

<u>Committee and Date</u>
Cabinet
25 July 2018

New Parking Strategy Framework Traffic regulation Order (TRO) decision report: Changes to off street parking places around the county

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1.0 Summary

- 1.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy Framework.
- 1.2 This report relates to Shropshire Council's statutory requirement to advertise proposals to make a Traffic Regulation Order (TRO) and give due consideration to the comments and objections received before making an Order. The existing TRO relating to off street parking is the Shropshire Council (Off-Street Parking Places) Order 2011. It is proposed to make an order to amend this TRO. This report considers the responses received during the recent formal consultation relating to proposed changes to off-street carparks across the county.
- 1.3 Managed car parking is important to the vitality of our town centres. Ensuring that customers and visitors have a range of options when choosing to visit and use the town is critical. Encouraging parking to be used for quick and convenient access to the town centre for those convenience led trips, allowing regular movement and flow in the town centre and directing longer stay shoppers and workers to the designated car parks will help encourage sustainable use of car parks and encourage more pedestrian movement in and around the town centres.

2.0 Recommendations

- 2.1 That approval is given for the making of the required Traffic Regulation Order for the proposed changes within off-street parking places as follows:
 - i. That the tariffs and banding levels to all off-street parking places listed in appendix 3 to this report are implemented.

- ii. That 8-hour tariff caps to all bands 4, 5 and 6 off-street parking places listed in appendix 3 to this report are implemented.
- iii. That the hours of operation and charging are extended until 8.00pm on all band 2 off-street parking places listed in appendix 3 of this report.
- iv. That the opening hours in Raven Meadows multi storey car park in Shrewsbury are extended to 24 hours a day on Mondays to Saturdays and include a 3-hour cap on the linear tariff of 3 hours for parking periods on Mondays to Saturdays between the hours of 8.00pm and 8.00am.
- v. That except in the Frankwell Riverside off street parking place, all existing restrictions on periods of maximum stay and minimum return on all off-street parking places listed in appendix 3 of this report are removed.
- vi. That a free 5 minutes concessionary parking period in all pay and display off-street parking places across the county is introduced.
- vii. That, except in the Frankwell Quay and Riverside carparks, weekly tickets are introduced in all off-street parking places listed as bands 4, 5 and 6 carparks in appendix 3 of this report.
- viii. That, except in the Frankwell Quay and Riverside carparks, season tickets are introduced / retained in all off-street parking places listed as bands 4, 5 and 6 in appendix 3 of this report.
- ix. That off-street resident permits are introduced / retained in St Julian's Friars carpark and all off-street parking places listed as bands 4, 5 and 6 in appendix 3 of this report except for Frankwell Quay and Riverside carparks.
- x. That HGV tariffs are implemented on all designated off-street parking places HGV parking areas. This will include a £10 per 24-hour stay and HGV season ticket tariff options as specified in appendix 3, table 6 of this report.
- xi. That pay and display parking provision for cars and small vans within the Crossways, Church Stretton off-street parking place are introduced.
- xii. That free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 off-street parking places listed in appendix 3 of this report.
- xiii. That except for Raven Meadows multi storey carpark, Shrewsbury, 50% concessions on Sunday and Bank holidays shall be introduced

on all Bands 2 & 3 off-street parking places listed in appendix 3 of this report.

REPORT

3.0 Risk Assessment and Opportunities Appraisal

- 3.1 This report only deals with recommendations related to changes to the Traffic Regulation Order (TRO) for off-street parking places carparks across the county. A phased rollout of the overall parking strategy is proposed and continuity in delivery of the overall strategy must be maintained if potential efficiencies and influences are to be achieved. Requirements to monitor and review parking capacity and the need to respond effectively with improvements such as the enhancement of the park and ride services in Ludlow and Shrewsbury needs to be recognised.
- 3.2 Identified risks specific to the changes to Traffic Regulation Order (TRO) for off-street parking places carparks across the county are shown in the table below:

Proposal	Risk	Mitigation Measure
Setting of standard banding levels and introduce linear pricing.	Change in off street parking behaviour is greater or less than anticipated.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width or tariff. Or respond with implementation of additional measures such as improvement to park and ride service.
Proposed extension to evening parking charges in Frankwell Main off-street parking place, withdrawn from proposal.	Excessive parking congestion in the evenings/ lack of space available for resident permit holders.	Monitor and review following implementation of linear model. Reconsider evening charging proposal
Opening hours in Raven Meadows multi storey car park to be extended 24 hours a day, on Mondays to Saturdays.	Delay in implementation due to additional service provision requirements.	A phased implementation programme is being developed, initially opening hours likely to be extended until 8.00pm

Existing restrictions on periods of maximum stay and minimum return on off street parking places are removed.	Excessive long stay parking results with a lack of turnover possibly parking congestion.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width or tariff.
Existing permitted concessionary parking period reduced to 5 minutes., meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.	Likely Challenge to receipt of Penalty Charge Notices (PCN)	Ensure consistency with enforcement procedures are maintained. Review code of practice.
Introduction of weekly parking tickets, off-street resident's car park permits, season tickets.	Demand higher or lower than projected.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width, tariff or allocation threshold for each type of permit/ticket.
Introduction of free parking and concessions on Sundays and Bank holidays	Demand higher or lower than projected.	Monitor and review following implementation consider adjustment to band allocation, band width, tariff or allocation threshold for each type of permit/ticket. Work with Shrewsbury BID to develop promotions.

