



Committee and Date

**Performance Management  
Scrutiny Committee**  
28 March 2018

**Cabinet**  
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Item

**7**

Public

## **New Parking Strategy Framework Part 1 – Implementation of the Linear Model**

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### **1. Summary**

At its meeting on 12th July 2017 Cabinet gave approval to undertake a public consultation exercise on a series of proposals for a new parking strategy. A 12-week public consultation was launched on the 22nd July 2017 and closed on 17th October 2017, a total of 2,486 responses and many additional individual comments were received.

Given the number and complexities of the issues raised during the consultation the reporting of the parking strategy framework is proposed to be in to 2 parts:

Part 1: Implementation of the linear model and associated elements

Part 2: On- street residents parking.

This report outlines the conclusions and recommendations for implementation of Part 1 of the parking strategy framework. A second report outlining the conclusions and recommendations for part 2 of the strategy will be presented to Cabinet during February 2018.

Estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework - Implementation of the Linear Model and inclusive of the required upgrade of existing pay and display parking machine stock is £1,197,000.

A detailed assessment of the consultation returns has identified that many of the individual consultation proposals are not supported and a total of 22 original, revised and new recommendations have been accordingly formulated, together with a revised phased implementation programme with go live dates as follows:

Phase 1	Shrewsbury	July 2018
Phase 2	Ludlow	September 2018
Phase 3	Bridgnorth	November 2018
Phase 4	Oswestry	December 2018
Phase 5	All other areas	January 2018.

## 2. Recommendations

That Cabinet give approval for the implementation of Part 1 of the new Parking Strategy framework as follows:

- i. That the proposal to use standard criteria and setting of standard Banding levels is adopted in the new parking strategy
- ii. That the proposal to introduce linear pricing is implemented with 7 Bands of pricing tariffs as specified in table 3 of this report.
- iii. That the car parks and on-street pay and display parking areas listed in table 4 of this report and respective specified tariff Bands are adopted within the proposed strategy framework.
- iv. That a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and

6 car parks listed in table 4 of this report, and Raven Meadows multi storey car park.

- v. That the hours of charging using linear tariffs be extended until 8.00pm on all Bands 1 and 2 car parks and on Frankwell Main, Riverside & Quay car parks.
- vi. That the opening hours in Raven Meadows multi storey car park be extended 24 hours a day, 7 days a week and will include a 3-hour cap on the linear tariff of 3 hours for parking periods between the hours of 8.00pm and 8.00am.
- vii. That the new streamlined trade's person waiver system be implemented as proposed, including a new fee of £20 per waiver.
- viii. That all existing restrictions on periods of maximum stay and minimum return on the car parks and on-street pay and display parking areas listed in table 4 are removed.
- ix. That the existing permitted concessionary parking period is reduced to 5 minutes, meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.
- x. That the times of operation of loading bays located in the areas of all Bands 1 and 2 on-street pay and display parking areas listed in table 4 of this report are also extended until 8.00pm (currently 6pm).
- xi. That weekly parking tickets are introduced:
  - a) in all Band 4, 5, 6 car parks listed in table 4 of this report;
  - b) in accordance with the tariffs specified in table 5 of this report;
  - c) and only made available on an individual specified car park basis.
- xii. That off-street resident's car park permits are introduced:

- a) for cars and small vans in all car parks listed as Bands 4, 5 and 6 in table 4 of this report;
- b) in accordance with the tariffs specified in table 6 of this report.

xiii. That season tickets be introduced:

- a) for cars and small vans in all car parks listed as Bands 4, 5 and 6 in table 4 of this report;
- b) in accordance with the tariffs specified in table 8 of this report.

xiv. That a standard HGV tariff on all permitted parking areas is implemented on all designated HGV parking areas. This will include a £10 per 24-hour stay and HGV season ticket tariff options for each permitted parking area as specified in table 11 of this report.

xv. That with appropriate layout improvements, reducing provision for HGV and coach parking, Band 6 pay and display parking for cars and small vans is introduced at the Crossways, Church Stretton site.

xvi. That free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 car parks listed in table 4 of this report. In addition, 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 & 3 car parks listed in table 4 of this report except for Raven Meadows, Shrewsbury where a flat rate of £1.50 for up to 10 hours on Sundays and Bank holidays.

xvii. That as a priority and in partnership with key stakeholders, a review of all existing park and ride services is undertaken and potential for improvement /expansion identified.

xviii. That with any commission for the development of the Local Transport Plan (LTP)4 an emphasis is placed on the harmonisation of public

transport alongside the parking strategy.

xix. That in accordance with Operational Guidance to Local Authorities for Parking Policy and Enforcement:

i. 'Check in, checkout' software be implemented as a trial in all off street pay and display surface car parks in Shrewsbury other than Frankwell (Main and Riverside) plus one market town in the north and one in the south of the county.

ii. A feasibility exercise is undertaken and that consideration is given to implementation of a traditional pay on foot system to the Frankwell, Main and Riverside surface car parks.

xx. That a detailed review of layout and associated signage on all Council car parks and on street parking areas listed in table 4 of this report be carried out, identified improvements prioritised and implemented.

xxi. That the total funding of £1,197,000 required to undertake proposals i to xx is made available by the end of financial year 2018/19. This will be funded from a combination of revenue income and prudential borrowing.

xxii. That a review of enforcement levels is carried out and priorities identified on an individual market town basis.

## **REPORT**

### **3. Risk Assessment and Opportunities Appraisal**

#### **Equality and Social Inclusion Impact Assessment (ESIIA)**

An initial Equality and Social Inclusion Impact Assessment (ESIIA) was carried out by the Council in June 2017, prior to the public consultation exercise, and is available with the Cabinet papers from July 2017. As per corporate practice ahead of any such consultation on proposed service changes, this sought to identify possible impacts on the

community and on Protected Groupings within the community, pending the views of communities, partner organisations and stakeholders.

As overall consideration of the Car Parking Strategy is not complete at this point, with Part Two still to go to Cabinet, and as further consultation is planned on elements of Part One given changes to proposals, it is proportionate and appropriate to carry out a further ESIA after proposals in Part Two has been considered, and after the consultation now proposed on park and ride services.

This will facilitate thorough reflection by Members on the equality implications of the Strategy proposals; how these sit alongside other corporate strategy development, such as Local Transport Plan 4 and the Economic Growth Strategy; and how these set out to take account of national, regional and sub-regional policy developments around physical transport infrastructure, including cross border access considerations. The proposals, including those that have been revised following the public consultation process, will be evaluated for equality impact implications, and kept under review in that regard. Close consideration will be given to the likely equality implications for the park and ride services review, where the access implications for Protected Characteristic groupings will need to be to the fore, particularly from a physical access angle.

Members are asked to note from the appendices to the report that, where feedback has been given on equality issues, it is positive in terms of people feeding back that different market towns have different needs, which the revised proposals recognise and which pick up on access and inclusion and rurality considerations. Other comments relate to retaining Sunday concessions, thereby supporting faith communities, and to comments about disabled and family parking

space provision, which would usefully be considered as part of the proposed park and ride review and as part of the new proposals for payment on foot.

Members are also asked to note the comprehensive and inclusive nature of the consultation methodology, in which equalities has been a consideration at the fore all the way through from the planning stages, and as a result of which it has been possible for some degree of confidence to be assigned to the feedback from this consultation as being representative of the views of communities in Shropshire at this time.

