

Parking Consultation Oct 2019

Feedback Report

November 2019



1. Background and Methodology

Shropshire Council's 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. Actions included:

- The adoption of new on-street residents parking policy in Ludlow.
- A detailed feasibility proposal exercise for on street residents parking in Bridgnorth.
- New pay and display parking machines installed across the county.
- New facilities for cash, card and contactless payments.
- Digital permits and tickets began being rolled out through the Mipermit system.

Improvements to the parking service include 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. However, 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.

In order to respond to this feedback 7 proposals were designed and formed the focus of the consultation on amendments to Shropshire Council's parking strategy. The proposed amendments are intended to further refine the parking service, support ongoing development of Transport Mode Hierarchy and reduce environmental impact within market towns. Shropshire Council's Performance Management Scrutiny Committee led a 6 month review of the Parking Strategy and this was endorsed by Cabinet on Wednesday 3 July 2019. On 4 September 2019 Cabinet approved the consultation.

The consultation ran from the 23 September until midnight on the 3 November 2019. It was promoted through the local media, Shropshire Council's newsroom, through local newsletters (including SALC and the VCS Assembly) and other channels. Members of the public were able to respond to the consultation by completing an online survey, by writing/email to the Council's Tell Us email, by telephoning Customer Services or by providing verbal and face to face feedback at community events. The drop-in events were held at 3 locations:

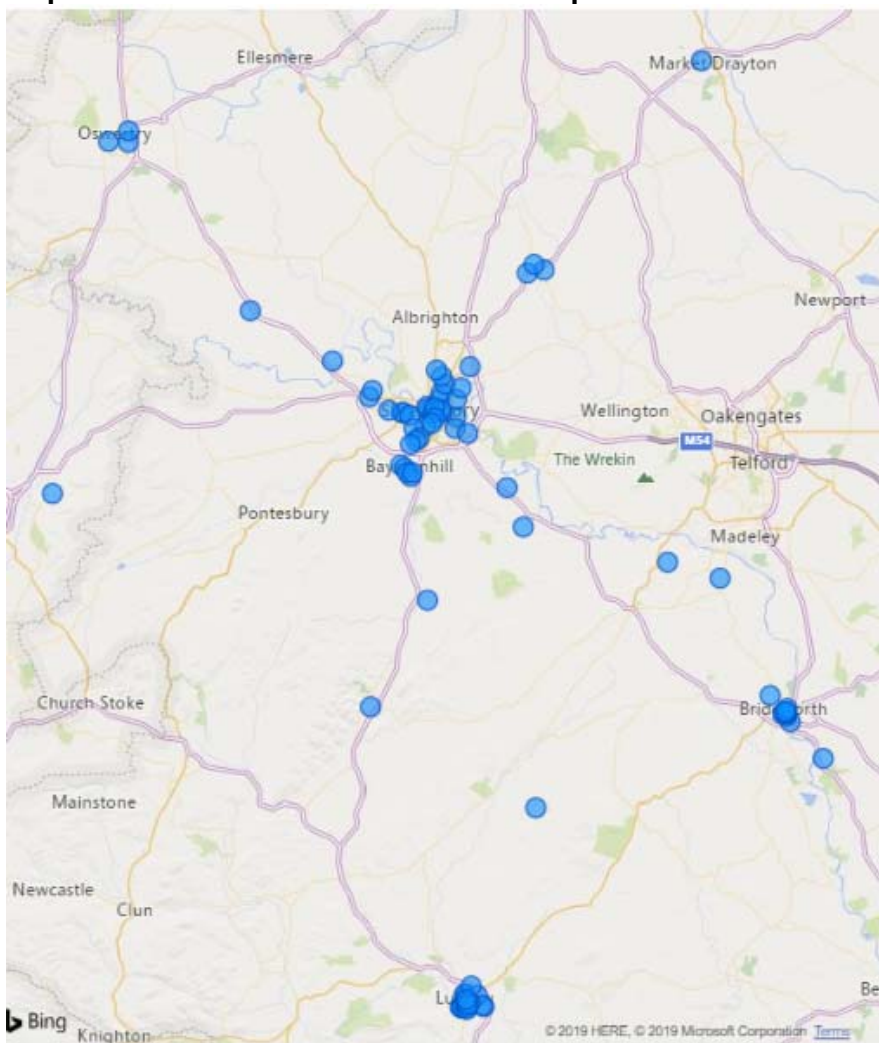
- Shrewsbury: Wednesday 2 October (2pm to 4pm, Big Town Plan Unit, Darwin Shopping Centre)
- Bridgnorth: Wednesday 9 October (2pm to 4pm, Bridgnorth Library)
- Ludlow: Wednesday 16 October (4pm to 6pm, Mascall Centre)

2. Consultation Respondents

145 people responded to the survey, either by submitting online responses or by providing paper copies. There were 17 more formal written responses and those have been incorporated into this report to give an overview of the findings. Discussions took place at the face to face events/drop ins. Most residents who wanted to respond to the consultation were happy to complete a survey. Others raised different issues, not included in this consultation or related to the proposals, but nevertheless helpful feedback for future service delivery.

In any consultation it is important to understand the characteristics of those who have responded. This understanding can allow any gaps to be filled and additional targeted engagement to take place. Shropshire Council works to ask key equality and diversity monitoring questions within its public consultations. This helps identify whether relevant groups within the community have been adequately included in the consultation and whether the respondents are representative of the wider community. One of the considerations includes where respondents are from. In a large rural county, it is important to ensure people from urban centres and rural communities to the north, south, east and west have been included. In this consultation, it was particularly important to receive feedback from Ludlow, Bridgnorth and Shrewsbury, the areas in which changes have been taking place and feature in the consultation proposals.

Map 1 Home location of consultation respondents



Map 1 below shows where the consultation respondents live. 101 of the survey respondents provided postcodes. The results suggest a good spread of responses including respondents from Shrewsbury, Ludlow and Bridgnorth.

In order to better understand the nature of responses to the consultation people were also asked to state their nearest town. Table 1 and Tree Map 1 display the results. Table 1 reveals that 32% of respondents live near Shrewsbury, 26% of respondents gave Ludlow as their nearest town, and 9% Bridgnorth. 26% did not answer the question.

Tree Map 1 Survey Respondents' Nearest Town

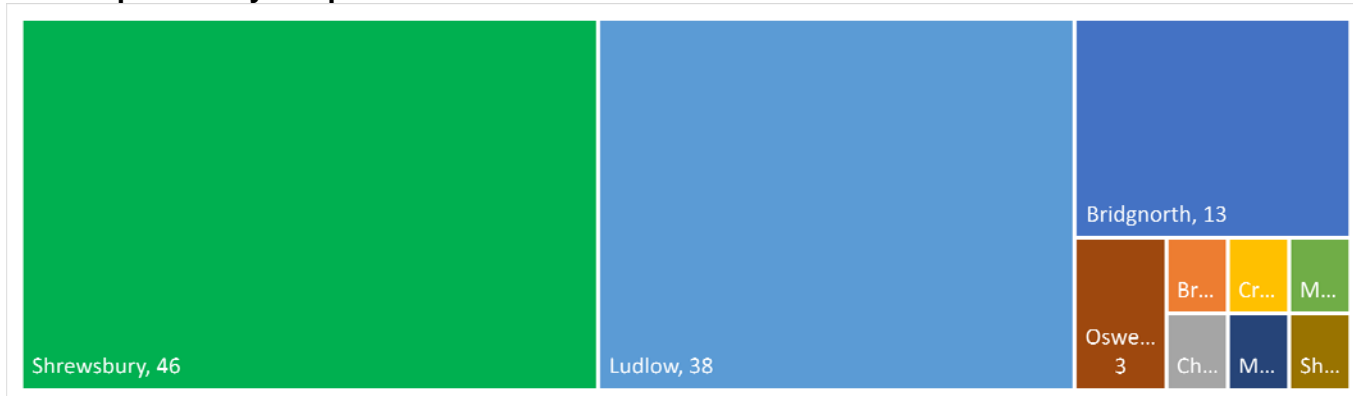


Table 1 Survey Respondents Nearest Town

Nearest Town	Number	%
Bridgnorth	13	9.0
Broseley	1	0.7
Church Stretton	1	0.7
Craven Arms	1	0.7
Ludlow	38	26.4
Market Drayton	1	0.7
Much Wenlock	1	0.7
Oswestry	3	2.1
Shrewsbury	46	31.9
Shrewsbury / Oswestry	1	0.7
Welshpool	1	0.7
Not answered	38	26.4
Total	144	100.0

One of the questions included within the survey asked respondents, in what role, they were responding to the survey. Many consultations are targeted at residents, local organisations, community groups, parents/carers and other types of stakeholder and it is helpful to understand how people are responding. This consultation was promoted widely, including to town and parish council and local groups and organisations. The response shows that 44% of responses were from local residents, 22% from customers of the car parks/on street parking described within the consultation proposals and 9% from customers of the parking permits described in the consultation. A proportion of the respondents selected multiple options (see Chart 1 below).

17 written responses were received and of those, 11 were made by local residents (of those, 5 explained they are also holiday let owners), 2 were made by town or parish councils and 4 other responses were received (including local business representatives).

Chart 1 Type of survey respondent



Chart 2 highlights that the consultation resulted in a good mix of survey respondents with 44% male, 49% female and the rest preferring not to say. None of the personal questions used within the survey are mandatory and survey respondents are informed of their choice to not respond and why Shropshire Council asks diversity and equality monitoring questions.

