

New Parking Strategy Framework: additional revisions

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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. This report relates to proposed revisions and fine tuning to Part 1 of the Parking Strategy Framework to address operational and technical issues, further streamline service delivery, make good omissions and anomalies in the relevant Traffic Regulation Orders (TRO's) identified in recent months and provide a way forward that gives due consideration to the comments and objections received in response to the recent TRO parking places statutory consultations relating to the strategy proposals.

2.0 Recommendations

That approval is given for the revision of Part 1 of the new Parking Strategy Framework as follows:

- i. To allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishments to apply for season tickets for use by their guests in specified Shropshire Council car parks listed as bands 4, 5 and 6.
- ii. That the 50% concessions on Sundays, Bank and Public holidays proposed to be introduced on all Bands 2 & 3 car parks listed in part 1 of the Parking Strategy (recommendation xvi of the report to Cabinet on 17 January 2018) are not applied to the on-street parking at Mereside, Ellesmere.
- iii. The removal of all existing concessions for market traders.
- iv. To allow unlimited periods of parking on Sundays, Bank and Public holidays in Raven Meadows multi storey car park Shrewsbury for the flat rate of £1.50 per day.

- v. To reduce the proposed Band 1 tariff to £2.40 per hour.
- vi. To revoke from the on-street parking places TRO the part that relates to the former on-street resident voucher scheme in Shrewsbury.
- vii. Remove the provision of weekly tickets, residents' permits and season tickets in Frankwell Riverside & Quay car parks in Shrewsbury.
- viii. To reduce Falcon's Court carpark, Much Wenlock from a band 5 to a band 6.

REPORT

3.0 Risk Assessment and Opportunities Appraisal

3.1 Identified risks specific to the proposed revisions of the parking strategy framework are shown in the table below:

| Proposed Strategy Revision | Risk | Mitigation Measure |
|--|--|--|
| To allow season tickets for use by guests of hotels, guest houses, bed and breakfasts, self-catering or holiday let establishments in specified Shropshire Council car parks | Demand exceeds supply, leading to capacity issues. | Monitor and review following implementation of linear model, consider adjustment to band allocation, band width or tariff, decrease season ticket allocation quotas. |
| Not to introduce a 50% tariff concession to on-street parking at Mereside, Ellesmere on Sundays, Bank and Public holidays. | No identified risk. | |
| The removal of all existing concessions for market traders. | No identified risk. | |
| To allow unlimited periods of parking on Sundays, Bank and Public holidays in Raven Meadows multi storey car park Shrewsbury for the flat rate of £1.50 per day. | No identified risk. | |

| | | |
|--|--|--|
| To reduce the proposed Band 1 tariff to £2.40 per hour. | No identified risk. | |
| To revoke from the on-street parking places TRO the former on-street resident voucher scheme in Shrewsbury. | No identified risk. | |
| Remove the provision of weekly tickets, residents' permits and season tickets in Frankwell Riverside & Quay car parks in Shrewsbury. | No identified risk. | |
| To reduce Falcon's Court car park, Much Wenlock from a band 5 to a band 6. | Change in parking behaviour is greater or less than anticipated. | Monitor and review following implementation of linear model, consider further adjustment to band allocation, band width or tariff. Or respond with adjustment to tariffs within countryside car parks. |

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.
- 4.2 The proposed revisions for on-street parking places required for recommendations ii, iii, v and vi were excluded from the first round of TRO consultation. It is proposed to include the revised TRO consultation for these proposals in an early round of TRO consultations within part 2 of the Parking Strategy Framework, Residents Parking. Therefore, no additional costs are anticipated.
- 4.3 It is anticipated that the required revisions for off-street parking places, recommendations i and iv, will incur additional costs of £1,000.