A fundamental review of the existing Parking Strategy has identified risks, benefits and opportunities in many fundamental areas. The key risks have been identified and captured below.

<b>Risk</b>	<b>Mitigating actions</b>
<p>Parking strategy proposals fail to meet Disability Discrimination Act (“DDA”) requirements. Proposals fail to account for Equality Act requirements around consideration of likely negative and positive impacts of proposed service changes on Protected Characteristic groupings and on those at risk of social exclusion.</p>	<p>An initial Stage One Equality and Social Inclusion Impact Assessment (ESIIA) screening assessment was carried out by the Council prior to the public consultation, to consider potential impacts pending views of the public on the proposals. It will be appropriate and proportionate to carry out further Stage One screening assessments at timely points in the development and implementation of the Car Parking Strategy, alongside specific consultation and ongoing engagement, and analysis of feedback. This</p>

Risk	Mitigating actions
	<p>is in order to seek to ensure that evidence about likely impacts in equality terms is garnered and utilised in refining the Strategy to minimise any negative impacts and enhance positive impacts for groupings in the community and the wider community.</p>
<p>Forecast of increase in demand for car parking provision</p>	<p>A TEMPRO analysis, the Department for Transport tool for forecasting traffic and transport growth for Shrewsbury and Shropshire as a whole between 2015 and 2026 has been undertaken. The TEMPRO data predicts traffic growth in Shrewsbury to rise just below 5% and around 8.3% in Shropshire as a whole between 2015 and 2026. These are not large increases, but there should be a corresponding increase in car park utilisation. However, the new Part 1 strategy framework is intended to promote transport mode hierarchy, with patterns of usage intended to change, away from car parks with current high demand into car parks with current surplus capacity compensating for any potential increase in use.</p> <p>The data demonstrates that the current and projected future demand can be accommodated within the existing and projected future supply of car parks.</p>



<b>Risk</b>	<b>Mitigating actions</b>
Resultant shifts in patterns of usage (desired shift from Bands 1, 2 and 3 to Bands 4, 5 and 6 is achieved) has significant impact on parking hierarchy, capacity availability in individual car parks.	<p>As well as continual monitoring and review of the scoring/Band allocation, tariff levels, usage and capacity, appropriate priority will be afforded to:</p> <ul style="list-style-type: none"> <li>a. the proposed review of all existing park and ride facilities and potential additions /expansion;</li> <li>b. the proposed review of layout of all car parks and on street parking areas and appropriate capacity made available;</li> <li>c. an emphasis is placed within the development of LTP4 on the harmonisation of public transport and parking strategy.</li> </ul>
Introduction of weekly tickets proves popular resulting in general capacity shortfall	Current data indications show that the current and projected future demand can be accommodated. Continual monitoring and review will be undertaken and if appropriate further consultation with a view to scheme criteria amendments will be considered.
The introduction of new strategy initiatives such as weekly ticket options, check in checkout, removal of long term and short-term parking tariffs etc. could causes some	A clear communication, signage, branding, and a marketing plan through various media, supported by partners, will be undertaken to assist the transition.

Risk	Mitigating actions
misunderstanding to users.	
Delay in the development of the new resident's parking strategy (parking strategy framework Part 2) threatens an in-balance to essential holistic strategy implementation	<p>Priority and resources need to be afforded to:</p> <ul style="list-style-type: none"> <li>a) allow ongoing development and approval by Cabinet during February 2018 of parking strategy framework Part 2.</li> <li>b) revision of rollout and implementation of the plan accordingly.</li> </ul>
That the required remedial works to extend opening hours of Raven Meadows multi storey car park 24 hours a day, 7 days a week are not able to be completed in accordance with the proposed implementation programme for Shrewsbury.	<p>Priority and resources need to be afforded to allow ongoing development of the required upgrade work.</p> <p>In the event of slippage, delay in the implementation of certain proposals such as the extension of charging hours on- street within Shrewsbury, hence maintaining availability of suitable/ accessible evening parking will be considered</p>

#### 4. Financial Implications

The total estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework - Implementation of the Linear Model and inclusive of the required upgrade of existing pay and display parking machine stock is £1,197,000. This includes the creation of a £250,000 ongoing dedicated annual budget for car park maintenance and upgrades.

Estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework - Implementation of the Linear Model are detailed below:

<b><u>Potential Capital Expenditure</u></b>	<b>17/18</b>	<b>18/19</b>
TRO consultation and revisions	£10,000	£5,000
Replacement and upgrading of highway network signage within each market town	-	£100,000
Completion of replacement machine programme	£300,000	£300,000
Provision of check in, check out (CICO) trial to all Shrewsbury off street pay and display car parks		£2,000
Provision of pay on foot, machines and barrier system Frankwell Main and Riverside car parks		£200,000
	<b>£310,000</b>	<b>£607,000</b>

The total potential capital cost of £917,000 will require funding from Prudential Borrowing with payback consequences funded from car park income generation. A five year payback model will result in additional revenue costs of circa £200k per annum.

<b>Revenue Costs</b>	<b>17/18</b>	<b>18/19</b>
Improvements to car park layout, internal signage revision	£20,000	£250,000
Marketing, publicity and communications programme	£10,000	
	<b>£30,000</b>	<b>£250,000</b>

The £250,000 is recognised as an ongoing maintenance revenue cost which has to be funded through income generation from car parks, we cannot use Highways Maintenance Grants to fund car park maintenance costs.

Implementation of Part 1 of the proposed new Parking Strategy Framework is subject to completion of the rollout and provision of new pay and display machines. New Payment Card Industry regulations came into force on the 31st December 2017 imposing rules by Visa and MasterCard for parking which demand that a contactless reader must be used in conjunction with either a chip and PIN or chip only reader. New parking machines with chip and pin as a minimum will be required by 2020, irrespective of any programme for the introduction of a new parking strategy framework.

Further commissions are required and detailed in the report with respect to required Traffic Regulation Order (TRO) consultation and revisions, proposed improvements to car park layout, modification to internal car park and highway network signage within each market town.

Details with regards required remedial works to facilitate the extension of opening hours in Raven Meadows multi storey car park be extended 24 hours a day, 7 days a week, programme and budget requirements are not included in this report. If approved this proposal will require a separate substantive facilities management commission.

No additional capital outlay is required for the provision of the check in, check out (CICO) trial, although there will be a cost associated with the reprogramming of some replacement machines already installed. However, for each CICO transaction there will be additional charges of 15-20p plus up to 0.25% over and above normal credit card transaction (currently 12p a transaction) subject to volume. Credit card transaction charges for parking charges are currently absorbed by the authority (cost neutral given saving on cash collection and banking costs).

Implementation of Part 1 of the proposed new Parking Strategy Framework has the potential to generate a surplus. However, the impact on usage levels and user parking habits will change with the proposals and is difficult to estimate at this stage.

Any additional surplus generated from the new proposals will be used in accordance with the Road Traffic Regulations Act 1984 which stipulates that surpluses must be used for Highways and Transport purposes, which can include investment in the Council's parking asset management, Guidance on the use of car park income surplus is contained for reference in Appendix 1 of the 12<sup>th</sup> July 2017 Proposed Parking Strategy Public Consultation Cabinet report.

## **5. Background**

At its meeting on 12<sup>th</sup> July 2017 Cabinet gave approval to undertake a public consultation exercise on a series of proposals for a new parking strategy intended to bring parking service provision in line with the Council's new corporate transport objectives, current *and future* levels of supply and demand, patterns of use and to utilise technology, which provides the ability to manage car parks in a more efficient way.