4.0 Financial Implications

- 4.1 The estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework are detailed within the January 17th, 2018 Cabinet report.

5.0 Background

- 5.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy framework this included a total of 22 recommendations.
- 5.2 The procedures for making Traffic Regulation Orders are set out in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 (as amended). In accordance with those procedures, before making the required Traffic Regulation Orders (TRO) to off-street parking places, a formal consultation relating to proposed changes to off-street carparks across the county was undertaken between the 9th May 2018 and the 6th June 2018.
- 5.3 This report relates to Shropshire Council's statutory requirements to give due consideration to the comments and objections received during the formal consultation following the publication of the proposed TRO changes.
- 5.4 The proposed changes within off-street carparks across the county relate to implementation of approved recommendations i, to vi, viii, ix, xi to xvi of the 17th January 2018 Cabinet report.
- 5.5 Note, for ease of reference all recommendations from the 17th January 2018 Cabinet report are also listed in appendix 1 of this report. The proposed TRO changes formally consulted on are summarised below:
 - a) It is proposed within all Shropshire Council's off street pay and display and Ravens Meadow multi storey car park, Shrewsbury to set standard banding levels and introduce new tariffs for parking including the introduction of tariffs charged at a linear hourly rate enabling customers only to have to pay for the period of parking they require.
 - b) In specified off-street parking places to include an 8-hour cap on parking tariffs
 - c) To introduce weekly tickets in specified off-street parking places
 - d) To introduce additional provision and new tariffs for season tickets in specified off-street parking places.
 - e) To introduce additional provision of off-street residents permits in specified off-street parking places
 - f) To introduce pay and display parking provision for cars and small vans within the Crossways, Church Stretton site.
 - g) To introduce new concessions for parking on Sundays, bank and public holidays.

- 5.6 These changes are intended to improve overall parking service provision, promote the efficient use and management of car parks and be a contributing factor in reducing carbon emissions, improving air quality, minimising congestion and improve vibrancy in market towns.
- 5.7 It should be noted that there are proposals relating to approved recommendations i to vi, xi to xiii and xvi of the 17th January 2018 Cabinet report that have been excluded from this round of off-street TRO consultation and are summarised as follows:
1. The proposals for weekly tickets, resident's permits and season tickets have been omitted in the Frankwell Quay and Riverside carparks, Shrewsbury. Issues with regards to capacity and access during emergency events (e.g. flooding) have been raised following the 17th January Cabinet report. A further round of public consultation on a revised proposal not to allow weekly tickets, residents permits and season tickets in these car parks has recently been undertaken.
 2. The proposals for changes to tariffs on Sundays, bank and public holidays in Raven Meadows multi storey carpark, Shrewsbury have been omitted. Opening hours in Raven Meadows are currently 8am to 6pm. On Sundays, bank and public holidays a flat rate tariff for up to 10 hours stay currently applies. The recommendation within the 17th January Cabinet report proposed that 24 hour opening hours are introduced permitting parking for stays longer than 10 hours and that the existing 10-hour cap on the flat rate be retained, meaning that the standard hourly tariff for periods of stay beyond 10 hours would then come back in to play. There is also a proposed cap on the standard tariff for any periods of stay over 8 hours and periods of stay over 3 hours incurred after 6pm on weekdays. This cocktail of proposals for Sundays, bank and public holidays concessions is considered too complex and a further round of public consultation based on a revised proposal to remove the proposed 'up to '10 hours' cap and allow unlimited periods of parking on Sundays, bank and public holidays for the flat rate of £1.50 per day, has recently been completed. On Sundays, bank and public holidays existing tariffs and restrictions are to remain in the interim.
 3. All parking strategy proposals for Smithfield carpark, Bridgnorth have been omitted from the TRO consultation. These proposals now need to be reviewed following the recommendations received from the Secretary of State for Housing, Communities and Local Government in the recent planning approval. Existing tariffs and restrictions are to remain in the interim.

At the above locations the findings of the public consultation and review together with any recommendations for changes to the

parking strategy will be reported to Cabinet prior to further TRO consultation to implement any agreed changes.

- 5.8 Please note that in accordance with the statutory procedures for the implementation of the TRO's, proposed changes relating to on street parking places will be considered independently and as such two separate consultations have been undertaken for on and off-street TRO proposals and two separate cabinet reports have been prepared.