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 Since approval of these recommendations extensive work has been undertaken to progress their rollout and implementation. Procedures for making the required changes to the Traffic Regulation Orders are progressing, IT development is nearing completion and installation of the required new parking machines with the new technology is underway across the county.
- 5.3 During this strategy implementation work, operational and technical issues have been identified, along with new opportunities to further streamline parking service provision, efficiency and effectiveness. Whilst drafting of the required changes to the Traffic Regulation Orders (TRO's) several omissions and anomalies were also identified and it was considered appropriate to omit certain aspects from the recent TRO consultations and give appropriate consideration to potential strategy revisions.
- 5.4 During the period 10 May 2018 to 21 June 2018 a public consultation exercise was undertaken seeking views on a number of additional proposals with potential changes to the Parking Strategy.
- 5.5 The consultation survey and supporting documentation were available online via the Council's Consultation Portal. Alternative methods to submit feedback were made available for people to have their say including:
- Hard copies of the survey were distributed to our libraries in the towns named within the consultation, to be available to respondents unable to access the online survey.
 - Additional hard copies of the survey were available on request via our survey helpline & Customer Service Centre.
 - Email views to survey email address - tellus@shropshire.gov.uk
 - Written feedback to the Council, FREEPOST address offered
- We also welcomed and received feedback in alternative formats:
- Letters and email to Council officers and elected members
 - Completed online forms
- 5.6 Officers attended public drop in sessions which were held in Bridgnorth, Ludlow and Shrewsbury, with an additional public session held at Shirehall with an open invitation to local Councillors. Officers also attended meetings with Ellesmere Town Council, the Shrewsbury Business Improvement Group (BID), the Shrewsbury shopping centre and with local Members.
- 5.7 The consultation was promoted via the Shropshire Council newsroom and website, Facebook and Twitter accounts throughout the duration of the consultation period.

- 5.8 A total of 37 responses were received in total, of which:
- 4 were relevant to Bridgnorth
 - 1 was relevant to Ellesmere
 - 23 were relevant to Ludlow
 - 8 were relevant to Shrewsbury
- 5.9 There has been a high response to the recent statutory TRO consultations relating to the Parking Strategy implementation with new issues raised and consideration of amendment to certain elements of the strategy is considered beneficial in this respect.
- 5.10 Because of comments received in response to the statutory off-street parking places TRO consultation relating to Much Wenlock, relevant TRO proposals have been deferred and added to this report as a potential Parking Strategy revision.
- 5.11 This report considers proposed revisions highlighted since approval of the Part 1 Strategy framework by Cabinet on 17th January 2018.

6.0 Consideration of proposed revisions to Part 1 Strategy framework

- 6.1 Proposed new concessions to allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishments to apply for season tickets for use by their guests in any Shropshire Council car parks listed as bands 4, 5 and 6
- 6.1.1 The current traffic regulation orders (TRO) currently provides for permit concessions allowing for the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishment to both obtain parking permits to park within on street resident parking schemes in Bridgnorth and obtain season tickets for use in named off-street car parks in Ludlow.
- 6.1.2 It is proposed to remove the above provisions and replace with a new provision to allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishment to apply for season tickets at the standard season ticket tariff rate for use by their guests in any specified Shropshire Council car parks listed as bands 4, 5 and 6, within part 1 of the Parking Strategy and in accordance with recommendation iii of the 17th January Cabinet report that the car parks and on-street pay and display parking areas listed in table 4 and respective specified tariff Bands are adopted within the proposed strategy framework.
- 6.1.3 A total of 4 comments have been received following the public consultation relating to Bridgnorth. All are objections that are believed to be residents of Bridgnorth who are concerned given the lack of available space for residents parking on street that they consider is strained to breaking point. There is currently limited availability of on -

street parking and this is targeted by non-residents and an increase in the level of enforcement is requested. The problems with residents on-street parking in Bridgnorth are to be addressed within part 2 of the parking strategy framework – residents parking policy.

6.1.4 Ludlow Town Council have objected to the proposal. The Town Council consider that the current off-street permit structure is effective and workable which is appreciated by businesses, hotels, B&B's, guest houses and holiday lets.

6.1.5 One other resident has objected to the proposal. *'Ludlow only survives because of its tourist/ holidaymakers. As regards the position of hotel/b & b/holiday let passes/vouchers in the on-street pay and display red zone, I am against making these more expensive, or making the holidaymakers park at a great distance from their hotel'.*

6.1.6 One Ludlow resident has commented in support of the proposal.

6.1.7 The intention is to:

- Give priority to, and improve availability of limited on-street provision in Bridgnorth to permanent residents and their visitors who have registered and purchased on-street residents' parking permits;
- Promote parking hierarchy (off street parking provision rather than on-street provision) whilst giving opportunity to accommodation businesses who are unable to offer adequate parking provision themselves the option to offer their customers discounted parking during their stay;
- Introduce a consistent approach across the county with availability of parking in all our market towns;

6.1.8 It is recognised that:

1. season tickets are not as flexible as the visitor permits currently available in Bridgnorth;
2. there would be a minimum purchase of one month for a season ticket, although there are further options available for 3, 6 and 12-month season tickets, giving proprietors some opportunity to manage (seasonal) fluctuations in demand;
3. there will be a requirement for proprietors to either go online or make a call to register and validate the season ticket to their customers vehicle prior to use;
4. that use of off-street car parks will not always be as convenient.