Chart 2 Gender

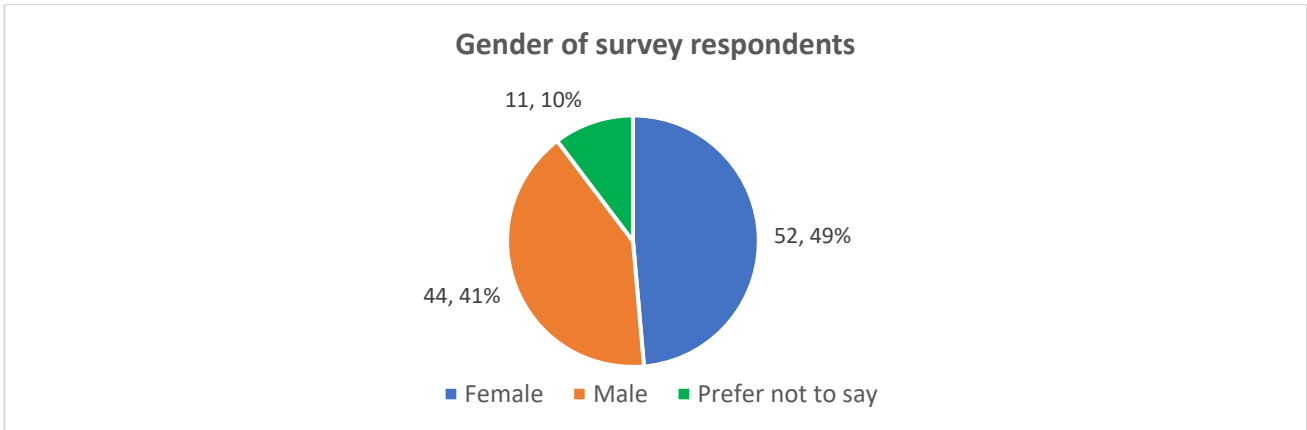


Chart 3 Age group of survey respondents

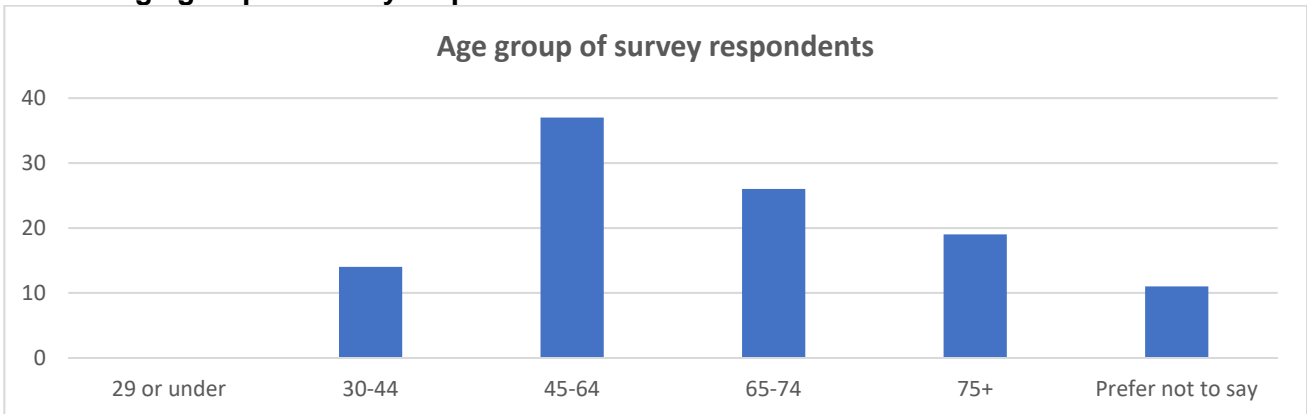
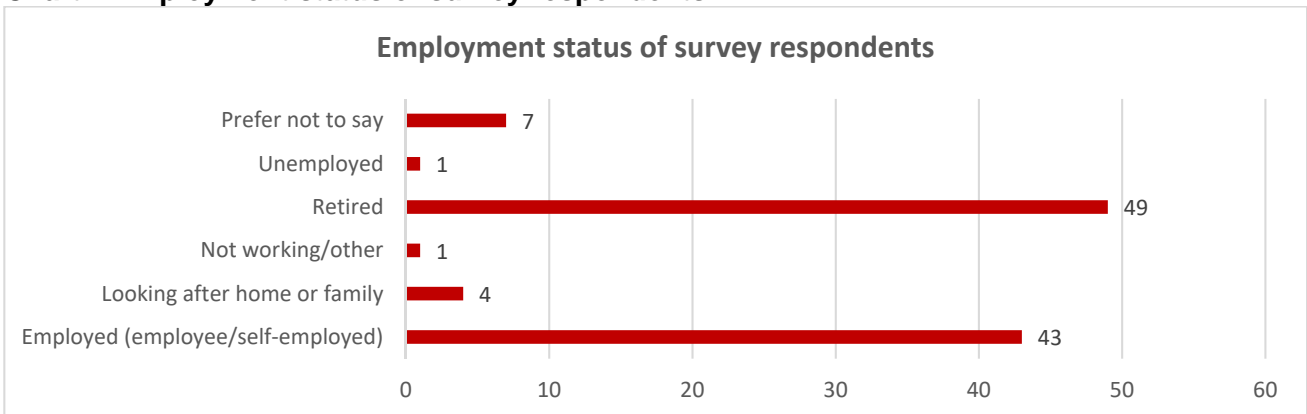


Chart 3 highlights all the consultation respondents who chose to answer the age group question (26% did not respond) were 30 years old or over. The largest group were 45-64 year olds. With the exception of young people, there was a good spread across the age groups. Chart 4 shows that there was also a good mix of responses from people who are employed and retired. This is reassuring because these groups are likely to have different daily routines in terms of parking/car use.

Chart 4 Employment status of survey respondents



A few other questions were also included in order to ensure people of different characteristics had the opportunity to participate in the consultation. 10% of the survey respondents have their day to day activities limited because of a health problem or disability and of those 3% have a blue badge. Ethnicity is also monitored within consultations and the response was fairly reflective of Shropshire's overall population. 61% are in the 'White English/Welsh/Scottish/Northern Irish/British' category, 3.4% are in other categories and the remainder chose not to say. Shropshire Council

completes Equality and Social Inclusion Impact Assessments alongside consultations and any policy/service changes to ensure the diversity of needs within the population are assessed and the likely impact of decision making is understood. For this consultation home location and employment status are particularly important and have been used in the analysis below.

3. Proposals

The consultation focused on 7 proposals (one was divided into 2 related parts). For each proposal the format of questioning followed these three elements:

- 1) Do you agree with the proposal?
- 2) If not, do you have an alternative suggestion?
- 3) Do you have any other comments regarding this proposal?

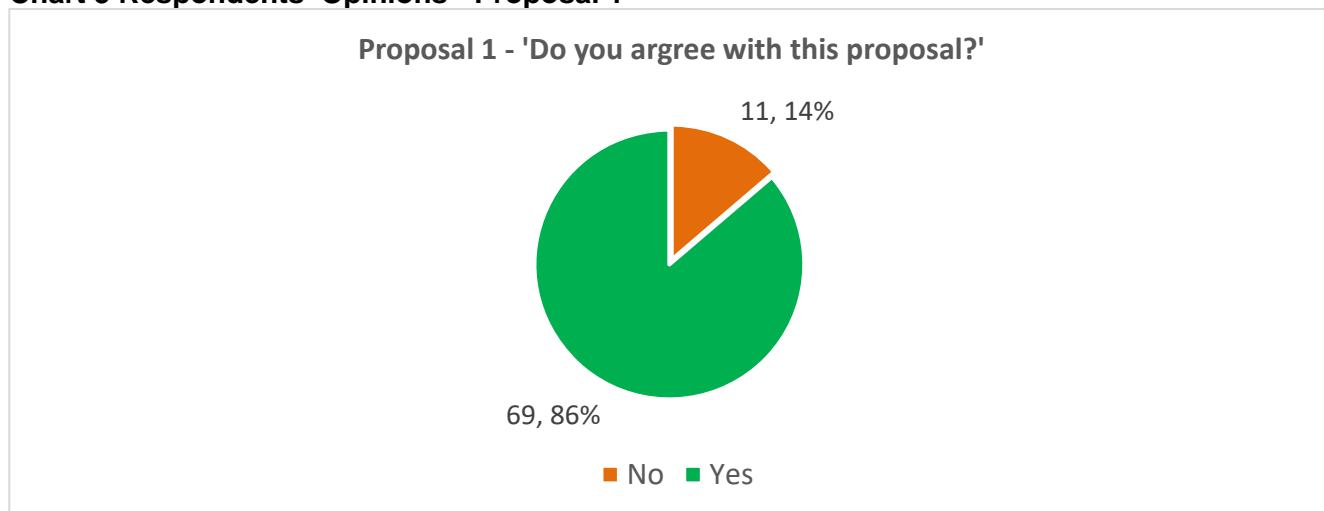
The analysis of the responses to these questions is presented below. A comparative summary is included at the end of the report. For each proposal the report considers the proportion of people who agreed or disagreed with the proposal, the geographical variation in opinions, whether any alternatives were suggested, and themes highlighted within the comments. Examples of comments are also included. Example comments are important and provide a good insight into views and opinions that cannot be captured through quantitative analysis. Although more detailed description for each proposal was included in the consultation document, only a brief summary of each proposal is included in this report to provide context to the responses.

4. Proposal 1

Proposal 1 - 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.

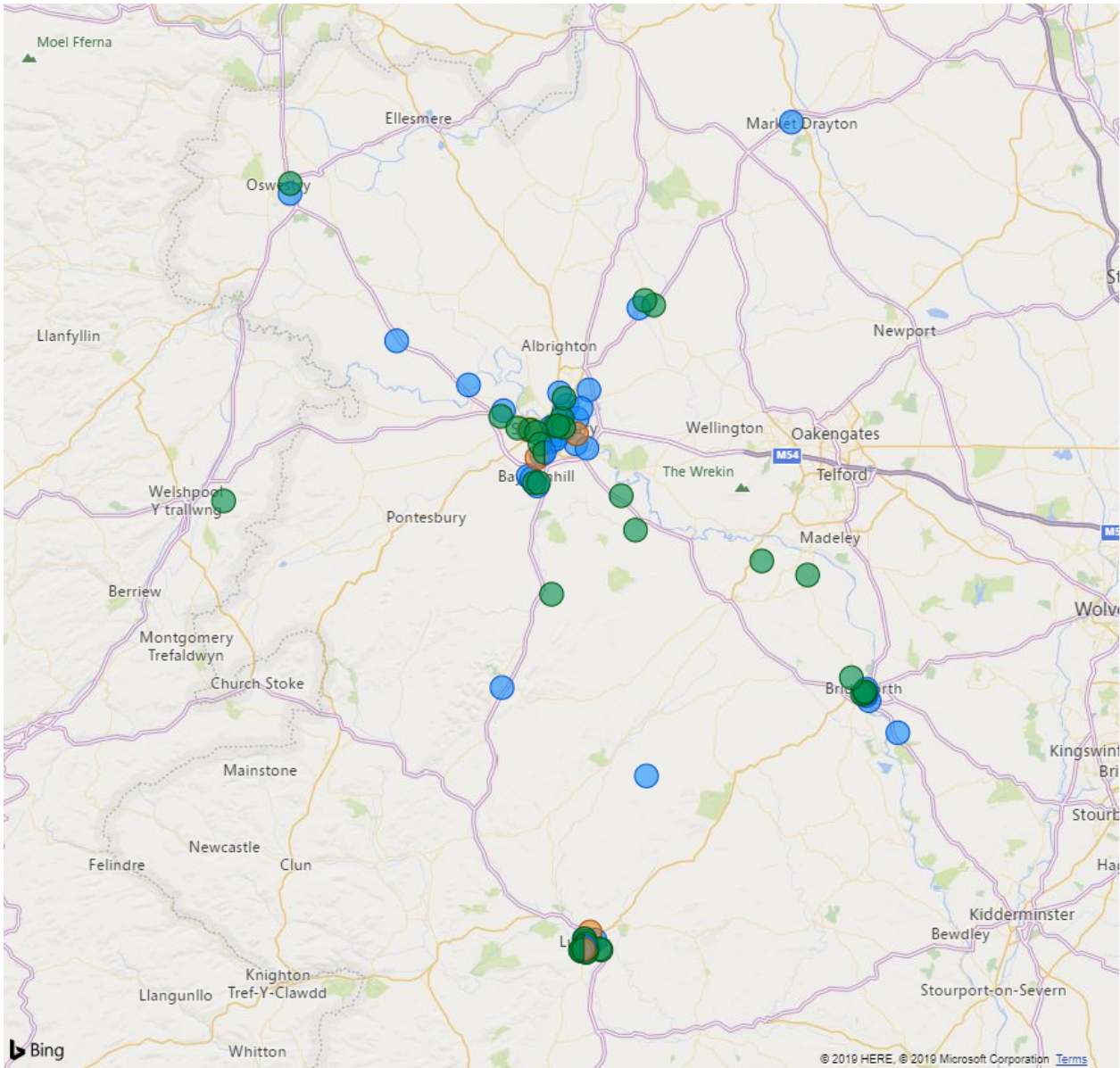
Chart 5 shows that there is overall agreement with proposal 1 (86% agree with the proposal). However, a closer look at where there is disagreement is important. Map 2 highlights that those who disagree live in Ludlow and Shrewsbury. Analysis by nearest market town confirms that disagreement is limited to those locations.

Chart 5 Respondents' Opinions - Proposal 1



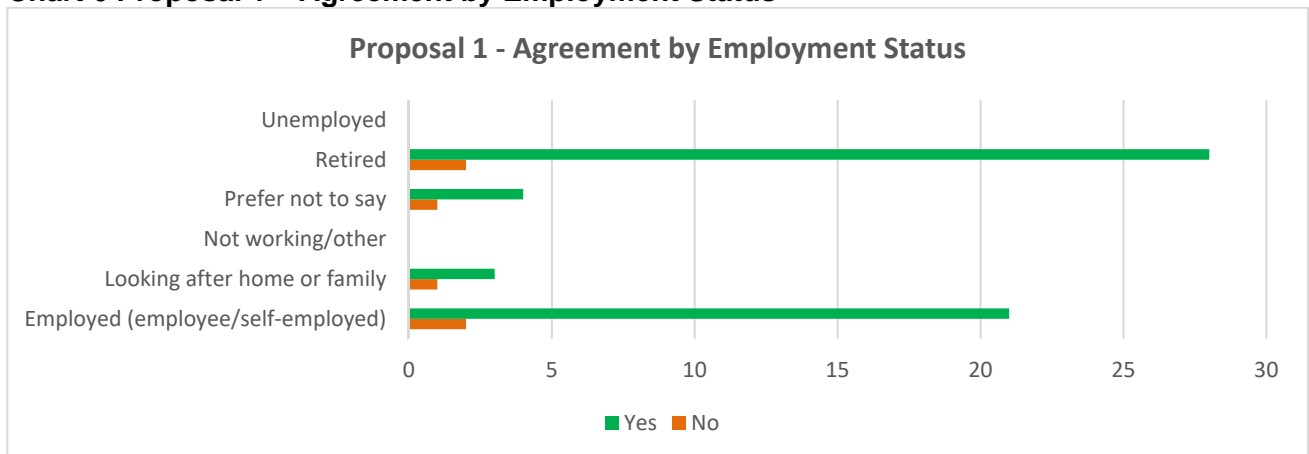
Map 2 Proposal 1 - Opinion by location

1 Do you agree with this proposal? (Blank) No Yes



A closer look at the feedback highlights that those who disagree (6 people) are all local residents of Shrewsbury or Ludlow (3 each), of those 5 are customers of the car parks /on street parking and they are a mix of employed and retired people.

