

amendment proposal 3 on 8th January 2020. These amendments are now being incorporated in to the programme for implementation.

This report reviews the impact of the strategy by market town providing appropriate assessment of the impact on usage for each car park and identifies local opportunity to further improve service delivery, better promote sustainable transport hierarchy whilst also addressing environmental issues. Priority must now be afforded to implementation of the agreed amendments to the strategy, county wide rollout of new residents parking schemes measures to ease capacity and provision of a maintenance programme.

2. Recommendations

That this report is considered by the Performance Monitoring Scrutiny Committee and their findings are reported to the Council's Cabinet. A further report to Scrutiny is recommended in 6 months-time to provide a full update on the issues highlighted in this report that can be scrutinised with the availability of a full 12-month period of data obtained following the full implementation of the strategy. This report should provide a focus on areas of improvement with formulated feedback from Members and key stakeholders such as the Shrewsbury and Oswestry Business improvement District (BID).

REPORT

3. Risk Assessment and Opportunities Appraisal

There is an opportunity to further improve both the customer experience and service delivery, better promote the sustainable transport hierarchy and address environmental and climate change issues. However, unless a synonymous approach is adopted the opportunity will be lost; closer collaborative working is therefore required with related service areas such as public protection, economic growth, development control and public transport.

The Parking Strategy is already promoting desired changes in behaviour, however there is a risk of fragmentation, To realise all of the benefits, the full strategy needs to be delivered, for example through the development of park and ride services and on-street residents parking provision.

There is high demand on the traffic management team to address a severe backlog in work and the Council is continuing to experience difficulties in recruiting additional traffic engineers. The absence of appropriate resource may impact on on-going parking service development which will take a secondary priority to traffic safety and casualty reduction work.

4. Financial Implications

Table 1 below shows gross revenue for all Shropshire parking areas on-street and off street surface car parks ranked by monthly transactions, (data excludes Ravens Meadow multi storey car park, Shrewsbury).

Table 1: Gross revenue October 2018 to November 2019



Note: The new strategy rollout began in November 2018 and was completed in February 2019.

Overall, revenue generated is forecast to be greater than the budgeted value for on-street parking provision but is significantly down in many off-street carparks. In addition to the normal concessions provided during the run up to Christmas, additional concessions to boost trade in Shrewsbury town centre were provided during August. Although in many car park locations usage and turnover has increased, overall revenue has decreased given customers are now able to purchase the amount of parking time they require. There have also been a number of flooding events in Shrewsbury that have impacted on forecast revenue due to car park closures. Further analysis of car park income will take place over the next few months.

There has been requirement for additional expenditure on items such as security. This has included additional safeguarding measures to ensure compliance with the regulatory fire safety order and other health and safety issues at Ravens Meadow multi storey car park and the Shrewsbury bus station site, and also provision of barriers at the Harlescott Park and Ride site in Shrewsbury. Back office and machine banking costs are also forecast to be higher due to increased take up on card payments.

Further consideration needs to be given to the provision of an appropriate level of resource to:

- A. Implement the new residents parking policy county wide
- B. Establish a definitive car park maintenance programme
- C. Improve park and ride provision to ease capacity issues in identified car parks and market towns.

The overall position will be reviewed and it is recommended to report back to Scrutiny in 6 months when the service will have a full 12 months-worth of data to analyse (after February 2020) because of the phased nature of the Strategy implementation.

5. Background

- 5.1 Cabinet approved Parts 1 and then 2 of the new Parking Strategy proposals on 17 January 2018 and 11 April 2018. 17 of the 22 'part 1' recommendations have been implemented. Implementation works to date have included:
- The provision of new pay and display parking machines installed across the county with facilities for cash, card and contactless payments.
 - The introduction of a standardised banding and linear tariff model determined by demand and supply criteria
 - The adoption of the new on-street residents parking policy in Ludlow.
 - A feasibility proposal exercise for on street residents parking in Bridgnorth.
 - The roll out of digital permits and ticketing through the Mipermit system.
- 5.2 The introduction of new machines, remote monitoring facilities and the rollout of the Mipermit system has provided availability of a wealth of parking data, which is now being harnessed using Power Bi software to provide detailed reports. Identification of annual trends however is still proving difficult given the staggered rollout of the strategy, lack of data during periods of free parking and the increasing number of events impacting usage patterns.
- 5.3 The new parking strategy was previously reviewed by the Performance Management Scrutiny Committee at its meeting on 5th June 2019 and

the recommendations as detailed in the report were endorsed by Cabinet on Wednesday 3 July 2019.

- 5.4 The implementation of changes highlighted community concerns. Feedback included the following issues:
- Increases in tariffs;
 - Concerns about the impact of change on the local economy;
 - Feedback about concessions for holiday lets; and
 - Concerns about the reduction of on street resident permit provision.
- 5.5 Identified improvements to the parking service included improved ease of enforcement, improved customer satisfaction and a more streamlined service with a large increase in chip and pin, contactless payments and digital ticketing.
- 5.6 In response to the feedback the report recommended the following amendments to the Parking Strategy:
- 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 51% 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.
 - 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 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.

- viii. 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.
 - ix. That digital tickets (primarily pay by mobile) are added as an additional payment option to the on-street pay and display service.
 - x. That Shropshire Council absorb the convenience fee on all digital ticket payments.
- 5.7 On 4 September 2019 Cabinet gave approval for the required consultation on recommendations i to viii. A consultation was subsequently undertaken from the 23 September until midnight on the 3 November 2019. A report detailing the nature of this consultation and the responses received is detailed in appendix 1 to this report. Written responses to the consultation are shown in appendix 15 to this report.
- 5.8 Appendix 2 to this report outlines reasoning and proposed actions for each amendment proposal consulted on. Cabinet also approved that the Executive Director of Place in consultation with the Portfolio Holder, be given delegated authority to consider the outcomes of the consultation and decide whether to implement recommendations i. to viii.
- 5.9 After consideration of the outcomes of the consultation and following agreement with the Portfolio Holder for Highways and Transport 8th January 2020 it has been agreed to implement amendments i, ii and iv to ix. Further formal Traffic Regulation Order (TRO) consultations are now required before these amendments can be incorporated in to the programme for implementation.
- 5.10 It is not considered appropriate to implement proposed amendment iii, the introduction of 24 hour loading bays across the county. The consultation has raised a number of issues and there are a number of ongoing concerns with regards to the provision of loading facilities, times of operation, usage and entitlement. There is also a need to review historic signing following the introduction of new signing regulations in 2018. A detailed review of loading bay provision and times of operation on a town by town basis commencing with Shrewsbury is therefore proposed.
- 5.11 Amendments ix and x, additional digital tickets payment options to the on-street pay and display service and the absorption of the convenience fee on all digital ticket payments did not require consultation and these amendments were introduced on Monday 4th November 2019.
- 5.12 The new streamlined trades person waiver system programmed for implementation in June 2019 has been delayed due to lack of resource

to implement, it is however intended to implement before the end of March 2020.

6. Review of the impact of the strategy by market town

6.1 Shrewsbury

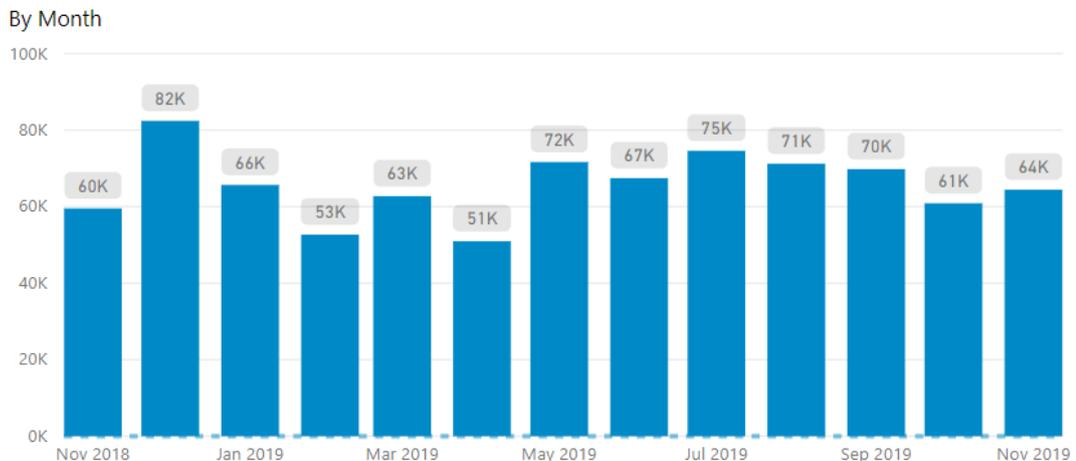
6.1.1 There are four Shropshire Council pay and display surface car parks, together with the Ravens Meadow multi storey carpark (pay on exit), and on-street pay and display within the Shrewsbury River loop. There are 2 pay and display surface car parks outside the river loop. Details of banding and charges are listed in appendix 14 of this report.

