Committee and Date	Item
Performance Management Scrutiny Committee **05/06/2019**	**Public**

Parking Strategy Implementation 6 month review

Responsible Officer:
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1.0 Summary

1.1 Part 1 and 2 of the Parking Strategy proposals was approved by Cabinet on 17th January 2018 and 11th April 2018 respectively. 17 of the 22 part 1 recommendations have been implemented, the new on street residents parking policy has been adopted in Ludlow and a detailed feasibility proposal exercise for on street residents parking has been completed in Bridgnorth.

1.2 New pay and display parking machines have been installed across the county. All new machines have facilities for cash, card and contactless payments. Digital permits and tickets are also being rolled out through the Mipermit system.

1.3 A number of issues have been raised following rollout including concerns with regards to increases in tariffs, the impact on the local economy, concessions for holiday lets and the reduction of on street resident permit provision.

1.4 Improvements to the parking service include improved ease of enforcement, improved customer satisfaction and more streamlined service with a large increase in chip and pin, contactless payments and digital ticketing.

1.5 The data available in the period following implementation and observations on the ground give evidence of a change in parking habits with an outward migration from on street parking bays to outlying off street carparks. The amendment proposals are intended to further refine the parking service, support ongoing development of Transport Mode Hierarchy and reduce environmental impact in our market towns.

2.0 Recommendations

2.1 That the following amendments to the strategy are considered by the Performance Monitoring Scrutiny Committee and their findings are reported to the Council's Cabinet.

i Changes to the geographical boundaries for qualification for residents on - street permits to the existing Red zone and Blue area residents parking schemes in Ludlow are assessed and implemented if after full consultation any changes are deemed appropriate.

ii To introduce concessions that allow, in appropriate circumstances entitlement by residents who hold on-street parking permits to also park within approved specified carparks that are in close proximity to on-street residents parking schemes.

iii That all loading bays across the county excluding shared use bays should operate 24 hours a day 7 days a week.

iv That when the number of on-street parking spaces available in any residents parking scheme is less than the number of properties, the on-street residents parking permit criteria restricting allocation to one permit per property, registered in the scheme, be increased to 2 permits per property subject to the completion of a residents survey where 60% or more of the returns indicate a preference and the local Member/s is/are in support.

v To assist with the excessive demand for season tickets in some popular carparks it is proposed that the specified maximum number of resident permit and season ticket thresholds for all off street carparks are combined to give an overall maximum threshold for each carpark.

v To assist with capacity issues in the 2 car parks outside of the river loop, Frankwell and Abbey Foregate and promote travel mode hierarchy, it is proposed that season tickets should be made available on the Shrewsbury Park and Ride service, an annual season ticket tariff of £200 per annum is recommended.

vi That annual permit concessions for holiday let properties located within an on street residents parking scheme be provided. Entitlement to be one digital permit per holiday let property at a cost of £100 per permit which is equivalent to the cost of a residents on street permit.

vii That digital tickets (primarily pay by mobile) are added as an additional payment option to the on-street pay and display service.

viii That Shropshire Council absorb the convenience fee on all digital ticket payments

ix That the times of operation of the evening /overnight tariffs on Mondays to Saturdays in Raven Meadows multi storey car park, Shrewsbury are brought forward to by 2 hours to apply between the hours of 6.00pm and 8.00am.

x That on Mondays to Saturdays in Raven Meadows multi storey car park, Shrewsbury a 2 hour rather than the existing 3 hour tariff cap to the evening /overnight tariffs should apply.

3.0 Opportunities and risks

3.1 There is opportunity to identify potential improvements to the strategy and further enhance the performance of the parking service with potential improvements for both customer and service delivery streamlining, promotion of Transport Mode Hierarchy and hence further address environmental issues.

3.2 Any proposed changes to the strategy will require further stakeholder consultation, approval by Cabinet and any revisions to Traffic Regulation Orders (TRO) will require a further round of consultation. This work is of a specialist nature and current in-house expertise is to be reassigned to general traffic management duties as part of the new highways structure. The Council is currently experiencing difficulties in recruiting additional traffic engineers, the absence of appropriate resource is expected to impact on on-going parking service development work in the interim. Options for the appointment of traffic engineering apprenticeship staff are currently being explored

4.0 Financial assessment

4.1 Based on current transaction figures the cost of Shropshire Council absorbing the convenience fee on all digital ticket payments (proposed amendment viii) is estimated to be around £7,500 per annum. As well as enhancement of the service for customers there are significant savings benefits associated with the purchase of digital tickets, these are detailed in section 8.3 of this report. Should this amendment be approved the intention is to further promote digital permit purchase and the number of digital transactions are expected to increase consequently the number of required journey for cash collection duties should decrease.

