .

>

> We had a similar problem in Oakengates and despite contacting the local council and several meetings the changes went ahead and we had no option but to close that store.

>

> The loading bay in Willow Street Oswestry directly in front of our store is used regularly by blue badge holders resulting in goods not being delivered .

>

> I think a good supply of blue badge parking is important. My mother would be unable to have her quality of life without one , but use should be restricted to blue badge areas .

> Shrewsbury has plenty of parking for pedestrians but retailers cannot carry large quantities of goods many hundreds of yards.

> We are not a glamorous business but we do serve a large customer base and have done for many years .

> The very fact our deliveries are large reflects we have a significant customer footfall which helps other retailers in the surrounding area .

> I am very concerned by the planned changes and hope Shropshire Council will please take our needs into consideration .

>

> Kindest regards

>

> 

>

>

> Sent from my iPhone

Sarah Dodds

From: [REDACTED]
Sent: 17 October 2019 17:28
To: Tell us
Subject: Amendments to parking strategy

Proposal 3 to extend loading bay restrictions to 24/7 seems to be overkill.
Why not designate just a small proportion of loading bays to be 24/7?
These loading bays could be painted differently to show they are 24/7. There is no requirement for the full complement of loading bays to be available 24/7 and imposing such a restriction would have a negative impact on residents parking as well as tempting illegal parking in much more inconvenient places.

Regards

[REDACTED]
[REDACTED]

Shrewsbury

Sarah Dodds

From: ludlowapartment [REDACTED]
Sent: 14 October 2019 09:26
To: Tell us
Subject: Re parking proposals Ludlow

Item 6. Holiday Let parking permit.

We absolutely agree that this should be provided.

Ludlow is very dependent on tourism and by removing the permits only discourages people to visit our wonderful town.

There is firm evidence/statements that guests do not want to leave their cars in long stay car parks a good distance away but are put off repeat booking when they know that it is now £126.00 per week to leave their car near to the property they have booked (Mill Street as the example - nearly 100 metered parking spots and only 3 holiday lets). We want to allow guests to have a digital permit for the duration of their stay and we need to be able to change the vehicle details as one guest leaves and the others arrive on the same day.

Regards

[REDACTED]

Sent from my iPhone

Sarah Dodds

From: [REDACTED]
Sent: 14 October 2019 10:21
To: Tell us
Subject: Re parking for holiday cottages

Hello,

I understand you will be discussing the issue of holiday cottage parking at a meeting on Wednesday. I own a holiday cottage in Lower Corve Street. The removal of the scratch card system for holiday lets has resulted in me losing some bookings. Parking is one of the first questions guests ask me about. Once I have explained that all cars have to be moved to a car park during restricted parking times, which requires a 10 minute walk back to the house I never hear from them again. It really is important for us to have a parking system for our guests in order to stop them going elsewhere.

Thank you.

Regards,

[REDACTED]

Sarah Dodds

From: [REDACTED]
Sent: 14 October 2019 13:15
To: Tell us
Subject: Proposed Changes to Shropshire Council's New Parking Strategy

Dear Sir/Madam

Reference: **Proposal No. 6** - Parking Permits for Holiday Lets

We write in respect of changes to Shropshire's parking strategy and in particular, Proposal No. 6

As holiday let owners, we heavily rely on "ease of parking" for our guests – guests who primarily bring money into our local economy. The abolition of the "on street" parking scratch cards last year were a massive blow to us. No longer could our guests park along the street immediately outside of the property they were staying at. Their only and cheapest alternative was a 7 minute "up hill" walk away! Not at all convenient and also a worry to them for security in not being able to see their car and have lost bookings because of this.

We understand annual permit concessions will be provided for holiday let properties located within an on street residents' parking scheme (as we are – lower Corve Street, Ludlow – Blue Zone) at a purchase price of £100.00 per year. It is essential that we have the ability to change vehicle registration numbers on a DAILY basis. The majority of guests are short-stays and we therefore need the freedom to change a vehicle's registration number on-line at any given time – we **MUST** have flexibility in order for this permit concession to work.

Best regards

[REDACTED]

[REDACTED]

[REDACTED]



Sarah Dodds

From: Shrewsbury Farmers Market [REDACTED] >
Sent: 17 October 2019 19:12
To: Tell us
Subject: Parking Strategy Consultation

Dear Shropshire Council,

In an nutshell the parking pricing in Shrewsbury is putting off many people visiting the town.

