

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

Consultation Methodology

A 12 week public consultation was launched on the 22nd July 2017 and closed on 17th October 2017.

Accessibility

In order to make the consultation proposals easy to access, a series of four surveys and supporting documentation were developed, each with a common theme:

Consultation 1 – Pay & Display Parking



Consultation 2 – Permits & Season Tickets



Consultation 3 – Resident Parking Scheme



Consultation 4 – Waivers



The surveys and supporting documentation were available online via the Council's Consultation Portal and the dedicated Car Parking Consultation web pages.

Alternative methods to submit feedback was made available for people to have their say including :

- Hard copies of the survey were distributed to our libraries and customer services points around the county to be available to respondents unable to access the online survey. Those locations were as follows:

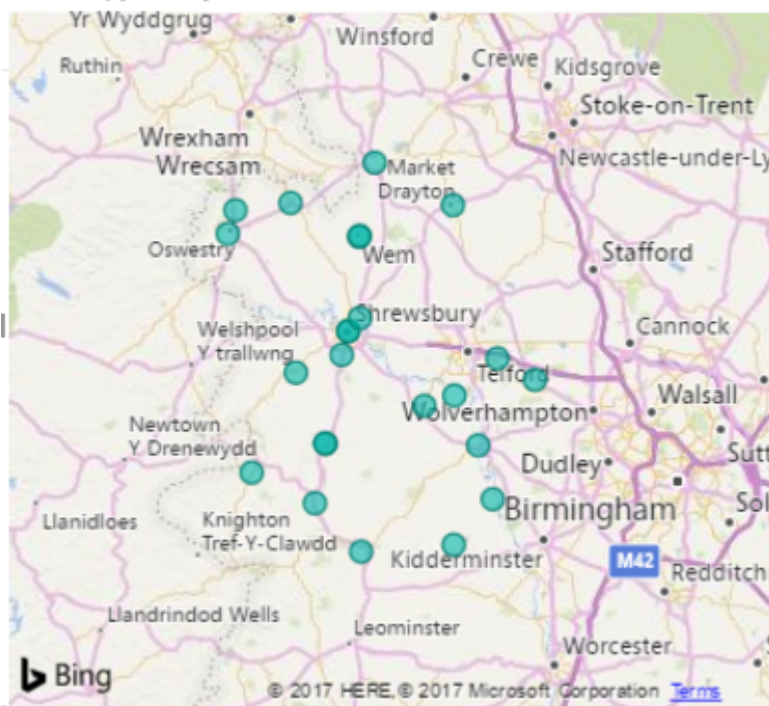
Customer Service Points within libraries:

- Albrighton
- Bridgnorth
- Bishops Castle
- Broseley
- Cleobury Mortimer
- Craven Arms
- Ellesmere
- Oswestry
- Ludlow
- Market Drayton
- Shifnal
- Whitchurch

Libraries:

- Shrewsbury
- Shrewsbury – The Lantern
- Bayston Hill
- Pontesbury
- Wem
- Church Stretton
- Gobowen
- Highley
- Much Wenlock

Hard Copy Survey Locations



Customer Service Points:

- Church Stretton
- Shrewsbury
- Wem

Additional hard copies of the survey were on request via our survey helpline & Customer Service Centre.

We also welcomed and received feedback in alternative formats:

- Email views to survey email address - tellus@shropshire.gov.uk
- Written feedback to the Council, survey FREEPOST address offered
- Twitter and Facebook @ShropCouncil
- Letters and email to Council officers and elected members
- Completed online forms

Publicity

Pre publicity: Prior to the consultation launch, adhesive A5 posters promoting the consultation and advising people how to take part were attached to all (152) pay and display parking machines across the Shropshire Council area.

A media briefing was held by Shropshire Council Communications Team to coincide with the publication of the consultation Cabinet papers and to explain the proposals, answer questions and carry out radio interviews. It was attended by reporters from the Shropshire Star, BBC Radio Shropshire, council officers and the Cabinet Portfolio Holder for Highways.