It is anticipated that the proposed additional concessions for evening parking with Raven Meadows multi storey car park will attract more customers and assist in retaining day time customers for evening and overnight parking, hence on balance these additional concessions should be cost neutral with existing arrangements.

Other than the above, the financial implications for implementation of all the proposed amendments involve officer resource to undertake the required consultations, TRO noticing costs and administration associated with implementation.

5.0 Background

5.1 Part I of the Parking Strategy proposals comprising a total of 22 recommendations including the adoption of standard banding levels and linear pricing was approved by Cabinet at its meeting on 17th January 2018. 17 of the 22 part 1 recommendations have been completed / implemented.

5.2 The outstanding recommendations to part I of the strategy proposals are:

1. The new streamlined trade's person waiver system which is programmed for implementation in June 2019.
2. The review of all existing park and ride services, work so far has been limited to the completion of a public consultation exercise concerning changes to Local Bus Subsidies and Shrewsbury Park & Ride Services undertaken from 25 March to 6 May 2019.

3. Development is ongoing of the Local Transport Plan (LTP)4 with an emphasis on the harmonisation of public transport alongside the parking strategy. Progress on LTP 4 is due for separate review by the Performance Monitoring Scrutiny Committee.
4. No work has been undertaken on the required feasibility study for alternative off street pay and display operational systems. This programme is on hold pending the outcome of the review for the next stage of the shopping centre development.
5. The review of layout and associated signage on all Council car parks and on street parking areas is ongoing.

5.3 Part 2 of the parking strategy proposals was approved by Cabinet at its meeting on 11th April 2018.The new on street residents parking policy has been adopted within the existing residents parking schemes in Ludlow. The new policy is yet to be applied to existing schemes in Oswestry and Bridgnorth. A detailed feasibility proposal exercise has been completed in both High and Low Town, Bridgnorth involving local Members and resident groups, residents' questionnaires are now undergoing development. Appropriate consultation with local Members has been maintained throughout the process. Some provisional survey work has been undertaken in Oswestry.

5.4 Additional revisions to the Parking Strategy were approved by Cabinet at its meeting on 25th July 2018 and have been implemented, these include:

1. The provision of season ticket concessions for hotel, guest house, bed and breakfast, self-catering or holiday let establishments in specified Shropshire Council car parks.
2. Revocation of the previously approved 50% concessions on Sundays, Bank and Public holidays of the report to Cabinet on 17 January 2018) to the on-street parking at Mereside, Ellesmere.
3. The removal of all existing concessions for market traders with the exception of Ludlow where the existing concessions shall remain.
4. Provision of 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 Implemented

5. Reduction in the proposed Band 1 tariff to £2.40 per hour.
6. The revocation from the on-street parking places TRO the part that relates to the former on street resident voucher scheme in Shrewsbury.
7. The removal of the provision of weekly tickets, residents' permits and season tickets in Frankwell Riverside & Quay.

5.5 Further revisions to the Parking Strategy approved by Cabinet at its meeting on 5th September 2018 relating to the Reduction of Charging Hours in Ludlow and Shrewsbury from 8.00pm to 6.00pm have also,+ all been implemented.

All recommendations and approvals made by Cabinet to date relating to the Parking Strategy together with an itemised report on progress are listed in full within appendix 1 of this Cabinet report.

6.0 Progress with implementation of the Strategy

6.1 Go-live dates for implementation of part 1 of the strategy were as follows:

Table 1: Strategy go-live dates

Market Town	Go live date:
Shrewsbury	Monday 5th November 2018
Ludlow (inclusive on street residents parking)	Monday19th November 2018
Bridgnorth, Church Stretton and Much Wenlock	Monday 14th January 2019
Oswestry, Ellesmere and Wem	Monday 28th January 2019
Whitchurch Market Drayton and Prees Heath	Monday 11th February 2019

6.2 During the Summer of 2018 a total of 155 new pay and display parking machines were installed in car parks across the county including 4 machines for outdoor recreation at a cost of £579,000. All new machines have facilities for cash, card and contactless payments. The option to pay by phone is available at all sites.

6.3 In 5 pay and display carparks new machines were not replaced, instead a ‘pay by phone’ trial was introduced. Following a number of complaints, pay by coin provision

utilising the original machines have since been reinstated in the Mill Street, Wem and Sparbridge, Ellesmere carparks.