Telford is much cheaper and has much to offer.

I believe all parking should be free after 6pm to help out local restaurants and pubs etc who are really struggling especially with the high business rates charged.

If it is a linear parking policy in Shropshire why do market traders in Oswestry get free parking for the day and nothing is offered to the wonderful producers who attend the monthly Farmers Market and Made In Shropshire events in the Square which bring in so many people to the town centre ?

The charging in Raven Meadows is too high also and does not have a cap, this should be set at 4 hours due to the level of payment expected.

Why do Shropshire Council employees at Shirehall get free parking and other public sector workers have to pay ?

Why do you want to knock down Raven Meadows car park which is in a good state of repair and services directly the shopping centres you recently bought ?

Regards,

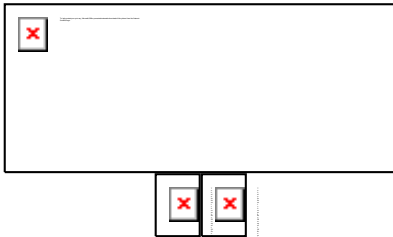
[REDACTED]

Sarah Dodds

From: [REDACTED]
Sent: 25 September 2019 23:00
To: Tell us
Subject: Parking permits

Could Bridgnorth increase the number of car parks involved in the off site parking permit scheme?
Could Listley Street car park be included as well as Severn Park?
Kind regards
[REDACTED]

Sent from [Mail](#) for Windows 10



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Sarah Dodds

From: [REDACTED]
Sent: 14 October 2019 11:09
To: Tell us
Subject: Parking for holiday let

I agree that holiday let's should be able to have a parking permit and they will need the facility online to be able to change vehicle registration numbers frequently.
Jean Taylor

Sent from my iPad

From: [REDACTED]
Sent: 23 September 2019 18:20
To: Tell us
Subject: Parking consultation

I disagree with Proposal 3 *That all loading bays across the county excluding shared use bays should operate 24 hours a day, seven days a week.*

In the evenings the loading bays in Bridgnorth where I live are not used for deliveries and provide useful additional and convenient parking.

The times on the post signs should reflect the actual hours needed for loading. Drivers can read these and not park in the bays when they are likely to be needed.

The reason why carries no weight:

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.

Who considers that provision should always be available?

Where is the evidence to say this is necessary?

Why is there any need for consistency?

Who is likely to be confused? If someone is visiting a Shropshire town for the first time they will read the parking restrictions. If a local from one Shropshire town visits another Shropshire town they too would read the signs.

Furthermore, if these restrictions are imposed then no doubt you will want to enforce them by employing traffic wardens into the evening and night at some expense.

Please take a pragmatic, sensible approach and provide loading bay restrictions when they are needed and not for the bureaucratic reasons suggested.

I downloaded the questionnaire, but despite clicking the edit option could not enter any information, hence this email.

[REDACTED]

From: [REDACTED]
Sent: 02 November 2019 17:21
To: Tell us
Subject: Parking Consultation Proposal 3

Regarding parking in loading bays - I disagree with the suggested proposal.

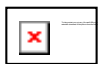
In Bridgnorth, in the evening, there are numerous activities that take place apart from the number of visitors to the various eating and drinking establishments who need parking. There is competition between town centre residents who do not have their own car parking spaces and people visiting the town centre for these other purposes.

I have on occasion toured car parks and on street parking spaces when due to attend a meeting, without success, and have returned home because I could not find a space in a reasonable position. This is in spite of leaving in good time for the start of the meeting.

The loading bays which are available for use after 6pm make a very useful addition to this provision - and I would suggest that there is little or no night-time delivery that takes place in the High Street between 6pm and midnight.

I do not feel that it would cause too much confusion if there were local differences with the hours of availability for these spaces providing that clear signing was provided.

Yours sincerely - Councillor Helen Howell -
Bridgnorth Town Council - (Individual submission)



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Sarah Dodds

From: [REDACTED]
Sent: 19 October 2019 20:15
To: Tell us
Subject: Parking change 6 holiday lets Ludlow

I wish to add my support to the proposed change which will give a permit to my property [REDACTED] Ludlow, that will allow guests to park on street on The Linney. This will help me and them greatly and should help return business to the levels I had before the increase in parking charges last November.
Please note that I will need to be able to access my account/permit digitally to change the registration number for each new guest.