6.0 Consideration of comments and objections received to the formal TRO proposals during the consultation period

- 6.1 A full list of comments and objections received to the off-street parking places TRO consultation in relation to the parking strategy implementation are shown in appendix 2 of this report.
- 6.2 Proposal to introduce changes to tariffs, to set standard banding levels and to charge at a linear hourly rate in off-street parking places.
- 6.2.1 A total of 72 comments have been received relating to these proposals of which 71 are objections.
- 6.2.2 A total of 30 objections are considered to specifically relate to Ludlow.
- 6.2.3 In Ludlow, there is concern that the proposed increases in off-street parking places tariffs are being proposed as a revenue generator, will have an adverse impact on the town and that many locals, tourists and visitors will choose not to visit the town, rather they will choose to visit neighbouring towns with cheaper parking, the resultant decline in people not staying local impacting on the towns economy which has already been hit by recent increases in business rates.
- 6.2.4 The absence of an efficient park and ride service is of concern, along with the cost of parking for frequent visitors such as voluntary workers and those with mobility issues. The difficulties of access to the town and the cost of parking for the young, elderly and low paid workers are also highlighted and it is considered the increases in tariffs will have a detrimental impact on businesses and the community.
- 6.2.5 Difficulties in availability of worker parking especially on market days is highlighted and there is support for the proposals including call for a more car free town.
- 6.2.6 A total of 26 objections are considered to specifically relate to Shrewsbury.
- 6.2.7 In Shrewsbury there is concern that the proposed increases in tariffs to off-street parking places are beyond the rate of inflation and solely being proposed as a 'cash cow', will damage local business and the tourist trade. It is considered that visitors will go elsewhere and

businesses will be further driven outside of the river loop. Many businesses consider that this proposal will be detrimental to the economy, damage trade and footfall.

- 6.2.8 Opinion is that the Council should rather be introducing measures to make the town more accessible, improving the park and ride service consider charging per car rather than per person, making the service free. Public transport is also considered unreliable, expensive and of little benefit. There is a suggestion that like other tourist led towns we should be looking to close off areas to traffic and providing more licensing for on-street dining.
- 6.2.9 Another area of concern is that the increase in off-street parking places tariffs will impact heavily on employees.
- 6.2.10 In response to comments received in the original public consultation that tariffs were too high, the following revisions to the Parking Strategy were approved by Cabinet on 17th January 2018:
- i. The proposed tariff rate for Band 2 was reduced from £2.00 to £1.80 per hour.
 - ii. A cap was applied to the off-street parking places tariff rates after 8 hours on all Bands 4, 5 and 6 off-street parking places, and Raven Meadow's multi storey car park.
 - iii. St Julian's Friars carpark, Shrewsbury was reduced from the proposed Band 2 to Band 3.
- 6.2.11 The reduction in band 2 was recommended to retain competitiveness for parking within the Shrewsbury river loop whilst promoting Shrewsbury Integrated Transport (SITP) objectives. The cap was introduced in response to concerns and requests for provision of concessions for long stay worker and visitors. The banding on St Julian's Friars carpark was made following discussions with the Shrewsbury BID and reconsideration of SITP objectives.
- 6.2.12 The introduction of changes to off-street parking places tariffs and linear hourly rates will promote better carpark supply and demand management across the county with visitors encouraged to use appropriate off-street carparks, enable customers only to have to pay for the period of parking they require.
- 6.2.13 The change in off-street parking places tariffs and introduction of a standard banding system to all off-street parking places across the county will provide consistency and in general only off-street parking places in the highest demands will have an increase in tariff. Many carparks will have a reduction in tariff meaning that the cost to the customer based on current length of average stay and usage will reduce. In addition, the range of concessions available for frequent users will both improve service and affordability.