6.4 Digital permits for Season tickets, off street residents parking were made available through the Mipermit system in each market town from each respective go-live date, paper permits are no longer available with all renewals being on the digital system, paper permits will be phased out on all off-street carparks on the respective go-live date anniversaries. Likewise, during the first 12 months of operation of the new strategy, paper permits are being phased out and the new digital permit system is being phased in for on-street residents permits in Ludlow. A total of 621 digital permits have been issued, a detailed list of numbers for each category of permit is shown in appendix 2 of this report.

7.0 Impact of Implementation

7.1 All comments, complaints and compliments formally received have been logged and if appropriate, interim action taken. A full list of comments is shown in appendix 3 of this report.

7.2 A summary of the comments received is shown in table 2 below:

Table 2: Summary of comments received following implementation of the parking strategy

	Main areas of concern	Count
1	Parking permit qualification issues	7
2	Comments not directly related to the new parking regime	7
3	Increased charges	41
4	Loading bay hours have been extended to 8pm	5
5	Policy not good for businesses/ killing town/ cannot afford to visit /live in town	4
6	Consultation process /not being notified of implementation	7
7	Reduction of on street resident permit provision from 2 to 1	5
8	Should be free parking on Sundays - this would benefit churchgoers	1
9	Season tickets no longer available/ allocation reduced	3
10	Digital permit issues	11
11	Loss of provision of concessions for holiday lets on street	8
12	Supportive comments	2
NA	Questions, requests for information, neutral comments etc	9

7.3.1 <u>Parking permit qualification issues</u>

In November 2018 an additional Traffic Regulation Order (TRO) consultation was undertaken proposing amendments to the Ludlow residents' parking zones, the

intention ‘to rectify and apply consistency in provision of residents parking concessions’. One objection to this proposal was received from the Local Member, Cllr Boddington, the decision report on this proposal is outstanding.

Concerns have since been raised by both residents and Cllr Boddington concerning qualification criteria for residents permits. Qualification for resident’s permits is now verified using the Local Land and Property Gazetteer (LLPG), if a property is not registered as paying council tax, it is not a residential property and therefore they are not entitled to residents parking permits.

There have also been concerns raised and requests received for changes in permit qualification from one zone /area to another for certain addresses within the Ludlow schemes. It is considered that a best fit review should be undertaken to include consultation with residents and the local Member. Any potential change, if deemed appropriate would then require an amendment to the strategy to be approved by Cabinet, followed by implementation through TRO procedures.

7.3.2 Comments not directly related to the new parking regime

All comments not directly related to the new parking regime have been excluded from this report

7.3.3 Increased charges

Adoption of the 7 standard bands with allocation through the demand and supply criteria as detailed in the report to Cabinet 17th January 2018 has ensured that charges have been applied consistently across the county.

Attached as appendix 4 to this report is a joint letter from Wem and Whitchurch Town Councils expressing concern with regards to the extent of the rise in tariffs.

A number of complaints were received with regards to the increase in tariffs to the Riverside west elevated car park in Bridgnorth. Riverside west elevated carpark is unique in that its use is restricted solely for off street resident permit holders. This issue has been discussed with residents as part of the on-street residents parking review.

An amendment to the strategy is recommended that will allow residents who hold on-street parking permits to also park within suitable carparks that are in the vicinity of on-street residents parking schemes without having to purchase an additional off-street permit. Note, it is not proposed that this additional concession will be applied

to any Shropshire Council car parks that currently have pay and display facilities. Rather as the review of on-street residents parking schemes progresses it is anticipated that some carparks that are currently free and without restriction, could be restricted so as to be made available as overflow parking for on-street resident permit holders when on street parking is limited. For example, Riverside west elevated car park, Bridgnorth which is not a pay and display but a residents only off street car park adjacent to the Friar Street / Cartway on-street residents parking scheme.

7.3.4 Loading bay hours extended to 8pm

As detailed in section 5.5 of this report, the proposals for the charging hours in Ludlow and Shrewsbury were reduced from 8.00pm to 6.00pm. However, the proposal to extend the hours of operation of loading bays to 8.00pm has been implemented as per recommendation x of the original 17th January 2018 Cabinet report.

It is considered that provision for loading should always be available and that there is a need for consistency across the county in order to avoid confusion. It is therefore recommended that all loading bays within the highway across the county operate 24 hours a day,7 days a week.