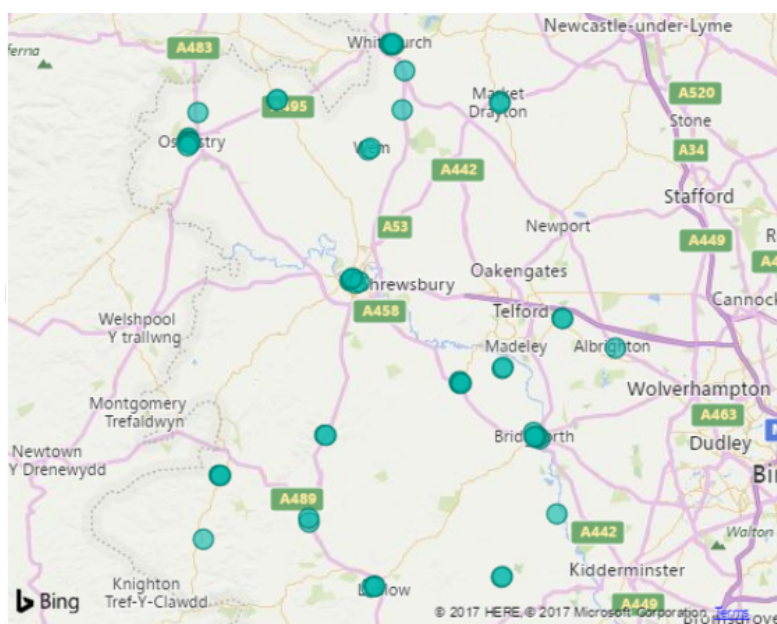
In addition, two press releases were published on Shropshire Council newsroom to promote and raise awareness of the consultation prior to its launch, and encourage people to take part.

In period publicity: In addition to further press releases onto the newsroom, the surveys were regularly promoted using the Shropshire Council Facebook and Twitter accounts throughout the duration of the consultation period.

Officers and the Cabinet Portfolio Holder for Highways attended six public meetings held around the county, where they explained the proposals and answered questions from members of the public and hosted a meeting at the Shirehall for the benefit of the Shropshire Association of Local Councils. In addition, they attended two interviews with Shropshire Radio discussing the proposals and taking calls from listeners.

Summary of publicity:

- 152 posters at pay and display car parks
- 1 media briefing
- 4 press releases
- 12 facebook posts
- 9 tweets
- 2 (+1 repeat) Shropshire Radio interviews
- 7 public meetings



In addition to our own publicity, the consultation was referenced and promoted within the local media, by Radio Shropshire, the Shropshire Star, the Shrewsbury Business Improvement District, Shrewsbury Town Council, Shropshire Tourism, the Sabrina Boat, and many others.

Responses and Reliability

Over the course of the consultation period a total of 2,486 responses were received across the four consultations. This breaks down as follows :

Consultation 1 – Pay & Display Parking	2,037 responses
Consultation 2 – Permits & Season Tickets	148 responses
Consultation 3 – Resident Parking Scheme	159 responses
Consultation 4 – Waivers	76 responses
Other comments	66 responses

(Two petitions from the towns Market Drayton and Shrewsbury were handed into the Council. Whilst we acknowledge those petitions here, they were dealt with in accordance with the councils petition process and are not included in any statistics quoted in this report.)

The first test of data reliability is in the size of the sample collected against the size of the potential sample (i.e. the entire population of Shropshire in this case).

A sample capable of returning a confidence level of 95% with a 5% margin of error is generally required for the findings of any question to be considered reliable. This is in line with industry standards and is the confidence level commonly used at Shropshire Council.

(A confidence level is the degree of certainty with which responses can be said to reflect the opinions of the total population i.e. if the research were to be repeated under the same conditions then the confidence level would be the percentage of results that would fall into line with the original results, within a margin of error of the original result).

Consultation 1 received 2,037 responses from a total potential sample of 311,518 Shropshire residents (Shropshire has been used as the population catchment). This therefore requires a minimum of 384 responses to satisfy the requisite confidence levels.