Chart 6 Proposal 1 – Agreement by Employment Status



There were only 2 alternative suggestions offered for Proposal 1 within the section for suggestions, but more people commented in the open comment box. One person suggested that 24 hour loading isn't necessary, and another suggestion was that the two zone system should be replaced. They commented "*surely we all want to park as near to home as possible so having only one overall permit zone would work perfectly well.*"

There were 14 other comments made against Proposal 1. There were not many comments given the total number of respondents (145). Points that stood out included:

- Suggestions that there should be only 1 zone.
- Suggestions for altering certain locations from blue to red or vice versa.
- Concerns about the pressure in the red zone and that residents cannot park near their properties.

In particular the Linney/ Upper Linney appeared multiple times within the feedback.

Example comments – Proposal 1

- *The empty loading bays can be used for parking.*
- *Given the lack of off-street parking for residents and the difficulty in finding spaces in certain parts of the town, and also to facilitate the movement of residents around the town I would suggest a single zone residents scheme.*
- *A single parking zone with a single price for an extended area to include residential areas currently being used to avoid parking charges. Pricing people out of the centre means residential streets become blocked with parked cars.*
- *It would be helpful if the blue zone in the Linney, Ludlow, could merge with the red zone in Dinham, Ludlow enabling red zone permit holders who cannot find a space to look for spaces and be able to park in the close and nearby Linney blue zone.*
- *I do not think it is appropriate to change College Street from the Blue zone to the Red. There are six spaces and only 2 or 3 resident cars. The three 'free' spaces are more appropriately available to residents of Upper Linney. (The parking area is hardly ever full, maybe 5 times a year).*
- *There must be no reduction of the size of the Blue Zone otherwise there will be increased pressure on the car parks because of the loss of 2 hour free parking spaces.*

Proposal 1 wasn't referenced specifically within the 17 written consultation submissions.

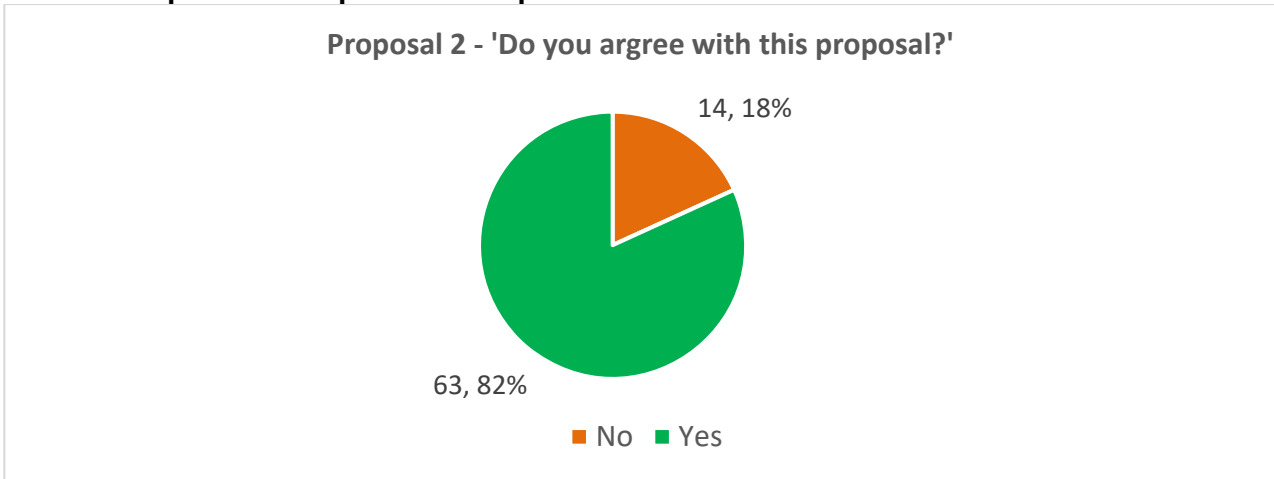
5. Proposal 2

Proposal 2 - To introduce concessions that allow, in appropriate circumstances entitlement by residents who hold on-street parking permits to also park within approved specified car parks that are in close proximity to on-street residents parking schemes.

Only 14 people disagreed with Proposal 2 (18% of those who answered the question compared to 82% who agree). Many people did not provide an opinion. There is therefore overall agreement for Proposal 2. Chart 7 summarises the responses received.

Understanding opinion by location is also important and Map 3 highlights opinion by respondent locations. Map 3 shows that those who disagree with Proposal 2 are not all living in the same place but are spread across several settlements in the county. The analysis by nearest market town highlights that Bridgnorth, Ludlow and Shrewsbury are where most of those who disagree with the proposal live.

Chart 7 Respondents' Opinions - Proposal 2



Map 3 Proposal 2 – Opinion by Location

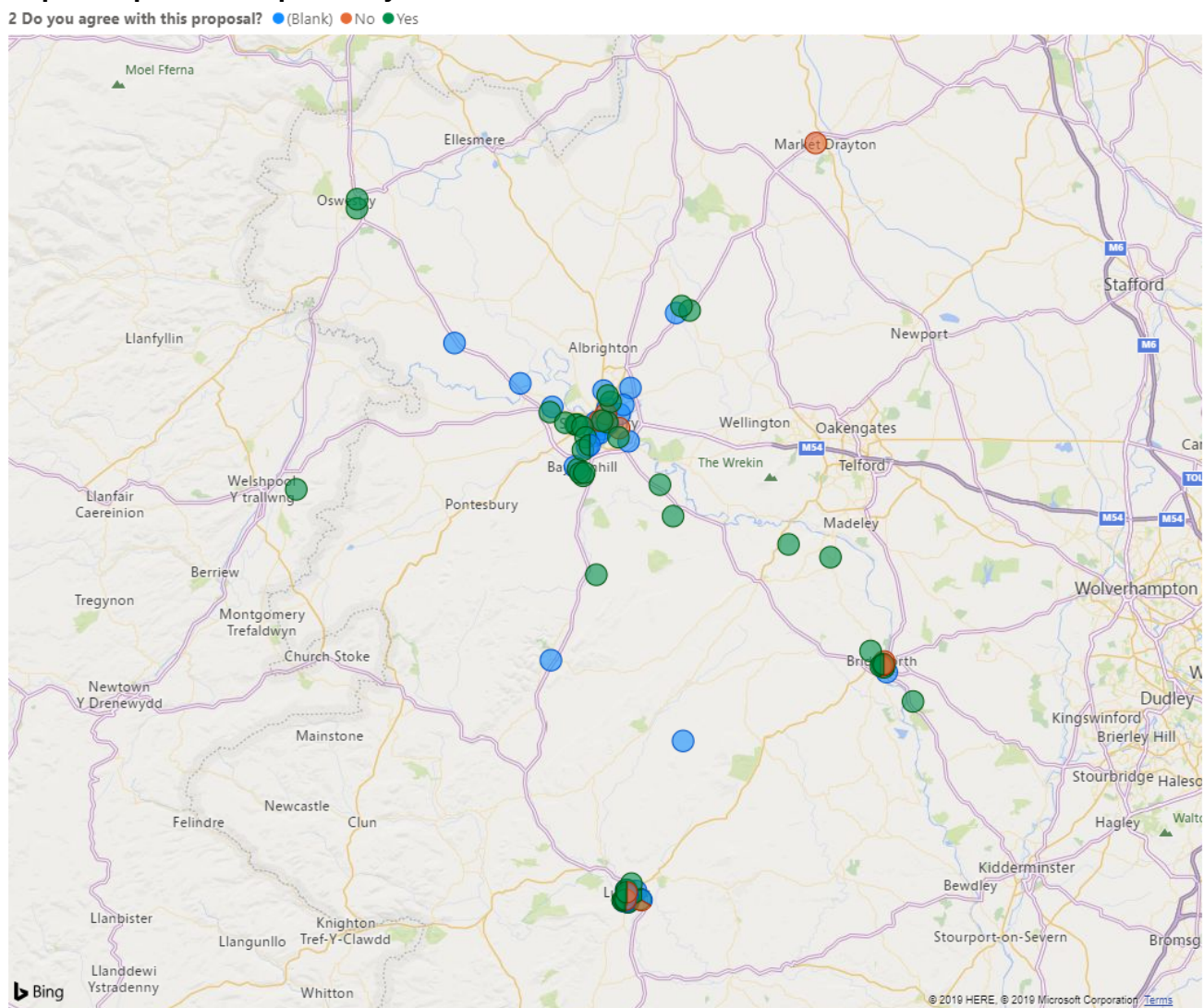
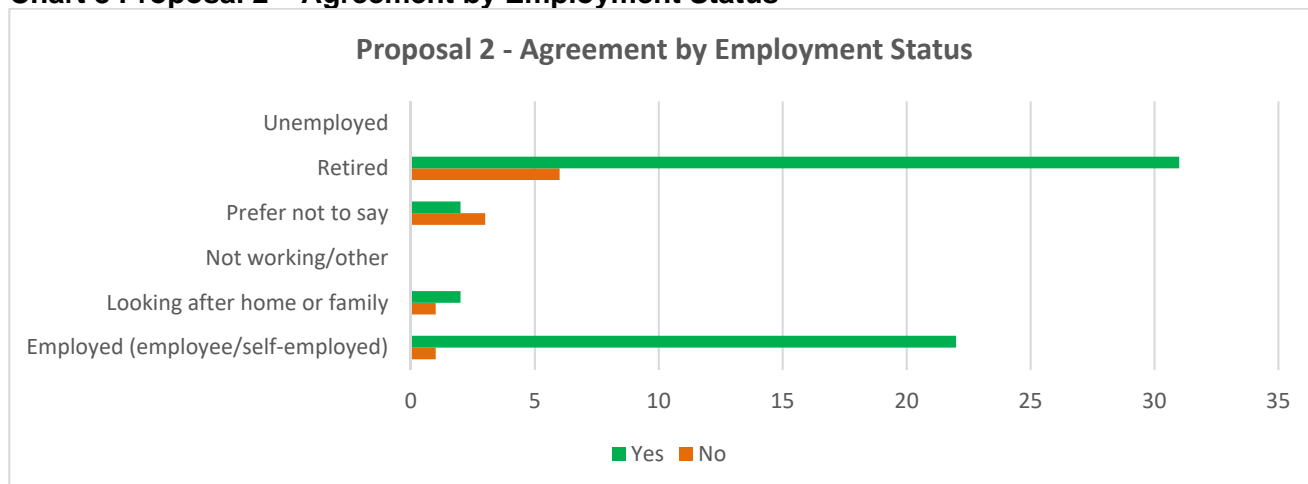


Chart 8 considers opinion by employment status and this suggests that more retired residents disagree with Proposal 2 than those who are employed. However, with small numbers this isn't necessarily a pattern within the results. 11 of those who express concerns with the proposal are local residents (none describe themselves as businesses or commercial organisations), and 5 are customers of the car parks / on street parking.

Chart 8 Proposal 2 – Agreement by Employment Status



There were 9 comments with alternative suggestions. Of those, 2 asked for things to stay as they are/no change, some were comments about other things (e.g. parking costs) and 2 were suggestions. The suggestions were:

- *The level of non-permit holders' cars parking in the Cartway/Friars Street on street parking scheme is unacceptable. It is particularly problematic in lower Cartway where no parking checks take place. Before a parking solution is agreed signage needs to be installed at the High Street entrance to Cartway and the Underhill entrance to Cartway so it is clear anyone parking in Cartway/Friars Street or Riverside will require a permit unless they are parked in the pay to park bays. This would effectively create more spaces for residents and reduce unlawful traffic in Cartway.*
- *In Friars St, Riverside, Bridgnorth, we need a residents' only scheme within the area and not access to other car parks. Such a scheme would enable wardens to check on 'shopper vehicles' better than the current scheme of timed access for non-residents. We are plagued by shoppers/ day trippers who make it difficult for residents without parking to park even though we have paid for one or two permits.*

13 people made comments against proposal 2 and 5 of those were positive and in support of the proposal. One question was included to ask if the proposal applied to Ludlow. Where respondents had concerns or more detailed comments to make these have been included as examples below.

