

Appendix 8: Extract from Shropshire Parking Implementation Plan Report: Benchmarking of other town centre car park tariffs, November 2015

A benchmarking exercise has taken place to consider the car park tariffs across Telford town centre, Chester town centre, the City of Lincoln (city centre), Dover town centre and Warwick city centre. A selection of nearby competitors, historic county towns considered similar in characteristics to Shrewsbury and in the case of Dover an example of linear tariffs already being applied. The daily parking prices associated with each of the public car parks in these locations are shown below in **Error! Reference source not found.****Error! Reference source not found.****Error! Reference source not found.**, respectively.

1.1 Telford town centre

Error! Reference source not found., below, demonstrates the pricing tariffs across Telford town centre's short and long stay car parks.

Telford town centre car parks	Type	Spaces	Tariff							Evening tariff
			Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
Ice Rink	Short stay	68	£1.10	£1.60	£2.20	£3.00	£3.00	£3.00	£3.00	As per day
Southwater multi-storey	Short stay	602	£1.10	£1.60	£2.20	£3.00	£4.00	£6.00	£6.00	Arrival after 5pm £1.00
Shopping Centre	Short stay	1426	£1.10	£1.60	£2.20	£6.00	£6.00	£6.00	£6.00	Arrival after 6pm £0.50.
Shopping Centre	Long stay	2026	£1.10	£1.60	£2.20	£3.00	£3.00	£3.00	£3.00	Arrival after 6pm £0.50.
Dark Lane	Long stay	145	£1.10	£1.60	£2.20	£3.00	£3.00	£3.00	£3.00	-

Table 0-1: Telford town centre car park tariffs

Across Telford town centre consistent parking tariffs are applied for up 1, 2 and 3 periods, albeit in a non-linear manner. Beyond the 3 hour stay, prices then vary by car park and location across the town centre.

Evening tariffs are low within the main shopping centres and the Southwater multi-storey car park, whilst costs at the Ice Rink occur all day long.

There is currently no provision to pay for parking by phone in Telford and the Telford shopping centre car parks operate on a pay on departure basis.

1.2 Chester town centre

Error! Reference source not found., below, demonstrates the pricing tariffs across Chester town centre's short and long stay car parks.

Chester town centre car parks	Type	Spaces	Tariff							Evening tariff
			Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
Garden Lane	Long stay	120	£1.20	£3.90	£4.00	£5.00	£5.00	£5.00	£5.80	Arrival after 6pm £1.50
Steam Mill Street	Long stay	45	£4.40	£4.40	£4.40	£4.40	£4.40	£4.40	£5.40	Arrival after 6pm £1.50
Little Roodee (cars)	Long stay	452	£4.00	£4.00	£4.00	£5.00	£5.00	£5.00	£5.80	Arrivals after 5pm £1.50
Delamare Street	Short stay	351	£4.00	£4.00	£4.00	£4.90	£4.90	£5.90	£2.90	Free after 3pm
Brook Street	Short stay	137	£1.80	£3.00	£3.00	£4.00	£5.00	£5.00	£5.00	Free after 3pm
Gorse Stacks	Short stay	312	£4.00	£4.00	£4.00	£4.90	£4.90	£5.90	£5.90	Free after 3pm
Watergate Street	Short stay	128	£4.00	£4.00	£4.00	£4.00	£5.00	£5.00	£5.00	Arrivals after 5pm £1.50
Cuppin street	Short stay	21	£4.00	£4.00	£4.00	£4.90	£4.90	£5.90	£5.90	Arrivals after 5pm £1.50
Trinity street	Short stay	148	£2.00	£2.00	£4.90	£7.40	n/a	n/a	n/a	Arrivals after 5pm £2.00
The Market Car Park	Short stay	650	£3.70	£3.70	£3.70	£4.60	£4.60	£5.60	£5.60	Free after 3pm
Christleton Road	Short stay	19	£0.20	£0.20	£0.20	£3.00	£3.00	£3.00	£3.00	Free after 5pm

Table 0-2: Chester town centre car park tariffs

Within Chester a varying, non-linear pricing system is applied across the town centre. In general it is reasonably expensive to park within the town centre, particularly for short stay visits.

Evening/late afternoon parking is either free or £1.50 per stay in the majority of town centre car parks.

There is currently no provision to pay for parking by phone in Chester town centre.

1.3 City of Lincoln

Error! Reference source not found., below, demonstrates the pricing tariffs across the City of Lincoln's shopper, commuter and visitor car parks.

City of Lincoln	Tariff	Spaces	Tariff							Evening tariff
			Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
City Hall Beaumont Fee	Shopper	70	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
City Hall Orchard Street	Shopper	135	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 5pm - £2.60.
Lucy Tower	Shopper	425	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £3.10.
Flaxengate	Shopper	52	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
Motherby Lane	Shopper	36	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
Tentercroft Street	Shopper	401	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
Thornbridge	Shopper	251	£1.60	£2.60	£4.10	£5.20	£7.80	£7.80	£7.80	Arrivals after 6pm - £2.60.
Broadgate	Comm-uter	430	£1.10	£2.10	£3.10	£4.10	£4.10	£4.10	£4.10	Arrivals after 6pm - £2.10.
Chaplin Street	Comm-uter	59	£1.10	£2.10	£3.10	£4.10	£4.10	£4.10	£4.10	Arrivals after 6pm - £2.10.
Rosemary Lane	Comm-uter	49	£1.10	£2.10	£3.10	£4.10	£4.10	£4.10	£4.10	Arrivals after 6pm - £2.10.
Castle Hill	Visitor	25	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
Langworth-gate	Visitor	51	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
Westgate 1	Visitor	199	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
Westgate 2	Visitor	31	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
Westgate 3	Visitor	13	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
St Pauls Lane	Visitor	35	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.
The Lawn	Visitor	110	£1.60	£2.60	£4.40	£5.20	£7.20	£7.20	£7.20	Arrivals after 6pm - £2.60.