Figure 2 – Responses by consultation proposal

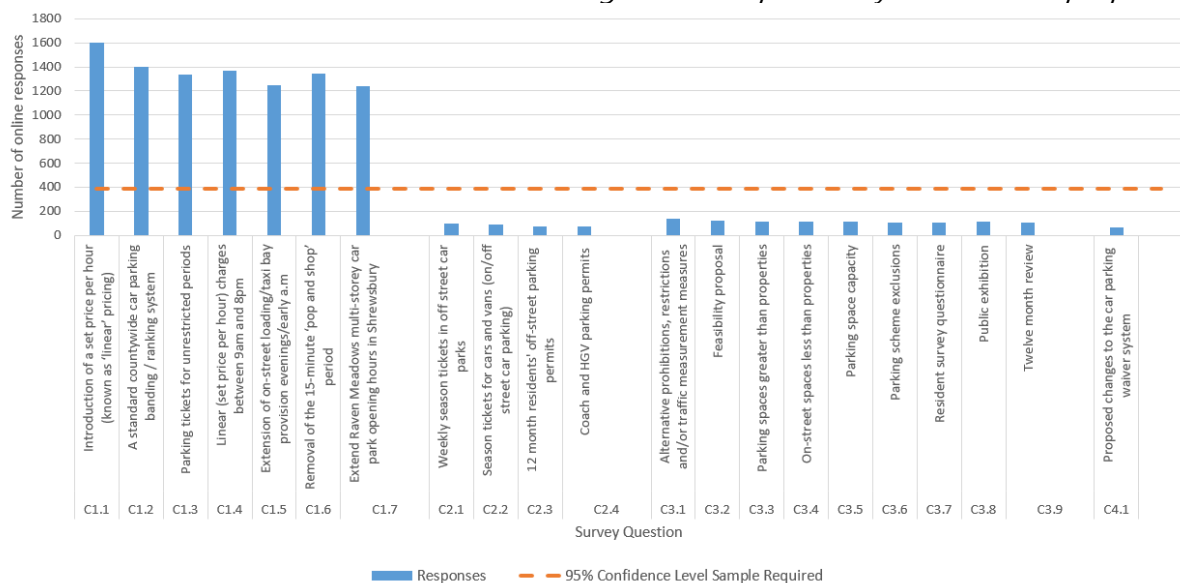


Figure 2 shows that within consultation 1, the sample sizes of the question responses are more than adequate to achieve industry standards of confidence level and margin of error. This means that results can be reported with statistical confidence. Consultations 2, 3 and 4 did not achieve the same levels of response and so caution must be used when quoting data from these consultations.