Yours faithfully

[REDACTED]

Sent from my Samsung Galaxy smartphone.

Sarah Dodds

From: [REDACTED]
Sent: 14 October 2019 14:48
To: Tell us
Cc: [REDACTED]
Subject: no. 6 - Parking permits for holiday lets.

Unfortunately I cannot attend todays meeting in the Mascall Centre regarding parking in Ludlow and specifically point number 6 - Parking permits for Holidays Lets.

Here are the points I wish to convey for your consideration:

- 1) Street Parking permits are a must in order to promote my cottage in Ludlow and bring new guests into the town, without this guests will go to "easier locations" away from Ludlow.
- 2) It is unfair that holiday lets are not allowed this facility but other residents are, as holiday let owners we do bring significant revenues to local bars, restaurants and local facilities and this should be fully recognised.
- 3) There will be little impact on overall parking numbers as mosts guests only have 1 car which is the same as one car per residential household at the moment.
- 4) We have had complaints from guests who state that the current arrangements of local car parks are not satisfactory and is not expected for a holiday let. They expect a street permit parking facility like other towns.
- 5) Some guests have also expressed displeasure at leaving their car in an open car park at night from a security aspect.
- 6) It is very important that any street parking permit scheme for holiday lets allows a transferable numberplate facility for guests otherwise we cannot use them.

Please can you therefore approve guest transferable street parking permits for Holiday Lets so that we can promote our business and that of Ludlow as a fantastic and worthwhile place to visit.

Many Thanks

[REDACTED]

Sarah Dodds

From: Kevin Aitken
Sent: 07 October 2019 08:22
To: Sarah Dodds
Cc: [REDACTED]
Subject: FW: Article in Bridgnorth Journal re Parking

Sarah

Please can we log as a comment received to the consultation, although I acknowledge at this stage it does not relate directly to any of the proposed amendments. We will await any outcomes from the drop in session this Wednesday prior to taking any action.

Many thanks
Kevin

From: [REDACTED]
Sent: 07 October 2019 08:02
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Article in Bridgnorth Journal re Parking

Good Morning Both,

Please find attached an email from Cllr Christian Lea regarding an upcoming public consultation.

I am assuming it relates to residents parking scheme.

Regards

[REDACTED]

From: Christian Lea
Sent: 07 October 2019 00:00
To: [REDACTED]
Cc: [REDACTED]
Philip DUNNE <philip.dunne.mp@parliament.uk>
Subject: Re: Article in Bridgnorth Journal re Parking

Dear [REDACTED]

Thank you very much for your e mail.

It is disappointing that the time of the public consultation was not included in the Bridgnorth Journal. I have been advised that it runs between 2-4pm and I will be in attendance.

Regards
Christian.

Christian Lea
Shropshire Councillor

On 6 Oct 2019, at 11:23, [REDACTED] wrote:

Dear Christian

The above mentions public consultation meeting on 9th October at Bridgnorth Library.

However no time is mentioned. Can you obtain this for me as I have a severely disabled neighbour that wants to attend and is extremely worried that these proposals may even force her and her to move house.

The proposed scheme doesn't take account of the needs of any disabled residents and is discriminatory against these most vulnerable residents.

She has a blue badge, but as this doesn't guarantee a space on the road, last year she opted to take her permit for the raised car park.

They are concerned that these proposals will mean that she may have to park further away from home, where she will then struggle or be unable to walk the distance required. Her biggest fear is becomes house bound, as she suffers with 2 x hip, 1 x knee replacements, surgery on hands and shoulders, and has severe abdominal issues which require constant treatment.

I believe that Shropshire County Council can put disabled parking bays close to peoples homes, but she's concerned that this could and would be used by any other blue badge holders visiting the area.

Please can you provide the time of the meeting so they may attend and provide support for [REDACTED] and, her husband, [REDACTED] in dealing with SCC to find a satisfactory resolution to this matter.

[REDACTED] email copied in on this email to direct contact, her phone is [REDACTED]

Regards and thanks

[REDACTED]

[Sent from Yahoo Mail on Android](#)

From: [REDACTED]
Sent: 23 September 2019 11:03
To: Tell us
Subject: [CAUTION] Proposed changes to Shropshire Council's parking strategy

**
** CAUTION
** It has not been possible to verify the sender of this e-mail as the sender's
** e-mail domain does not have a valid SPF record. This means the sender's
** e-mail address may be spoofed and used for SPAM or Malware distribution.
** Treat the e-mail with caution, and if in doubt contact the sender.
** If you need further help please email its.helpdesk@shropshire.gov.uk

**

I have a specific question regarding the proposed changes to the parking strategy, which is:-
What will happen to professions such as care workers, district nurses and doctors who need to park near to the people they are visiting?