Example comments – Proposal 2

- *Residents paying for a permit should be able to park on any Shropshire Council car park if there is no space where they live. Currently Shropshire Council are taking resident payment for a permit but not providing any parking space. Railway Street in Bridgnorth is a prime example where the 7 resident parking spaces are over sold. Shropshire Council is taking money and not providing anything in return.*
- *We Railway St, Bridgnorth, residents, together with most other streets with resident parking permits, have long protested that past and current permitting arrangements have not delivered sufficient value for money. The opportunity to park on an adjacent car park for a period of time to be agreed would help to redress this. This would seem to be a sensible compromise given the current proposal is to double the current permit cost. We Railway Street residents are also led to believe the proposal currently under consultation provides for resident only parking in the street from 8am - 9pm. Also we would request that just one permit per household is issued.*
- *Assuming the Riverside west elevated car park's status is changed from off street to on street, effectively absorbing this into the proposed wider Cartway, Friar's Street, Riverside scheme; I agree. However, if the car parks status is not altered & remains off street, I disagree. You cannot have the relative exclusivity of off-road parking at on road tariffs.*

- *There are many residents parking in Cartway without permits as no checks take place at present the system is unequitable. to be effective the whole of Cartway needs to be checked so only cars with permits can be parked. As many residents in Cartway have disabilities the ability to park close to home is very important and it is unclear how the proposals will ensure this remains viable for disabled residents. Additionally, the provision of permits should be restricted to those residents with no private off-street parking available. Many residents have private driveways and garages but are still issued with permits and do not use their drives, particularly along Riverside.*
- *I am not a resident of Bridgnorth but a Council Tax payer to Shropshire Council and an occasional visitor to this town. I therefore do not see why my council tax should fund a public car park that is restricted solely resident's parking. Accepting the needs of disabled residents are different, I believe that if you buy a car you should find somewhere to keep it. I do not see that that is the Council's job to do or fund.*

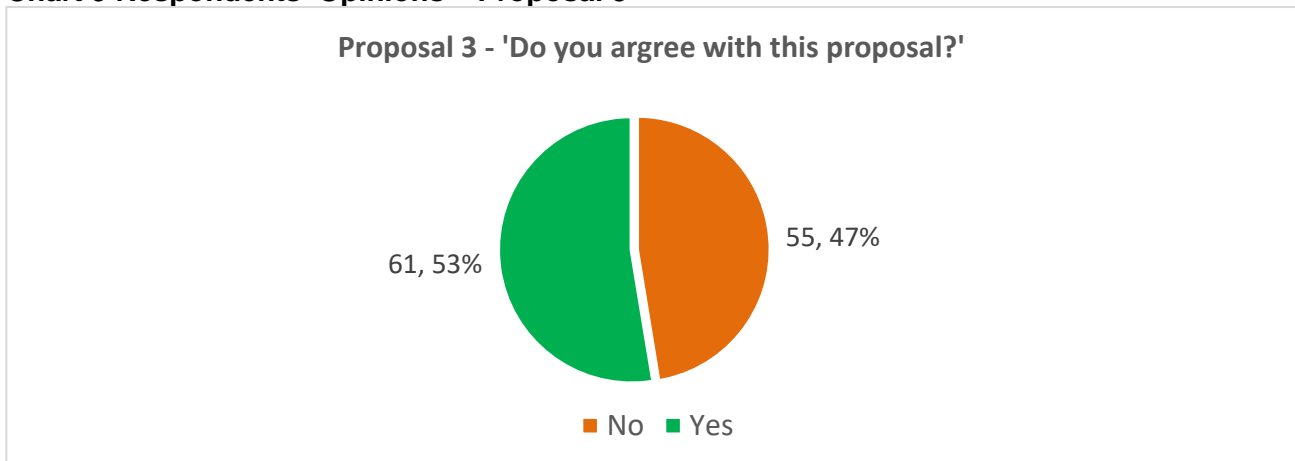
Within the 17 written consultation responses there was only one reference that linked to proposal 2 and the suggestion was that more car parks should be involved in the off-site parking scheme (including Listley Street and Severn Park). All written responses have been considered in full.

6. Proposal 3

Proposal 3 - That all loading bays across the county excluding shared use bays should operate 24 hours a day, seven days a week.

The response to proposal 3 differed to proposals 1 and 2, in that opinion was much more divided. Chart 9 highlights that 53% agree with the proposal whereas 47% disagree. More people disagreed with this proposal than with any of the other 6 proposals within the consultation (although more than 50% were in favour of the proposal).

Chart 9 Respondents' Opinions – Proposal 3



The analysis of opinion by location is interesting and Map 4 displays the results using postcode analysis. 55 people disagreed and 32 of those live in Shrewsbury and 7 in Ludlow. Most of the people who disagree were local residents. Only 3 people who disagree with the proposal describe themselves as a member of a local businesses or commercial organisation.

Analysis by employment status suggests a mix of people with different daily routines have concerns about proposal 3. More employed people disagree with the proposals compared to those who have retired, but overall there is a fairly even split and this suggests that the response is not necessarily generated by different characteristics and that concerns aren't necessarily being

expressed by people who work in the towns and may therefore use loading bays as part of their employment.

Map 4 Proposal 3 – Opinion by Location

3 Do you agree with this proposal? (Blank) No Yes

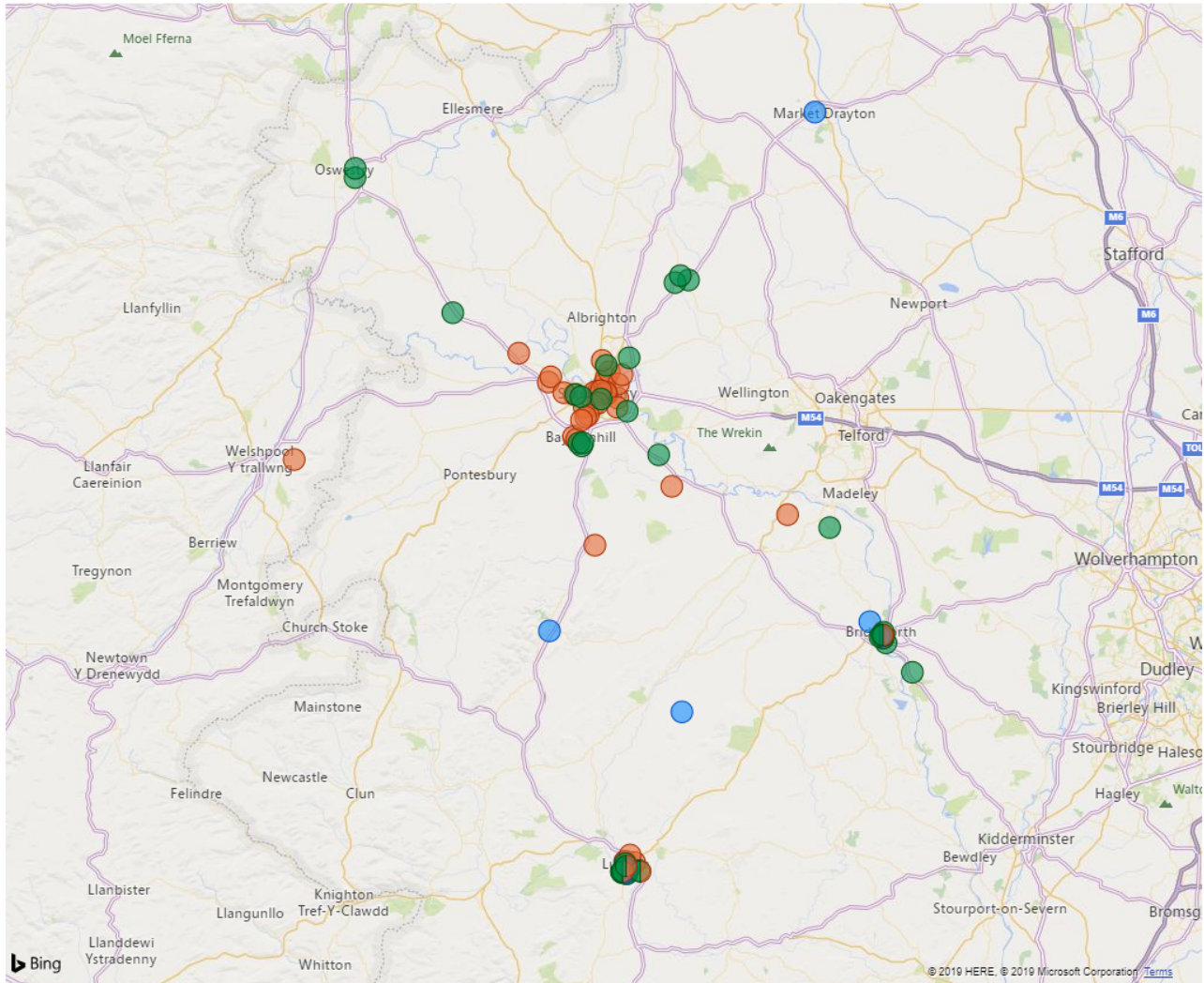
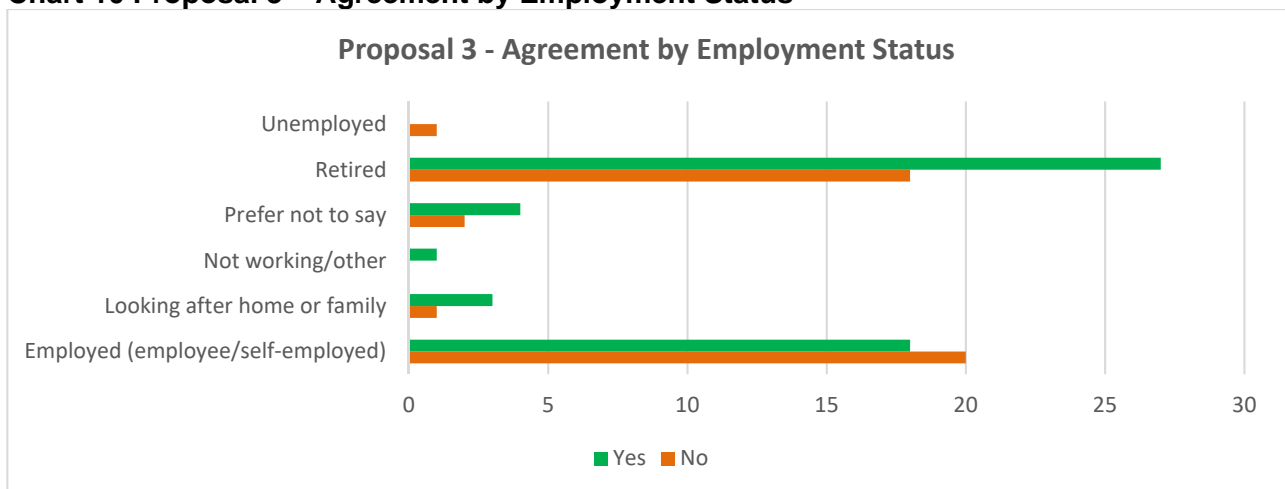


Chart 10 Proposal 3 – Agreement by Employment Status



There were a lot more comments for proposal 3 due to the mixed opinion. There were 31 comments to the question asking for any alternative suggestions and 40 other comments.

Responding to the alternative suggestions section the comments highlight:

- 6 of the people who completed the alternative suggestions section asked for things to stay as they are and for no change to occur.
- 9 people commented that loading bays are only really required during working hours or 7am to 7pm (the times people gave varied slightly, but most were around this time period give or take half an hour to an hour either way).
- 4 people expressed strong dissatisfaction with the proposal but no alternative.
- 5 people requested use of loading bays for free parking at night.
- 2 people expressed concerns about heavy vehicles and the impact they have within town centres.

Other suggestions included:

- all loading bays allocated for shared use
- using loading bays for disabled parking
- improving signs on loading bays
- not having a blanket policy but making local decisions/policies

Within the other comments there appears to be a general feeling that loading bays are not used 24 hours a day and that 12 hours is adequate. Many people wish to see loading bays used for parking at night. Many comments express concerns that 24 hour loading will reduce the number of people using town businesses in the evening and impact on the local economy. Only 4 of the 40 comments expressed agreement with the proposal. Example comments are included below:

Example comments – Proposal 3

- *I am a cleaner in Shrewsbury and already find the parking and one-way system impact my time, costs and safety concerns when working in the evenings in town. I currently have to wait until 8pm to start work, if I have to unload, move the car to park, walk back, complete one job, walk back to my car, drive round the one way system, reload my equipment, lock up and do the whole process again for the next office I won't be able to continue to do this work anymore as it won't be cost or time effective.*
- *I cannot believe the loading bays are sufficiently used 24 hours a day to warrant having them loading only for all this time. It means that the 50+ loading bays in Shrewsbury town centre are unavailable in the evenings for people wanting to use the restaurants and other entertainment, thus making the centre of town more likely to become underused and "dead". This is especially a problem for people who find walking difficult.*
- *When shops are not open and there are no buses running to get people into the town centre, why shouldn't the loading bays be available? If people can't park in the town centre in the evenings, it will have a detrimental effect on local bars and restaurants.*
- *In Shrewsbury, the use of these bays has already been extended to 8pm which is sufficient for business loading use and subsequently enables better access and short-term parking for the users of the many businesses that continue to operate past that time. That is particularly important for women and people travelling alone who may not feel comfortable walking unaccompanied from larger allocated parking facilities in the dark.*
- *I wonder how many businesses are inconvenienced by parking in loading bays outside the core trading hours? I particularly refer to Shrewsbury. This proposal takes away the flexibility of the on-street spaces at different times. Primarily, evening social users will be denied use of non-obstructing parking, which gets people into town and helps evening traders. I do not understand the need for this all-or-nothing approach? Has there been a significant concern expressed amongst businesses? What is the detailed analysis of problems for local traders?*

The 17 written consultation responses included quite a few references to Proposal 3. Extracts from those responses are included on the next page but all responses have been read and considered in full.