Respondent Profiles

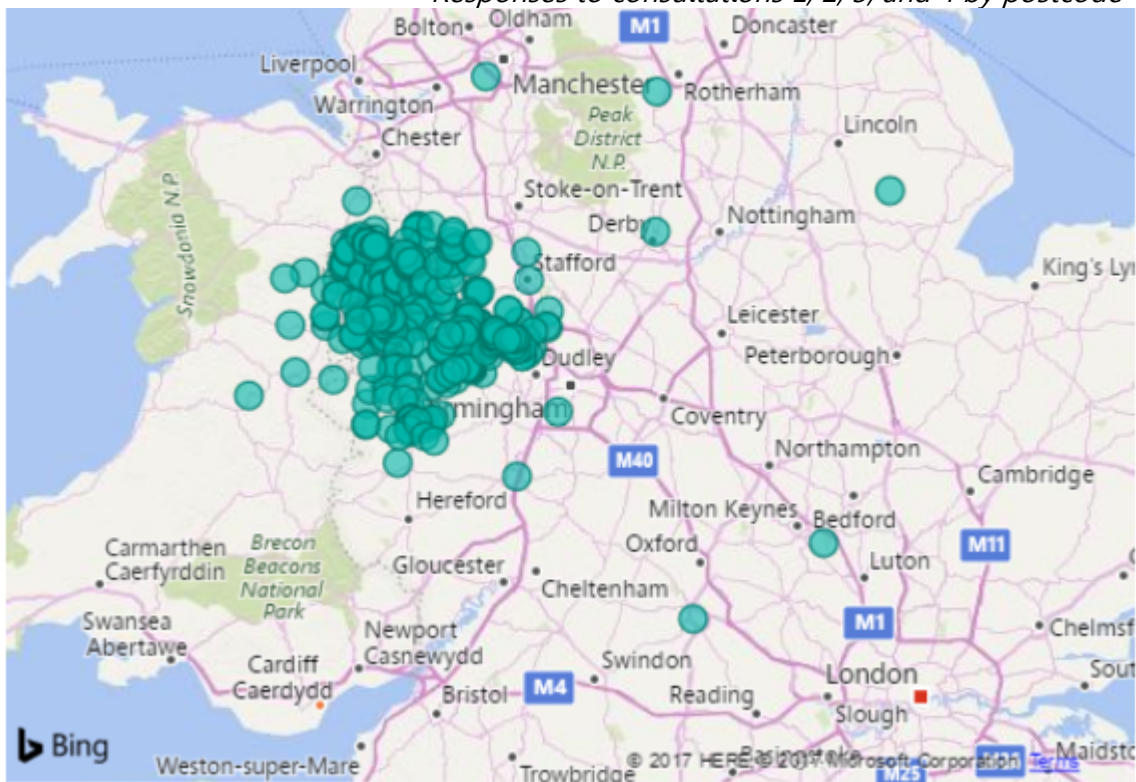
Demographic and geographic data was collected within the survey in order that we could be confident that we were receiving views from across demographic groups with protected characteristics, as views from across the county. We have used that information to look more closely at responses at a demographic level.

Geographical analysis shows the consultation attracted responses from all over the county, but also from outside Shropshire (mainly visitors and businesses with a leisure or economic interest in the county).

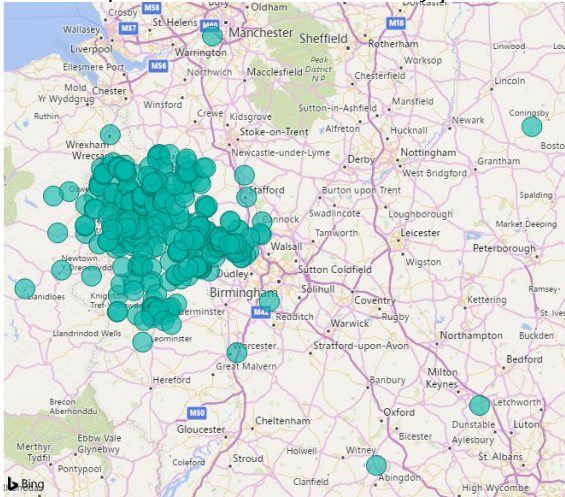
The maps below show the distribution of respondents at a postcode* level (note, one postcode could have multiple responses). Looking more closely at the results at a town

level reveals that almost half the respondents (48%) were living in the Shrewsbury area. 15% of respondents lived in the Albrighton area, and 11% in Ludlow area. Respondents living in the other 17 towns referred to in the car parking proposals ranged between 6% and 0%.

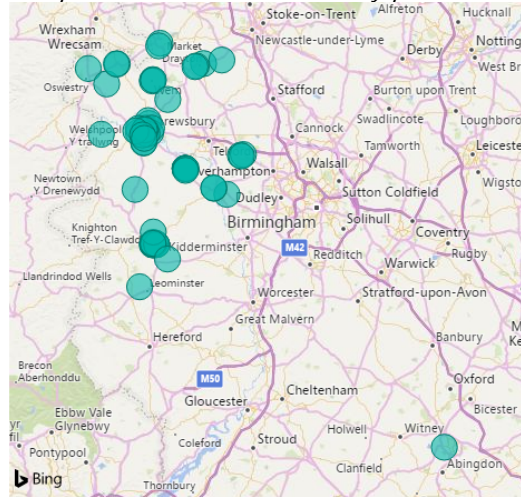
*Responses to consultations 1, 2, 3, and 4 by postcode**



