

Appendix 7: Proposed banding level for each identified 'on and off' street parking area and
Factors taken into consideration in determination of proposed tariff bands.

Car Park	Town	Location	Turnover	Likelihood of Obtaining a Space	Capacity	Score	
Shrewsbury On Street	7	5	5	5	4	109	Shrewsbury
Bridge Street	7	4	4	4	3	87	
St Austins	7	4	4	4	3	87	
Frankwell	7	3	3	2	1	57	
St Julians	7	3	3	2	1	57	
Ravens Meadow	7	5	3	1	1	64	
Abbey Foregate	7	2	3	1	1	43	
Quarry Fitness Centre	7	5	4	4	4	95	Ludlow
Castle Street	6	4	4	4	2	74	
Galdeford Top	6	3	3	2	2	50	
Galdeford Lower	6	2	2	1	3	33	
Smithfield Ludlow	6	2	1	2	2	32	
Ludlow on Street (red)	6	5	5	5	4	94	
Ludlow On Street (blue)	6	2	2	4	4	52	
Easthope	4	4	4	3	2	46	Church Stretton
Crossways (HGV/Coach)	4	2	1	1	4	20	
Sainsburys	6	4	4	4	1	73	Bridgnorth
Smithfield Bridgnorth	6	3	3	3	1	55	
Innage	6	2	2	2	2	38	
Listley	6	4	4	4	2	74	
Riverside	6	3	3	3	4	58	
Severn Street	6	2	2	2	2	38	
New Road	4	2	2	2	4	28	Much Wenlock
Back Lane	4	4	4	4	4	52	
St Marys	4	4	3	3	3	43	
Falcons Court	4	4	3	3	3	43	
Beatrice Street	5	4	4	3	3	58	Oswestry
Oswald Road	5	2	2	2	3	33	
Oak Street	5	2	2	2	1	31	
Festival Square	5	4	4	4	4	64	
Talbot, Cross, Spar	3	3	3	2	2	26	Ellesmere
EOS	3	5	5	5	4	49	
Moors?	3	4	3	3	3	33	
Castlefields?	3	4	3	3	3	33	
High street	3	3	3	2	1	25	Wem
Mill Street	3	2	2	2	4	22	
Castle Hill	3	4	4	4	3	39	
Pepper Street	3	4	4	4	4	40	
Newtown	3	3	3	3	3	30	Whitchurch
St Johns Street	3	3	3	3	3	30	
Brownlow Street	3	3	3	3	3	30	
Prees Lorry	2	3	3	3	4	22	Prees
Frogmore	4	4	4	3	3	47	Market Drayton
Newport Road	4	2	1	1	3	19	
Queen Street	4	4	4	3	2	46	
Towers Lawn	4	3	3	2	1	33	
Church Street	1				4	4	Other Towns with free to park car parks
Harley Jenkins	1				4	4	
Auction Yard	1				3	3	
High Street, Albright	1	5	5	4	3	17	
Bridgnorth Road	1				3	3	
Dark Lane	1				4	4	
Childe Road	1				3	3	
Corvedale Road	1				3	3	
Newington Way	1				3	3	
Clun	1				4	4	
Gatacre	1				3	3	
Lloyd Street	1				4	4	
Gobowen Train	1	5	2	2	2	11	
High Street Highley	1				4	4	
Aston Street	1				2	2	
Kings Yard	1				3	3	

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Note:

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

Factors taken into consideration in determination of proposed tariff bands.

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

- i. A benchmarking exercise, nationally, regionally and locally was undertaken as part of the parking review, including analyses of several existing linear parking schemes;
- ii. The principal of linear parking was discussed at a number of Midlands Service Improvement Group (MSIG) meetings;
- iii. The proposal is to introduce a minimum tariff payment of 30 minutes on band 1 and a minimum tariff payment of 1 hour on bands 2 to 6;
- iv. The linear charging proposal needs to allow the motorist to receive the exact amount of parking time for a uniform charge irrespective as to whether the stay is short or long with additional periods of parking made available dependant on coinage tendered;
- v. A desire to minimise coinage quantities, cash collection and banking, in particular the use of 5p coins;
- vi. Maximising the potential to introduce round pound tariff denominations
- vii. The provision of suitable premier tariffs and appropriate differentials between bands;
- viii. Avoidance of ad-hoc tariffs. We currently have a number of ad hoc parking tariffs such as £3.10 for 2 hours.
- ix. Harmonisation with existing tariffs where considered appropriate. For example tariffs for Frankwell Main car park in Shrewsbury currently include up to 1 hour at £1.20, up to 3 hours at £2.70 and up to 10 hours at £4.00. The proposed

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banding level for the car park is band 4, a rate of 70p per hour, the cost of purchasing up to 1 hour parking would be £0.70, up to 2 hours £1.40, up to 3 hours £2.10, a reduction on that currently charged, but becoming more expensive for stays of longer than $5\frac{3}{4}$ hours, thereby promoting the incentive to use the park and ride service.