Extracts from Written Consultation Responses – Proposal 3

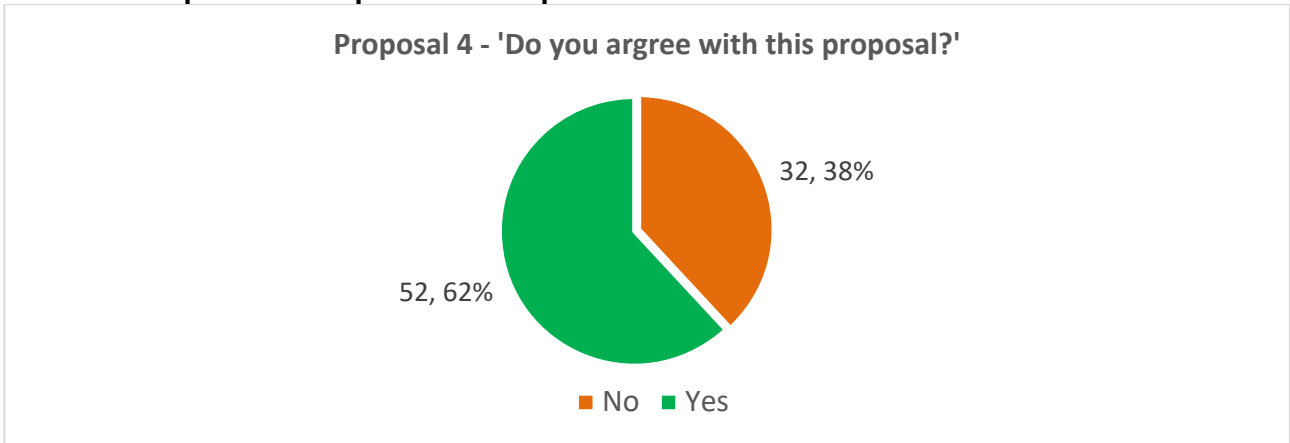
- *Shrewsbury BID objects to the proposal that all loading bays across the county excluding shared use bays should operate 24 hours a day. BID has requested member feedback on this proposed change and results show 68% of businesses who responded are against the proposal to extend loading bay hours to 24 hour usage.... We instead propose that loading bay usage should be changed to 1am – 7pm (from the current 7:30am -8pm) with general parking permitted in loading bays outside of these hours. Additionally, BID strongly suggests additional morning enforcement hours on loading bay usage. Currently, many town centre loading bays are blocked by vehicles until well past 7.30am (current start time for loading bay usage) showing that without enforcement, loading bay times are not being adhered to and businesses are unable to unload without delay.*
- *We recognise the importance of the provision of loading bays as crucial in a town like Shrewsbury where in a large majority of cases deliveries is to the front of store. There are deliveries outside the core trading hours and the introduction of the Traffic Regulation Order in Pride Hill has meant that there are potentially more deliveries outside the delivery embargo period. Having said that we believe that loading bays are crucial for maintaining a vibrant early evening and night-time economy allowing for those less mobile residents to be able to enjoy restaurants and cafes without the difficulty in walking from car parks.*
- *Shrewsbury has plenty of parking for pedestrians but retailers cannot carry large quantities of goods many hundreds of yards. We are not a glamorous business but we do serve a large customer base and have done for many years. The very fact our deliveries are large reflects we have a significant customer footfall which helps other retailers in the surrounding area. I am very concerned by the planned changes and hope Shropshire Council will please take our needs into consideration.*
- *In the evenings the loading bays in Bridgnorth where I live are not used for deliveries and provide useful additional and convenient parking. The times on the post signs should reflect the actual hours needed for loading. Drivers can read these and not park in the bays when they are likely to be needed.*
- *I have on occasion toured car parks and on street parking spaces when due to attend a meeting, without success, and have returned home because I could not find a space in a reasonable position. This is in spite of leaving in good time for the start of the meeting.*
- *The loading bays which are available for use after 6pm make a very useful addition to this provision - and I would suggest that there is little or no night-time delivery that takes place in the High Street between 6pm and midnight.*
- *There is no requirement for the full complement of loading bays to be available 24/7 and imposing such a restriction would have a negative impact on residents parking as well as tempting illegal parking in much more inconvenient places.*

7. Proposal 4

Proposal 4 – 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 two permits per property, subject to the completion of a residents survey where 51% or more of the returns indicate a preference and the local councillor/s is/are in support.

More people agree with proposal 4 (62%) than those who disagree with the proposal (38%), although this was the second least supported proposal after proposal 3. Chart 11 displays the overall response.

Chart 11 Respondents' Opinions – Proposal 4



Analysis by area is displayed within Map 5. Map 5 highlights that those who disagree with the proposal live predominantly in Ludlow, Shrewsbury and Bridgnorth. Of all those who disagree with proposal 4 (32 people), 47% live in Ludlow, 22% in Shrewsbury and 19% in Bridgnorth (12% didn't give their nearest town).

Map 5 Proposal 4 – Opinion by Location

4 Do you agree with this proposal? ● (Blank) ● No ● Yes

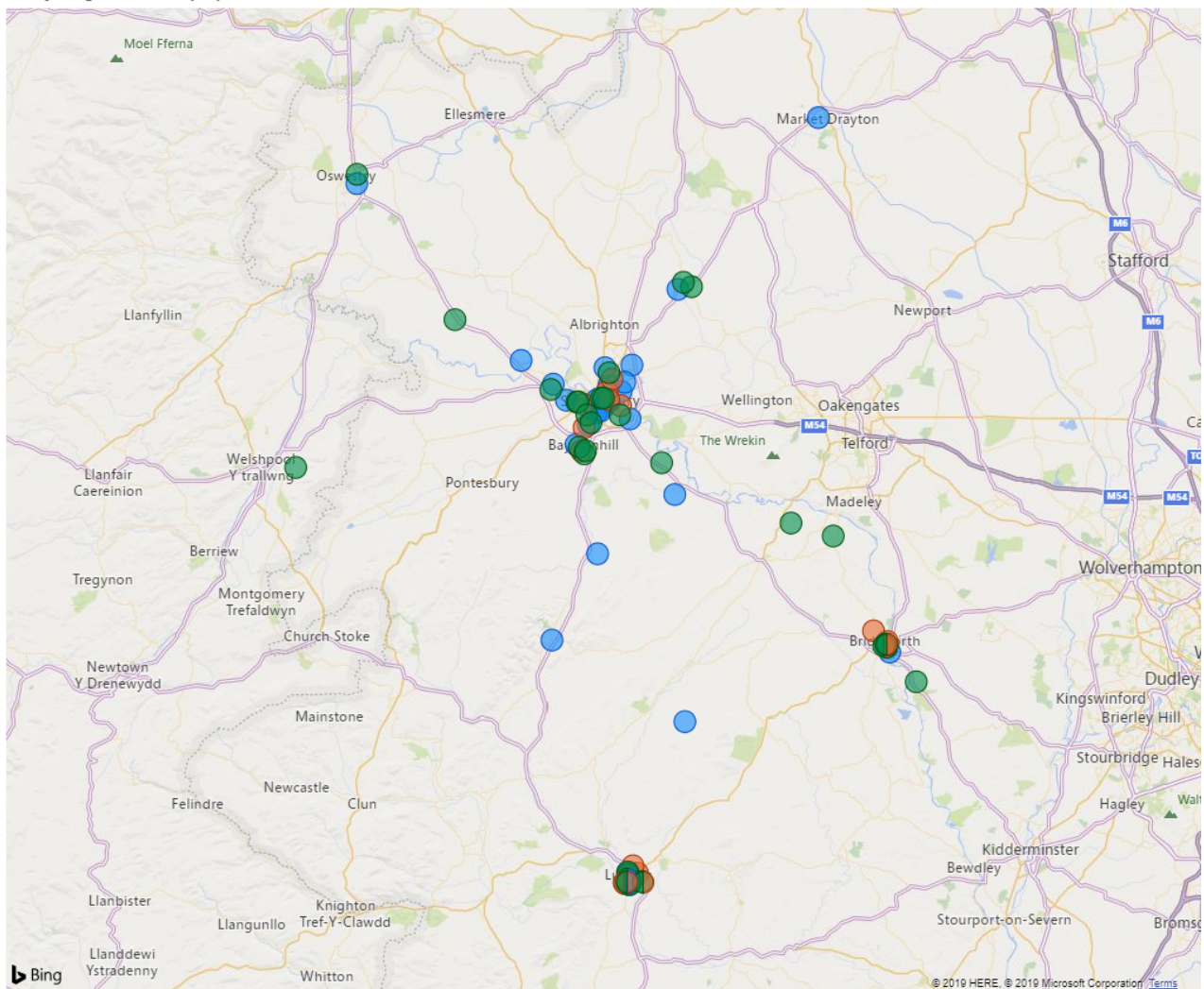
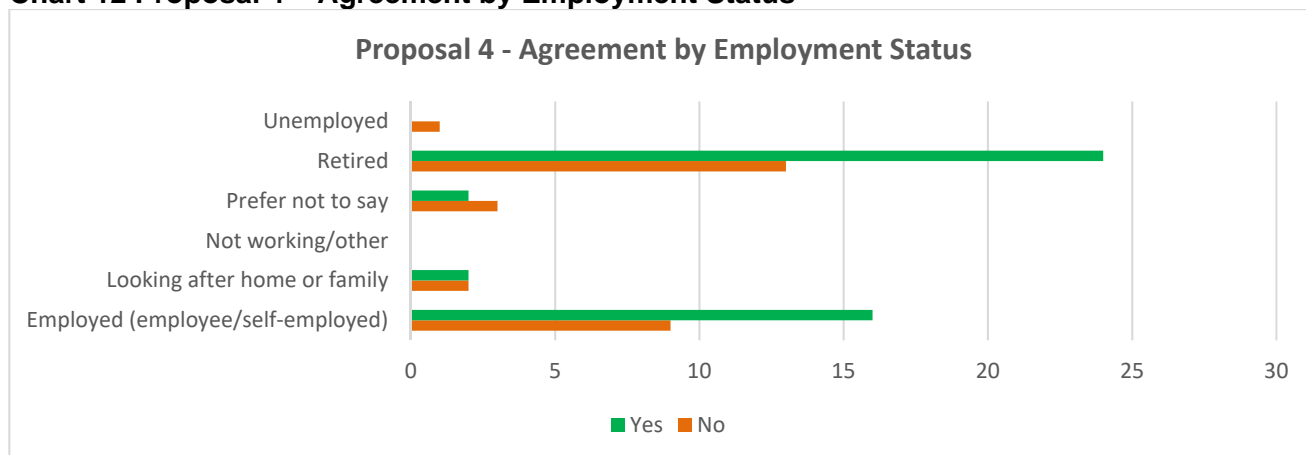


Chart 12 Proposal 4 – Agreement by Employment Status



For all the proposals analysis has been undertaken to see if there is any difference in opinion between people with different employment status and those who responded to the survey as a resident or local business. Chart 12 suggests a fairly even distribution across agree/disagree for each group (bearing in mind more people agree overall). 25 of the 32 who disagree with the proposal are local residents. 12 describe themselves as customers of the car parks /on street parking and this is relevant given the nature of the proposal.