6.1.2 Following the installation of the new pay and display machines to all on-street pay and display and off street carparks during the summer of 2018, the new linear tariffs were introduced in Shrewsbury on Monday 5th November 2018.

6.1.3 An assessment of the impact on usage, turnover and availability of space for each car park in Shrewsbury along with a daily usage chart over the period since installation for each car park is shown in appendix 3 of this report.

6.1.4 Chart 1 below shows the overall usage volumes by month for the town from November 2018.

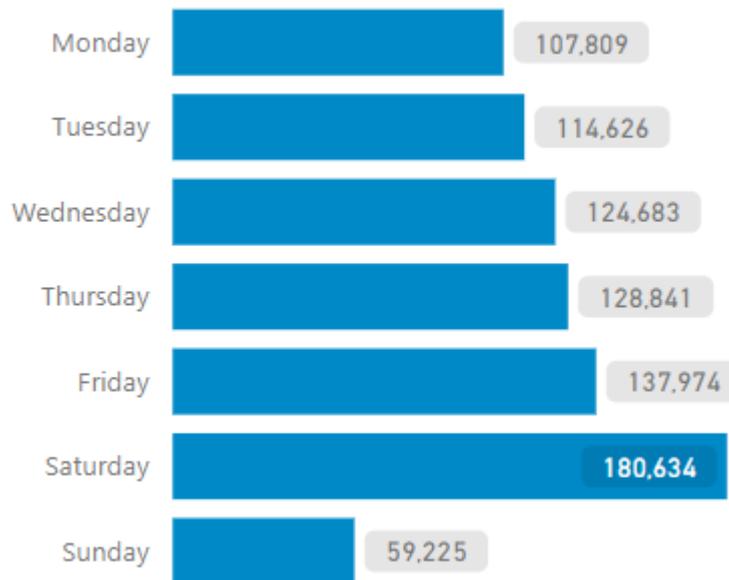
Chart 1: Shrewsbury usage volumes by month



6.1.5 Chart 2 below shows overall usage volumes for the period for each individual day of the week.

Chart 2: Shrewsbury usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions such as promotional and emergency events allocated during the period and excludes Raven Meadows multi-storey carpark.

Parking in car parks outside the river loop is free of charge on Sundays, therefore no transactional usage data is available for these car parks.

- 6.1.6 With on street pay and display there has been a slight decrease in usage and a slight improvement in availability of space with the most common length of stay remaining 1 hour despite the removal of the period of maximum stay and minimum return, some customers are taking advantage of the opportunity to stay for longer periods. On - street revenue has increased.
- 6.1.7 Car parks within the river loop remain popular with increases in usage, turnover and revenue. Visitors are now able to find a space more easily in St Julian's Friars car park, making it more attractive to the shorter stay shopper.
- 6.1.8 Usage of the 2 car parks outside the river loop has increased, with shoppers and visitors taking advantage of the opportunity to only have

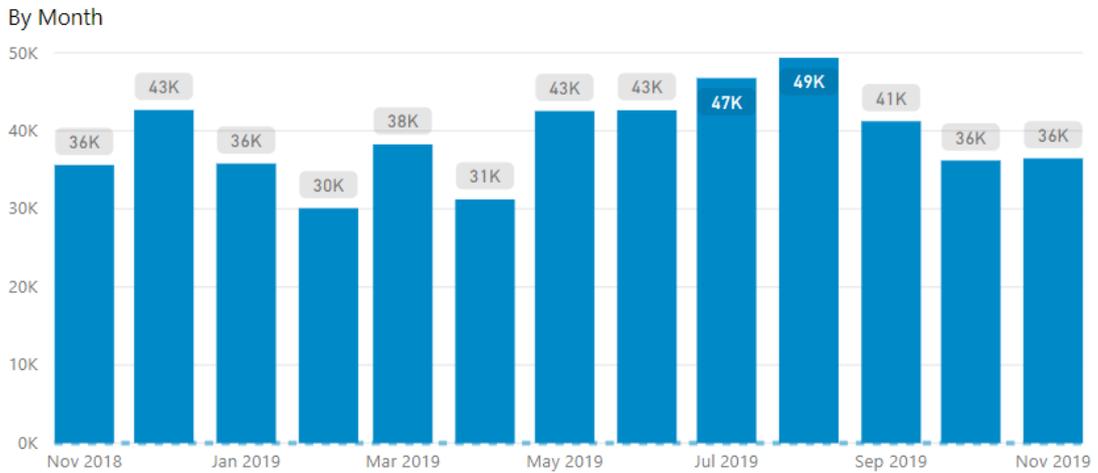
to purchase the length of stay they require and tariff caps, hence overall revenue has fallen. On some days in particular Saturdays the increase in usage is problematic and there are capacity issues. The availability of weekly tickets has been well received. There has also been an up take in demand for season tickets and commuter parking in general which has contributed to the overall increase in usage.

- 6.1.9 It is recommended that availability of season tickets be made available on the Shrewsbury park and ride service to ease demand on commuter parking on the pay and display carparks outside of the river loop, with concessions made available for both workers and students to the university.
- 6.1.10 There are currently issues with commuters and visitors to the town parking on-street for long periods in residential areas immediately outside the river loop, therefore it also is recommended that priority be given to the development of on-street residents parking schemes in the Belle Vue, Abbey, Column, Coton Hill, Mountfields, Castlefields and Castle Foregate areas.

6.2 Ludlow

- 6.2.1 There are four Shropshire Council pay and display surface car parks in Ludlow, there are also two on-street pay and display tariff band which operate as shared use with the red Controlled Parking Zone (CPZ) and the blue area residents parking schemes. Details of banding and charges are listed in appendix 14 of this report.
- 6.2.2 Following the installation of the new pay and display machines to all on-street pay and display and off street carparks during the summer of 2018, the new linear tariffs were introduced in Ludlow on Monday 19th November 2018. The new policy for on-street residents parking was also introduced at the same time, residents permit allocation is currently restricted to one permit per property, the cost of a resident's permit is now £100 and includes 200 hours of visitor parking.
- 6.2.3 An assessment of the impact on usage, turnover and availability of space for each car park in Ludlow along with a daily usage chart over the period since installation for each car park is shown in appendix 4 of this report.
- 6.2.4 Chart 3 below shows the overall usage volumes by month for the town from November 2018.