- 6.2.14 The original public consultation also identified the shortfalls in the existing park and ride services and the need to improve availability of public transport and other options. A review of these services was included as a recommendation within the strategy and is programmed to commence in the forthcoming months.
- 6.2.15 Having given consideration to the objections received through the TRO consultation no new concerns have been highlighted that were not considered prior to approval of the parking strategy relating to proposed changes in tariffs to off-street parking places, the market economy in Shrewsbury, existing tariffs in private sector car parks in the town and operational issues.
- 6.2.16 It is recommended that approval is granted for the making of the required TRO to enable implementation of the proposed tariffs, the setting of standard banding levels and hourly linear rates as listed in appendix 3 of this report.
- 6.3 Proposal to include an 8-hour cap on parking tariffs in specified off-street parking places
- 6.3.1 It is proposed to introduce an 8-hour cap on parking tariffs in all bands 4, 5 and 6 off street car parks listed in appendix 3 of this report. Bands 4, 5 and 6 car parks are mainly car parks in the smaller towns or on the perimeters of the larger towns.
- 6.3.2 No comments or objections have been received on this proposal. It is therefore recommended that approval is granted for the making of the required TRO to enable 8-hour caps to be introduced in all band 4, 5 and 6 off street car parks listed in appendix 3 of this report.
- 6.4 Proposal to extend the hours of charging using linear tariffs until 8.00pm on all Band 2 off-street parking places and on Frankwell Main, Riverside & Quay off-street parking places, Shrewsbury.
- 6.4.1 A total of 75 comments have been received relating to these proposals of which 75 are objections.
- 6.4.2 A total of 13 objections are considered to specifically relate to the Frankwell Main, Riverside & Quay off-street parking places.
- 6.4.3 All off-street parking places listed as a band 2 are located within the Shrewsbury town centre river loop and include the Raven Meadows multi storey carpark.
- 6.4.4 There is opposition to the evening charges due to the potential negative effect this will have on businesses and trade within the town. Anyone wishing to park in the town are in most cases doing so with the intention of spending money in the shops and food outlets. It is considered that the council is in an excellent position to promote

footfall in the town and as a council we have a responsibility to encourage people to do so. There is also comment on the impact of people visiting the theatre.

- 6.4.5 The absence of appropriate public transport in the evenings is also of concern, as is the difficulties of access to the town and the cost of parking for the young, elderly and low paid workers and the consequential impact on businesses and the community.
- 6.4.6 The Shrewsbury Business Improvement District (BID), a business led partnership dedicated to making Shrewsbury a better place to live, work, visit and invest remain very concerned about the introduction of evening charges in the Frankwell car parks. They consider that this proposal is at odds with the objectives of the strategy to 'contribute to economic growth'.
- 6.4.7 They state that much of Shrewsbury's early evening and later evening attractions are located close to Frankwell carpark in the 'West End' of town and would be negatively impacted by the change. The proposal will dis-incentivise parking in Frankwell and encourage parking in the Abbey Foregate creating more traffic and pollution in the town centre.
- 6.4.8 The BID also advise that they consider the proposal will:
- a) lead to more parking in residential areas in the evening time creating more congestion and noise for residents
 - b) financially penalise workers in the evening economy in the 'West End' of town who often work short and irregular shifts and wouldn't benefit from a discounted weekly ticket.
 - c) create a potential safety risk for workers travelling alone back to their car in a free car park in a different area of town.
 - d) dis-incentivise workers and shoppers who have parked in Frankwell during the day to dwell into the evening and make use of our evening economy.
 - e) the change in policy may lead to penalty charges for visitors who did not realise the change and would give them a very bad experience of Shrewsbury leading to less return visits
 - f) incentivise people to use out of town or competitor evening destinations where free car parking is available immediately outside the venue
 - g) mean our evening car parking offer would compare unfavourably with Telford which has recently upgraded its evening economy
 - h) increase the price of parking in Frankwell and question whether this will result in the intended net increase in revenue as there will be an inevitable decrease in usage
 - i) have a negative impact on the use and experience of Shropshire Council evening assets including Theatre Severn, Old Market Hall and Market Hall
 - j) dilute the clarity of message about the best value and free car parking in Evening and Sundays in Abbey Foregate and Frankwell

and therefore complicate a strategy which has been designed to be simple for the public to understand.

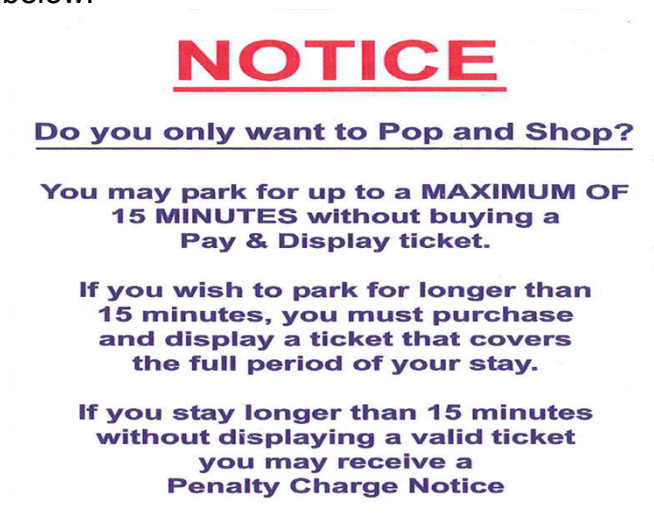
- 6.4.9 The BID also shared a selection of member comments, these are shown in appendix 2 of this report.
- 6.4.10 West Mercia Police have also commented re the potential to displace parking into nearby residential streets and the consequential impacts, obstruction, emergency access etc.
- 6.4.11 The original public consultation exercise proposed an extension of the hours of evening charges to 8.00pm on all pay and display parking places both on and off street across the county, and consultation returns identified an overwhelming desire to retain the hours of charging to 6.00pm. Many people considered there was a need to retain free parking in the evenings to encourage visitors to the market towns, hence promote the night time economy. There were also numerous comments 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.
- 6.4.12 Likewise, at a public meeting hosted by the BID during the original public consultation, 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 was the need to better manage parking in the evenings within all 3 Frankwell off-street parking places; Shrewsbury can become congested when town centre events are held and /or when the Theatre Severn is busy.
- 6.4.13 The recommendation approved by Cabinet at its meeting on 17th January 2018 therefore relaxed the proposal for the extension of the hours of evening charges until 8.00pm on all pay and display off street parking places across the county except for Band 2 off street parking places (all carpark within the Shrewsbury river loop are band 2 with the exception of St Julian's Friar's carpark) and on all 3 Frankwell off-street parking places.
- 6.4.14 The above relaxation, together with the adjustment of St Julian's Friar's carpark, Shrewsbury from proposed band 2 to a band 3 ensured the retention of the availability of free parking on off-street parking places located within the river loop.
- 6.4.15 Given the comments received to the TRO consultation, in particular the comments made by the BID, it is recommended that approval is granted for the making of the required TRO to extend the hours operation and charging to 8.00pm, only on band 2 carparks listed in appendix 3 of this report.