There were 14 comments when people were asked to present any alternatives or suggestions if they didn't agree with the proposal. 7 people suggested that one permit should be adequate. Other comments included:

- *The decision to restrict permits to one per household was made with good reason and has been beneficial to allowing more opportunities for household's to be able to find parking space in their zone. It is also a discouragement, in line with environmental policy, to reduce multiple car ownership.*
- *It is monstrous that Bridgnorth are allowed two permits when Ludlow residents are only allowed one. In Ludlow working families, living in one house must be permitted to have two permits. Furthermore, it would be good if second permits could be permitted for all residents, but at an increased cost to act as a deterrent if not 100% necessary.*
- *LUDLOW Multi-use homes should always be able to have more than 1 permit per household - 2 people working etc.*
- *This suggestion is a nonsense. You are proposing that where there are fewer spaces than properties you INCREASE the number of permits allowed. All this will do is add more cars to the street with even less hope of parking. The result may well be an increase in revenue for the county but will only exacerbate already overcrowded streets. A sensible approach would be to give car park concessions to residents who wish to have a second car. However, it should also be recognised that living in the historic centre of a town like Ludlow has privileges but also restrictions. review the Park and Ride facility in Ludlow.....Electric buses on this route would further enhance the sustainability of the scheme and help towards carbon reduction.*

There were a further 28 comments made against proposal 4 when the survey asked 'Do you have any other comments regarding this proposal?'. 11 of the comments called for one permit per household, 5 comments highlighted that there isn't enough space to increase numbers of permits and 4 highlighted that if the proposal was introduced it could be open to abuse and some 'permit policing' would be required.

Example comments – Proposal 4

- *I agree with one permit per property as giving two would cause too many problems and misuse. As there are just not enough spaces. We all moved into these properties knowing the limitations.*

- *Due consideration must be given to where the second vehicle would be parked to avoid parking congestion in nearby streets!*
- *Has anyone done an actual study to see if every household puts two cars on the street there would be enough space?*
- *I wonder if it is appropriate for residents who only need one permit to vote on this. They obviously have a vested interest in keeping the number of permits to a minimum.*
- *My wife, aged 87, and I, aged,88, are resident in the Red Zone, Ludlow. Each of us has Attendance Allowance for chronic conditions. Each of us has a car. My wife has a digital parking permit but I have been refused a permit under the one permit per household rule. I support any proposal reinstating two permits per household.*
- *There are properties that own more than 1 car nowadays. This needs to be addressed & the household given sufficient permits.*

Only two of the 17 written consultation responses really referenced proposal 4. Extracts are included below as examples.

Extracts from Written Consultation Responses – Proposal 4

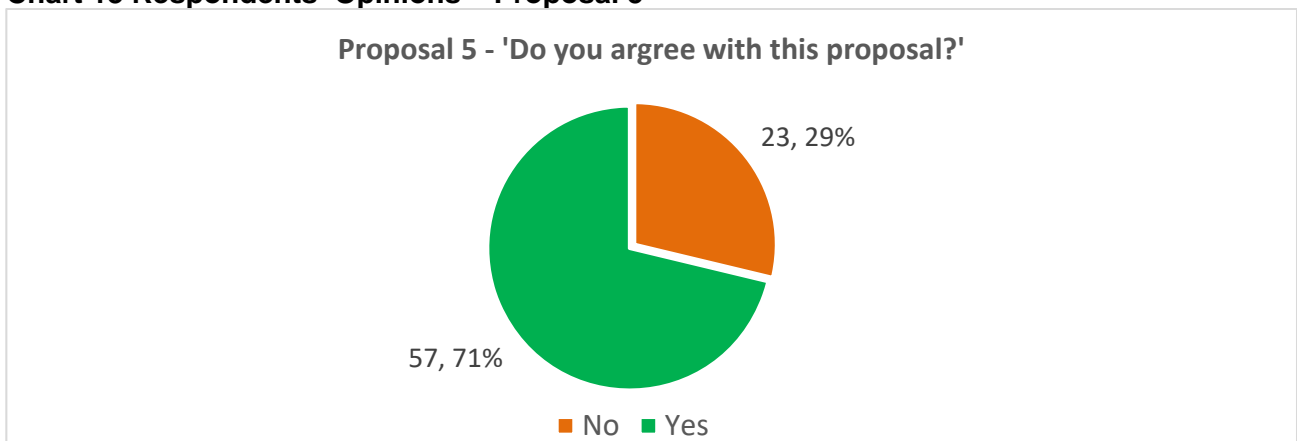
- *Whilst reference to the rationale for the change of policy is based on problems in Bridgnorth, we see that this policy should be county-wide, for we believe inevitably Parking Schemes will be rolled out further. Naturally we are keen that town centres remain vibrant and vital with many living within their confines. Therefore relaxation of such arbitrary policies can go some way to providing flexibility.*
- *(Ludlow)...If allowed, a second vehicle would be best confined to car parks, and not the busy one in castle Square. And it does remain wise to have vehicles registered at the central property to minimise fraud. Please also consider the likelihood of growth in need. It happened when parking permits were originally introduced, and the streets were half empty, but only for the first year or two. In Dinham for example there is concern about parking in relation to the new proposal for Castle Lodge to become a hotel/restaurant/bar.*

8. Proposal 5

Proposal 5 – To assist with the excessive demand for season tickets in some popular car parks it is proposed that the specified maximum number of resident permit and season ticket thresholds for all off street car parks are combined to give an overall maximum threshold for each car park.

71% of survey respondents agree with proposal 5, that a maximum threshold should be set for each car park (combining resident permits and season ticket thresholds). 23 of the 145 survey respondents disagreed. Chart 13 shows the overall results.

Chart 13 Respondents' Opinions – Proposal 5



Map 6 suggests that people who disagree with proposal 5 live in a number of different locations and are not all town centre based as they were for those who disagreed with the previous proposals. However, considering the location of the respondents nearest towns highlights that those disagreeing predominantly live closest to Shrewsbury and Ludlow (with a few living in or near Bridgnorth). Those living in other parts of the county agree with the proposal or have no opinion.

Chart 14 provides additional information by considering opinion in relation to employment status. The chart shows that people who are employed are more likely to disagree with the proposal than people with a different employment status (a smaller proportion of retired respondents disagreed).

Analysis by type of respondents was also used to see if the proposal impacts more on people with different characteristics. 19 of the 23 who disagree are local residents (10 are customers of the car parks /on street parking described in the consultation, 6 are customers of the off-street parking described in the consultation, and 3 have parking permits). People from local businesses didn't comment.

Map 6 Proposal 5 – Opinion by Location

5 Do you agree with this proposal? (Blank) (No) (Yes)

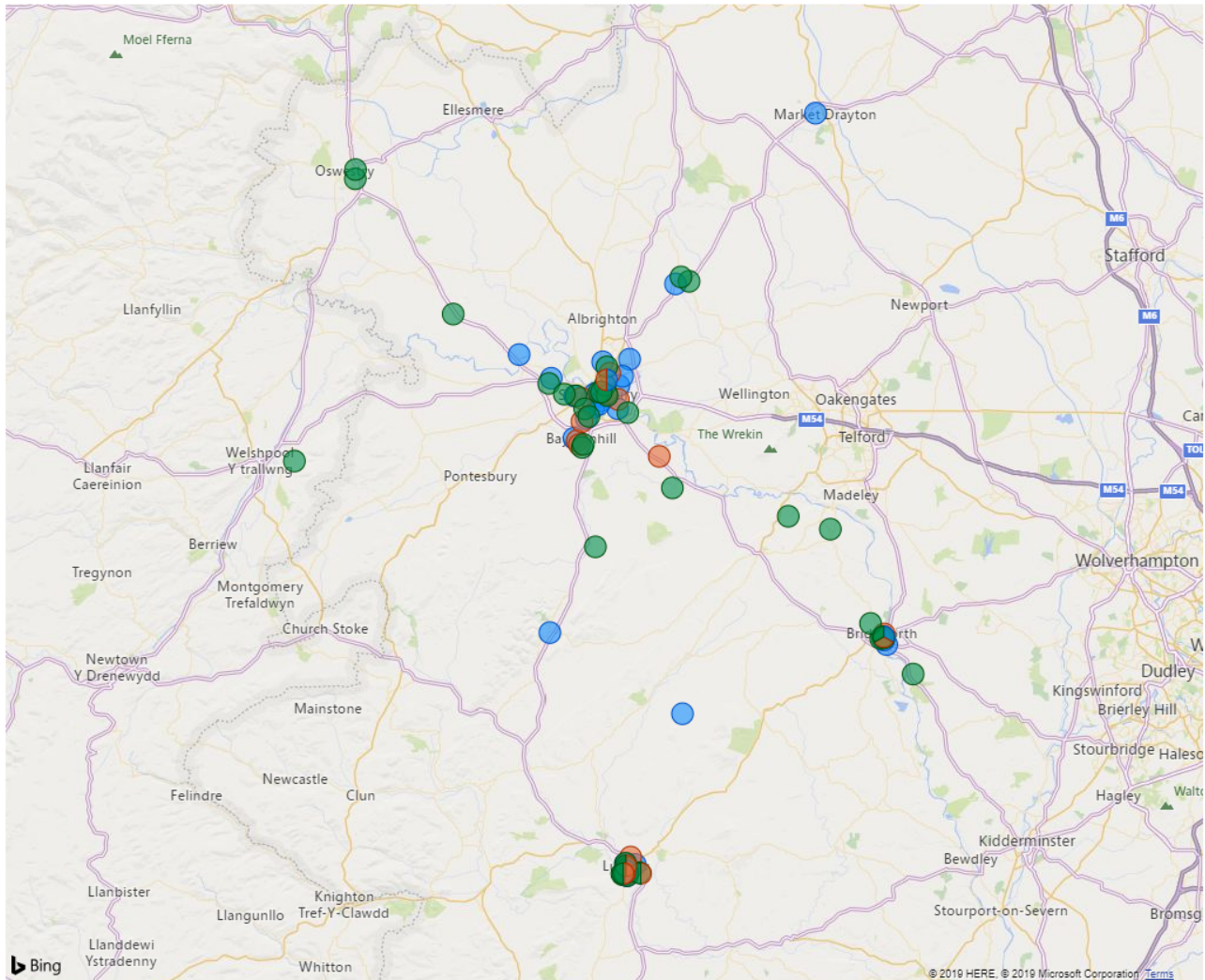
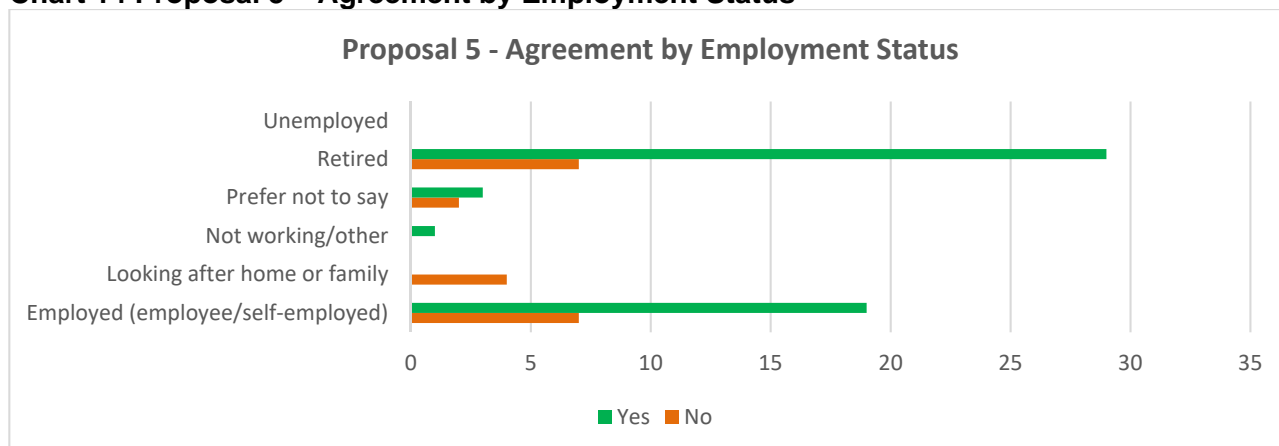


Chart 14 Proposal 5 – Agreement by Employment Status



Overall there were not many comments for proposal 5. 13 people completed the section for alternative suggestions and 11 people had other comments. There were some comments that people didn't understand the proposal (3 comments) and indeed many of the comments don't relate specifically to the proposal. A few comments related to the cost of parking and some to the need for more resident permits. A few suggestions were made and examples are included:

- *Have specific times for season tickets. Most residents would be at work during the day time Monday to Friday. Therefore, offer varying season tickets. Some that only cover the working day Monday to Friday 8am until 7pm. Then offer residents different season tickets that allow parking at the weekend and extended morning and evening. i.e. from 5pm until 9am. Then 2 further resident and season tickets that are 24/7. This would allow more cars to park in the car park. As people could request the type of ticket best for them.*
- *Where parking provision is insufficient to meet the needs of residents there should be no limits set for these carparks. Season tickets should be issued automatically to residents who require them.*
- *If folk PAY for a season ticket, then they should be allowed one regardless of numbers. The carpark should be a first come first serve & limits should not be put on folk who PAY good money to park their car on your carpark.*

Within the other comments made, 2 people highlighted that Galdeford Zone B car park in Ludlow is the lower level and not the upper level. There were no strong themes within the comments made (as there were for other proposals) a few examples are included below:

Example comments – Proposal 5

- *I have agreed to this proposal on the assumption that its implementation would prevent those with season tickets preventing those with resident parking from being unfairly out-numbered.*
- *General road parking - there are times of day when it has been substantially easier to park in Old Ludlow since the recent changes. This is good. The intention is to allow people to park, not block the spaces. When the sun shines, they seem to fill easily enough. A little recognised aspect is that the changes have also allowed residents to use their cars during the day and park on return. So no one is as prone, as in the past, to avoid driving their cars during the day, which contributed to the blocking of parking places for many of the busiest hours. the change liberates more spaces.*
- *This (for Bridgnorth - Innage Lane) would depend on the previous proposal relating to properties potentially being allocated 2 per permits. For those properties with no off-road private provision, the opportunity for 2 permits is essential. However, specifically related to this proposal, there are only 48 residents permits available for Innage Lane (at a cost of £192 per permit) Shropshire Council have widened the eligibility to numerous properties (to hundreds of properties) many who already have off road private parking, such as Southwell Riverside, King Charles Way, Greyfriars & Abbots Way. In a scenario where permits are limited, it is fair & equitable that a property with no off-road provision may need a second (or third permit if proposal number 4 is supported) may potentially compete against a property with up to 4 off*

road private parking spaces (double garage, double drive) and 2 permits? Surely the greatest need is with the property with no off-road provision.