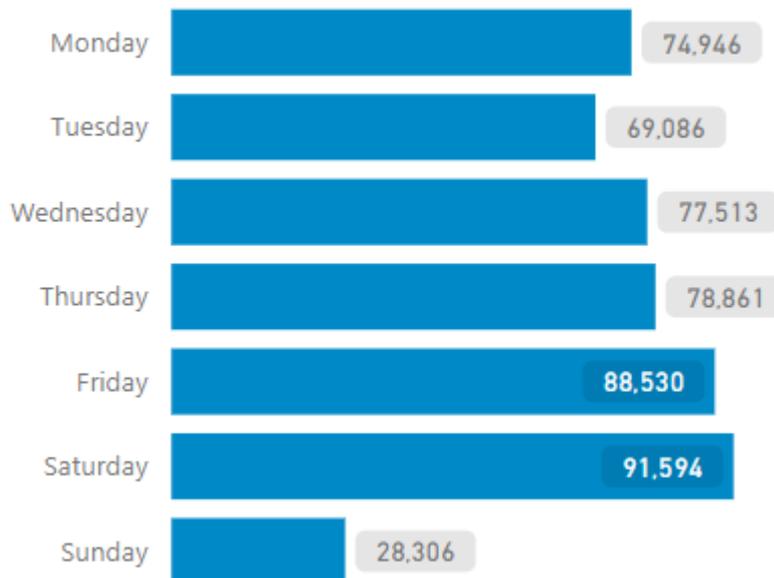
Chart 3: Ludlow usage volumes by month



6.2.5 Chart 4 below shows overall usage volumes for the period for each individual day of the week.

Chart 4: Ludlow usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow

for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in Galdeford zone A & B and Smithfield car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

- 6.2.6 There has been a significant reduction in commuter parking with on street pay and display, some visitors are taking advantage of the opportunity to find a space and stay for longer periods. The increased availability of space has been well received by resident permit holders. On -street revenue has increased.
- 6.2.7 Overall off street car park usage has increased in the town, turnover has improved on the main town centre Castle Street carpark with improved ability to find a space. Occupancy at all the outer lying carparks has increased, with Galdeford B, the lower band car park being at maximum capacity on most days, there is low demand for residents permits and a high demand for season tickets on this car park.
- 6.2.8 Carpark usage overall, across the town has not reduced, however there is a visible shift from on-street to off street parking.
- 6.2.9 Development work is already ongoing on the potential provision of parking, loading and access prohibitions, to remove indiscriminate parking and improve amenity to the Market and Castle Square areas of the town. Further detailed consideration also needs to be given to improving provision of motor cycle parking in this area.
- 6.2.10 Full grant funding has been obtained from Highways England for the provision of an ultrafast rapid electric vehicle charging points in Galdeford car park.
- 6.2.11 Priority is being afforded to implementation of the proposed amendments to the strategy discussed in section 5 of this report that can assist Ludlow. These include:
- a) Proposed review and potential changes to the boundaries of the existing residents parking schemes (amendment i).
 - b) Residents survey to indicate preference to increase on-street residents permit allocation to 2 permits per property (amendment iv).
 - c) The combination of maximum number of resident permit and season ticket thresholds (amendment v).
 - d) Annual permit concessions for holiday let properties located within an on street residents parking scheme be provided (amendment vi).

6.2.12 Further measures are required to address capacity issues in the off street car parks. It is recognised that additional provision is required to support future improvement of the carpark fabric (surfaces, lines, and lighting). A review of Park and Ride (P&R) is currently underway in relation to the Big Town Plan and wider movement strategy with a view to an improved service. It is obviously that the car parking strategy needs to support and compliment P&R review.

6.2.13 There is also a need for review of unrestricted areas of on-street parking, as well as shared use residents permits / limited waiting bays within the red zone and blue area residents parking schemes that are now being monopolised by commuters and visitors. For example, there are unrestricted areas in Dinham that could be improved for residents parking.

6.3 Bridgnorth

6.3.1 There are 7 Shropshire Council pay and display surface car parks in Bridgnorth, 5 in High town and 2 in Low town. Due to outstanding planning matters the new parking strategy is yet to be implemented on Smithfield carpark and historic tariffs remain in place in this carpark. Details of banding and charges are listed in appendix 14 of this report.

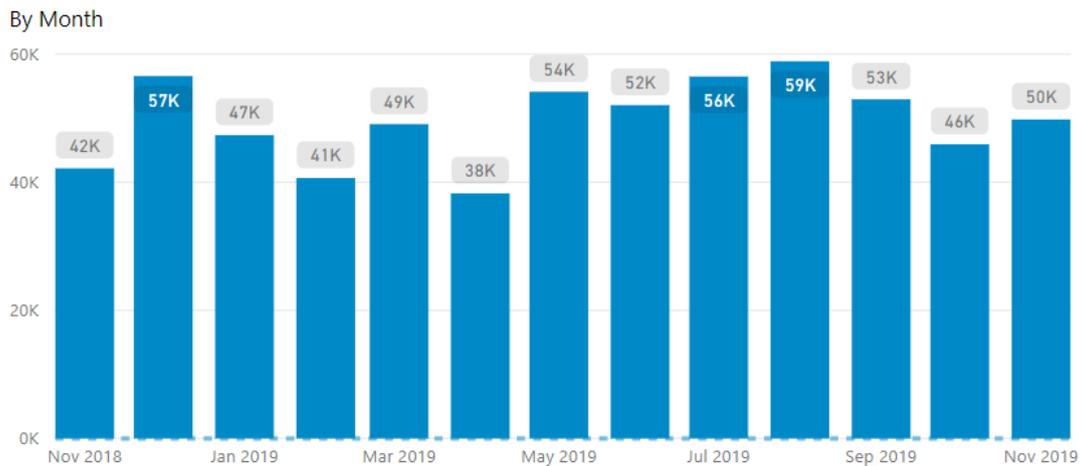
6.3.2 There are also a number of existing historic (individual street) residents parking schemes in operation using paper permits and scratch card visitor permits. Although a feasibility proposal exercise for new proposed residents parking schemes in Bridgnorth was undertaken in 2018, on street residents parking provision continues to operate under the old policy.

6.3.3 The Riverside West Elevated carpark is also available solely to eligible residents in the town who purchase a resident's permit.

6.3.4 Following the installation of new pay and display machines to all on-street pay and display and off street car parks during the autumn of 2018, the new linear tariffs were introduced in Bridgnorth on Monday 14 January 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Bridgnorth along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 5 of this report.

6.3.5 Chart 5 below shows the overall usage volumes by month for the town from November 2018.

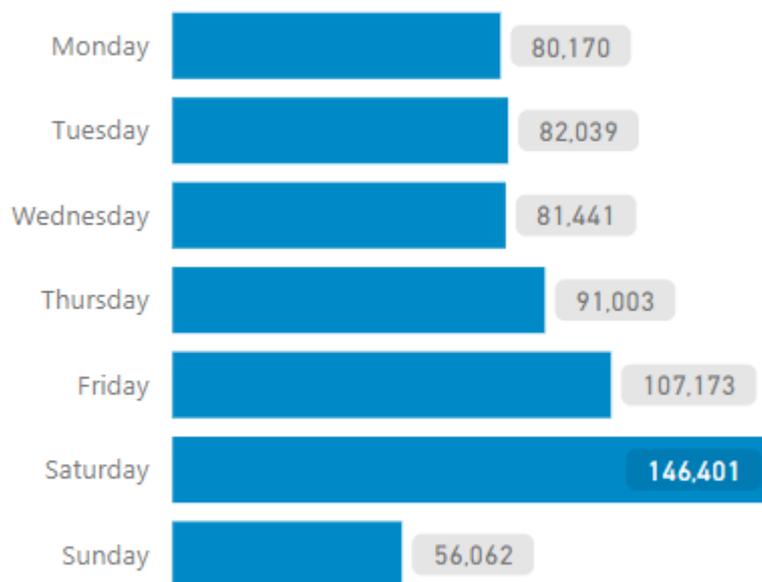
Chart 5: Bridgnorth usage volumes by month



6.3.6 Chart 6 below shows overall usage volumes for the period for each individual day of the week.

Chart 6: Bridgnorth usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in Innage Lane and Severn Street car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

- 6.3.7 Within both the north and south Listley Street town centre car parks, usage has increased with a shift from commuter to visitor parking, it is now easier to find a space, with both turnover and revenue increasing.
- 6.3.8 Although Smithfield carpark continues to operate under the old tariffs, resident permits and season tickets are no longer available in this carpark an adjustment required due to specified conditions on the lease.
- 6.3.9 Usage has increased in Innage Lane pay and display carpark, there has been no significant change in revenue and there is moderate demand for residents permits and a low demand for season tickets.
- 6.3.10 Usage and turnover in Sainsburys car park is not considered to have changed, revenue has increased.
- 6.3.11 Severn Street car park is at high capacity on most days, demand for resident's permits is low with some demand for season tickets. Again, both revenue and turnover has increased. There is high demand for the 6 spaces on the other Low town Riverside pay and display car park.
- 6.3.12 Parking usage overall across the town is showing an upward trend over the period. There is particular high demand and a shortage of space in the town on Saturdays.
- 6.3.13 On street parking congestion in the town is also an issue, causing particular problems for residents.
- 6.3.14 Progress with the new residents parking scheme policy development in Bridgnorth has stalled during 2019, due to a lack of resource following the highway and transportation restructure and pending an outcome of the consultation on the proposed amendments to the strategy discussed in section 5 of this report.
- 6.3.15 Before any new proposed or revised scheme is implemented it is a requirement to undertake a resident's questionnaire for each area. It is therefore proposed to include within each scheme questionnaire survey, opportunity to indicate preference to increase on-street residents permit allocation to 2 permits per property as per strategy amendment iv.
- 6.3.16 There are feasibility proposals to introduce new and revised residents parking schemes in the Friar Street, Cartway and Riverside area of Low Town these need to be progressed as a priority. Subject to