As the manager of a domiciliary care agency I am concerned that the introduction of increased 'pay and display' and parking permits will impact on people requiring visits for health reasons. We already experience problems with parking in some areas and I am worried that the changes will exacerbate the problem.

I do not think that parking should be a factor as to whether a person receives care or not, but it could very well be the case if the added extra cost of parking is not met.

The crisis that is presently hitting social care is well documented and any profit made from care calls is measured in pence not pounds. Year on year we have received uplifts from the local authority which are below the care industry's inflation costs i.e. Shropshire Council's increase for 2019/20 was 3%, whilst National Living Wage increased by 4.9%, Company's pension contributions increased by 1% and costs for CQC registration increased from £2,200 to £5,000. The additional costs for parking would be just another burden on the cash strapped industry.

Would it be possible for domiciliary care workers to receive an exemption from these charges and be issued a permit to be used when they are delivering care?

Kind Regards

[REDACTED]
Allcare Shropshire Ltd



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**Amendments to Shropshire Council's parking strategy
Consultation – September to November 2019
Consultation document**

IMPORTANT INFORMATION ABOUT THIS CONSULTATION

Please complete the appropriate sections of this document and return it to:

Freepost RSXA-YGES-CXCE, Tell Us, Shropshire Council, Shirehall, Abbey Foregate,
Shrewsbury, Shropshire, SY2 6BR (no stamp required)

You can also take part in this consultation online at:
www.shropshire.gov.uk/get-involved

The consultation runs from 23 September to 3 November 2019.

As longstanding central Ludlow Residents in Dinham, we have 3 points to address, that might help decisions

PROPOSAL FOR Two cars per residence. In central Ludlow 2 cars are rarely required by residents themselves. Many people living "within the old walls" are in any case retired. Some may find difficulty in accepting the idea of sharing a vehicle or relinquishing past habits. We & our own acquaintances are unaware of the origin of the request, which most residents seem against. If allowed, a second vehicle would be best confined to car parks, & not the busy one in Castle Square. And it does remain wise to have vehicles registered at the central property to minimise fraud. Please also consider the likelihood of growth in need. It happened when parking permits were originally introduced, and the streets were half empty, but only for the first year or two. In Dinham for example there is concern about parking in relation to the new proposal for Castle Lodge to become a hotel / restaurant/bar.

General road parking: There are times of day when it has been substantially easier to park in Old Ludlow since the recent changes. THIS IS GOOD: the intention is to allow people to park, not block the spaces. When the sun shines they seem to fill completely!. A little recognised aspect is that the changes have also allowed residents to use their cars during the day & park on return. So no-one is prone, as in the past, to avoid driving their cars during the day, which contributed to the blocking of parking places for many of the busiest hours. The change liberates additional spaces.

On street parking for holiday lets needs careful thought as it presents a great risk of fraud. Repayment annually in arrears is a thought, after submission of proof of let on individual dates., If street parking is allowed at all it should not be at a low price. Perhaps the price could be graded, increasing every 20 day permits for example. Or perhaps holiday-let parking might be confined to the car parks. Many holiday lets are not busy all year.

A related issue: there are a lot of holiday lets already; they alter the character of a town & do not need encouraging. It is preferable to have residents living here.

Wiederholungsfragen zu den Themenfeldern
des ersten Teils des Kurses
werden hier veröffentlicht.

Die Antworten sind in der Regel in der gleichen Reihenfolge
angeordnet, wie die Fragen.

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Parking Strategy Scrutiny report list of appendices @ 04 January 2020		
1	Report on consultation results to amendment proposals	
2	Officer recommendations and actions to amendment proposals	
3	Shrewsbury	Transaction data and assessment by carpark for each market town
4	Ludlow	
5	Bridgnorth	
6	Church Stretton	
7	Much Wenlock	
8	Wem	
9	Oswestry	
10	Ellesmere	
11	Whitchurch	
12	Market Drayton	
13	Prees Heath	
14	Banding and Charging	
15	Written comments to consultation	

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