7.3.5 Policy not good for businesses/ killing town/ cannot afford to visit /live in town.

The strategy overall is working with noticeable shifts in parking habits for example in Shrewsbury there is noticeable increased take up of the 2 car parks outside of the river loop.

Appendix 4 to this report shows example transactional data for Ludlow and is reflective and representational of the impact of the strategy on an individual market town. Ludlow has tariff bands 2 and 4 to the shared uses pay and display red zone and blue area, as well as bands 3,5 and 6 within its off street pay and display carparks.

Given the new machines and new technology was only installed during the summer of 2018 there is no comparable data available prior to October 2018, go live date for the new strategy in Ludlow was Monday 19th November 2018;

Furthermore, given seasonal variation, and an absence of transactional/usage data on Sundays for Smithfield and the two Galdeford car parks, there is no evidence to

suggest the new parking strategy is impacting negatively on the town. However, there is evidence that the parking behaviour has changed with increased usage of outlying carparks within the town.

Appendix 5 shows transactional data across the county for all on and off-street parking excluding Raven Meadows multi storey car park in Shrewsbury.

7.3.6 Consultation process /not being notified of implementation

A 12-week public consultation was undertaken between the 22nd July 2017 and 17th October 2017, a total of 2,486 responses and many additional individual comments were received. These responses were considered by Cabinet at its meeting on 17th January 2018. The same level of consultation was undertaken for the revisions to the strategy detailed in sections 5.4 and 5.5 of this report, with notices placed on site, extensive provision of press releases, drop in sessions and public meetings.

In addition, further rounds of formal TRO consultation have been undertaken, including statutory noticing onsite and in the press.

Throughout the programme of implementation for part 1 of the strategy an extensive communications plan was implemented, which included signage and noticing within each town advising of go live dates and included details on how further information can be obtained, press coverage was extensive.

Concerns raised with regards not being notified have mainly been received from season ticket and resident permit holders who did not become aware of the changes in tariffs until time of renewal of their season tickets /permits. The switch to the new digital system is now enabling the development of improved digital contact details that will enable our customers in the future to be better informed of any service changes in advance by electronic communication methods.

7.3.7 Reduction of on street resident permit provision from 2 to 1

The rollout of the new residents parking policy as outlined in section 5.2 of this report has been applied to the 2 existing residents parking schemes in Ludlow. Given the number of on-street spaces in each of the Ludlow schemes is less than the total number of residential properties, application of the new policy means residents are now only able to obtain 1 on-street residents permit for each residential property whereas previously they could obtain 2 and this has created

issues for residents who have 2 cars or more and no off-street parking provision. Residents do have the option to purchase off- street residents parking permits for use within off street pay and display carparks.

The weekly data shown in table 1 of appendix 4 to this report indicates that there has been a shift from on street to off street parking usage, this combined with the reduction of residents permits and the new digital system ensuring improvements to legitimate permit issue has improved availability of space within on street parking bays.

During the review of residents parking schemes in Bridgnorth, it has become apparent that the new policy will only provide 1 permit rather than 2 in most existing and proposed schemes, this reduction is of primary concern to residents, a scheme in Cliff Road, Bridgnorth currently operates on the basis of 1 permit per property without issue.

Some residents have highlighted that not everyone within a scheme requires a permit therefore there is potential for relaxation of the policy, one suggested option is to restrict the provision of 2 permits only to properties that do not have any off-street parking provision. It is considered this would be difficult to administer, could result in matters of, discrimination and would not be in keeping with the promotion of the parking hierarchy the strategy is designed to facilitate.

From an operational perspective it is important to ensure that when a charge is being made for the provision of a concession, in this case provision of an on-street parking space for residents in proximity to their homes, that although not guaranteed all of the time, a space should be available most of the time. Consideration also needs to be given to other highway users, vehicular access, other parking requirements for shoppers and visitors, as well as blue badge holders and access for deliveries etc.

It is recommended that consideration be given to an amendment to the strategy enabling the reinstatement of 2 permits per property.

Part 2 of the parking strategy could be amended as follows: ‘When the number of

on-street parking spaces available in any proposed residents parking scheme is less than the number of properties registered in the scheme, resident permit allocation should normally be limited to a maximum of one per property. However, subject to the completion of a resident's survey, where 60% or more of the returns indicate a preference and the local Member/s is/are in support, the allocation of 2 permits per residential property can be permitted.