- 6.4.16 The omission of all 3 Frankwell off-street parking places is a departure from the agreed parking strategy previously approved by Cabinet. However, given the new substantive comments raised concerning requirements for the retention of some free evening parking in the 'West End' of Shrewsbury town it is considered an appropriate amendment to the strategy proposals. This amendment will also bring back consistency to the strategy for evening charging, given the 3 Frankwell carparks are all Band 4. With all car parks across county in Bands 4,5 and 6 remaining free to park after 6.00pm.
- 6.4.17 It should be noted that as part of recommendation xix of the January 17th Cabinet report, a feasibility exercise is to be undertaken and consideration given to the implementation of a traditional pay on foot rather than a pay and display system to the Frankwell, Main and Riverside surface off-street parking places.
- 6.4.18 We will continue to monitor and review as well as work in partnership with the Shrewsbury BID, in particular with regards to the impact of the proposed continued arrangements for free parking in the evening. However, it may be necessary to revisit this proposal again in the future. Any future proposals to change tariffs and/ or extend charging will only be developed with the undertaking of appropriate consultation.
- 6.5 Proposal to extend the opening hours in Raven Meadows multi storey car park to 24 hours a day, Mondays to Saturdays and include a 3-hour cap on the linear tariff of 3 hours for parking periods between the hours of 8.00pm and 8.00am.
- 6.5.1 No comments or objections have been received on this proposal, it is therefore recommended for implementation as proposed.
- 6.6 Proposal to remove all existing restrictions on periods of maximum stay and minimum return on all off-street pay and display parking places.
- 6.6.1 A total of two comments have been received relating to these proposals of which two are objections.
- 6.6.2 The objections received relate to Castle Street carpark, Ludlow. It is considered that the limit on maximum stay should be retained, turnover is required. The removal of the maximum stay is a move towards making Castle Street a long stay carpark and more congestion in the town centre making difficulties for people especially those with mobility problems to find a space. A maximum limit of a 5-hour stay is imperative.
- 6.6.3 There is believed to be natural turnover of visitors parking in the Castle Street carpark, Ludlow, the average stay currently being less than the existing maximum stay. It is considered that the introduction of the linear model at the suggested hourly tariff of £1 per hour will

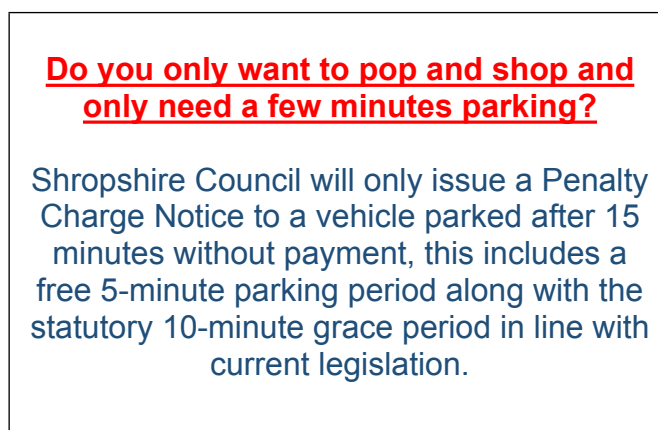
manage turnover and encourage visitors who do wish to stay for longer periods to use alternative parking outside of the town centre.