6.1.9 The proposed revision when implemented alongside the new residents parking policy (which will provide improved on-street parking management in Bridgnorth) will promote parking hierarchy encouraging visitors to park off street whilst providing appropriate concessions for permanent residents.

6.1.10 A comparison of season ticket tariffs in Ludlow, existing and proposed is shown below:

| | 1 Month | | 3 Months | | 6 Months | | 12 Months | |
|--------------------------|---------|------|----------|------|----------|------|-----------|------|
| | Ex | Prop | Ex | Prop | Ex | Prop | Ex | Prop |
| Band 5 Galdeford A | £72 | £58 | £204 | £150 | £384 | £250 | £720 | £400 |
| Band 6 Smithfield | £30 | £35 | £85 | £90 | £160 | £150 | £300 | £240 |
| Band 6 Galdeford B | £36 | £35 | £102 | £90 | £192 | £150 | £360 | £240 |

*Season ticket tariff increases are highlighted in red text

6.1.11 It is recommended that Cabinet approve the replacement of the existing concessions with new concessions to allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishments to apply for season tickets for use by their guests in any Shropshire Council car parks listed as bands 4, 5 and 6.

6.2 Proposed removal of tariff concessions to on-street parking places at Mereside, Ellesmere on Sunday, bank and public holidays

6.2.1 Concern has been raised that the parking strategy proposal for 50% concessions on Sunday, Bank and Public holidays to the on-street parking provision at Mereside, Ellesmere does not promote the parking hierarchy as well as it could and that this concession needs to be removed to better promote off-street parking in the nearby off-street car parks thereby reducing congestion.

6.2.2 It is therefore proposed to remove the Sunday, Bank and Public holiday concession proposal outlined in recommendation xvi of the art 1 Parking Strategy proposals for the on-street parking at Mereside, Ellesmere.

6.2.3 During the public consultation this proposal was discussed with the Local Member Councillor Anne Hartley and the Town Council.

6.2.4 No objections have been received to this proposal. One comment has been received in support for the proposal.

6.2.5 It is therefore recommended that Cabinet approve the proposed revision of tariffs for on-street parking at Mereside, Ellesmere. On Street tariff rates on Sunday, Bank and Public holidays will therefore be £1 per hour rather than 50p an hour.

6.3 Proposal to remove existing concessions for Market traders to park in Castle Street, Galdeford B and Smithfield car parks in Ludlow,

Frankwell, main carpark, Shrewsbury and within the Ludlow Red controlled parking zone (CPZ).

- 6.3.1 Market trader permits are currently available at a concessionary rate of £2 per day to park in Galdeford B and Smithfield carparks in Ludlow, and in Frankwell main carpark, Shrewsbury. Concessionary rates of £4 per day from April to December and £2 per day from January to March are also available in Castle Street, Ludlow. None of these concessions are provided formally with a supporting TRO.
- 6.3.2 The on-street parking places TRO currently provides permit concessions to market traders that enable them to park without restriction within the Ludlow Red controlled parking zone (CPZ). This CPZ is a shared use, residents permit /pay and display parking area.
- 6.3.3 It is considered that the removal of these concessions will provide consistency, tariff compatibility for all users and will promote parking hierarchy.
- 6.3.4 During the original parking public consultation, the lack of availability of space for visitors to park in Castle Street carpark Ludlow on market days was highlighted, on busy market days up to 20% of occupancy can be taken up by market trader vehicles.
- 6.3.5 A total of 51 comments have been received relating to these proposals following the additional public consultation exercise of which 50 are objections.
- 6.3.6 A total of 50 objections are considered to specifically relate to the proposal to remove existing concessions for Market traders in Ludlow.
- 6.3.7 Ludlow Town Council have objected to the proposal - their comments in relation to this proposal are shown in appendix 1 to this report.
- 6.3.8 The Shrewsbury BID are in support of the removal of market trader concession in Frankwell, carpark, Shrewsbury.
- 6.3.9 During the public consultation period comments have been received from both market traders and members of the public supporting the retention of market trader's concessions in one form or another. Comments have been made asserting that market traders are considered invaluable not only for tourists and passing trade, but for the inhabitants of Ludlow and surrounding area. The proposed tariffs are considered too high and will not encourage visitors and market traders instead they will be driven away to other, less expensive towns.
- 6.3.10 There is also concern that market traders will be deprived of making an income should their concessionary parking arrangements be withdrawn and then there will be little reason for them to continue to provide their goods and services to Ludlow. A further concern is that the Linney car