7.3.8 Should be free parking on Sundays - this would benefit churchgoers

This comment was received from a visitor to Ludlow. The new strategy has provided free parking on Sundays in all band 4,5 and 6 car parks, enabling church goers who previously had to pay to park in some of these carparks to park for free. Blue badge holders can park within on-street pay and display bays, free of charge and for unrestricted periods on display of their blue badge.

7.3.9 Season tickets no longer available/ allocation reduced

Concerns have been raised by customers who are no longer able to purchase season tickets in St Julian's Friar's car park in Shrewsbury. The strategy objective is to promote long stay commuter /visitor parking outside the river loop, St Julian's Friar's car park is within the river loop. Resident's permits however are still available in this carpark (as an option for residents within the loop who do not have off street parking provision near their homes). Following the introduction of the strategy congestion levels in St Julian's Friar's car park have eased with availability of parking and ease of parking for shopper and visitors much improved.

As highlighted in appendix 2 of this report there are 4 car parks were season ticket issue has exceeded 90% of the maximum allocations determined by the strategy and specified in the TRO:

1. Innage Lane, Bridgnorth
2. Galdeford Zone B (Upper), Ludlow
3. Frankwell, Shrewsbury
4. Abbey Foregate, Shrewsbury

Demand for Residents off street permits has reached 50% of the maximum allocation in Severn Street, carpark in Low Town, Bridgnorth. The issues with regards on street parking in the Severn Street area again have been discussed at the residents parking review meetings. An on-street residents parking scheme is

proposed in this area.

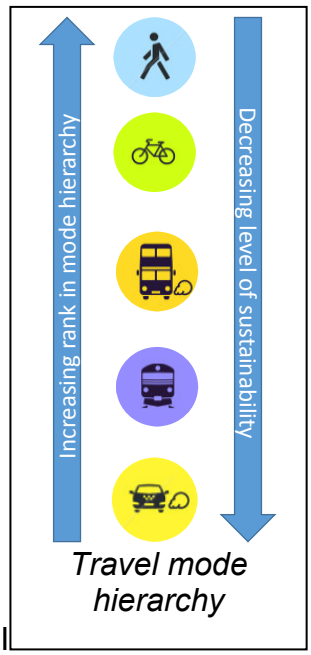
The level of take up of season tickets in the Frankwell and Abbey Foregate car parks is of concern, as are the high usage of these car parks by visitors in general. It is recommended that consideration be given to:

- amendment of the strategy and TRO consultation be undertaken to combine the maximum number of resident permit and season ticket thresholds in to one.

For example, in Frankwell carpark the maximum number of Residents Permits currently specified is 135 and the maximum number of Season Tickets currently specified is 68. The new maximum threshold for combined issue would therefore be 203.

The demand for season tickets in Shrewsbury is considered excessive, further incentives are required to promote transport mode hierarchy for regular commuters to the town.

Table 3: Transport Mode Hierarchy



It is therefore also recommended that consideration be given to the provision of annual season tickets on the Shrewsbury Park and Ride service. The current season ticket annual tariff in Abbey Foregate carpark is £400 and in Frankwell the annual tariff is £560. It is therefore recommended that Park and Ride season tickets should be made available at a 50% discount to the Abbey Foregate annual tariff, with an annual tariff of £200 per annum.

7.3.10 Digital permit issues

There have been concerns with regards the new permit system, issues raised include:

- Some initial anxiety and worries that Civil Enforcement Officers (CEO's) may issue a ticket given that no paper permits, or visitor vouchers are provided for display in the vehicle
- Residents not knowing in advance visitor vehicle registration numbers, therefore unable to activate a ticket. This issue is overcome given the 15 minute pop and shop provision
- A lack of awareness that digital permits can be activated over the phone as well as on line
- A generic resistance to change

We are continuing to work closely with our service provider Mipermit and provide additional customer support when required.

7.3.11 Loss of provision of concessions for holiday lets within on street shared use pay & display and residents parking bays.

Appendix 6 of this report shows a letter received by the Chief Executive from a collective of proprietors of tourist accommodation in Ludlow requesting reinstatement of concessions to enable guests to be able to park near their accommodation within the Ludlow shared use pay and display/ residents parking bays. Officers met with Mr Kennedy shortly before Christmas and discussed this request at length with the Council Leader and Portfolio holder for Highways and Transport early in the New Year.

It is recommended that consideration be given to an amendment of the strategy to allow the issue of annual permits at a cost equivalent to that of a resident's on street permit, £100.Entitlement would be 1 permit per property that is registered as a holiday let within any on-street residents parking scheme. Holiday let permits will not include the 200 hour visitor parking allocation that is included with a resident's permit.