A 12-week public consultation was launched on the 22<sup>nd</sup> July 2017 and closed on 17<sup>th</sup> October 2017.

Immediately following completion of the public consultation an officer working group was formed and a series of officer workshops undertaken to assess the consultation returns. In addition to the option proposals highlighted in the consultation many additional individual comments, proposals and recommendations have been identified in particular, with regards to residents parking. Given the number and complexities of the issues raised, priorities afforded and the resources available the working group made the decision to separate the reporting of the parking strategy framework in to 2 parts:

Part 1: Implementation of the linear model and associated elements

Part 2: On- street residents parking.

This report outlines the conclusions and recommendations for implementation of Part 1 of the parking strategy framework. It is anticipated that a second

report outlining the conclusions and recommendations for Part 2 of the strategy will follow and will be presented to Cabinet during February 2018.

## 6. Consultation exercise and responses received

Over the course of the consultation period a total of 2,486 responses were received. The consultation was formulated around the draft proposals recommended to Cabinet in four main consultation areas with numbers of responses for each area as follows:

**Table 1: Summary of consultation areas and responses**

	<b>Strategy Proposal</b>	<b>Responses</b>
	Pay & Display Parking	2,037 responses
	Permits & Season Tickets	148 responses
	Resident Parking Scheme	159 responses
	Waivers	76 responses
	Other comments	66 responses

In addition, two petitions from the towns of Market Drayton and Shrewsbury were handed into the Council and have been dealt with in accordance with the councils petition process and are therefore not included in any statistics quoted in this report but the comments made at Council in December have been factored into the thinking and final recommendations.

The following table summarises the feedback received from each of the four consultation survey areas. Also shown is the number of responses received for each proposal and corresponding confidence interval.

The confidence interval (also called margin of error) is a plus/minus figure e.g. +/-5. It tests the reliability of the results and is calculated using statistical tools. A smaller confidence interval indicates more accurate results. For example, looking at the first proposal in our survey, shown in table 2 below, 22% of responding people said 'No' they did not agree with the proposal to introduce linear parking. We've calculated that the corresponding confidence interval is 2.29 and so we can be sure that if the entire population of Shropshire had responded to the survey between 19.71% (22%-2.29) and 24.29% (22%+2.29) would have said 'No'.

**Table 2: Feedback results for each proposal**

		Yes	No	Yes/No Responses	CI (95%)
<b>Pay &amp; Display</b>					
S1.1	Introduction of a set price per hour (known as 'linear' pricing)	22%	78%	1820	2.29 %
S1.2	A standard countywide car parking banding / ranking system	22%	78%	1751	2.34 %
S1.3	Parking tickets for unrestricted periods	43%	57%	1371	2.64 %
S1.4	Linear (set price per hour) charges between 9am and 8pm	7%	93%	1676	2.39 %
S1.5	Extension of on-street loading/taxi bay provision evenings/early a	45%	55%	1254	2.76 %
S1.6	Removal of the 15-minute 'pop and shop' period	14%	86%	1400	2.61 %
S1.7	Extend Raven Meadows multi-storey car park opening hours	87%	13%	1240	2.78 %
<b>Season Tickets &amp; Permits</b>					
S2.1	Weekly tickets	69%	31%	99	9.85 %
S2.2	Season tickets for cars and vans	60%	40%	101	9.75 %
S2.3	Residents' off-street parking permits	42%	58%	93	10.16 %
S2.4	Coach and HGV parking permits	64%	36%	74	11.39 %
<b>Resident parking</b>					
S3.1	Alternative prohibitions, restrictions and/or traffic measurement i	65%	35%	139	8.31 %
S3.2	Feasibility proposal	72%	28%	123	8.83 %
S3.3	Parking spaces greater than properties	71%	29%	114	9.18 %
S3.4	On-street spaces less than properties	77%	23%	117	9.06 %
S3.5	Parking space capacity	64%	36%	115	9.14 %
S3.6	Parking scheme exclusions	68%	32%	105	9.56 %
S3.7	Resident survey questionnaire	73%	27%	108	9.43 %
S3.8	Public exhibition	88%	12%	111	9.3 %
S3.9	Twelve month review	91%	9%	108	9.43 %
<b>Waivers</b>					
S4.1	Proposed changes to the car parking waiver system	28%	72%	72	11.55 %

Full details of the consultation exercise including methodology, publicity, returns profile and a detailed analysis of the results are shown in Appendix 1.

An appraisal of comments received has also been undertaken, summarised, assigned and quantified based upon perceived best fit relationship with the relevant consultation proposals. Results of this analysis are shown in Appendix 2.

## 7. Conclusions

### **Consultation Proposal 1: The use of standard criteria and setting of standard Banding levels (including associated criteria and methodology) for each identified car park**

This first proposal received a significant response and was not supported with many respondents being of the view that 'there should be no change', 'things should stay as they are, including retention of long and short stay car parks. The main concerns highlighted included 'impact of charging on small market towns', 'one size does not fit all' and a desire for 'free parking to promote tourism and economic growth'. For reference, further comments received are listed in Appendix 2.

However Shropshire Council's existing Parking Strategy already incorporates a parking charge hierarchy system with Shropshire towns placed in to groups. The current proposal further develops this principle with a logical scientific approach, associated criteria and methodology for each identified car park.

In order to standardise parking service provision in line with the Council's new corporate transport objectives and manage car parks in a more efficient way, a hierarchy system with assessment of criteria for each individual car park location rather than groups will give greater effectiveness.

In order to benefit from a more effective, sharper approach it is recommended that the use of standard criteria and setting of standard Banding levels is adopted in the new parking strategy as proposed in the public consultation.

#### ***Proposal covered by recommendation i.***

### **Consultation proposal 2: The introduction of a set price per hour (known as 'linear' pricing)**

From the onset and throughout the consultation period resistance to any change was received with comments focused on economics (increases in tariffs) rather than the proposed principles.



In response to this proposal many issues and concerns around economic growth were raised as well as tariffs being too high, in particular with regards to proposed tariffs on the upper Bands (Bands 2, 3). The availability of competitive parking in nearby Telford was frequently highlighted as an alternative viable value for money destination and presented as an argument for parking fees not to increase, to stay the same in all car parks and to provide concessions to promote longer stay and dwell time. No specific comments were made on the principle of linear pricing.

Shrewsbury on street pay and display is the only parking area proposed for inclusion in Band 1, a differentiated tariff is required to promote and change behaviour to the use of alternative off street parking, reduce network congestion whilst facilitating the parking needs for those requiring direct access. Band 2 is proposed for car parks within the Shrewsbury river loop and Ludlow on street pay and display.

The Shrewsbury Integrated Transport Package (SITP) is a priority project for Shropshire because of the important role transport plays in a successful economy. SITP aligns closely with a number of national, regional and local policy documents with strategies that make it clear that transport investment should benefit all modes of transport and respect and enhance the environment. An alternative recommendation is therefore advised that both provides a solution that reduces the number of vehicles and promote alternative forms of transport, within the river loop and addresses the issues raised in the consultation with regards to user requirements.

The consultation responses have also yielded many requests to both 'cap the rates to promote dwell time', and 'offer concessions for periods of long stay for visitors, workers and the like'.