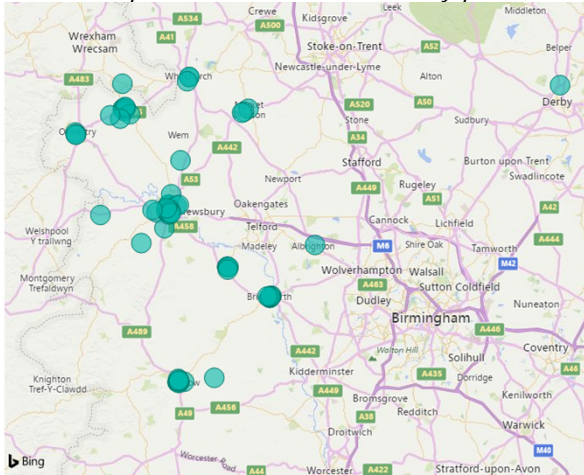
*Responses to consultation 1 by postcode**



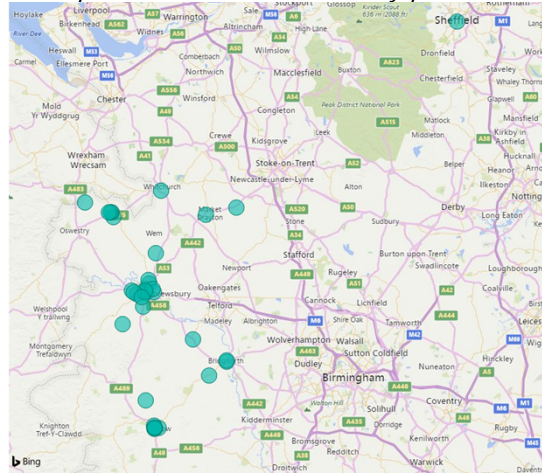
*Responses to consultation 2 by postcode**