8.0 Suggested Additional improvements to Parking Service

8.1 Provision of digital tickets for On-street Pay and Display

The rollout and availability of digital tickets in general has been well received and

requests for this service to be provided for on-street pay and display have been received. This was omitted from the original proposals, at the time there were some operational issues and some concern that this provision may result in some customers occupying premium locations for long periods, low turnover and denying access for other users such as blue badge holders, this has not materialised.
It is recommended that digital tickets (primarily pay by mobile) are added as an additional payment option for our on-street pay and display service.

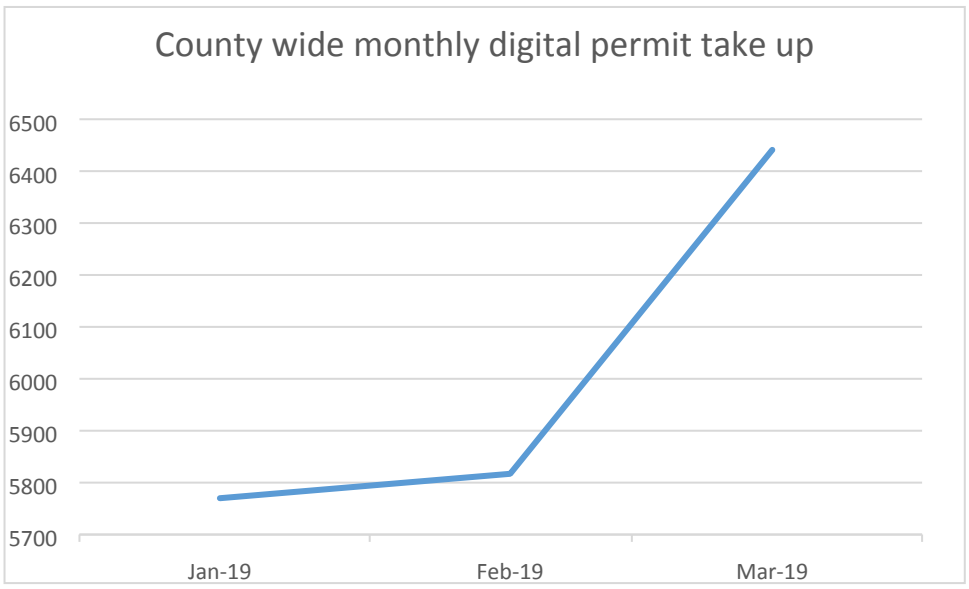
8.2 Shropshire Council to absorb the convenience fee on all digital ticket payments

Digital payments are now being purchased either online or pay by phone using Mipermit.

Mipermit enables car park operators to accept electronic payments for Pay & Display car parking, residents and visitor permits, and season tickets. Each electronic permit is digital, no ticket is displayed in the vehicle. For each pay and display ticket transaction Mipermit charge a convenience fee of £0.10, the convenience fee is added to the cost of the parking purchased and currently charged directly to the customer.

The number of monthly Mipermit ticket transactions undertaken during the first 3 months of the year is shown in table 4 below.

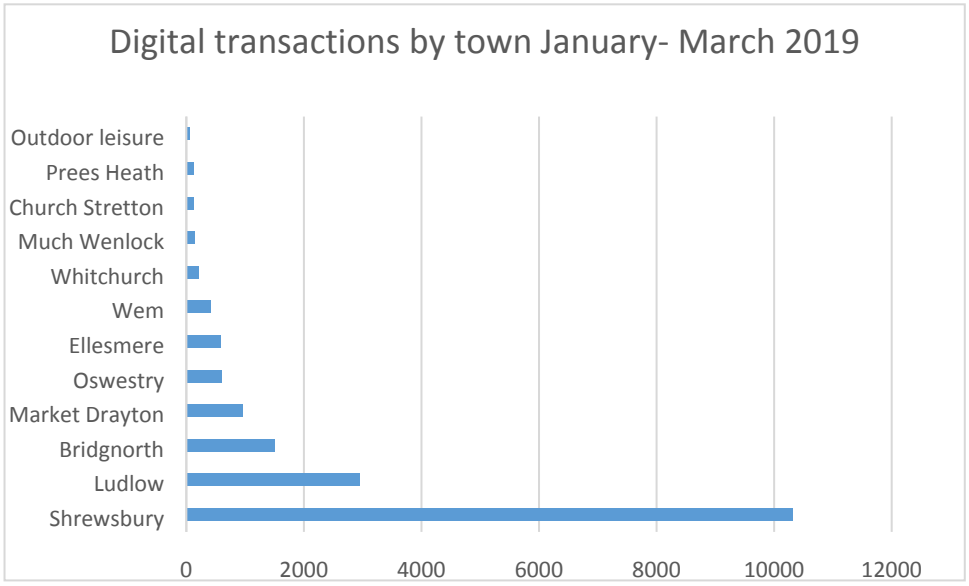
Table 4: County wide monthly digital permit take up January to March 2019