It is therefore recommended that the proposal to introduce linear pricing is implemented with the following amendments:

- i. That the proposed tariff rate for Band 2 is reduced from £2.00 to £1.80 per hour.

Reason: In response to concerns that tariffs are too high whilst retaining competitiveness for parking within the Shrewsbury river loop.

**Revised proposal covered by recommendation ii.**

- ii. That a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and 6 car parks, and Raven Meadow's multi storey car park.

Reason: In response to concerns and requests for provision of concessions for long stay worker and visitors, but also promoting SITP objectives.

**Revised proposal covered by recommendation iv.**

- iii. That St Julian's Friars carpark is reduced from the proposed Band 2 to Band 3.

Reason: In response to specific concerns raised (as detailed in Appendix 2), mainly around the Banding being too high and resident parking provision, but also to ensure some free evening parking is made available for residents, visitors and night time economy workers (detailed in consultation proposal 4 below), a further review of all Band 2 car parks within the river loop was undertaken, as well as further discussions with the Shrewsbury BID and SITP objectives reconsidered.

**Revised proposal covered by recommendation iii.**

**Table 3: Revised Standard tariff proposals**

Band	Band	Band	Band	Band	Band	Band
1	2	3	4*	5*	6*	7
£2.50	£1.80	£1.00	£0.70	£0.50	£0.30	Free

Changes resulting from consultation

\*8-hour cap

Band 2 changed from £2.00 to £1.80

**Table 4: Car parks listed by proposed Band**

Car Park	Town	Band
Shrewsbury On Street	Shrewsbury	Band 1
Quarry Swimming & Fitness Centre	Shrewsbury	Band 2
Ludlow On Street (Red Zone)	Ludlow	
Bridge Street	Shrewsbury	
St Austin's	Shrewsbury	
Raven Meadows	Shrewsbury	
St Julian's Friars*	Shrewsbury	
Castle Street	Ludlow	
Listley Street North & South	Bridgnorth	
Sainsbury's	Bridgnorth	
Festival Square	Oswestry	
Mere side- On Street	Ellesmere	
Riverside	Bridgnorth	Band 4
Beatrice Street	Oswestry	
Frankwell Main, Riverside & Quay	Shrewsbury	
Smithfield	Bridgnorth	
Ludlow On Street (Blue Zone)	Ludlow	
Back Lane	Much Wenlock	
Galdeford Zone A	Ludlow	Band 5

Car Park	Town	Band
Frogmore Road	Market Drayton	
Easthope Road	Church Stretton	
Queen Street	Market Drayton	
Abbey Foregate	Shrewsbury	
St Mary's Lane	Much Wenlock	
Falcons Court	Much Wenlock	
Pepper Street	Whitchurch	
Castle Hill	Whitchurch	
Innage Lane	Bridgnorth	Band 6
Severn Street	Bridgnorth	
Galdeford Zone B	Ludlow	
Oswald Road	Oswestry	
Towers Lawn 1 & 2	Market Drayton	
Smithfield	Ludlow	
Oak Street	Oswestry	
Newtown	Whitchurch	
St John's Street	Whitchurch	
Brownlow Street	Whitchurch	
New Road	Much Wenlock	
Talbot, Cross, Spar bridge	Ellesmere	
High Street	Wem	
Leek Street	Wem	
Mill Street	Wem	
Prees Heath HGV/Coach/Cars	Prees Heath	
Crossways	Church Stretton	

Car Park	Town	Band
Newport Road**	Market Drayton	Band 7
Gobowen Station**	Gobowen	
Crown Hotel, High Street**	Albrighton	
Church Street	Bishops Castle	
Harley Jenkins	Bishops Castle	
Dark Lane	Broseley	
Clun	Clun	
Lloyd Street	Oswestry	
High Street	Highley	
Auction Yard	Bishops Castle	
Bridgnorth Road	Broseley	
Childe Road East & West	Cleobury Mortimer	
Corvedale Road	Craven Arms	
Newington Way	Craven Arms	
Gatacre	Oswestry	
Sherrymill Hill	Whitchurch	
Church Street	Prees	

\*St Julian's Friars changed from consultation proposal Band 2 to recommended Band 3.

\*\*Newport Road, Gobowen Station, Crown Hotel, High Street changed from consultation proposal Band 6 to recommended Band 7 (refer consultation proposals 3a,3b and 3c below).

**Consultation proposal 3a: To introduce charging and pay and display in Gobowen Station car park.**

From the consultation feedback, future consideration needs to be given to issues raised with regards to rail users and the current lease agreement with the carpark owners Network Rail. Additional consultation is advised at a local level before further consideration is given to any changes. Therefore, the recommendation is that the Gobowen Station car park is changed to a Band 7, retaining the status quo of unrestricted free parking provision. Table 4 of this report has been amended accordingly.

***Revised proposal covered by recommendation iii.***

**Consultation proposal 3b: To introduce charging and pay and display in the Leisure Centre, Newport Road, Market Drayton**

Responses to this consultation proposal included receipt of a petition of 2300 signatures opposing any changes in Market Drayton with particular reference to retaining the Newport Road carpark as a facility that should remain free of charge not just for leisure centre users but also for long stay parking for visitors and workers to the town.

Following tabling of the petition at Council on 14<sup>th</sup> December 2017 and subsequent discussion it is recommended this consultation proposal is not taken forward at this stage but will be kept under review over the next 12 months. Newport Road carpark has therefore been amended in table 4 of this report to a Band 7, retaining the status quo of unrestricted free parking provision.

***Revised proposal covered by recommendation iii.***

**Consultation proposal 3c: To introduce charging and pay and display in the following car parks: Crown Hotel, High Street, Albrighton**

A petition numbering 233 has been received concerning this proposal. The petition states they do not agree to this proposal because:

- i. People use this carpark when they visit shops and businesses and a charge is likely to make them go elsewhere

- ii. A reduced number of shoppers will adversely impact local shops and businesses
- iii. Albrighton Traders' Association and all shops businesses make big efforts to attract customers to Albrighton and a change to the Crown car park will work against this
- iv. A charge on the car park will mean that some people will now park on the High Street and other local roads, and this will have the effect of making our roads less safe
- v. Customers of the Crown will not wish to pay to park and will go elsewhere
- vi. Many people going to community or help groups or events at the Red House Community Centre use the carpark (it is not that easy to find a space on the street) and charging may mean some people don't go.

Other consultation returns raise similar concerns including a desire for *pop and shop* to be retained on this car park.

This consultation proposal was originally developed given concerns with regards to all day /long stay parking interfering with *pop and shop*. Only 2 consultation returns expressed support for this proposal, with no concerns expressed with regards to all day parking, but there is an overwhelming desire to retain free short-term parking at this location.

Further discussions with the local member and town council are advised with regards to any requirements for a limited waiting restriction to deter long stay parking habits, however the recommendation is that the Crown Hotel car park, High Street, Albrighton is changed to a Band 7, retaining the status quo, unrestricted free parking provision.

***Revised proposal covered by recommendation iii.***

**Consultation Proposal 4: To introduce linear tariffs and charging between 9.00am and 8.00pm.**

The consultation returns identified an overwhelming desire to retain existing arrangements mainly parking charging to continue to commence at 8.00am and finish at 6.00pm. There is little to no consultation comment with regards to desired commencement times in the morning however many consider there is a need to retain free parking in the evenings to encourage visitors to the market towns, hence promote the night time economy. Numerous comments are raised with regards to the need for the provision of continued free evening parking within the market towns to facilitate attendance at community organisation meetings and events at venues such as community centres and assembly rooms.