*Responses to consultation 3 by postcode**



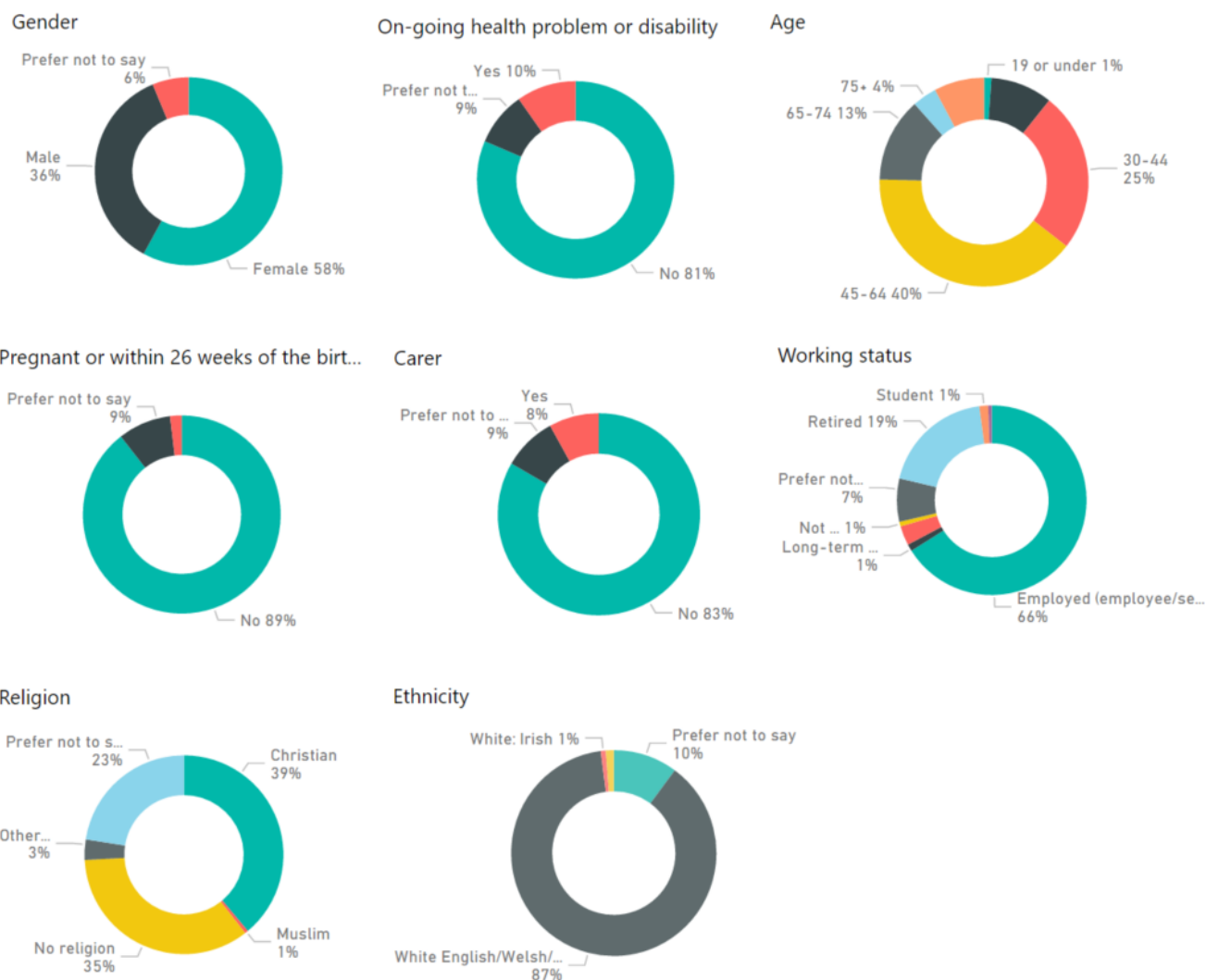
*Responses to consultation 4 by postcode**



