



<u>Committee and Date</u>	<u>Item</u>
Cabinet Monday 15 <sup>th</sup> June 2020	<u>Public</u>

## Consideration whether to make a Traffic Regulation Order to introduce on-street holiday let permit concessions in Ludlow

**Responsible Officer** Steven Brown  
 e-mail: Steven.brown@shropshire.gov.uk Tel: 01743 253949

### 1. Summary

- 1.1 New parking strategy proposals were rolled out across the county during 2018 and early 2019.
- 1.2 The strategy was reviewed by the Performance Management Scrutiny Committee in June 2019 and included recommendations for the introduction of concessions for holiday lets within residents parking schemes.
- 1.3 Following approval by Cabinet a public consultation was subsequently undertaken in the Autumn of 2019. A number of comments were received in support of the proposed holiday let concessions although one comment received suggested that holiday lets shouldn't have any special considerations.
- 1.4 A formal Traffic Regulation Order (TRO) consultation was undertaken during February 2020 and an objection to the proposal was received from Ludlow town Council who consider the proposal seems to specifically favour a small section of Ludlow's business community, and they feel parking is a necessity for the majority of local businesses, and their customers.
- 1.5 Cllr Andrew Boddington, Shropshire Council Member for Ludlow North, has made comments with regard to the proposal. He considers, "This is

a straightforward move that will help ensure the viability of holiday lets. These form a core part of Ludlow's visitor economy".

- 1.6 Officers consider the implementation of this TRO proposal will have little impact on other users of controlled on-street car parking areas in Ludlow.
- 1.7 Until the adopted parking strategy has been fully implemented it is advised no further concessions for on-street parking other than that for holiday let properties should be considered.

## **2. Recommendations**

- 2.0 That Cabinet authorise the making of the proposed Traffic Regulation Order to introduce on-street holiday let permit concessions in Ludlow.
- 2.1 It is recommended that, should the decision be approved, holiday let owners should be asked to provide feedback to the service area on numbers of people renting the properties with regard to those with physical or learning disabilities and /or caring responsibilities, for whom the location of the parking facilities is a significant consideration in terms of physical access. This will contribute to better understanding of any positive impacts in equality and social inclusion terms, which may then be replicable elsewhere.

## **REPORT**

### **3. Risk Assessment and Opportunities Appraisal**

(NB this will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

- 3.1 The implementation of this TRO proposal will have little impact on other users of controlled on-street car parking areas in Ludlow.
- 3.2 Permits will be issued through the MI permit digital system and cross checked against their eligibility to ensure they are legitimate holiday let properties.
- 3.3 The proposal will help support the town visitor and tourism economy in recovery following the current downturn and recognises that there is a local issue to be resolved, and other sections of this report refer to additional costs incurred in supporting this amendment.

- 3.4 The service area has assessed the likely impacts of this decision with regard to equality, diversity and social inclusion. As the impact is principally in economic terms and sets out to redress a perceived negative economic impact for holiday let business owners, it was n considered proportionate in terms of use of officer time for a screening across the Protected Characteristic groupings to be undertaken at this stage.
- 3.5 The service area will keep the matter under review, in order to note any equality impacts arising, and any actions to usefully be undertaken either to maximise positive equality impacts or to minimise negative equality impacts.

#### 4. Financial Implications

- 4.1 It is estimated that around 15 holiday let properties are currently eligible to receive the proposed concession generating an estimated total contribution of approximately £1,500 towards the costs of administering the permits and a proportionate contribution to the maintenance of signing and lining.
- 4.2 Permit administration will be through the Mipermit digital system, with Holiday let owners and managers able to administer updates themselves online.

#### 5. Climate Change Appraisal

- 5.1 A Climate Change Appraisal has been undertaken, which indicates that:
- i. **Energy and fuel consumption:** The provision of cost-effective parking for holiday properties in the town is likely to reduce unnecessary car travel by visitors between Ludlow town centre and more distant parking options and should therefore make a positive contribution;
  - ii. **Renewable energy generation:** The decision does not create any opportunity to generate renewable energy;
  - iii. **Carbon offsetting or mitigation:** The decision does not create any opportunity to offset or mitigate carbon emissions;
  - iv. **Climate Change adaptation:** The decision does not provide any opportunity to include specific measures which will help Shropshire to adapt to the effects of more extreme weather or

improve resilience to increased risks to the health and well-being of Shropshire's residents, economy and natural environment;

## 6.0 Background

- 6.1 Cabinet approved the new parking strategy proposals on 17 January 2018 and 11 April 2018, including the adoption of the new on-street residents parking policy in Ludlow and the roll out of digital permits and ticketing through the Mipermit system.
- 6.2 The new parking strategy was reviewed by the Performance Management Scrutiny Committee at its meeting on 5th June 2019 and included recommendations for the introduction of concessions for holiday lets within residents parking schemes. This proposal was endorsed by the Cabinet Committee on Wednesday 3 July 2019.
- 6.3 On 4 September 2019 Cabinet gave approval for the required first stage public consultation on the recommendation that annual permit concessions for holiday let properties located within on street residents parking scheme be provided in Ludlow. 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.
- 6.4 A public 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. All written responses to the consultation are shown in appendix 2 to this report.
- 6.5 Regulations concerning the procedure for making TROs require a proposed TRO to be formally advertised. Any representations made in respect of the proposed TRO have to be considered before the TRO can be made. The required advertising of the TRO proposal was undertaken between 06 February 2020 - 27 February 2020.
- 6.6 This advertised proposal was entitled "Holiday Let Permits in Ludlow" and described as:
- The provision of annual permit concessions for holiday let properties located within the on-street residents parking schemes in Ludlow, is proposed to better manage and reduce indiscriminate parking in the area and provide improved amenity. Located in the Red Zone and Blue Area Residents Parking Schemes, Ludlow***
- 6.7 Following a request from Ludlow Town Council for an extension of the TRO consultation period to enable consideration of the proposal at its Representational Committee on Wednesday 4th March 2020. it was

agreed to accept any comments immediately after their meeting.  
Comments were received from the town council on 6<sup>th</sup> March 2020.