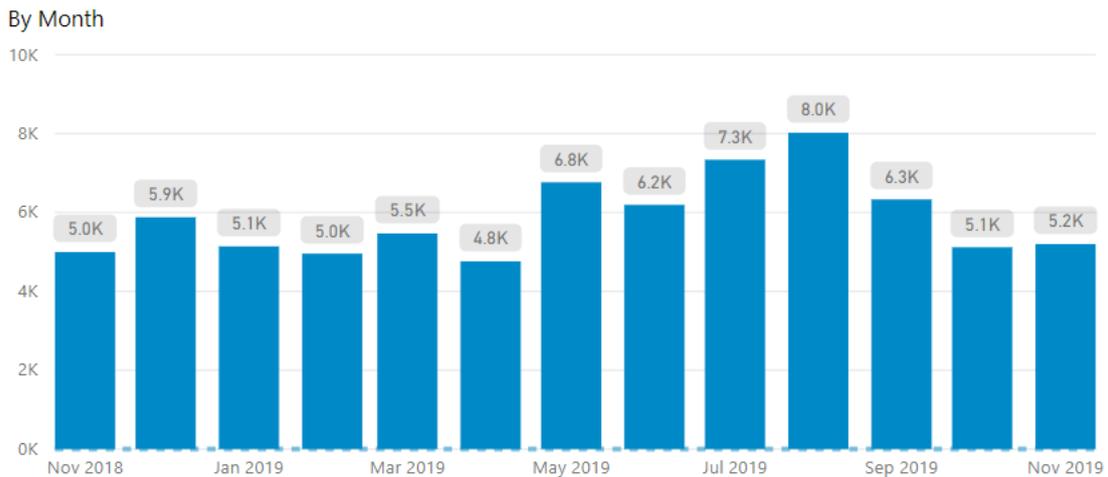
completion of the required consultations it is proposed to introduce concessions that allow, entitlement by residents who hold on-street parking permits to also park the Riverside West elevated carpark.

- 6.3.17 There are also feasibility proposals to introduce new and revised residents parking schemes in the Severn Street and Railway Street areas of Low Town and several schemes in High Town.
- 6.3.18 On street parking congestion in the town is an issue, causing particular problems for residents, with requests for the provision of further concessions for residents parking both on and off street frequently received.
- 6.3.19 It is recommended that the development of new and revised residents parking schemes in Bridgnorth should remain as a county priority. This work needs to be expanded to incorporate a review of historic parking restrictions across the town and the potential allocation of additional concessions both on and off street for residents parking.
- 6.3.20 It is also recommended that a review of carpark layout be undertaken and any potential increase in capacity in particular within Innage lane car park identified.
- 6.3.21 A local Bridgnorth business group have been operating a seasonal part time park and ride service in the town. A review of the potential to formalise the provision of Park and Ride Service is recommended.

6.4 Church Stretton

- 6.4.1 There are 2 Shropshire Council surface car parks in Church Stretton, Easthope pay and display and Crossways which is a pay by phone /on line car park only.
- 6.4.2 New pay and display machines were installed in Easthope car park during the autumn of 2018 but not in Crossways, the new linear tariffs were introduced in Church Stretton on Monday 14th January 2019. An assessment of the impact on usage, turnover and availability of space for both car parks along with a daily usage chart over the period since installation is shown in appendix 6 of this report.
- 6.4.3 Chart 7 below shows the overall usage volumes by month for the town from November 2018.

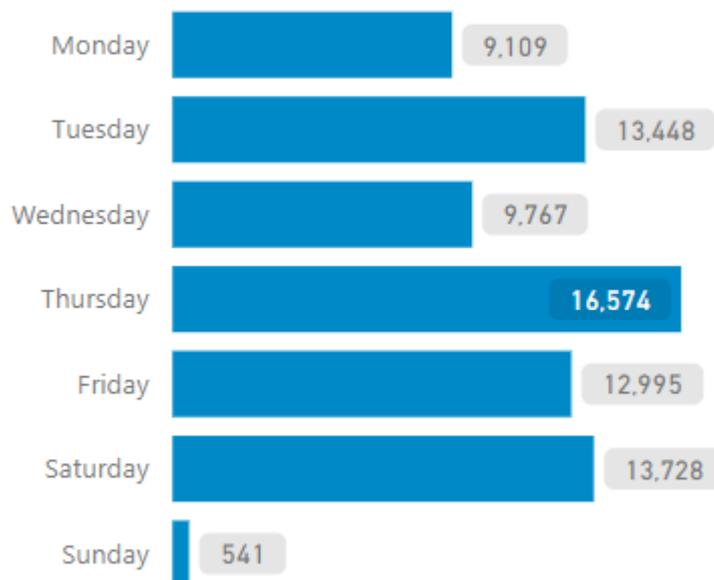
Chart 7: Church Stretton usage volumes by month



6.4.4 Chart 8 below shows overall usage volumes for the period for each individual day of the week.

Chart 8: Church Stretton usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in both car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available.

6.4.5 Within the Easthope car parks located to the rear of the High Street usage has maintained, no resident's permits have been issued and there is low demand for season tickets. Easthope car park is popular with visitors during the summer months. Turnover is high and revenue has increased.

6.4.6 Crossways is now available for all vehicles having previously been restricted to coach and HGV parking. Take up of usage to date has been low. with no demand for residents permit and season tickets.

6.4.7 The Town Council have raised concerns with regards to the lack of a parking machine at this location (see appendix 14). The current level of usage at this site does not justify the capital spend required for a new machine, a review of this carpark is required.

6.4.8 Full grant funding has been obtained from Highways England for the provision of an ultrafast rapid electric vehicle charging points in Easthope car park.

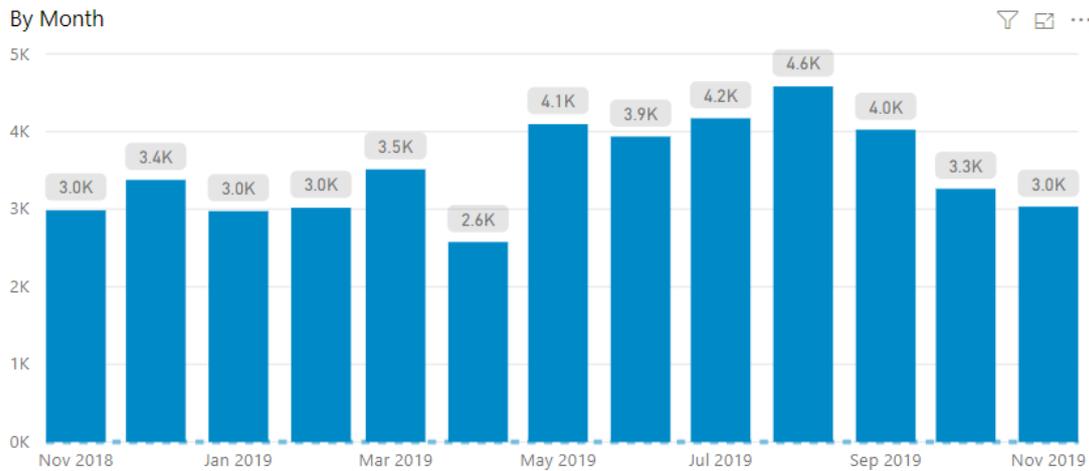
6.5 Much Wenlock

6.5.1 There are 4 Shropshire Council pay and display surface car parks in Much Wenlock.

6.5.2 Following the installation of the new pay and display machines to all on-street pay and display and off street car parks during the autumn of 2018, the new linear tariffs were introduced in Much Wenlock on Monday 14 January 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Much Wenlock along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 7 of this report.