Table 0-3: City of Lincoln town centre car park tariffs

The City of Lincoln has applied a three phase tariff system aimed at shoppers, commuters and visitors on the basis of geography and proximity to shops, main employment locations and visitor attractions. Consistent but non-linear tariffs have been applied across each of the shopper, commuter and visitor designated car parks.

Evening parking after 5 or 6pm is consistently £2.60 per stay across all car parks.

The City of Lincoln operates a pay by phone scheme at its car parks.

1.4 Dover town centre

Error! Reference source not found., below, demonstrates the pricing tariffs across Dover town centre's short and long stay car parks.

Dover town centre car parks	Type	Spaces	Tariff							Evening tariff
			Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
Albany Place	Long stay	94	£0.50	£1.00	£1.50	£2.00	£2.50	£3.00	£3.00	Free after 5pm
Camden Crescent	Long stay	77	£1.00	£2.00	£3.00	£4.00	£5.00	£7.50	£7.50	Free after 5pm
Maison Dieu	Long stay	86	£1.00	£2.00	£3.00	£4.00	£5.00	£7.50	£7.50	Free after 5pm
Priory Road	Long stay	45	£1.00	£2.00	£3.00	£4.00	£5.00	£7.50	£7.50	Free after 5pm
Ladywell	Long stay	33	£1.00	£2.00	£3.00	£4.00	£5.00	£7.50	£7.50	Free after 5pm
Bench Street	Short stay	46	£1.00	£2.00	£3.00	£4.00	n/a	n/a	n/a	Free after 5pm
Stembrook	Short stay	89	£1.00	£2.00	n/a	n/a	n/a	n/a	n/a	Free after 5pm
Woolcomber	Short stay	62	£1.00	£2.00	£3.00	£4.00	n/a	n/a	n/a	Free after 5pm
Townwall Street	Short stay	29	£1.00	£2.00	£3.00	£4.00	n/a	n/a	n/a	Free after 5pm

Table 0-4 Dover town centre car park tariffs

Within Dover a linear (per minute) pricing system is applied across the town centre. In all cases there is a minimum parking tariff payment of between 30-50p, with prices then rising in a linear manner in line with the length of stay allowed per car park. Short stay car parks allow stays of up to 4 hours. Long stay car parks charge in a linear manner up to 5 hours, after which time a capped daily figure is applied.

Evening parking is free after 5pm. Dover operates a pay by phone scheme at its car parks.

1.5 Warwick city centre

Error! Reference source not found., below, demonstrates the pricing tariffs across Warwick city centre short and long stay car parks.

Warwick town centre car parks	Spaces	Tariff							Evening tariff
		Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Up to 5 hours	Up to 6 hours	Over 6 hours	
Barrack Street	260	£0.70	£1.20	£2.00	£2.80	£3.40	£3.40	£4.00	n/a
Linen Street	152	£0.70	£1.40	£2.20	£3.10	£4.90	£4.90	£6.00	n/a
New Street	38	£0.60	£1.20	£1.80	n/a	n/a	n/a	n/a	6-8pm: £0.50
Castle Lane	16	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50
West Gate	29	£0.60	£1.20	£1.80	n/a	n/a	n/a	n/a	6-8pm: £0.50
The Butts	16	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50

Priory Road	42	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50
West Rock	92	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50
St Nicholas Park	241	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50
St Marys	66	£0.60	£1.20	£1.80	£2.40	£3.00	£3.60	£4.00	6-8pm: £0.50

Table 0-5 Warwick city centre car park tariffs

Within Warwick city centre a linear (60p per minute) pricing system is applied across the majority of the town centre car parks. Short stay car parks allow stays of up to 3 hours. Long stay car parks charge in a linear manner up to a maximum daily capped figure of £4, which typically applies for stays over 6 hours.

Evening parking between 6 and 8pm is 50p.

All city centre car parks currently operate on a pay and display basis.

1.6 Conclusion

The review of Telford, Chester, City of Lincoln, Dover and Warwick car park tariffs confirms the different approaches to car park charges applied across comparative town/city locations, with the cost of 2 hours short stay parking ranging, on average from £1.20 (Warwick) to £4.00 (Chester). In terms of long stay parking, the tariffs range from £3.00 (Telford and Dover) to £7.80 (Chester) for 6 hours or more (all day) parking.

Evening parking charges range from free (Dover) to £2.60 (City of Lincoln).

Similarly, Dover and Warwick apply a linear tariff for short/medium stay parking. For long stay visitors both Dover and Warwick apply a maximum parking price cap of £7.50 and £4.00 respectively.

If the linear tariffs for Shrewsbury were applied in comparison to other towns, Shrewsbury would be reasonably comparable to Telford.