- Current system works well.
- Residents should have priority.

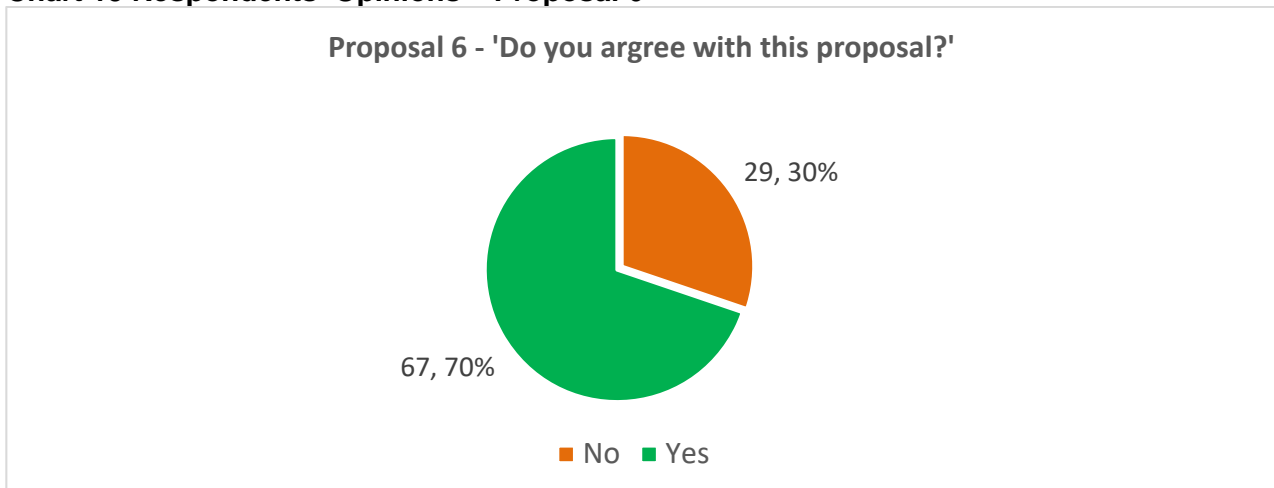
The written consultation responses did not really focus on proposal 5, there was only one comment and the main message within that comment was: “In amalgamating the maximum allocations into one joint allocation we would not wish to see either groupings disadvantaged.”

9. Proposal 6

Proposal 6 – 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.

Chart 15 highlights the overall response to proposal 6. 30% of survey respondents disagreed compared to 70% who agree (note some people did not respond to the question and those responses are not shown within the chart).

Chart 15 Respondents’ Opinions – Proposal 6



Map 7 has some similarities with proposal 5 in that those who disagree are living in a variety of locations and not just in the town centres of Shrewsbury, Ludlow and Bridgnorth. However, a closer look and comparison with respondents nearest market town suggests that most people who disagree with the proposal are living in or near Ludlow.

Chart 16 considers opinion and employment status. For this proposal there are some differences between groups; people who are retired are more likely to disagree than those who are employed.

27 of the 29 people who disagreed describe themselves as local residents (12 are also customers of the car parks /on street parking described in the consultation, 3 are customers of the car parks/on street parking described in the consultation and 8 are customers of parking permits described in the consultation). No local businesses/commercial organisations responded to proposal 6.

Map 7 Proposal 6 – Opinion by Location

6 Do you agree with this proposal? (Blank) No Yes

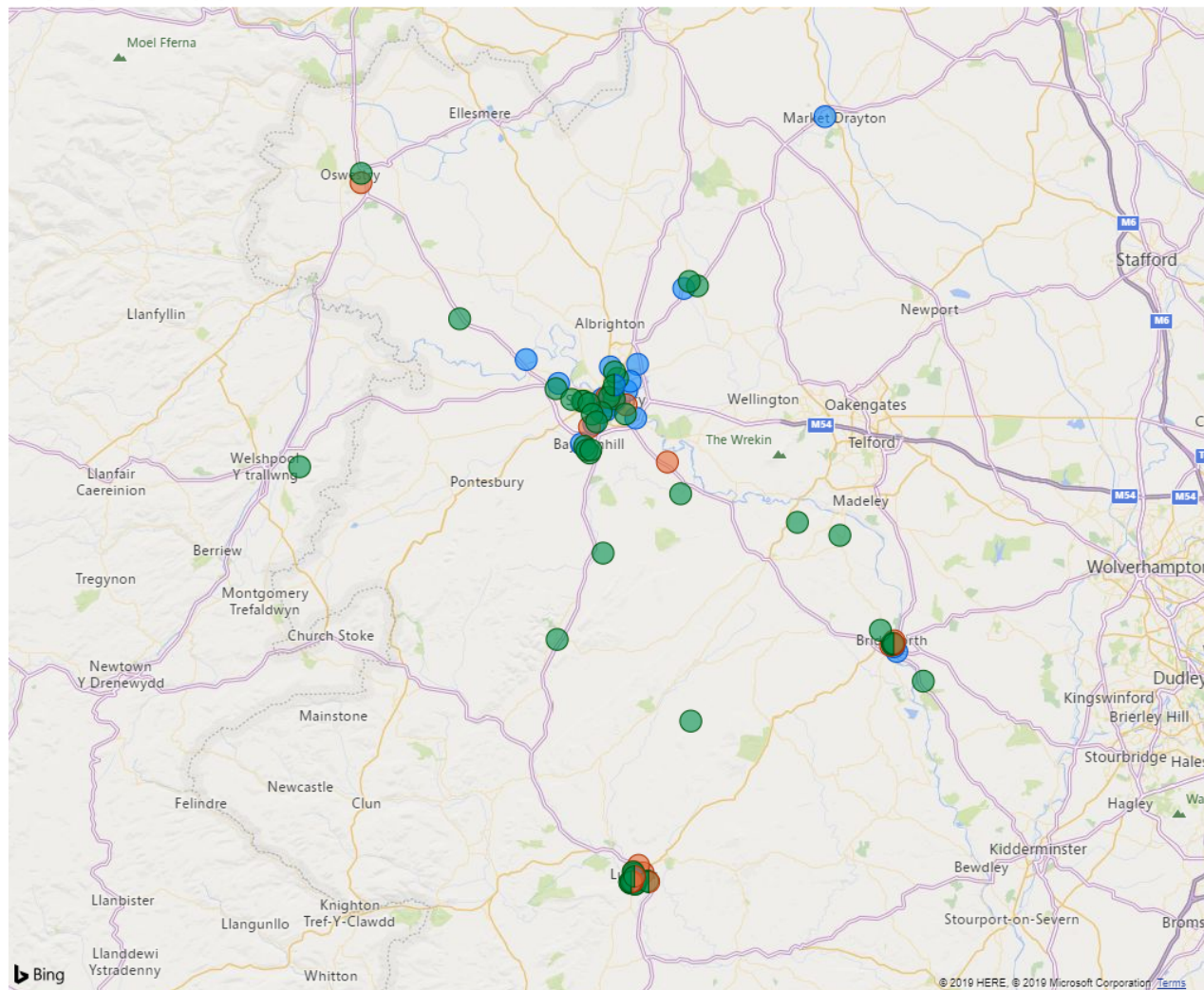
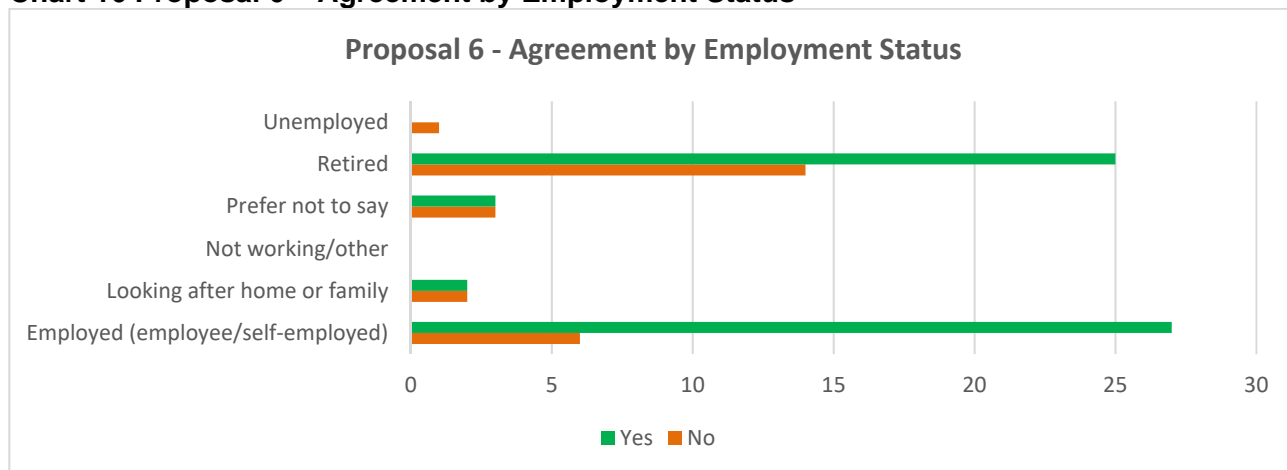


Chart 16 Proposal 6 – Agreement by Employment Status



There were 18 comments when suggestions/ideas were asked for as alternatives to the proposals from those who disagreed. There were some common themes:

- 1 person suggested that a lower cost should be set.
- 5 people suggest that a higher fee should be charged.
- 5 people suggest that the visitors can be advised to park elsewhere (such as in car parks).

Other comments included:

- *Holiday lets are a business. Retail outlets are not allowed parking concessions, why should holiday lets. Holiday let owners should purchase season tickets and build the cost into their lets.*
- *You mention above the "200 hour visitor parking allocation that is included within residents permits" Might it be possible to link up the landlords permit with holiday let tenants use of on street parking so that the landlord took responsibility for combined landlord and holiday let parking?*
- *Offer ALL residents a minimum of 1 on-street parking permit first.*

There were 28 other comments. Some of the comments reflected the suggestions above. A few people asked whether the proposal would be applied beyond Ludlow (Bridgnorth and Church Stretton were mentioned). 4 people commented on the fact that vehicle registration numbers would have to be updated very frequently. Overall opinion was split within the comments with a number welcoming the idea and others highlighting the fact that residents should have priority. Some example comments are included below.