*(*where a postcode was provided by the respondent or derivable for an organisation, 57% of responses)*

A similar distribution is seen in terms of the towns and car parks specifically mentioned across all the feedback we received. 39% of responses mentioned issues relating to Shrewsbury town car parking, 18% were attributable to Albrighton, and 13% to Ludlow.

Across all the consultations, feedback was received from a wide range of demographic groups, meaning we had heard from all sectors of the community:



Respondents to the consultations were asked to classify themselves as appropriate to the following :

- a local resident (1,528)
- a tourist (41)
- A customer of the car parks /on street parking described in the consultations (1,079)
- A customer of the off-street parking described in this consultation (566)
- A customer of parking permits described in this consultation (108)

These figures are lower than the overall number of people responding to the consultation because some people chose not to complete this section of the survey, or fed back to us via email or letter and so we were unable to always capture this level of detail.

We also heard from representatives of :

- 122 Town, Parish and Rural Parish Council representatives
- 10 Shropshire Councillors
- 81 church and faith groups
- 199 local interest and community groups
- 250 local business or commercial organisations

Responding organisations:

Feedback was received from the following organisations (where provided by the respondent).

Alberbury with Cardeston Parish Council

Albrighton Eye Centre

Albrighton Fish & Chips

Astley Abbots Parish Council

Atcham Parish Council

Bagley ward councillor

Bentleys Wine Merchants

Bridgnorth Chamber of Commerce

Bridgnorth Town Council

Cartway, Friars St and Riverside Residents Action Group

Chester-Shrewsbury Rail Partnership

Chocolate Gourmet

Church Stretton Town Council

Compton Hospice

East Castle St Residents' Association

Edinburgh Woollen Mill

Ellesmere Chamber Of Commerce

Ellesmere Rural Parish Council

Ellesmere Town Council

Ellesmere Town Council

Festival Drayton Centre

Ford Parish Council

Great Hanwood Parish Council

Great Ness and Little Ness Parish Council

Hanwood Parish Council

Home Furnishings

Hordley Parish Council

Just Gents

Lower Broad Street Residents Association

Ludlow 21 STG

Ludlow Assembly Rooms

Ludlow Town Centre Residents Association

Ludlow Town Council

Ludlow Town Guides

Ludlow ward Councillor

Market Drayton Infant School and Nursery

Market Drayton Town Council

Marstons Brewery

Montford Parish Council

Moreton Say Parish Council

MS Surveyors Ltd

Much Wenlock Town Council

Much Wenlock ward councillor

Oswestry Town Council

People for Ludlow

Prees Parish Council

Railway Street Residents Association

Railway Street, Bridgnorth, Residents Association

Sabrina Boat Tours

Salop Leisure

Samuel Wood & Co

Selattyn and Gobowen Parish Council

Severn Dee Travel

Shrewsbury Business Chamber

Shrewsbury Friends of the Earth

Shrewsbury Tourism Association

Shrewsbury Town Council

Shrewsbury-Chester Rail Users' Association

Shropshire Festivals Ltd

Smarti Ludlow Limited

Stokes Estate Agents

The Silver Pear

Tinsley's Takeaway

Tom Dickins Fine Art

TSB Bank

Wem Town Council

Wem Town Council /Economic Forum

Wem ward councillor

Whitchurch Town Council

Whitchurch, Wem and District Senior Citizens Forum

Whixall Parish Council

Woore Parish Council

Worthen & Brockton Parish Council

Results

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.

		Yes	No	Yes/No Responses	CI (95%)
Pay & Display					
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 %
Season Tickets & Permits					
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 %
Resident parking					
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 %
Waivers					
S4.1	Proposed changes to the car parking waiver system	28%	72%	72	11.55 %

Summary including qualitative feedback:

Pay & Display	Supporting comments	Main objections
S1.1 There was a high level of objection to introducing linear pricing.	<ul style="list-style-type: none"> Pay for what you use is fairer 	<ul style="list-style-type: none"> Tariffs too high Want to retain current short/long stay systems
S1.2 There was a high level of objection to the proposed countywide banding system	<ul style="list-style-type: none"> Will discourage town centre parking=reducing congestion 	<ul style="list-style-type: none"> Want to retain current pricing bands / bands 1 and 2 are too high Parking should be free Want bespoke town parking system
S1.3 There was almost equal levels of objection and support to introducing unrestricted periods of parking	<ul style="list-style-type: none"> Will mean less rushing about Paying for what's needed is fairer Less confusing 	<ul style="list-style-type: none"> Want to retain current system Want bespoke town parking system Parking spaces may be taken by long stay parkers
S1.4 There were very high levels of objection to the proposal to introduce linear charges 9am to 8pm.	<ul style="list-style-type: none"> Pay evening charges elsewhere, why not in Shropshire 	<ul style="list-style-type: none"> It will harm the night time economy of towns No alternative evening public transport (P&R) available
S1.5 There was almost equal levels of objection and support to extend on street loading / taxi bay provisions into evenings	<ul style="list-style-type: none"> Will make finding a taxi easier Makes sense to align with linear parking times 	<ul style="list-style-type: none"> Want bespoke town parking system Will be confusing Delivery still take place into the evening so must be duel.
S1.6 There were very high levels of objection to the proposal to remove 'pop and shop'	<ul style="list-style-type: none"> Didn't know it existed anyway 15mins was not long enough anyway Must make 10mins grace clear on signage 	<ul style="list-style-type: none"> Want to retain current system First 30mins-2hrs parking should be free 10mins not long enough to do quick shop
S1.7 There were high levels of	<ul style="list-style-type: none"> Will support the town night 	<ul style="list-style-type: none"> Safety and crime concerns –