- 6.6.4 Currently market traders are receiving concessions enabling them to park in Castle Street carpark with exemption to the period of maximum stay. Market trader occupancy in Castle Street carpark can be up to 20% on busy market days. A public consultation considering the removal of these concessions has recently been undertaken. The results of the consultation will be reported to cabinet in September.
 - 6.6.5 It is recommended that approval is granted for the making of the required TRO to remove all existing restrictions on periods of maximum stay and minimum return on all off-street pay and display parking places.
 - 6.6.6 Proposals for weekly tickets, resident's permits and season tickets have been omitted from the TRO consultation in the Quay and Riverside carparks, Frankwell, Shrewsbury to allow additional consultation to be undertaken with regards the possible exclusion of weekly tickets, resident's permits and season tickets.
 - 6.6.7 A response has been received from the Environment Agency with regards their operational role at Frankwell Riverside carpark and the deployment of flood defence and further discussions need to be undertaken regarding the provision of measures to ensure long term parking in the Riverside carpark is prohibited. Until these matters are resolved implementation of the part of the TRO relating to removal of the current maximum stay and minimum return at Frankwell Riverside carpark will be deferred.
- 6.7 Proposal to reduce the existing permitted concessionary parking period to 5 minutes, meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.
- 6.7.1 A total of 35 comments have been received relating to these proposals of which 34 are objections.
 - 6.7.2 This proposal relates to the original public consultation to remove the existing 15 minute the pop and shop free concessionary parking provision in its entirety. In addition to the free concessionary period there is also a 10-minute statutory grace period meaning that enforcement cannot be carried out until a total of 25 minutes have elapsed.
 - 6.7.3 The results of the public consultation indicated an overwhelming desire for the retention of the 15 minutes 'pop and shop' period.
 - 6.7.4 It is now proposed to reduce the free concessionary period from 15 minutes to 5 minutes meaning that together with the 10 minutes statutory grace period, a 15 minute 'pop and shop' period will be retained.

- 6.7.5 There are currently notices on all our pay and display machines as shown below:



- 6.7.6 If the proposed 5 minutes concession revision is introduced an example of what the replacement notices may state is shown below:



- 6.7.7 It is recommended that approval is granted for the making of the required TRO to provide a free 5 minutes concessionary parking period in all pay and display off-street parking places across the county.
- 6.8 Proposal to introduce weekly tickets in specified off-street parking places.
- 6.8.1 It is proposed to introduce weekly tickets in all off-street carparks listed as bands 4, 5 and 6 carparks in appendix 3 of this report except in the Frankwell Quay and Riverside carparks in Shrewsbury.
- 6.8.2 As detailed in section 5.7 of this report, proposals for the provision of weekly tickets, resident permits and season tickets in the Frankwell

Quay and Riverside car parks are subject to additional consultation and have been omitted from this TRO consultation.

- 6.8.3 No comments or objections have been received on this proposal other than from the Environment Agency who have an operational role at Frankwell Riverside car park to ensure deployment of flood defences.
- 6.8.4 With the proposed provision of enhanced options for long stay parking, weekly tickets, season tickets, residents off street permits and free parking on Sundays and Bank and Public Holidays the Environment Agency have highlighted the need to make the public aware of the risk of leaving cars for long periods, in the Frankwell car parks an area which floods.
- 6.8.5 It is recommended that that approval is granted for the making of the required TRO for the introduction of weekly tickets in all off-street car parks listed as bands 4, 5 and 6 car parks in appendix 3 of this report except for Frankwell Quay and Riverside car parks, Shrewsbury. Further liaison with the Environment Agency will be undertaken about the impact of the proposed changes for longer periods of stay in the Frankwell off-street parking places to ensure appropriate systems and procedures are in place to facilitate both management of parking and the continued deployment of the flood barriers.
- 6.8.6 Until the findings of the additional consultation have been considered implementation of the part of the TRO relating to the introduction of weekly tickets in Frankwell Quay and Riverside car park will be deferred.
- 6.9 Proposal to introduce additional provision and new tariffs for season tickets and off-street residents parking permits in specified off-street parking places
 - 6.9.1 It is proposed to introduce additional provision and new tariffs for season tickets in in all bands 4, 5 and 6 off street car parks listed in appendix 3 of this report except in the Frankwell Quay and Riverside car parks in Shrewsbury.
 - 6.9.2 A total of 6 comments have been received relating to the provision of season tickets of which 5 are objections and 1 indicating support.
 - 6.9.3 It is proposed to introduce additional provision and new tariffs for off-street residents parking permits in in all bands 4, 5, 6 off street car parks listed in appendix 3 of this report and in St Julian's Friars car park which is a band 3 car park.
 - 6.9.4 A total of 12 comments have been received relating to the provision of off-street residents parking permits of which 12 are objections.