6.5.3 Chart 9 below shows the overall usage volumes by month for the town from November 2018.

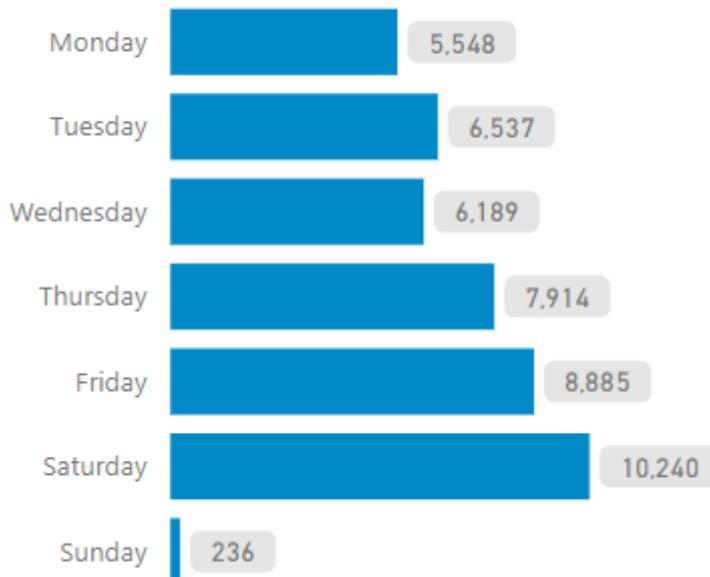
Chart 9: Much Wenlock usage volumes by month



6.5.4 Chart 10 below shows overall usage volumes for the period for each individual day of the week.

Chart 10: Much Wenlock usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in all Much Wenlock car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

- 6.5.5 Back Lane pay and display car park is a small car park with only 9 spaces. There has been no significant change in usage, revenue has increased, generally spaces are available despite low capacity. No residents permits or season tickets have been issued.
- 6.5.6 Usage has maintained and turnover increased in St Mary' Lane pay and display car park, with a good chance of obtaining a space. No residents permits have been issued and there is a low demand for season tickets. Revenue has maintained.
- 6.5.7 Usage, turnover and revenue in Falcons Court car park have increased but it is still highly likely to obtain a space. There is low demand for residents permits and season tickets.
- 6.5.8 Usage, and revenue in New Road car park has increased whilst turnover has been maintained, it is still highly likely to obtain a space. There is low demand for residents permits and no season tickets have been issued.
- 6.5.9 Other than the expected seasonal variation, the parking usage overall across the town has been maintained, possibly slightly increased.
- 6.5.10 On street parking congestion in the town is an issue, a review is underway for proposals to update some parking and loading restrictions but further consideration needs to be given to the potential introduction of on-street residents schemes that will give both concessions for residents to park unrestricted whilst retaining short period on-street parking for visitors and promoting longer term parking in the off street car parks.

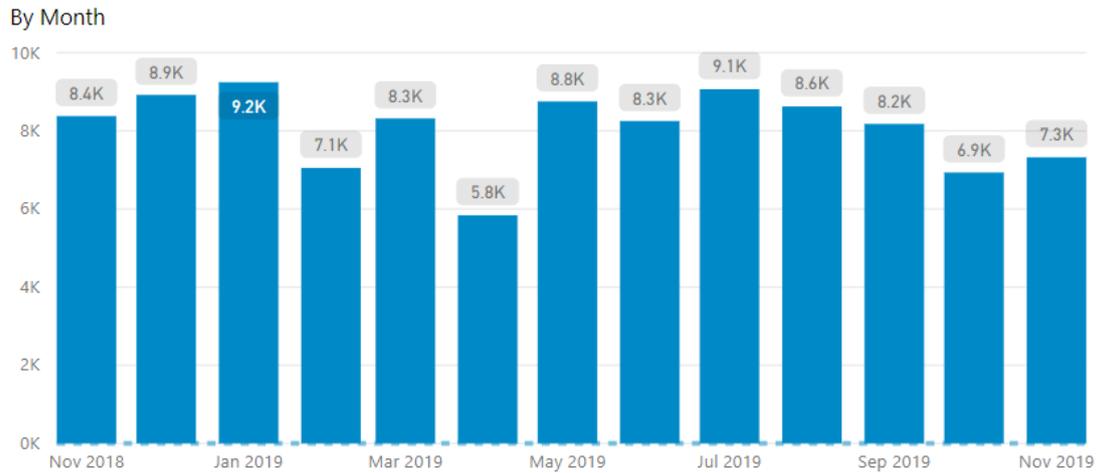
6.6 Wem

- 6.6.1 There are 3 Shropshire Council pay and display surface car parks in Wem, High Street, Mill Street and Leek Street. Details of banding and charges are listed in appendix 14 of this report.
- 6.6.2 The new linear tariffs were introduced in Wem on Monday 28th January 2019. New pay and display machines were installed in High Street pay and display car park during the late summer of 2018, but not in Mill Street and Leek Street car parks. Initially on introduction of the new tariffs a pay by phone only service was introduced in Mill Street car park, following a number of complaints, the original parking machine which accepts cash and card payments was reinstated. Customers using Leek Street car park who do not wish to purchase parking using pay by phone are able to purchase parking tickets using parking machines in the adjacent High Street car park. An assessment of the

impact on usage, turnover and availability of space for each car park in Wem along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 8 of this report.

6.6.3 Chart 11 below shows the overall usage volumes by month for the town from November 2018.

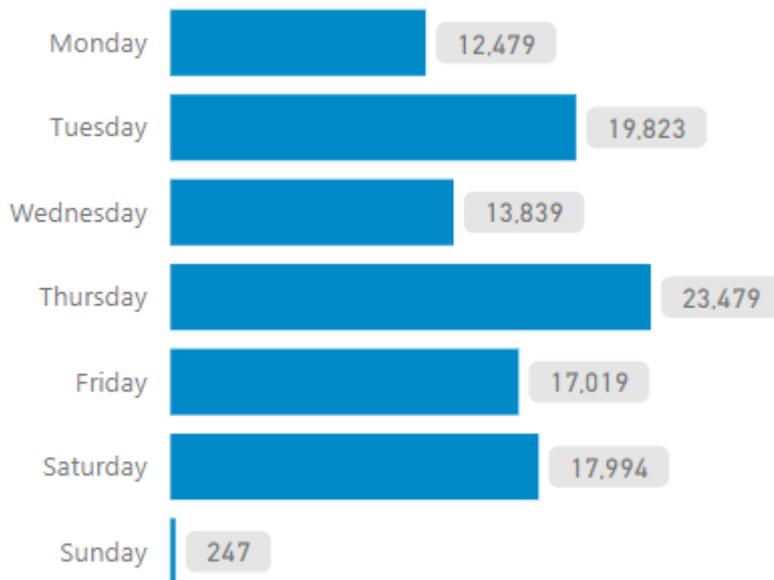
Chart 11: Wem usage volumes by month



6.6.4 Chart 12 below shows overall usage volumes for the period for each individual day of the week.

Chart 12: Wem usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in all 3 Wem Shropshire Council car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

6.6.5 General day to day transactional usage levels in all 3 car parks across the town have not changed. Initially usage levels in Mill Street carpark did drop off, but then picked up again with the reinstatement of the parking machine in the car park. Income from this car park is not covering the maintenance costs of the machine.

6.6.6 The parking usage overall across the town has been maintained.

6.6.7 There is some on street parking congestion in the town, an assessment as to the benefits of the introduction of residents parking schemes in the town should therefore be considered.