There is also a prominent view that in the evenings, provision of free parking needs to be retained for residents and for evening workers, many of which are part time and earn only a minimal wage.

During consultation events in Ludlow the lack of availability of space for resident permit holders to park within the existing residents parking zone in the evening was raised as a concerning issue. Likewise, at the public meeting held in Shrewsbury the need to ensure premium evening parking within the river loop is not overrun by residents and night time economy workers and that capacity is made available to encourage visitors, was highlighted.

Another concern is the need to better manage parking in the evenings within all 3 Frankwell car parks, Shrewsbury, which can become congested when town centre events are held and /or when the Theatre Severn is busy.

It is therefore recommended that the hours of charging using linear tariffs be extended until 8.00pm on all Bands 1 and 2 car parks, and on all 3 Frankwell car parks.

Reasons:

- i. In limiting the proposed extension of hours of charging to Bands 1 and 2 car parks (and the exception of the 3 Frankwell car parks), parking will continue to be offered entirely free of charge in the evenings in all market towns (with the exception of Ludlow (on-street) and



Shrewsbury). This will encourage visitors to the market towns and hence promote the night time economies in the smaller market towns.

- ii. To encourage evening visitors to Ludlow to park in the town centre off street car parks such as Castle Street and Galdeford rather than on street within the shared use residents parking and pay & display red zone, hence reduce on street congestion and give improved availability to resident permit holders. It should be noted that blue badge concessions for provision of free parking for blue badge holders on street will still apply.
- iii. To continue to provide free evening parking within the market towns and villages for attendance at community organisation meetings and events.
- iv. The combination of proposals to extend the of hours of charging to Bands 1 and 2 in Shrewsbury, (includes all Shrewsbury on street pay and display and, Shrewsbury within the loop premium location pay and display car parks at the Quarry Swimming & Fitness Centre, Bridge Street, St Austin's and Raven Meadows multi storey car park) and proposed reduction from Band 2 to Band 3 at St Julian's Friars carpark will facilitate:
  - a. Availability of some free evening parking for residents, visitors and evening workers within the town centre river loop releasing availability of premium parking hence promotion of the night time economy.
  - b. Availability of some free evening parking for residents, visitors and evening workers outside the town centre river loop again releasing availability of premium parking
  - c. Promotion of evening parking in the less central car parks whilst retaining availability but reducing traffic within the loop hence promoting transport hierarchy. Again, it should be noted that blue badge concessions for provision of free parking for blue

badge holders on street will still apply. Evening charging on private sector car parks within the Shrewsbury river loop are already in operation and with a Band 2 tariff proposal of £1.80, Shropshire Council car parks will remain competitive

- d. Better evening parking management within the Frankwell car parks.

***Revised proposal covered by recommendation v.***

**Consultation proposal 5: The extension of opening hours in Raven Meadows multi storey car park in Shrewsbury 24 hours a day, 7 days a week.**

The consultation returns identified strong support for this proposal. However, concerns were raised with regards to the suitability of the carpark for out of hours 24/7 operation including a need to make suitably safe and secure, providing measures to combat antisocial behaviour and improve customer experience. The current restrictive layout of the car park is highlighted with requests for example, for mother and child parking spaces.

It is therefore recommended that the proposal to extend the opening hours 24 hours a day, 7 days a week be implemented. A 3-hour cap on the linear tariff of 3 hours for parking periods between 8.00pm and 8.00am is also recommended to cover the additional operating costs for evening /overnight parking whilst retaining provision for shorter stay evening parking and continuing to promote dwell time.

***Revised proposal covered by recommendation vi.***

**Consultation proposal 6: A new trades person waiver system**

The main concerns raised to this proposal was the proposed cost of the waiver of £20 is considered too high and residents are concerned that the additional costs will be passed on to them.

The management of trades vehicle parking needs to be addressed, a waiver system is required that will promote an appropriate parking hierarchy. For example, it is not considered appropriate for trades vehicles to park for long periods in loading bays disrupting deliveries and escalating traffic congestion when alternative pay and display parking is also available nearby.

Furthermore, it is envisaged that the potential introduction of linear tariff proposals and availability of weekly tickets will provide a more flexible and accessible provision reducing the requirements for waivers, enabling service provision costs to be absorbed.

It is therefore recommended that the new trade's person waiver system be implemented as proposed in the consultation, including a new fee of £20 per waiver. This fee is merely covering the cost to administer the waiver.

***Proposal covered by recommendation vii.***

**Consultation proposal 7: The removal of restrictions on periods of maximum stay and minimum return (long stay and short stay car parks) subject to purchase of an appropriate ticket**

Although the consultation comments are not on the scale of proposal 1, the desire 'to retain the status quo' with proposal 7 is similar, with a desire 'to retain existing short stay car parks as short stay, providing turnover hence availability for shoppers'. For example, there is opinion that in Castle Street car park, Ludlow that 'the maximum stay should not exceed 4 hours'.

The standard criteria and setting of standard Banding levels (recommendation 1) has been designed with the intention of encouraging parking in the most appropriate car park for the intended length of stay, all the existing short stay parking provision has been allocated in to either Band 1,2 or 3 and the respective tariffs set to generally promote sufficient turnover enabling customers to find a space and not have to wait or cruise around the town causing unnecessary traffic congestion and pollution whilst seeking a desired parking space.

Rather than having restrictions on periods of maximum stay and minimum return to manage turnover the proposed new parking strategy will manage turnover, usage levels for each car park and parking hierarchy by the setting of appropriate tariffs and Banding levels and in doing so there are additional benefits. In providing the option to extend lengths of stay (removal of maximum stay and minimum return) will reduce parking cruising (customers moving and searching for alternative parking). Another example of improvement, will be for those with mobility issues that do qualify for a blue badge who will have the option to park unrestricted in more accessible locations for unrestricted periods should they so wish.

It is therefore recommended to implement without amendment and as proposed in the consultation.

***Proposal covered by recommendation viii.***

**Consultation proposal 8: Removal of the 15-minute ‘pop and shop’ period**

There was much opinion expressed throughout the consultation returns about the provision of ‘free parking’ ranging from ‘all parking provision should be free of charge across the county all the time to promote the market economy’ through to ‘there should be no free periods of parking what so ever’.

There is however an overwhelming desire to ‘retain the pop and shop provision’, again with numerous views and reasoning as to what this period should be, although it is considered that there is some confusion with regards to the current availability of the 15-minute pop and shop period. Although most of the comments received suggest that the ‘15-minute pop and shop period should be retained’ or ‘should be left as is’, there seems to be a lack of awareness that the currently advertised 15- minute pop and shop period is a permitted concessionary parking period entitlement and the regulations require that no penalty can be issued until 10-minutes after the permitted parking period has elapsed, therefore penalties cannot be issued until a minimum period of 25 minutes has elapsed.

It is therefore now recommended that the existing permitted concessionary parking period is reduced to 5 minutes, meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.

Reason:

Assessment of the consultation returns suggests that the continued provision of a 15 minute period available to allow parking for the purpose of 'pop and shop' is appropriate.