As the strategy roll out / go live has established the number of Mipermit transactions have increased. Digital transactions are also proving more popular as awareness of the service develops and anxiety issues are overcome, more customers are registering for the service.

Table 5 below shows the total number of digital transactions for each town during the period January to March 2019. Appendix 7 of this report provides a breakdown of transactions for each car park, ranked total number of transactions during period, tabulates the total number of transactions each month during the period and the total number of transactions during the period for each town.

Table 5: Digital transactions by town



8.3 Digital payments using Mipermit rather than payments through the machines have the advantage of providing real time data, there are also advantages to the customer, they can pre book or top up remotely, digital payments promote dwell time.

The number of cash transactions through pay and display machines has already reduced with the provision of chip and pin, card and contactless payment options. Cash collection from parking machines across the county is managed centrally by parking Services staff based at Shirehall. The technology within the new machines now gives the ability for parking services to monitor the accumulation of coinage within a machine, this technology has improved the day to day management of the cash collection service, cash collection operations are now better managed in

accordance with known fluctuations in usage. The total number of visits to parking machines for cash collections during April 2018 was 683, this reduced to 563 during April 2019. To limit risk there are limits on the quantity of cash that can be carried in vehicles at any one time and as such multiple trips are often taken across the county.

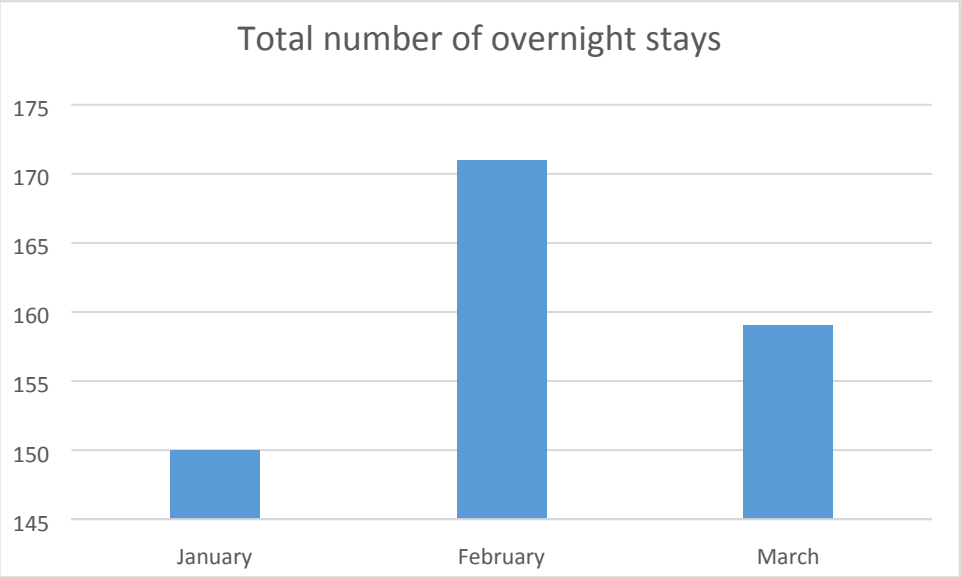
It is considered inappropriate that customers wishing to purchase digital tickets are having to pay more for the service than those customers purchasing tickets at the machine. Given the monetary savings associated with digital payments, service efficiencies and carbon foot print savings it is recommended that consideration be given to Shropshire Council absorbing the convenience fee on all digital ticket payments. A target of 500 cash collection visits or less per calendar month is envisaged.

9.0 Raven Meadows multi storey carpark- review and service improvements

9.1 The opening hours in Raven Meadows multi storey car park have been extended to 7am to midnight Monday to Saturday and 9am to 10pm on Sundays and Bank/Public Holidays. The charging hours in Raven Meadows multi storey car park have been extended to 24 hours a day, 7 days a week with a 3-hour cap on the parking periods between the hours of 8pm to 8am. Unlimited periods of parking on Sundays, Bank and Public holidays in Raven Meadows multi storey car park Shrewsbury have been also been introduced for a flat rate of £1.50. Raven Meadows is a band 2 car park, tariff £1.80 per hour.