support for opening Raven Meadows multi storey car park 24 hours a day, seven days a week.	<p>time economy</p> <ul style="list-style-type: none"> Beneficial to town hotels and rail users 	<p>needs security monitoring and better lighting</p> <ul style="list-style-type: none"> Will be too expensive to be attractive Needs updating, spaces too small.
Season Tickets & Permits	Supporting comments	Main objections
S2.1 There was more support than objections for weekly tickets proposals.	<ul style="list-style-type: none"> Needed in Shrewsbury/Oswestry/Ludlow 	<ul style="list-style-type: none"> Parking spaces may be taken by workers Not flexible enough for occasional / day parkers Too costly
S2.2 There was more support than objections for the proposals for season tickets for cars and vans	<ul style="list-style-type: none"> The flexibility is welcome Useful for town workers 	<ul style="list-style-type: none"> Want bespoke town parking system Too costly
S2.3 There were slightly more objections than support for residents off-street permit proposals.	<ul style="list-style-type: none"> Residents without own parking need permits/parking space 	<ul style="list-style-type: none"> Permit fraud must be addressed Too costly
S2.4 There was more support than objections for the proposals for HGVs and coaches.	<ul style="list-style-type: none"> Will help to promote tourism Charges are reasonable 	<ul style="list-style-type: none"> Coaches should park free as they bring tourists HGV daily rate is too high
Resident Parking Scheme	Supporting comments	Main objections
S3.1 There was more support than objections for the proposals regarding alternative prohibitions etc	<ul style="list-style-type: none"> Alternative prohibitions will also help traffic flow Campaigned for years for this 	<ul style="list-style-type: none"> Maintain the current system Already too many prohibitions (e.g double yellow lines, speed bumps)
S3.2 There was a good level of support for the feasibility proposal	<ul style="list-style-type: none"> Resident feedback (via Councillor) is important 	<ul style="list-style-type: none"> This should be a local not Cabinet decided issue Local Councillor does not always listen to residents Over the top idea
S3.3 There was a good level of support for the proposal to halt schemes if on street parking capacity is not an issue	<ul style="list-style-type: none"> Yes dependent on 'small print' terms. 	<ul style="list-style-type: none"> Need is dependent on number of cars not number of households registered (e.g. multi car properties) Need to include provision for visitors Time limited on street parking can be an issue
S3.4 There was a good level of support for the proposal for resident only schemes	<ul style="list-style-type: none"> Will help residents where parking spaces taken by non residents Would like to be able to lease a space outside my home Need to tackle homes with multiple vehicles 	<ul style="list-style-type: none"> Do not sanction new builds with no parking facility. Resident parking only after 6pm Only allow one parking space per property.

	though	
S3.5 There was support for the proposal regarding visitor permits	<ul style="list-style-type: none"> • Yes but dependent on the 'small print' term 	<ul style="list-style-type: none"> • Visitor parking should not be dependent on capacity • Visitors may be essential care givers. • Need visitor spaces – maybe a fixed number available
S3.6 There was support for the proposal regarding exclusions	<ul style="list-style-type: none"> • All policies should be flexible • Will ensure developers include parking in housing schemes 	<ul style="list-style-type: none"> • Do not sanction new builds unless a bedroom+2 parking spaces policy satisfied
S3.7 There was a good level of support for the resident questionnaire proposal.	<ul style="list-style-type: none"> • Include landlords as well as residents • Decisions should be based on residents / association views 	<ul style="list-style-type: none"> • 50% response is too high • 50% response is too low – min of 60% • If less than 50% response then scheme should be scrapped • This should be a local not Council decided issue
S3.8 There was a good level of support for the public exhibition proposal.	<ul style="list-style-type: none"> • Only affected residents should be invited and allowed to comment 	<ul style="list-style-type: none"> • Over the top – just a household flyer needed • Every individual should be visited • Will local comments be listened to?
S3.9 There was a very high level of support for the proposal to include a 12 month review	<ul style="list-style-type: none"> • Include a requirement for periodic reviews (say every 5 years) • Review should include 'modify or remove' – must be actionable. 	<ul style="list-style-type: none"> • Unnecessary • 12 months is too long
Waivers	Supporting comments	Main objections
S4.1	<ul style="list-style-type: none"> • Needs enforcing • As long as allows you to park on double yellow lines without obstruction 	<ul style="list-style-type: none"> • Too expensive • Keep current system • What about emergency calls? (E.g gas/water leak) – tradespeople refuse jobs in town because of parking issues