- 6.8 A total of 15 comments were received to this consultation, 14 in support of the proposals and one objection from Ludlow Town Council.  
Comments received are listed in appendix 3 to this report.
- 6.9 No comments were received from Ludlow Town Council during the first round of public consultation carried out last Autumn.
- 6.10 An extract of the minutes of Ludlow Town Councils Representational Committee on Wednesday 4th March 2020 is shown below:

*R/330            b) To consider and respond to the consultation on Holiday let permits in Ludlow.*

*TO OBJECT   GG/RJ (unanimous)*

*To Object to the proposals from Shropshire Council with regard to Holiday let permits in Ludlow.*

*Throughout Shropshire Council's parking consultations, Ludlow Town Council has considered the impact from a town wide perspective including the effect on residents, business owners, and visitors to the town.*

*This proposal seems to specifically favour a small section of Ludlow's business community, and Ludlow Town Council feels parking is a necessity for the majority of local businesses, and their customers.*

*Ludlow's visitor economy is very important to the town, and it includes B&Bs, guest houses, and hotels in Ludlow. However, these businesses are not mentioned in the parking order. It is unclear why other businesses offering accommodation have been omitted. There is no explanation of this omission in the Chamber of Trade representation. The Town Council believes that all accommodation providers require support, and there is a case for greater support for the local business that used to be able to purchase parking permits for business use.*

*The proposal as it stands is not supportive of the diversity that Ludlow has to offer, and wishes to retain, and therefore the town council is unable to support this proposal*

- 6.11 Correspondence received from the Ludlow Chamber of Trade relating to the Ludlow Town Council objection is shown in appendix 4 to this report.
- 6.12 Cllr Andrew Boddington, Shropshire Council Member for Ludlow North has made the following comments with regards the proposal.

*“This is a straightforward move that will help ensure the viability of holiday lets. These form a core part of Ludlow’s visitor economy.*

*In recent months, before Covid-19, bookings have dropped because visitors cannot park near to their holiday home under the parking regime introduced in November 2019. This is particularly important in Ludlow as many of our weekend and weekly guests are elderly. They need their vehicles nearby to unload and to access during their stay.*

*This TRO will not lead to a significant pressure increase in on-street car parking but will help support the visitor economy, not just in the current tourism downturn, but for many years to come.*

*Ludlow Town Council has raised an objection. It does not object to the principle of parking on-street for the visitor economy. It questions whether the TRO should be broader and apply to other accommodation providers.*

*If there is to be any widening of the scope of the TRO this should be a separate exercise following extensive consultation. The immediate priority is to help a struggling sector of Ludlow’s visitor economy.”*

## **7. Additional Information**

- 7.1 In accordance with the regulations for making TROs, the representations received need to be considered and a decision taken whether or not to go ahead and make the TRO as proposed.
- 7.2 Before a decision is taken to go ahead and make the TRO as proposed Cabinet need to be satisfied, that in exercising the function under section 122 of the Road Traffic Regulations Act that so far as reasonably practicable consideration has been given to the expeditious convenient and safe movement of vehicular and other traffic(including pedestrians) and the provision of suitable and adequate parking facilities.
- 7.3 Following implementation of the parking strategy there has been an observed increase in the available parking space on street with a shift in parking behaviour from on-street to off street car parks which has provided increased availability for on-street parking spaces not only for residents but also facilitating improved access for deliveries, disabled parking, pop and shop and visitors to the area.
- 7.4 Given holiday let properties would be residential properties, with entitlement to a residential permit all year round, the proposal to allow Holiday let properties to obtain one permit is not considered detrimental to the viability of the parking strategy as it is currently operating.

- 7.5 There are options available to enable bed and breakfast and hotel guests to obtain off street parking for their visit via their accommodation proprietor. It is not recommended that bed and breakfast and hotels are included in the on-street scheme due to the number of guests requiring to park at any one time.
- 7.6 A review of the residents parking schemes in Ludlow, primarily involving consultation with residents is proposed to consider a further amendment including the potential to increase the resident permit allocation.
- 7.7 Until the strategy has been fully implemented it is advised no further concessions for on-street parking other than that for holiday let properties should be considered.
- 7.8 The proposal is considered to have no direct impact on pedestrian movements, therefore it is considered the requirements under section 122 of the Road Traffic Regulations Act are adequately satisfied.

## 8.0 Conclusion

- 8.1 Given the objection from Ludlow Town Council to the advertised proposal to make a TRO to allow for permits for holiday let properties, it is necessary to decide whether the TRO should be made having regard to the objection received. For the reasons given in this report it is considered that is appropriate that the TRO should now be made.

**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-s2017%2012.30%20Cabinet.pdf?T=10](http://shropshire.gov.uk/committee-services/documents/g3418/Public%20reports%20pack%2012th-Jul-s2017%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 5<sup>th</sup> 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 3<sup>rd</sup> 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%203rd-Jul-2019%2011.00%20Cabinet.pdf?T=9>

**Cabinet Member (Portfolio Holder)**

Councillor Steve Davenport

**Local Members**

Councillor Andrew Boddington

Councillor Tracey Huffer

Councillor Vivienne Parry

**Appendices**

Appendix 1 Report on public consultation to proposed strategy amendments

Appendix 2 Received written comments to public consultation strategy amendments

Appendix 3 Responses received to TRO consultation undertaken February 2020

Appendix 4 Correspondence received from Ludlow Chamber of Commerce