***Proposal covered by recommendation ix.***

**Consultation proposal 9: To extend the times of loading bay restrictions to 8.00pm in line with the proposal to introduce linear tariffs and extend charging until 8.00pm in the evening.**

Again, and as with proposal 4, the extension of charging until 8.00pm, there was a strong desire that loading bays be retained as free parking space after 6.00pm for residents, workers and visitors to park. However valid views have also been expressed that many deliveries and collections are required after 6.00 pm and therefore loading bays should be made available as loading bays for longer periods/at all times.

To retain consistency and harmony with recommendation 5, proposed extension of charging hours until 8.00pm 'on street' on Bands 1 and 2, Shrewsbury within the loop and Ludlow, it is therefore recommended that the times of operation of loading bays also be extended until 8.00pm on these car parks only.

***Proposal covered by recommendation x.***

**Consultation proposal 10: To make all existing loading bays available within the Shrewsbury river loop as taxi bays between 8.00 pm and 7.30 am.**

Although the benefits of providing additional taxi bay provision are recognised, as with consultation proposal 9 the consultation returns for proposal 10

present opinion that loading bays be retained as free parking space overnight for residents, workers and visitors to park. Also in harmony with consultation returns for proposal 9 there is opinion that many deliveries and collections are required in the late evening and early morning, therefore loading bays should not be made available to taxis, but solely available as loading bays for longer periods/at all times.

It is apparent from the consultation returns that there is multiple stakeholder demand on loading bay space within the Shrewsbury river loop outside of existing times of restrictions. It is also recognised that with the implementation of the numerous parking strategy proposals, parking behaviour and demand will change.

It is therefore advised that consultation proposal 10 is not implemented as part of the parking strategy package. However, this proposal should be reconsidered when the impact of the numerous parking strategy proposals are known.

***There is no recommendation within this report relating to consultation proposal 10.***

### **Consultation proposal 11: The introduction of weekly parking tickets**

A positive response and well received through the public consultation, it is considered that this proposal will promote parking management and efficiencies, tourism, market economy, visitor and worker parking.

However, some raised concerns with regards to the lack of a strategy proposal for day tickets that would provide benefits for workers (in particular part time workers). In joint consideration with comments received to consultation proposal 2, (the introduction of a set price per hour) options for the provision of both day tickets and caps were discussed and considered to be one and the same. The application of a cap after 8 hours on all Bands 4, 5 and 6 car parks, and Raven Meadow's multi storey car park is proposed within

recommendation iv and will provide a facility for discounted day tickets in appropriate car parks.

It is recommended that weekly parking tickets are included within the new parking strategy with the following amendments to the consultation proposals:

- i. To only introduce weekly parking tickets on Bands 4, 5 and 6 car parks.

Reasons:

- i. Parking hierarchy harmonisation given revised proposal to introduce a cap as detailed in consultation proposal 2.
  - ii. Again, in harmony with consultation proposal 2 recommendations and in response to concerns raised about the continued availability of appropriate short-term parking, provision of concessions for weekly tickets (mainly long stay parking) will be restricted to Band 4, 5 and 6 car parks, (mainly out of town where capacity is available), thus ensuring availability for short term parking in the more centrally located car parks within Band 1, 2 and 3.
- 
- ii. Weekly tickets only to be made available on an individual specified car park basis only.

Reason: Acknowledgement of concerns raised in the consultation returns with regards to retention of short stay visitor parking mainly in proposed Band 3 car parks such as Castle Street, Ludlow.

As per the consultation proposal table 5 below shows the recommended proposed weekly ticket tariff for Bands 4, 5 and 6.

**Table 5: Proposed Weekly ticket tariffs**

Band	Hourly Rate	8-hour day	5-day week	Tariff
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		(flat rate)		
Band 4	£0.70	£5.60	£28.00	£24.00
Band 5	£0.50	£4.00	£20.00	£17.00
Band 6	£0.30	£2.40	£12.00	£10.00

***Revised proposal covered by recommendation xi.***

**Consultation proposal 12a: The setting of new standard tariffs and criteria for resident's off-street car park permits**

A common theme throughout the consultation returns was a desire for 'free parking provision' especially in the smaller market towns, this is also the opinion of some residents.

Another reoccurring issue raised with this proposal is that of 'current short stay car parks such as Castle Street, Ludlow being allocated to residents for long term parking when availability is needed for shoppers and visitors'. However, concerns are also raised with regards to 'no alternative parking provision for residents of Shrewsbury town centre being made available' and requests 'to continue to provide residents permits in St Julian's Friar's car park' (a Band 2 consultation proposal within the river loop and therefore originally excluded as a consultation proposal).

It is therefore recommended that off-street residents car park permits only be made available in all proposed Bands 4, 5 and 6 car parks (these are suitable for long term parking, have capacity to accommodate and will not impact on short stay demand) and not in Band 3 car parks (capacity/ turnaround required for short stay as raised in consultation returns) and that St Julian's Friar's car park, Shrewsbury be classified for residents permits as a Band 4 for residents off-street permits only. This differs from that originally proposed with the omission of Band 1, 2 and 3, however throughout the consultation returns significant issues were raised with regards the retention of capacity/ turnaround required for short stay visitor /shopper parking. The specific adjustment to St Julian's Friar's car park is considered a necessity in order to



preserve the requested retention of the only provision for residents parking within the Shrewsbury river loop.

Within the public consultation questionnaire, two levels of tariff options proposals were given, no comments were received on these options other than the responses throughout that the tariff were considered too high. Therefore, the lower option tariff Band proposal as detailed in section 6.33 of the 12 July Cabinet report is recommended with a primary flat rate discount based on the linear tariff Band for a standard 8-hour day, 200 days per annum with a 60% secondary discount. For example, the hourly tariff rate for Band 4 is £0.70, the cost of a standard 8-hour day being £5.60 and the primary flat rate is therefore £1,120. Applying the 60% secondary discount gives an annual tariff of £448.

Annual tariff proposals for off street car park resident's permits are shown in table 6 below:

**Table 6: Annual tariff proposals off street car park residents permits**

Band	Annual Tariff
Band 4	£448
Band 5	£320
Band 6	£192

\*St Julian's Friar's residents permits at Band 4 tariff

Given the revised recommendations with regards to restricting the extension of charging hours (consultation proposal 5), proposed 8-hour cap (consultation proposal 2) and the new recommendation to provide Sunday and Bank Holiday concessions (additional recommendation 1, detailed below), it should be noted that the consultation proposal to introduce a second tier 'Evening and Weekend off street car park residents ticket is not recommended.

Example applications of off street car park residents permit tariffs are shown below:

Table 7: Example applications and comparison with existing off-street residents permit tariffs:

Location	Band	Existing	New
St Julian's Friars, Shrewsbury	Band 3	£440	£448
Frankwell, Shrewsbury	Band 4	£440	£448
Abbey Foregate, Shrewsbury	Band 5	£440	£320
Severn Street, Bridgnorth	Band 6	£75	£192
Towers Lawn, Market Drayton	Band 6	£75	£192
Cross Street/Talbot Street, Ellesmere	Band 6	£75	£192
Brownlow Street, Whitchurch	Band 6	£75	£192

***Revised proposal covered by recommendation xii.***

**Consultation proposal 12b: The setting of new standard tariffs and criteria for Season tickets**

The consultation returns identified general support for the standardisation of tariffs and criteria for season tickets.