6.7 Oswestry

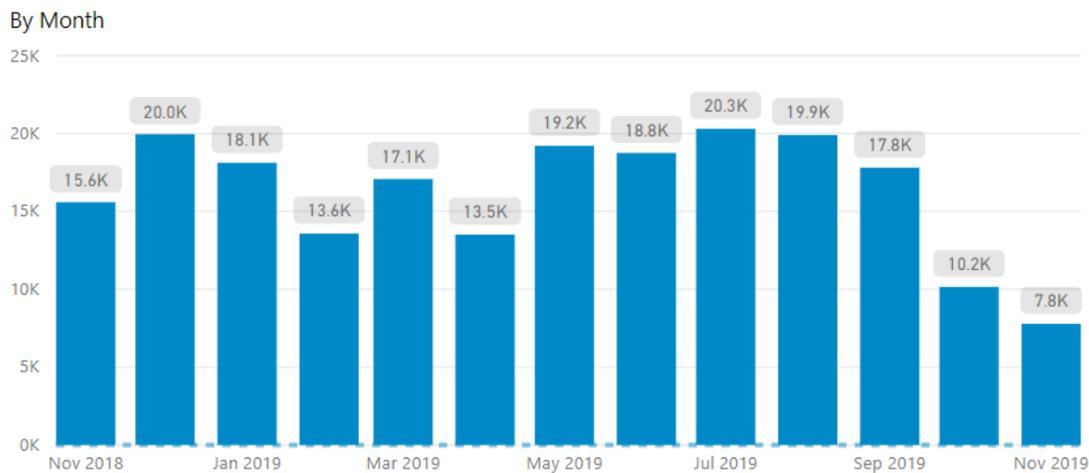
6.7.1 There are 4 Shropshire Council pay and display surface car parks in Oswestry. Details of banding and charges are listed in appendix 14 of this report.

6.7.2 There are also a number of existing historic (individual street) residents parking schemes in operation using paper permits and scratch card visitor permits, these schemes currently operate under the old policy, there are no charges for permits.

6.7.3 Following the installation of the new pay and display machines to all on-street pay and display and off street carparks during the autumn of 2018, the new linear tariffs were introduced in Oswestry on Monday 28th January 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Oswestry along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 9 of this report.

6.7.4 Chart 13 below shows the overall usage volumes by month for the town from November 2018.

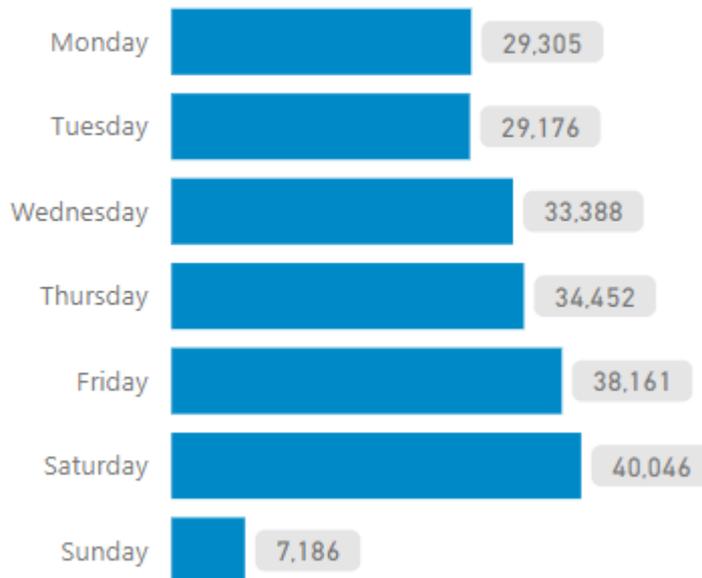
Chart 13: Oswestry usage volumes by month



6.7.5 Chart 14 below shows overall usage volumes for the period for each individual day of the week.

Chart 14: Oswestry usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period

Parking in Oswald Road, Oak Street and Beatrice Street car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

6.7.6 Usage and turnover in the Festival Square pay and display car park have increased. Revenue has also increased.

6.7.7 Usage in Beatrice Street car park initially saw little change, however following the relocation of Morrisons supermarket there has been a significant reduction in usage and drop in revenue. No residents permits and season tickets have been issued.

6.7.8 Usage and turnover in Oak Street car park are considered to have maintained, it is likely a space can be obtained and revenue has increased. There is low demand for residents permits and a high demand for season tickets.

6.7.9 Usage, turnover and revenue in Oswald Road car park have all increased. There is low demand for residents permits, no season tickets have been issued.

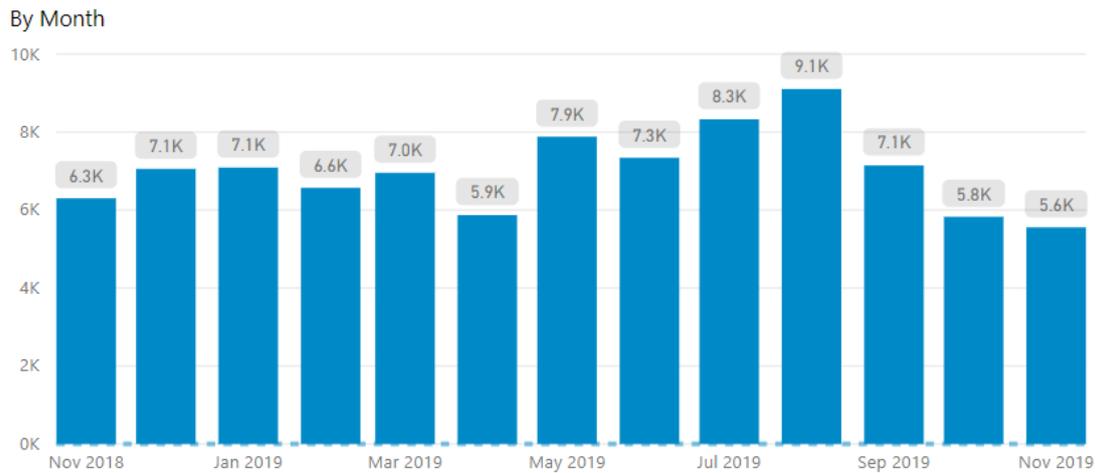
6.7.10 Parking usage overall across the town was steady but has recently plummeted following the Morrisons supermarket relocation. The town continues to be busy on Fridays and Saturdays.

- 6.7.11 On street parking congestion in the town is an issue, with a shortage of residents parking and there is an urgent need to progress with residents parking scheme new strategy development in Oswestry. There needs to be a holistic approach with existing schemes revised and new schemes implemented across the town. This is a large piece of work and will take at least 12 months to develop. Resource allocation should be only secondary to residents parking development work in Bridgnorth.
- 6.7.12 Consultation work is ongoing on required revisions to parking, loading and access prohibitions restrictions on Baileys Head in the town centre. Shropshire Council are also working in partnership with the Oswestry bid to introduce revised parking restrictions on Mile Oak industrial estate.
- 6.7.13 There is however also an urgent need to review all parking waiting, loading and access restrictions throughout the town centre, a detailed study is recommended.

6.8 Ellesmere

- 6.8.1 There are 3 Shropshire Council pay and display surface car parks in Ellesmere, Talbot Street, Cross Street and Spa Bridge. There is also on street pay and display parking adjacent to the Mere. Details of banding and charges are listed in appendix 14 of this report. Note, the 2 surface car parks at the Mere are managed by Outdoor Recreation and sits outside of the parking strategy and are therefore excluded from this report.
- 6.8.2 The new linear tariffs were introduced in Ellesmere on Monday 28th January 2019. New pay and display machines were only installed in Talbot Street and Cross Street car parks and Mereside on-street pay and display during the autumn of 2018. Initially on introduction of the new tariffs a pay by phone only service was introduced in Spar Bridge car park, following a number of complaints, the original parking machine which only accepts coins was reinstated. An assessment of the impact on usage, turnover and availability of space for each car park in Ellesmere along with a daily usage chart over the period since installation for Talbot Street and Cross Street car parks and Mereside on-street pay and display is shown in appendix 10 of this report.
- 6.8.3 Chart 15 below shows the overall usage volumes by month for the town from November 2018.