park where there is at present no charge for traders is a ten-minute walk back away from the market and this is not convenient when trading.

- 6.3.11 At present customers within the Castle Street carpark in Ludlow are restricted to a maximum stay of 4 hours. Recommendation viii of the Parking Strategy proposals, approved by Cabinet on 17th January 2018, provides that all existing restrictions on periods of maximum stay and minimum return to all car parks and on-street pay and display parking areas are removed. Meaning that a concession to allow market traders to park for longer than a 4-hour period is no longer required.
- 6.3.12 Ludlow Town Council have raised the issue of traders needing to be close by to enable traders to return to their vehicle and replenish stock. It is understood that this is not considered the case for all the market traders, many set up their stalls in the morning and do not return for their vehicles until the end of the day. The ability for market traders to be able to park without time restriction near their stalls will still be available so long as they pay the appropriate fee.
- 6.3.13 Castle Street is a band 3 carpark and as such a standard tariff of £1.00 per hour is proposed for parking, the hours of charging are to remain the same. Proposals to provide resident permit parking permits for use in Band 3 car parks were withdrawn following the public consultation because of concerns raised on the lack of capacity.
- 6.3.14 Recommendation iv of the Parking Strategy proposals, approved by Cabinet on 17th January 2018, provides that a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and 6 car parks. Galdeford B and Smithfield carparks in Ludlow, are band 6 car parks with a proposed hourly tariff of £0.30 per hour the maximum charge for parking will therefore be £2.40 a day.
- 6.3.15 Frankwell main carpark, Shrewsbury is a band 4 carpark, with a proposed hourly tariff of £0.70 per hour the maximum charge for parking will therefore be £5.60 a day. It is understood that market traders in Shrewsbury are intending to switch to parking in Abbey Foregate, a band 5 carpark, with a proposed hourly tariff of £0.50 per hour and a maximum charge of £4 a day when the cap is applied, should the proposal to remove market trader concessions be approved and implemented.
- 6.3.16 The application of standard tariffs for market traders are considered appropriate, concessions should not be more favourable than that available to visitors/ residents or store traders. An increase in cost for market trader parking is proposed, however their length of stay will not be impeded by the removal of concessions, providing the appropriate fee is paid market traders will be able to continue to park, including within on-street pay and display bays for as long as they wish. The

removal of concessions will also streamline the service by removing the need to administer permits.

6.3.17 It is recommended that Cabinet approve the proposal to remove all existing concessions for Market traders to park in Ludlow and Shrewsbury.

6.4 Raven Meadows multi storey carpark, Shrewsbury: Proposal to remove the proposed ten-hour cap and allow unlimited periods of parking on Sundays, Bank and Public holidays for the flat rate of £1.50 per day.

6.4.1 Opening hours at Raven Meadows are currently 8am to 6pm. On Sundays, Bank and Public holidays a flat rate tariff for up to a ten-hour stay applies. It is currently proposed that 24-hour opening hours are introduced, permitting parking for stays longer than ten hours.

6.4.2 At the January 17th Cabinet approval was granted for a new flat rate of £1.50 on Sundays, Bank and Public holidays, and to retain the ten-hour cap (recommendation xvi of the Parking Strategy proposals, on 17th January 2018). Meaning that the standard hourly tariff of £1.80 per hour for periods of stay beyond ten hours will apply irrespective of the time of arrival, length of stay, and time of departure on that day.

6.4.3 There are also proposed caps on the standard tariff for any periods of stay over eight hours, and periods of stay over three hours incurred after 6pm.