There were concerns again raised as with off street car park residents permit proposals relating to 'current short stay car park capacity (Band 3) being allocated to season ticket holders when space /turnover is needed for shoppers and visitors'. Furthermore, and as with the proposed weekly tickets (consultation proposal 11), concerns with regards the management and enforcement of virtual tickets and permits that will be valid for use in car parks of the same Bands have now been identified by officers.

It is therefore recommended that season tickets be made available for cars and small vans in all proposed Bands 4, 5 and 6 car parks and not in Band 3 car parks as originally proposed.

Reason:

By only making season tickets available in all proposed Bands 4, 5 and 6, car parks suitable for long term parking), this will preserve required capacity/turnaround required for short stay. The inappropriateness of allowing season

ticket holders to park in Band 3 car parks such as Castle Street, Ludlow restricting availability for short stay visitors thereby impacting on the market economy was frequently raised in consultation returns.

It should also be noted that unlike residents parking permit proposals there is no specific adjustment to allow season tickets within St Julian's Friar's car park, Shrewsbury. Whereas the consultation returns raised specific requests for the provision of residents parking within the loop, the desire to promote parking / transport hierarchy and promote none resident long-term parking outside the loop is acknowledged.

It is not recommended that season tickets be made available for cars and small vans for use on all car parks of the same or higher Band across the county as proposed in the consultation proposals, given the concerns with regards the management and enforcement of virtual tickets and permits. Rather, it is recommended they should only to be made available on specified car parks.

Secondary discount annual tariff proposals for off street car park resident's permits based on the same methodology outlined in consultation proposal 12a (The setting of new standard tariffs and criteria for residents' off-street car park permits for residents) are shown in table 8 below:

**Table 8: 1 Month, 3 Month, 6 Month and 12month season ticket tariff proposals.**

**Season tickets**

	<b>1 Month</b>	<b>3 Month</b>	<b>6 Month</b>	<b>12 Month</b>
<b>Band 4</b>	£82	£210	£350	£560
<b>Band 5</b>	£58	£150	£250	£400
<b>Band 6</b>	£35	£90	£150	£240

Note that as with off street residents parking permits the lower option tariff Band proposal as detailed in section 6.32 of the 12 July Cabinet report is recommended with a primary flat rate discount based on the linear tariff Band

for a standard 8-hour day, 200 days per annum. For example, the hourly tariff rate for Band 4 is £0.70, the cost of a standard 8-hour day being £5.60 and the primary flat rate is therefore £1,120. Applying the 50% secondary discount gives an annual 12 month tariff of £560.

Secondary discount for the respective season tickets are shown below in table 9:

**Table 9: Season ticket secondary discount**

Secondary discount:

<b>1 Month</b>	13%	7-hour day
<b>3 Month</b>	25%	6-hour day
<b>6 Month</b>	38%	5-hour day
<b>12 Month</b>	50%	4-hour day

Example applications of off street car park season ticket tariffs are shown below:

Table 10: Example applications and comparison with existing season ticket tariffs:

Location	Band	1 Month		3 Month		6 Month		12 Month	
		Existing	New	Existing	New	Existing	New	Existing	New
Frankwell, Shrewsbury	Band 4	£60	£82	£170	£210	£320	£350	£600	£560
Smithfield, Bridgnorth	Band 4	£45	£82	£128	£210	£240	£350	£450	£560
Abbey Foregate, Shrewsbury	Band 5	£41	£58	£115	£150	£216	£250	£405	£400
Easthope, Church Stretton	Band 5	£54	£58	£153	£150	£288	£250	£540	£400
Castle Hill, Whitchurch	Band 5	-	£58	-	£150	-	£250	£75	£400
Smithfield, Ludlow	Band 6	£30	£35	£85	£90	£160	£150	£300	£240
Oak Street & Oswald, Oswestry	Band 6	£15	£35	£43	£90	£80	£150	£150	£240
Towers Lawn 1&2, Market Drayton	Band 6	£27	£35	£77	£90	£144	£150	£270	£240

***Revised proposal covered by recommendation xiii.***

**Consultation proposal 12c: The setting of new standard tariffs and criteria for coach parking in off street pay and display car parks.**

The consultation returns give an overall positive response to what was a combined HGV /Coach tariff proposal in the consultation questionnaire. However, throughout the consultation period representatives of the Shrewsbury BID raised continuous concerns with regards to the impact of the introduction of tariffs for coaches given it is in direct conflict with their efforts in promoting Shrewsbury as a tourism, coach friendly town, in particular they wished to retain free coach parking in Frankwell.

There is continued concern that with the absence of a coach parking management, localised usage of coach parking facilities will continue, restricting availability for tourism. For example, the practice of school buses parking up during the school day in car parks that could be managed with the introduction of a tariff.

It is recommended that the introduction of tariffs for coach parking is not included within the strategy. Usage of the county's coach parking facilities will continue to be monitored and a reviewed 12 months following implementation of the strategy.

***There is no recommendation within this report relating to consultation proposal 12c.***

**Consultation proposal 12d: The setting of new standard tariffs for Heavy Goods Vehicles (HGV's) in off street pay and display car parks.**

The consultation returns give an overall positive response to the combined HGV and Coach tariff proposal, with no strong views raised opposing the HGV tariff proposals. Improved regulation/management of HGV parking is acknowledged.

It is recommended that a standard HGV tariff on all permitted parking areas is implemented on all designated HGV parking areas. This will include a £10 per 24-hour stay and HGV season ticket tariff options based on 3 times that of the smaller vehicle season tickets for the appropriate Band type of each car park are shown in table 11 below:

Table 11: List of designated HGV parking areas and proposed HGV season ticket tariffs:

Town	Location / parking area	Band	1 Month	3 Month	6 Month	12 Month
Shrewsbury	Abbey Foregate	Band 5	£175	£450	£750	£1,200
Bridgnorth	Innage Lane	Band 6	£105	£270	£450	£720
	Severn Street	Band 6	£105	£270	£450	£720
Ludlow	Smithfield	Band 6	£105	£270	£450	£720
Oswestry	Oswald Road	Band 6	£105	£270	£450	£720
Prees Heath	Prees Heath	Band 6	£105	£270	£450	£720

***Revised proposal covered by recommendation xiv.***

**Consultation proposal 13: Change of use of the HGV / Coach Park, Crossways Church Stretton to a Band 6 pay and display car park**

The consultation returns identified support but with some opposition to this proposal, there is a view that some coach parking should be retained if not at Crossways within the Easthope car park which is better placed more centrally to the town centre.

It is acknowledged that Easthope would be a better location for visiting tourist coaches to park however, premium car parking spaces would have to be sacrificed.

It is therefore recommended that with appropriate layout improvements a reduced provision for HGV and coach parking is retained and Band 6 pay and display parking for cars and small vans is introduced at the Crossways, Church Stretton site.

***Revised proposal covered by recommendation xv.***

## **8. Additional Recommendations resulting from Consultation feedback and officer discussions.**

### **Additional Recommendation 1: Sunday and Bank Holiday Concessions**

There were no proposals for this in the consultation options, however many comments in the consultation returns referred to the need to retain Sunday parking concessions and the retention of free parking provision in the smaller market towns.

Respondents also cite the lack of public transport including park and ride services on Sundays and Bank holidays. The Shrewsbury BID, along with Shrewsbury Town Council are strong advocates of the retention of Sunday concessions and consider them as key elements of the Parking Strategy.