Chart 15: Ellesmere usage volumes by month

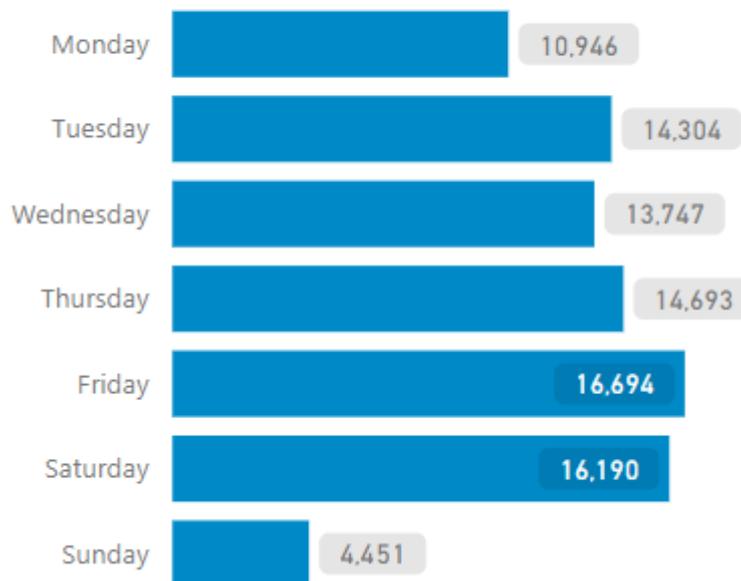


6.8.4 Chart 16 below shows overall usage volumes for the period for each individual day of the week.

6.8.5

Chart 16: Ellesmere usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in all 3 Ellesmere Shropshire Council town centre car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is

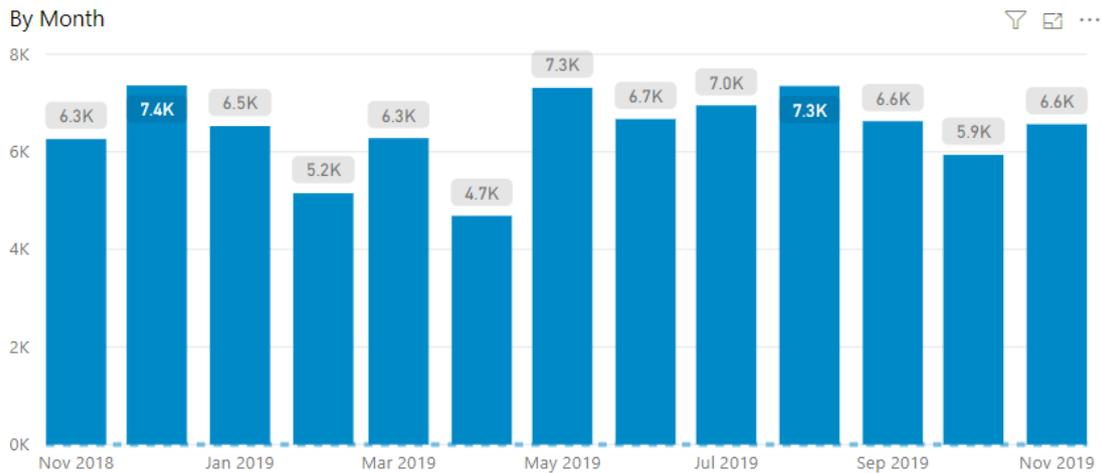
available for these car parks. There are no concessions on tariffs for on-street parking at the Mereside.

- 6.8.6 General day to day usage levels in all 3 car parks in the town have not changed. There is a high demand for residents permits and a low demand for season tickets.
- 6.8.7 General day to day usage levels on the on-street Mereside pay and display has not changed although revenue has increased. There is large seasonal variation for this parking area which has mainly a leisure amenity use, demand is also high at weekends and bank holidays.
- 6.8.8 Parking usage in Ellesmere overall across the town has been maintained.
- 6.8.9 An assessment as to the benefits of the introduction of residents parking schemes in the town should be considered.

6.9 Whitchurch

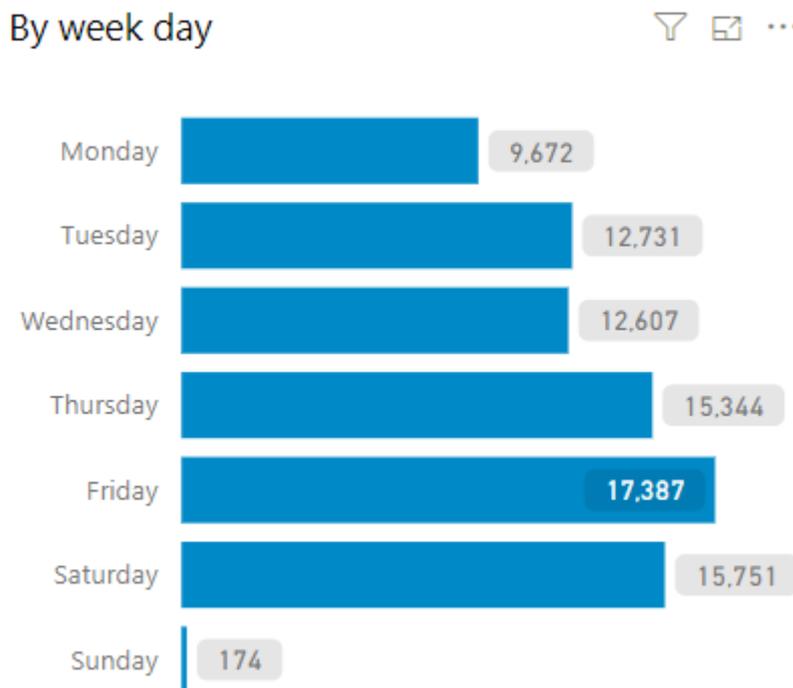
- 6.9.1 There are 5 Shropshire Council pay and display surface car parks in Whitchurch. Details of banding and charges are listed in appendix 14 of this report.
- 6.9.2 Following the installation of the new pay and display machines to all on-street pay and display and off street car parks during the autumn of 2018, the new linear tariffs were introduced in Whitchurch on Monday 11th February 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Whitchurch along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 11 of this report.
- 6.9.3 Chart 17 below shows the overall usage volumes by month for the town from November 2018.

Chart 17: Whitchurch usage volumes by month



6.9.4 Chart 18 below shows overall usage volumes for the period for each individual day of the week.

Chart 18: Whitchurch usage volumes by day of the week for the period 5th November 2018 until 30th November 2019



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

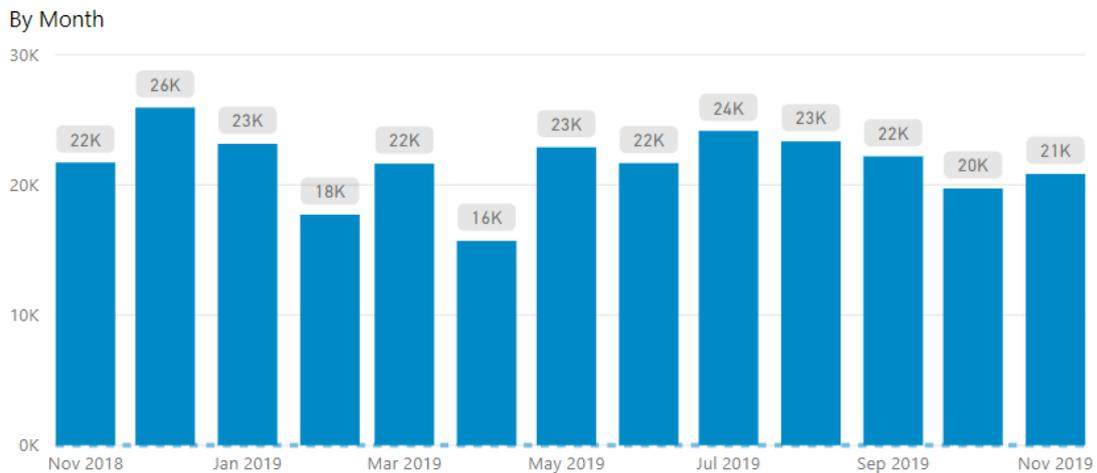
Parking in all Shropshire Council Whitchurch car parks is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

- 6.9.5 Usage and revenue have increased in Castle Hill and Pepper Street car parks, turnover has been maintained. No residents permits and season tickets have been issued in these car parks.
- 6.9.6 Usage and turnover in Newtown car park have maintained, it is likely a space can be obtained and revenue has increased. There is low demand for residents permits, no season tickets have been issued.
- 6.9.7 Usage and turnover in St John's Street and Brownlow Street car park has maintained, it is likely a space can be obtained and revenue has increased. There is low demand for residents permits and season tickets.
- 6.9.8 A number of requests have been received for on-street residents parking schemes in the town. A holistic approach to implementation across the town is advised in accordance with the new policy, again this is a large piece of work and will take at least 12 months to develop.