9.2 Table 6 below shows the total of overnight stays for each month this year.

Table 6: Raven Meadows car park overnight stays January - March 2019



The most popular night for overnight stays is on a Saturday, which can attract over 20 customers, Friday nights can attract double figure customer numbers. Comments received from customers are detailed in appendices 3 and 8 of this report, most comments relate to an increase in tariff. There has been some displacement to car parks outside the loop and in the evenings to car parks within the loop and on-street parking after 6.00pm.

The decision to retain free parking within all pay and display parking areas in Shrewsbury from 6.00pm rather than 8.00pm was made as a revision to the original strategy, without adjustment to the Raven Meadows multi storey car park proposals. This combined with the 3-hour cap on parking from 8.00pm is resulting in:

i. Customers using the alternative on-street and off street car parks rather than Raven Meadows multi storey car park in the evenings and overnight;
ii. Customers not using Raven Meadows multi storey car park because of the tariff.
iii. Customers deciding to exit Raven Meadows multi storey car park at 6.00pm and use the Premier Inn pay and display car park which provides a 24 hour parking period for £8.
iv. Customers who use Raven Meadows multi storey car park for a period prior to 8.00pm having to pay a cumulative linear tariff for their period of stay up until 8.00pm and then if their stay goes beyond 8.00pm having to continue to pay the linear tariffs for up to a further 3 hours (until 11.00pm), after which the 3 hour cap applies.

It is recommended that consideration be given to amendment to the evening /overnight tariffs in Raven Meadows multi storey car park so that the existing 3 hour tariff cap on evening parking that currently applies on Mondays to Saturdays between the hours of 8.00pm and 8.00am;

i. Is brought forward to by 2 hours to apply between the hours of 6.00pm and 8.00am;
ii. Is reduced to a 2 hour tariff cap

This amendment would mean that a maximum charge of £14.40 would remain for periods of parking on Mondays to Saturdays between 8am and 6pm with a new reduced maximum charge of £3.60 between 6pm and 8am.

It is considered that the above proposals will make evening parking in Raven Meadows multi storey car park more attractive to customers.

10.0 Conclusions

10.1 The following improvements to the parking service have been identified:

1. Implementation of digital permits have improved ease of enforcement
2. The linear model has facilitated improved customer satisfaction, they now only pay for what you want
3. The removal of restrictions on periods of maximum stays and minimum returns has seen a reduction in complaints and positive feedback;
4. Weekly tickets are more cost effective and convenient for the customer;
5. The cash collection process is now streamlined;
6. There is less down time due to machine faults;
7. The digital system is removing fraudulent paper permits;
8. A large increase in chip and pin and contactless payments, resulting in environmental and banking savings;

10.2 Appendix 9 to this report shows Pay and Display Machine transaction data for the period January to March 2019, Shrewsbury, Ludlow and Rest of County. This data set shows there is no overall decline in customers. There is however evidence of a change in parking habits with an outward migration from on street parking bays to outlying off street carparks as the strategy was designed to promote. There is no indication of any negative change.

10.3 The recommended amendments are intended to further streamline service delivery, enhance customer satisfaction, the local economy, ongoing development of the Transport Mode Hierarchy and address environmental issues.

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

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New Parking Strategy Framework - Traffic Regulation Order - Changes to Off Street Parking Places Shrewsbury

Cabinet Member (Portfolio Holder)

Councillor Steve Davenport

Appendices

Appendix 1: Progress on implementation of proposals as approved by Cabinet

Appendix 2: Resident Permits and Season Tickets: In issue as at 8th May 2019 and Maximum Allocation as currently specified within the off-street Traffic Regulation

Appendix 3: Log of comments received during strategy implementation and operation

Appendix 4: Transaction data for Ludlow October 2018 until April 2019 (combined data set for transactions undertaken at machines and digital payments)

Appendix 5: Transaction data for all of Shropshire October 2018 until April 2019 (combined data set for transactions undertaken at machines and digital payments)

Appendix 6: Letter received from a collective of proprietors of tourist accommodation – Ludlow.

Appendix 7: Take up of digital transactions during period January to March 2019

Appendix 8: Log of comments received from customers of Raven Meadows multi storey car park, Shrewsbury

Appendix 9: Pay and Display Machine Transaction Data January to February 2019, Shrewsbury, Ludlow and Rest of County

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