- 6.9.5 Comment relating to Bridgnorth included requests that season tickets and off-street carpark resident permits should also be made available in Band 3 off-street parking places as well as in Band 4, 5 and 6 off-street parking places.
- 6.9.6 The shortage of parking for residents in Bridgnorth was once again highlighted within the consultation returns and included requests for residents in possession of a residents permit to be allowed to use off street carparks including band 3 carparks in Bridgnorth.
- 6.9.7 The original parking strategy proposal was to include season tickets in Band 3 off-street parking places, however during the parking strategy public consultation concerns were raised as with the off-street car park residents permit proposals relating to 'current short stay off-street parking place capacity being allocated to season ticket holders when space /turnover is needed for shoppers and visitors'. The recommendation at Cabinet 17th January was therefore to exclude season ticket provision within band 3 carparks.
- 6.9.8 The TRO proposal also includes a maximum threshold for resident permits and season ticket allocation within each Band 4, 5 and 6 off-street parking place. Take up of resident permits and season ticket for each off-street parking place will be closely monitored and regularly reviewed.
- 6.9.9 It has been suggested that season tickets be made available to organisations at the standard tariff rate that is not issued to a specific vehicle but is issued for generic use by the organisation for issue to visitors/ volunteers as and when is required. This suggestion will be further investigated.
- 6.9.10 Comments have been received from both members of the public and the local Member Cllr David Turner with regards the lack of use of Falcons Court Car Park, Much Wenlock as compared to the adjacent St Mary's Lane car park which is well used. Both these off-street parking places have been allocated as a band 5 off-street parking place. Currently there is availability of on-street parking in Much Wenlock that is targeted by visitors and office workers. Consultation feedback from office workers in the town suggest that if the tariffs were to be removed or lowered then consideration would be given to the purchase of season tickets.
- 6.9.11 Subsequent to the comments received officers have undertaken, together with Cllr Turner, further investigations including a walkaround in Much Wenlock and it is considered that there is potential to improve on the current proposals, provide a better balance of usage and improve availability for residents, workers and visitors.
- 6.9.12 It is intended that as Part 2 of the Parking Strategy implementation (residents parking) consideration will be given to the provision of further

on-street restrictions in Much Wenlock to assist residents parking and promote on street parking for pop and shop and other short-term parking.

- 6.9.13 It is recommended that implementation of the part of the required Traffic Regulation Order for the proposed changes within off-street parking places in Much Wenlock is deferred to allow consideration to be given to revised strategy proposals that will provide a better balance of usage for residents, workers and visitors. Much Wenlock is placed towards the end of the implementation program and it is anticipated that any required changes can be authorised by Cabinet and implemented without delay in implementation.
- 6.9.14 It is recommended that approval is granted for the making of the required TRO for the introduction/ retention of season tickets in all off-street carparks listed as bands 4, 5 and 6 carparks in appendix 3 of this report except for Frankwell Quay and Riverside carparks.
- 6.9.15 It is recommended that that approval is granted for the making of the required TRO for the introduction/retention of residents off street permits in St Julian's Friars carpark and all off-street carparks listed as bands 4, 5 and 6 carparks listed in appendix 3 of this report except for Frankwell Quay and Riverside carparks.
- 6.10 Proposal that a standard HGV tariff is introduced 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 appendix 3, table 6 of this report.
- 6.10.1 No comments or objections have been received on this proposal, it is therefore recommended for implementation as proposed.
- 6.11 To introduce pay and display parking provision for cars and small vans within the Crossways, Church Stretton site.
- 6.11.1 A request has been received with regards the retention of free parking concessions for Park and Ride buses between journeys during the daytime. Given all coach parking is to remain free there will be no impact on this concession, no action is therefore required.
- 6.11.2 There were two comments that related to this proposal. No objections were received, it is therefore recommended for implementation as proposed.
- 6.12 To introduce new concessions for parking on Sundays, bank and public holidays.
- 6.12.1 It is proposed that free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 off-street parking places listed in

appendix 3 of this report and that 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 & 3 off-street parking places listed in appendix 3 of this report with the exception of Raven Meadows Multi storey car park.

- 6.12.2 As detailed in section 5.7 of this report the parking strategy recommendations for changes to Sunday, public and bank holiday tariffs in Raven Meadows Multi storey car park were omitted from the TRO consultation. Existing tariffs on Sundays, public and bank holidays will therefore remain until the outcome of the additional consultation and revisions to the Strategy and TRO comes forward.
- 6.12.3 Only 1 comment was received relating to this proposal. Although this individual raised an objection to the implementation of the overall strategy proposals the comment relating to this proposal has been taken as support.
- 6.12.3 It is recommended that approval is granted for the making of the required TRO for the introduction of new concessions for parking on Sundays, bank and public holidays.