It is therefore recommended that free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 car parks listed in table 4 of this report. In addition, 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 & 3 car parks listed in table 4 of this report except for Raven Meadows, Shrewsbury where a flat rate of £1.50 for up to 10 hours on Sundays and Bank holidays.

This proposal gives recognition that congestion pressures are eased on Sundays and Bank holidays, will give a consistent approach across the county, with free parking available in all towns whilst maintaining consistency in promoting parking hierarchy that is still considered a requirement, for example in the management of on street in Ludlow and Shrewsbury and off street within the Shrewsbury river loop.

***Proposal covered by recommendation xvi.***

### **Additional Recommendation 2: Review of existing and potential expansion of Park and Ride services**

Many consultation returns highlighted the shortfall or lack of park and ride services, mainly in Shrewsbury but also in Ludlow and Bridgnorth.

Respondents highlighted both the perceived underutilised potential of park and ride services as both a transport hierarchy and economic growth tool, and its potential as a tool to address car park capacity issues.

It is therefore proposed and recommended that as a priority a review of all existing park and ride services is undertaken and potential for improvement /expansion identified where financially possible.

It should be acknowledged that with any rollout of the linear parking framework there will hopefully be an enforced change on parking habits and hence capacity demands. It is proposed to closely monitor the impact on capacity throughout the rollout of the programme and provision of additional park and ride services considered, if deemed appropriate and financially affordable.

***Proposal covered by recommendation xvii.***

**Additional Recommendation 3: Ensure that within the development of LTP 4 an emphasis is placed on the harmonisation of public transport and parking strategy.**

Throughout the consultation returns respondents highlight the need for harmonisation of parking strategy as an integral part of both overall transport strategy and economic development. Issues were raised with regards to the provision of more public transport. To ensure these issues are addressed at a strategic level it is recommended that with any commission for the development of LTP4 4, an emphasis is placed on the harmonisation of public transport and this parking strategy.

***Proposal covered by recommendation xviii***

**Additional Recommendation 4: Requests for more pay on exit technology to promote dwell time.**

Many consultation respondents highlighted a preference for the provision of additional pay on exit, (rather than pay and display parking provision) as is currently operated in Raven Meadows multi storey car park, Shrewsbury.



Again, this is a proposal that the Shrewsbury BID are strong advocates of, as they consider it takes the pressure off customers to return to their vehicles at certain times and hence promotes dwell time. The Shrewsbury BID have indicated that they are willing to work with Shropshire Council to progress additional pay on exit provision.

Pay by phone options have recently been introduced on all car parks across the county providing an additional customer option to top up and extend parking durations should they so wish, the potential to provide additional customer flexibility using, pay on exit systems has also been highlighted. The disadvantages with traditional pay on exit systems are they usually require provision of barriers/ tickets, which comes with additional capital outlay set against the operational efficiencies that come with pay and display, as well as enforcement powers under the Traffic Management Act are lost with a barrier system.

However, another option that can provide final payment on exit has recently come to the market. Check in, check out(CICO) is a pay on exit option that can be operated through a modern pay and display machine using credit cards to register a vehicle ticket and take a deposit on parking, on return the customer re-registers at the machine and the final payment is calculated. CICO does not require the provision of barriers/ tickets, it utilises virtual ticketing technology to promote dwell time.

The principles of CICO have been presented to the Shrewsbury BID who agree to the provision of a trial of CICO in Shrewsbury.

It is recommended that:

- i. Check in, checkout ' software be implemented as a trial in all off street pay and display surface car parks in Shrewsbury other than Frankwell (Main and Riverside) plus one market town in the north and south of the county.

- ii. A feasibility exercise is undertaken and that consideration is given to implementation of a traditional pay on foot system (barriers) to the Frankwell, Main and Riverside surface car parks.

Reason:

To give appropriate consideration to the promotion of a trial that will give a direct comparison of the 2 pay on foot systems on a surface carpark. The Frankwell car parks have been singled out for this trial given the potential improvement to car park management and customer experience given the extra demand as the main parking facility adjacent to the town centre but outside the river loop, to the Theatre Severn and to the University.

***Proposal covered by recommendation xix***

**Additional Recommendation 5: Requests for improvement of car park layout, general maintenance and service provision.**

The consultation returns have highlighted many concerns with regards to car park layout, such as the lack of provision for disabled, mother and child, motorcycles, camper vans, etc. A review of car park layout is long overdue following the adoption of all car parks as a unitary authority, with the potential for improvements not only with layout but also with points of access and egress, and capacity efficiencies.

Whilst there is a strong desire to retain provision for free short stay parking both on and off street and in the smaller market towns, it is also recognised that there is a need to promote parking hierarchy and in market towns such as for example Much Wenlock. A review of on-street parking restrictions will therefore also need to be undertaken and the follow on, Part 2 residents parking framework agreed to ensure a holistic approach and avoid on-street parking congestion backlash on existing unrestricted parking to high streets and residential areas.

For Part 1 of the framework strategy it is recommended that a review of all Council car parks and on street parking areas listed in Bands 1 to 7 be carried out, identified improvements prioritised and then implemented.

***Proposal covered by recommendation xx.***

**Additional Recommendation 6: Concerns regarding the lack of effective enforcement, presence on the ground and requests for better enforcement.**

The consultation returns highlighted many concerns with regards to perceived low levels and lack of enforcement.

It is recommended that a review of our enforcement levels is carried out and priorities identified on an individual market town basis.

This will be achieved by dovetailing the review with the proposed implementation programme to allow adjustment of resource allocation accordingly. This approach will facilitate an assessment of required enforcement at a local level and for amendments to be implemented that will encompass timely adjustment with the roll out of Part 1 of the strategy framework.

***Proposal covered by recommendation xxii.***

A summary of parking proposal recommendations, tabulated for each market town is shown in Appendix 3.

## **9. Forward programme**

Subject to Cabinet approval of the recommendations, it is proposed to commence the required statutory TRO consultation in early March 2018. Note a full revision to the existing on street and off-street Orders is necessary. A further report to Cabinet in May 2018 may be required.

The linear tariff implementation is proposed to be rolled out in phases across the county, as follows:

		Start:	Go live:
Phase 1	Shrewsbury	May 2018	July 2018
Phase 2	Ludlow	June 2018	September 2018
Phase 3	Bridgnorth	July 2018	November 2018
Phase 4	Oswestry	July 2018	December 2018
Phase 5	All other areas	August 2018	January 2018

The programme is phased to implement with the highest parking activity areas first. Although the desire is to achieve consistency across the county as soon as possible, such is the scale of the proposed changes, a phased approach is required.

The works priority for implementation of linear requires the provision of new parking machines. New equipment has been installed in Raven Meadows multi storey car park, many replacement new machines were installed last year in Shrewsbury, mainly on street, in readiness for Phase 1. The roll out of pay by phone options across the county is also now complete.

It is anticipated that the introduction of the new proposed season ticket framework shall be concurrent and inclusive within the proposed introduction and programme for the main proposed hourly linear tariff / Banding.

**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-2017%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>

**Cabinet Member (Portfolio Holder)**

Councillor Steven Davenport – Portfolio Holder for Highways and Transport

**Local Member**

County wide initiative – impacts on all local Members

**Appendices**

Appendix 1: Details of Public Consultation Exercise including Methodology, Respondent Profile, Publicity, Returns profile and Results Analyses

Appendix 2: Summary of additional comments tabulated during public consultation analyses

Appendix 3: Summary of Part 1 Strategy Frame work proposals by town.