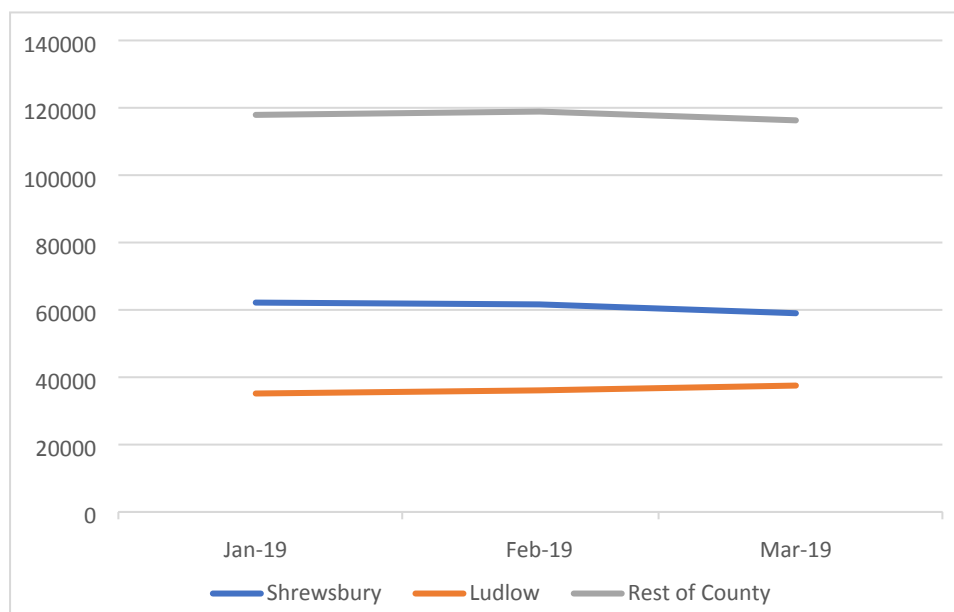
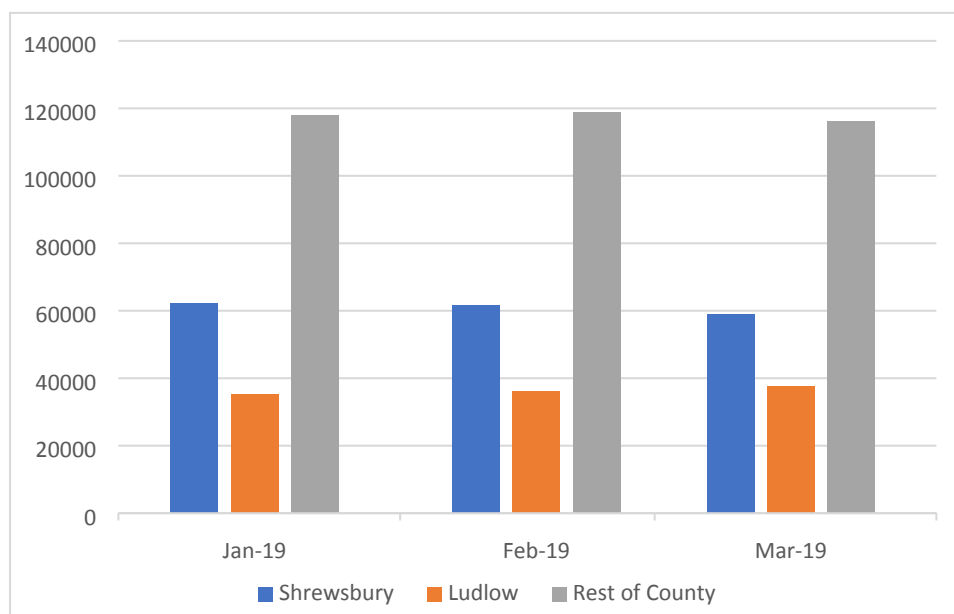


Parking Strategy Implementation

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



	Jan-19	Feb-19	Mar-19
Shrewsbury	62165	61627	59006
Ludlow	35171	36105	37530
Rest of County	117897	118883	116275

Parking Strategy Implementation

Notes:

1. Go live dates for the new strategy for the rest of the County January / February
2. Seasonal variation - an increase in usage is the norm in the pre-Christmas run up and a drop in usage is the norm during the first few months of every year;
3. Free Sunday and Bank Holiday parking introduced in new strategy. Sunday transactions has fallen;
4. Data includes transactions for purchase of weekly tickets but excludes season tickets and residents permits. The introduction of weekly tickets has obviously reduced the number of daily transactions;
5. Flooding events during February impacted on parking patterns