6.4.4 To simplify things, it is proposed to remove the proposed ten-hour cap and allow unlimited periods of parking on Sundays and Bank and Public holidays for the flat rate of £1.50 per day.

6.4.5 This proposal will have the following benefits:

- Ease of implementation
- Customer understanding
- Tariff consistency
- Less confusion hence more efficient customer service
- More workable traffic regulation order (TRO)
- Simplifies machine programming

6.4.6 The Shrewsbury BID support the proposed amendment.

6.4.7 It is recommended that Cabinet approve the proposal to remove the proposed ten-hour cap and allow unlimited periods of parking on Sundays Bank and Public holidays for the flat rate of £1.50 per day.

6.5 Shrewsbury - Proposed revised on-street pay and display (band 1 tariff).

6.5.1 The proposed rate of a £2.50 per hour band 1 tariff approved by Cabinet 27th January 2018 has presented machine programming

issues with the proposed 30 minutes minimum vend price (recommendation ii of the report to Cabinet on 17 January 2018).

6.5.2 Within the consultation for this current proposal 3 options were suggested:

Option 1: Reduce tariff to £2.40 per hour, retain 30 minutes minimum vend.

Option 2: Increase tariff to £2.60 per hour, retain 30 minutes minimum vend.

Option 3: Retain tariff proposal at £2.50 per hour, increase minimum vend to one hour.

6.6.3 Reason/s:

Option 1: avoids 5p tariff increments, retains 30 minutes minimum vend.

Option 2: avoids 5p tariff increments, retains 30 minutes minimum vend.

Option 3: (a) avoids 5p tariff increments;
(b) further promotes transport hierarchy (use of off-street provision) whilst improving availability for blue badge holders.

6.6.4 The benefits of all 3 options proposal are:

- Better customer service
- Simplifies machine programming
- Reduced cash collection

6.6.5 The Shrewsbury BID have commented in support of option 1. They consider that with the proposed adjustment to the 'Pop and Shop' it is important to retain the minimum 30 minutes minimum vend.

6.6.6 No other comments have been received during this consultation that relate specifically to this proposal.

6.6.7 It is recommended that Cabinet approve the proposal to reduce the proposed band 1 tariff to £2.40 per hour and retain the 30 minutes minimum vend as the Shrewsbury BID have requested.

6.7 Residents Parking Shrewsbury- Proposed revocation from the on-street parking places traffic regulation order of the previous on-street resident voucher scheme.

6.7.1 Following a consultation in 2012 on the future provision of parking concessions for residents in Shrewsbury town centre, a residents' off-street parking scheme was introduced in 2013 and continues to operate. This scheme replaced the previous on-street resident voucher scheme.

- 6.7.2 The TRO for the former on-street scheme was never revoked meaning that the current on-street parking places traffic regulation order (TRO) still gives authority for the issue of residents' voucher/visitor permits. To tidy up this anomaly it is proposed to revoke the part of the TRO that relates to the former on-street resident voucher scheme with the implementation of the new strategy.
- 6.7.3 No comments or objections have been received during the public consultation on this proposal.
- 6.7.4 It is recommended that authority is given to undertake the necessary formal TRO consultation required for the proposal to revoke from the on-street parking places TRO the part that relates to the former on-street resident voucher scheme in Shrewsbury.
- 6.8 Proposal for weekly tickets, residents' permits and season tickets to Frankwell Main, Riverside & Quay off-street parking places, Shrewsbury.
- 6.8.1 Proposals for weekly tickets, resident's permits and season tickets approved by Cabinet on 17th January 2018 were omitted from the recent TRO consultation for the Quay and Riverside car parks, Frankwell, Shrewsbury.
- 6.8.2 This was because concerns were raised with regard to the lack of capacity, turnover and availability of space in the Quay car park and the operational requirements of the Environment Agency in the Riverside carpark during flooding events. Both the Riverside and Quay car parks are currently short stay car parks.
- 6.8.3 The Environment Agency have responded to the consultation with regard to their operational role at Frankwell Riverside carpark and the deployment of flood defences, and are of the view that the retention of measures to ensure long term parking in the Riverside carpark is deterred is essential.
- 6.8.4 No other comments have been received on this proposal following the public consultation exercise.
- 6.8.5 It is therefore recommended that Cabinet approve the proposed revision to the strategy to exclude provision of weekly tickets, residents' permits and season tickets to Frankwell Main, Riverside & Quay off-street parking places, Shrewsbury from the Parking Strategy.
- 6.9 Revised strategy proposal for Falcon's Court carpark, Much Wenlock.
- 6.9.1 Following the comments received to the recent Traffic Regulation Order consultation for the proposed changes within off-street parking places in Much Wenlock it was recommended that implementation be deferred to give consideration to potential revised Parking Strategy proposals that will provide a better balance of usage for residents, workers and visitors.