7.0 Off Street Parking Places TRO Proposals:

TRO Proposal	Amendment following TRO Consultation
To use standard criteria, setting of standard banding levels and introduce linear pricing.	All proposals for Much Wenlock off street parking places deferred.
That a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and 6 off street parking places.	All proposals for Much Wenlock off street parking places deferred.
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.	Implementation of the part of the TRO for the extending of hours of charging until 8.00pm on Frankwell Main, Riverside & Quay car parks deferred.
That the opening hours in Raven Meadows multi storey car park be extended 24 hours a day, on Mondays to Saturdays 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.	No change

<p>That all existing restrictions on periods of maximum stay and minimum return on off street parking places are removed.</p>	<p>All proposals for Frankwell Riverside off street parking places and all Much Wenlock off street parking places deferred.</p>
<p>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.</p>	<p>No change</p>
<p>That weekly parking tickets are introduced in all Band 4, 5, 6 off street parking places excluding Frankwell Riverside & Quay off street parking places.</p>	<p>All proposals for Much Wenlock off street parking places deferred.</p>
<p>That off-street resident's car park permits are introduced in St Julian's Friars and all Band 4, 5 and 6 off street parking places excluding Frankwell Riverside & Quay off street parking places.</p>	<p>All proposals for Much Wenlock off street parking places deferred.</p>
<p>That season tickets be introduced for cars and small vans in all Band 4, 5 and 6 excluding Frankwell Riverside & Quay off street parking places.</p>	<p>All proposals for Much Wenlock off street parking places deferred.</p>
<p>That standard HGV tariffs on all designated HGV off street parking places are introduced.</p>	<p>No change</p>
<p>That alongside existing provision for HGV and coach parking, pay and display parking for cars and small vans is introduced at the Crossways, Church Stretton off street parking places site</p>	<p>No change</p>
<p>That free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 off street parking places. In addition, 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 & 3 off street parking places except for Raven Meadows,</p>	<p>No change</p>

8.0 Conclusions

- 8.1 Managed car parking is important to the vitality of our town centres. Ensuring that customers and visitors have a range of options when choosing to visit and use the town is critical. Town centres increasingly need to be about experience and car parking is a means to access this experience and is part of the first and last impression of a place. Offering people choice for parking depending on their purpose for visiting and individual preferences needs to be part of the plan for a town centre. Quality and ease of access of car parks are also part of the 'experience'.
- 8.2 Encouraging off street parking places to be used for quick and convenient access to the town centre for those convenience led trips, allowing regular movement and flow in the town centre and directing longer stay shoppers and workers to the designated car parks will help encourage sustainable use of car parks and encourage more pedestrian movement in and around the town centres. This pedestrian flow should be considered important to businesses in town centres as it means having people walking through and past shop/leisure/food and beverage etc. establishments. Increasingly towns are investing in public realm and public spaces to encourage dwell time and raising the quality of the environment to make it more appealing and attractive to visit.
- 8.3 Vitality, mix and choice is important for town centres and encouraging activity and footfall is key.
- 8.4 Shrewsbury footfall data for the past year recorded by Shrewsbury BID/Springboard UK using two footfall cameras in the town centre shows the town to be performing positively against other benchmarks available. Footfall in Shrewsbury will be monitored closely alongside the implementation of the new car parking strategy.

Average monthly footfall change (year on year) June 2017 to May 2018 Data provided by Shrewsbury BID/ Springboard UK.	
Shrewsbury	- 0.3%
Market Towns*	- 6.4%
West Midlands	- 2.3%
UK	- 2.3%

* Data available from January 2018.

- 8.5 The evening economy is also increasingly about the ‘experience’ of the place, for example feeling safe, having choices of where to meet/eat/drink, leisure activities. There are challenges to overcome for our town centres during the day and evening but perhaps arguably encouraging dwell time into the evening (beyond 6pm) is one of the more challenging issues.
- 8.6 The proposed modifications to the Order as made are not considered to be substantial and are proposed in response and after due consideration of the objections/ comments received, as such the Council is not required to undertake further publicity before making the order. When the TRO is formally made and published as a made order it will then come in to force. The necessary practical matters to implement the order on the ground will be undertaken.
- 8.7 Taking all the above in to account the recommendation is to make the TRO with the changes set out above. The TRO is planned to be implemented in parts and in phases across the county, as follows:

Phase 1	Shrewsbury	September 2018
Phase 2	Ludlow	November 2018
Phase 3	Bridgnorth	December 2018
Phase 4	Oswestry	January 2019
Phase 5	All other areas	February 2019

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>

New Parking Strategy Framework Part 1 – Implementation of the Linear Model 17th January 2018 Cabinet report

<http://shropshire.gov.uk/committee-services/documents/b12014/Cabinet%20To%20Follow%201%2017th-Jan-2018%2012.30%20Cabinet.pdf?T=9>

Cabinet Member (Portfolio Holder)

Councillor Steven Davenport – Portfolio Holder for Highways and Transport

Local Member:

All Members

Appendices:

Appendix 1: Recommendations from Cabinet meeting 17 January 2018: New Parking Strategy Framework (part 1)

Appendix 2: List of responses received to TRO consultation

Appendix 3: Off street parking places subject to proposed change of Traffic Regulation Order