6.10 Market Drayton

- 6.10.1 There are 4 Shropshire Council pay and display surface car parks in Market Drayton. Details of banding and charges are listed in appendix 14 of this report.
- 6.10.2 Following the installation of the new pay and display machines to all on-street pay and display and off street car parks during the autumn of 2018, the new linear tariffs were introduced in Market Drayton on Monday 11th February 2019. An assessment of the impact on usage, turnover and availability of space for each car park in Market Drayton along with a daily usage chart over the period since installation for each pay and display car park is shown in appendix 12 of this report.
- 6.10.3 Chart 19 below shows the overall usage volumes by month for the town from November 2018.

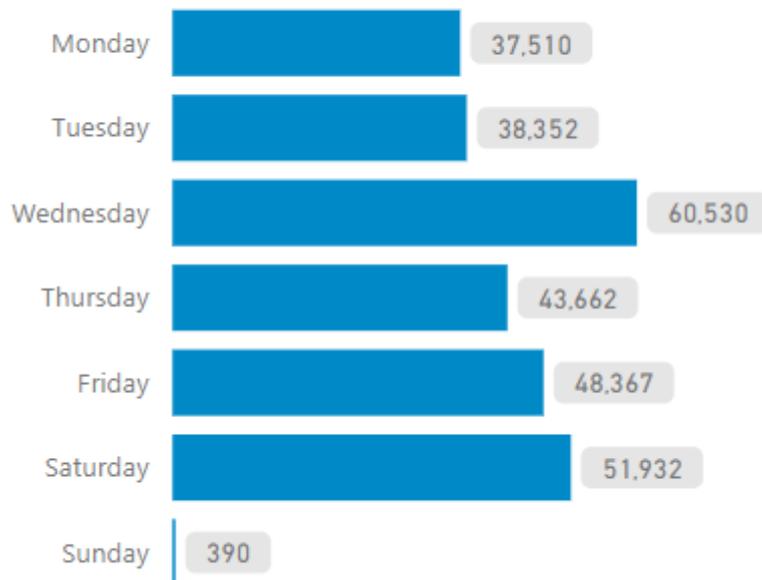
Chart 19: Market Drayton usage volumes by month



6.10.4 Chart 20 below shows overall usage volumes for the period for each individual day of the week.

Chart 20: Market Drayton usage volumes by day of the week for the period 5th November 2018 until 30th November 2019

By week day



Note:

Data shown is based upon total usage throughout the period 5th November 2018 until 30th November 2019. No adjustments have been applied to allow for free Sunday parking or other additional free parking concessions allocated during the period.

Parking in all Shropshire Council car parks in Market Drayton is free on Sundays, Bank and Public holidays therefore no transactional usage data is available for these car parks.

6.10.5 Usage and turnover in Frogmore Road car park have maintained, it is likely a space can be obtained and revenue has increased. No residents permits or season tickets have been issued.

6.10.6 Usage Queen Street car park have increased whilst turnover has maintained, it is likely a space can be obtained and revenue has increased. There is low demand for residents permits and season tickets.

6.10.7 Usage has maintained in Tower Lawn 1 and 2 car parks, turnover has been maintained, revenue has increased. No residents permits have been issued and there is low demand for season ticket.in these carparks.

6.10.8 Parking usage in Market Drayton overall across the town has been maintained. However, capacity issues on Wednesdays due to the market should be noted.

6.10.9 A number of requests have been received for on-street residents parking schemes in the town. A holistic approach to implementation across the town is advised in accordance with the new policy, again this is a large piece of work and will take at least 12 months to develop.

6.11 Prees Heath Car/ Coach /HGV lorry park

6.11.1 Details of banding and charges are listed in appendix 14 of this report. The new linear tariffs were introduced in Prees Heath Car/ Coach /HGV lorry park on Monday 11th February 2019. A new pay and display machines was not installed, along with the introduction of the new tariffs a pay by phone only service was introduced. An assessment of the impact on usage, turnover and availability of space with a daily usage chart is shown in appendix 14 of this report.

6.11.2 Prees Heath Car/ Coach /HGV lorry park is mainly an HGV facility for both short and long stays, including overnight. Following the introduction of the new strategy, with an increase in HGV tariff, compliance has deteriorated. There are plans to increase enforcement controls which in turn will hopefully improve compliance. It should be noted that the majority of HGV vehicles are foreign and pursuing owner detail through the DVLA is not possible.

6.11.3 There have been a number of complaints at the removal of the cash machine. The digital payment service provided by Mipermit is available at this location, the cost of installation and maintenance of a new machine is considered to no give value for money. After further

enforcement have taken place to improve compliance this will be further reviewed.

7.0 Conclusions

- 7.1 There is now consistency in tariffs across the county and overall this has been well accepted, there is no longer differential due to geography, it is considered a fair, proportionate and consistent banding regime. Additional options for longer stays such as capped tariffs to promote dwell time, weekly tickets and additional options for season tickets are now available. However, there is still some concern with regards to the cost of resident permits and season tickets in car parks in smaller market towns.
- 7.2 The provision of the new machines which have provided additional payment methods contactless, chip and pin, have been well received. The parking service is now operating more efficiently and our cash collection resource requirements have reduced. Remote machine monitoring has also assisted with the effective diagnosis of faults and the on-going development of our parking data lake with continued additional application for intelligence gathering and service efficiencies. There have been issues with sites that have had machines removed and customers wishing to continue to pay using coins and some network connection / poor signal issues.
- 7.3 The Mipermit App has also been well received by our customers who are now able to purchase parking using pay by phone or on-line facilities. The rollout of virtual residents on-street permits in Ludlow is now complete, virtual permit rollout for season tickets and off street residents permits across the rest of the county is nearing completion.
- 7.4 There has been significant improvement in on-street residents parking provision in Ludlow but with some negativity around the reduction of permits available per property.

8.0 Forward Plan requirements

- 8.1 To follow through and implement previously identified amendments to the strategy detailed in section 5 of this report.
- 8.2 Implementation of the new residents parking policy with Bridgnorth remaining a priority.
- 8.3 Establish a definitive car park maintenance programme inclusive of carpark layout redesign to provide required additional capacity.
- 8.4 Improve park and ride provision to ease capacity issues in identified car parks and market towns.

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>

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: Reports to Cabinet 5th September 2018

<http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=3845&Ver=4>

Changes to off street parking places around the county, Cabinet report 25 July 2018.

Parking Strategy Framework - Proposed Revisions - Reduction of Charging Hours in Ludlow and Shrewsbury

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

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

Report to Cabinet 3rd July 2019 Parking strategy implementation six-month review
Report of the Performance Management Scrutiny Committee

<http://shropshire.gov.uk/committee-services/documents/b13336/6%20Scrutiny%20Items%20-%20Parking%20Strategy%20Implementation%206%20Month%20Review%2003rd-Jul-2019%2011.00%20Cabinet.pdf?T=9>

Cabinet Member (Portfolio Holder)

Councillor Steve Davenport

Local Member

All

Appendices

Appendix 1 Report on consultation results to proposed strategy amendments

Appendix 2 Officer recommendations and actions to proposed strategy amendments

Appendix 3 Shrewsbury carpark transaction data and assessment by carpark

Appendix 4 Ludlow carpark transaction data and assessment by carpark

Appendix 5 Bridgnorth carpark transaction data and assessment by carpark

Appendix 6 Church Stretton carpark transaction data and assessment by carpark

Appendix 7 Much Wenlock carpark transaction data and assessment by carpark

Appendix 8 Wem carpark transaction data and assessment by carpark

Appendix 9 Oswestry carpark transaction data and assessment by carpark

Appendix 10 Ellesmere carpark transaction data and assessment by carpark

Appendix 11 Whitchurch carpark transaction data and assessment by carpark

Appendix 12 Market Drayton carpark transaction data and assessment by carpark

Appendix 13 Prees Heath carpark transaction data and assessment by carpark

Appendix 14 Car parks Tariffs and Banding details

Appendix 15 Received written comments to strategy amendments consultation.