Comments were received from both members of the public and the local Member Cllr David Turner with regard to 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.

6.9.2 After the comments being received officers undertook, together with Cllr Turner, further investigations including a walk-around in Much Wenlock. An amendment to the Parking Strategy is proposed that it is considered will provide a better balance of usage and improve availability for residents, workers and visitors.

6.9.3 It is estimated that current car park usage is such that Falcon's Court carpark, is nearly always 90% empty and that the adjacent St Marys car park is nearly always 90% full and therefore banding scoring criteria needs to be amended.

6.9.4 The table below shows the assessment matrix for Falcons Court, with the scores approved by Cabinet 17th January 2018 and the proposed revision.

| | Town | Location | Turnover | Likelihood of Obtaining a Space | Capacity | Total | Allocated |
|---|------|----------|----------|---------------------------------|----------|-------|-----------|
| | (a) | (b) | (c) | (d) | (e) | score | Band |
| Approved by Cabinet 17 th January 2018 | 4 | 4 | 3 | 3 | 3 | 43 | 5 |
| Proposed revision | 4 | 3 | 3 | 1 | 3 | 31 | 6 |

6.9.5 Full details of the assessment matrix methodology are detailed in Appendix 6 of the 12 July 2017 Cabinet report, Shropshire Draft Parking Proposal – Approval to Consult.

6.9.6 For Falcons Court, Much Wenlock, the score for location (b), has been reduced from a 4: classified as a, "*Premium location for access to local conveniences, final destinations a minimal distance away and easily accessible*", down to a score of 3: classified as, "*A good location for access to local conveniences / final destination*".

- 6.9.7 The score for Likelihood of obtaining a space within the parking area on an average day (d) has also been reduced from a score of 3: “Average”, to a score of 1: “Very high”.
- 6.9.8 Applying the developed formula for calculating the total score in the matrix assessment: $(a \times (b + c + d)) + e$, the total score is reduced from 43 to 31. Hence the band width reduces from a band 5 to a band 6.
- 6.9.9 A reduction of Falcon’s Court from a band 5 to a band 6, will mean a reduction in tariff from:
1. £0.50 to £0.30 per hour;
 2. £17.00 to £10 for a weekly ticket;
 3. £320 to £192 for off-street residents permits;
 4. £400 to £240 for an annual season ticket.
- 6.9.10 This proposed revision to the Parking Strategy should encourage more users to use Falcon’s Court, and residents and workers will be much more likely to purchase Season tickets if Falcon Court is cheaper.
- 6.9.11 It is therefore recommended that Cabinet approve the proposed revision to the Parking Strategy to reduce Falcon’s Court from a band 5 to a band 6.

7.0 Conclusion

- 7.1 Subject to the approval of the above recommendations by Cabinet, all preceding reports and their recommendations, and after completion of the required outstanding TRO consultations it is advised that a summary of the agreed and modified Parking Strategy Framework is published on the Councils web site.

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-](http://shropshire.gov.uk/committee-services/documents/g3418/Public%20reports%20pack%2012th-Jul-2017%2012.30%20Cabinet.pdf?T=10)

[2017%2012.30%20Cabinet.pdf?T=10](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](https://www.shropshire.gov.uk/services/documents/b12014/Cabinet%20To%20Follow%201%2017th-Jan-2018%2012.30%20Cabinet.pdf?T=9)

New Parking Strategy Framework Traffic Regulation Order (TRO) decision report: Ludlow and Shrewsbury - Changes to On-Street Pay and Display and Loading, Cabinet report 25 July 2018.

New Parking Strategy Framework Traffic Regulation Order (TRO) decision report: Changes to off street parking places around the county, Cabinet report 25 July 2018.

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 – Response from Ludlow Town Council