Example comments – Proposal 6

- *You do not mention hotels/guest houses. I am thinking of the hotel at the High Town and of the Low Town Bridge. Also, the double yellow lines should be changed to loading/unloading outside the hotel and knickerbockers ice cream parlour. (Bridgnorth)*
- *Absolutely necessary for holiday let properties to have the same rights as resident properties.*
- *Holiday cottage providers would need to be able to change vehicle reg numbers on the same day to enable guests leaving and arriving on the same day, ideally online.*
- *I wish to add my support to the proposed change which will give a permit to my property 19 Upper Linney Ludlow, that will allow guests to park on street on The Linney. This will help me and them greatly and should help return business to the levels I had before the increase in parking charges last November. Please note that I will need to be able to access my account/permit digitally to change the registration number for each new guest.*
- *I understand you will be discussing the issue of holiday cottage parking at a meeting on Wednesday. I own a holiday cottage in Lower Corve Street. The removal of the scratch card system for holiday lets has resulted in me losing some bookings. Parking is one of the first questions guests ask me about. Once I have explained that all cars have to be moved to a car park during restricted parking times, which requires a 10 minute walk back to the house I never hear from them again. It really is important for us to have a parking system for our guests in order to stop them going elsewhere.*
- *We absolutely agree that this should be provided. Ludlow is very dependent on tourism and by removing the permits only discourages people to visit our wonderful town. There is firm evidence/statements that guests do not want to leave their cars in long stay car parks a good distance away but are put off repeat booking when they know that it is now £126.00 per week to leave their car near to the property they have booked (Mill Street as the example - nearly 100 metered parking spots and only 3 holiday lets). We want to allow guests to have a digital permit for the duration of their stay and we need to be able to change the vehicle details as one guest leaves and the others arrive on the same day.*
- *Accepting tourism is a valuable source of income for the local economy we must not lose sight of the needs of the residents who are in need of the parking bays as well.*
- *As a resident in Ludlow I was refused on street parking at £100 and only offered a permit in Lower Galdeford car park at over £300. I suggest ALL Ludlow residents are offered on street parking at £100 first before offering the spaces to tourists who could use the car parks.*
- *This provision would be dangerous if combined with the proposed second permit. It could mean 3 permits at the same time for a single property.*

Several of the written consultation responses focused on holiday lets. There was a strength of feeling about proposal 6 highlighted within the responses. Extracts from the responses are included below to help illustrate the points made.

Extracts from Written Consultation Responses – Proposal 6

- *There is firm evidence/statements that guests do not want to leave their cars in long stay car parks a good distance away..... We want to allow guests to have a digital permit for the duration of their stay and we need to be able to change the vehicle details as one guest leaves and the others arrive on the same day.*
- *The removal of the scratch card system for holiday lets has resulted in me losing some bookings. Parking is one of the first questions guests ask me about. Once I have explained that all cars have to be moved to a car park during restricted parking times, which requires a 10 minute walk back to the house I never hear from them again. It really is important for us to have a parking system for our guests in order to stop them going elsewhere.*
- *As holiday let owners, we heavily rely on “ease of parking” for our guests – guests who primarily bring money into our local economy. The abolition of the “on street” parking scratch cards last year were a massive blow to us.*
- *We have had complaints from guests who state that the current arrangements of local car parks are not satisfactory and is not expected for a holiday let. They expect a street permit parking facility like other towns.*
- *I agree that holiday let’s should be able to have a parking permit and they will need the facility online to be able to change vehicle registration numbers frequently.*

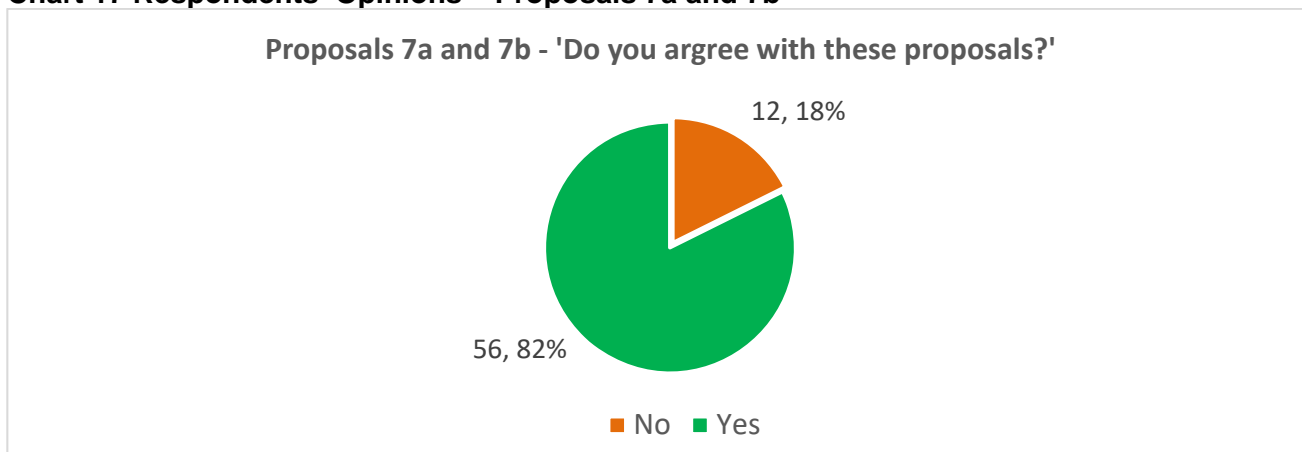
10. Proposal 7

Proposal 7a – 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 by two hours to apply between the hours of 6pm and 8am.

Proposal 7b – That on Mondays to Saturdays in Raven Meadows multi storey car park, Shrewsbury a two-hour rather than the existing three- hour tariff cap to the evening/overnight tariffs should apply.

There was overall support for proposals 7a and 7b with only 12 people (18%) disagreeing with the proposal. Chart 17 displays the overall response.

Chart 17 Respondents’ Opinions – Proposals 7a and 7b



Map 8 highlights that disagreement with proposals 7a and 7b is predominantly from the Shrewsbury area (10 of the 12 people who disagree have Shrewsbury as their nearest town). 2 of the responses highlighting concern were from representatives of local interest or community groups and one from a representative of a local business or commercial organisation. 4 of those who disagree are customers of the car parks, on-street or off-street parking described in the

consultation). As chart 18 displays, employment status does not seem to have an influence on the response to proposals 1a and 7b.

Map 8 Proposals 7a and 7b – Opinion by Location

7 Do you agree with these proposals? ● (Blank) ● No ● Yes

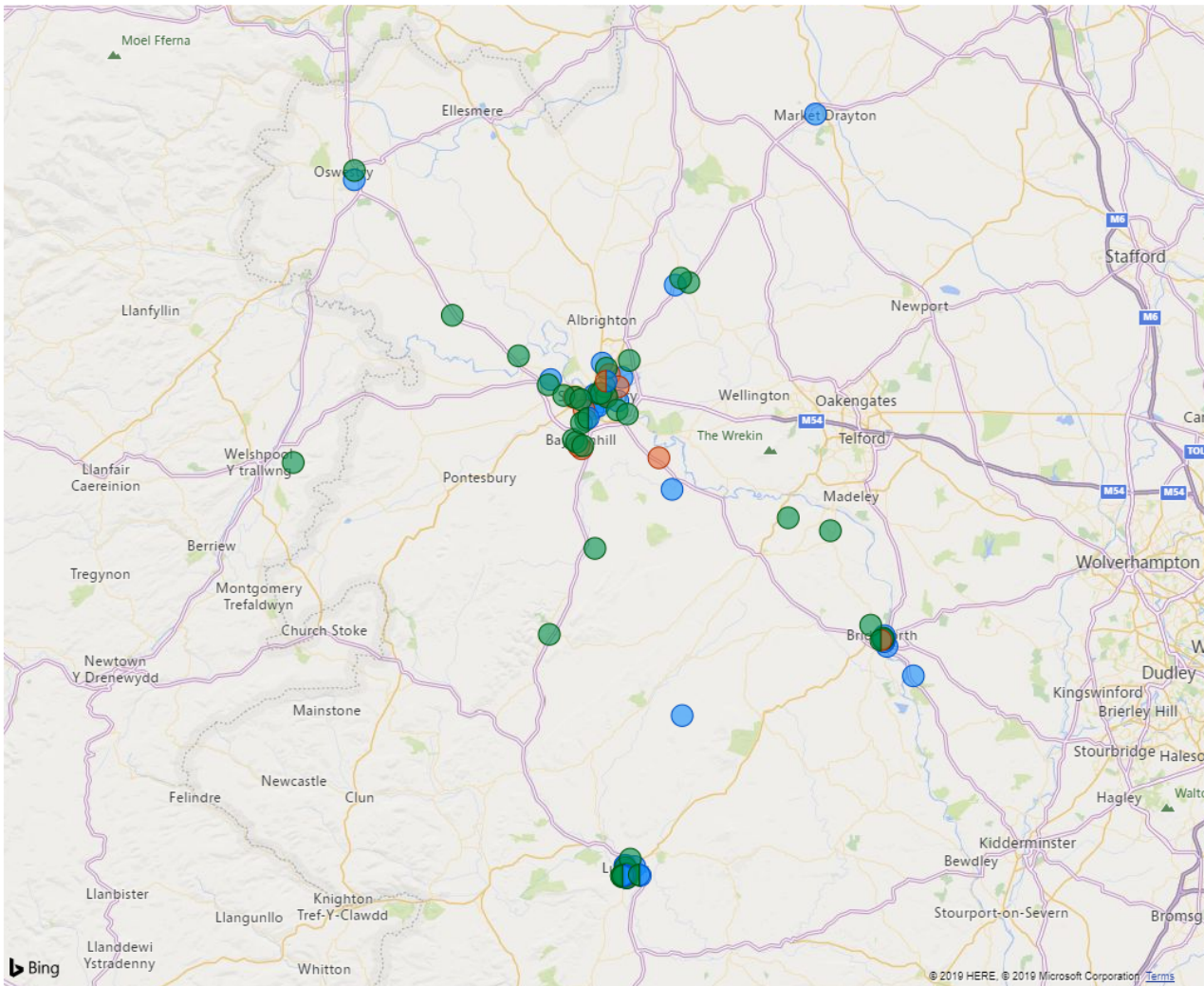
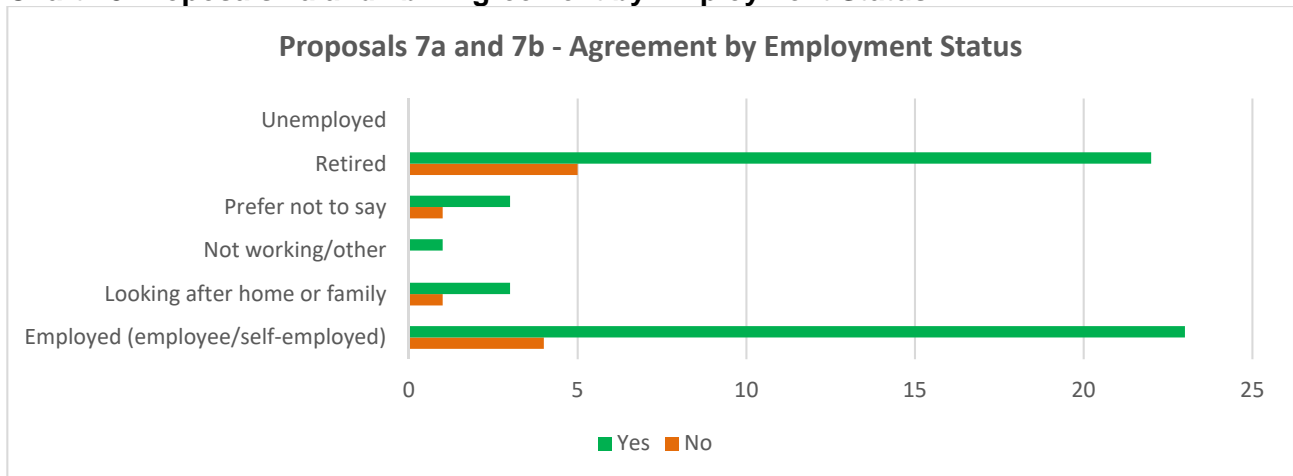


Chart 18 Proposals 7a and 7b – Agreement by Employment Status



Due to the overall levels of agreement with proposals 7a and 7b there were relatively few comments. 8 people completed the alternative suggestions section. One person suggested demolishing Raven Meadows and providing more park and ride instead, one person agrees with 7a and not 7b, another called for more consultation to understand the impact of the proposals

before making a decision (one person didn't really comment). The remaining responses are included as examples below:

- *Leave it as is now. Double the cost of on-street parking, extend the park and ride period and halve the charge.*
- *Wow. That is a complicated pricing structure. Just have it that people pay a flat rate after 6pm. Essentially, have it that if someone is paying over a certain amount in parking that the fee is then capped for 24 hours after the initial entry into the car park. Or even after 6pm, the linear rate is then halved. So instead of £1.80 per hour, it then accrues at 90p hr thereafter 6pm. (Or even better. Be free).*
- *In a nutshell the parking pricing in Shrewsbury is putting off many people visiting the town. Telford is much cheaper and has much to offer. I believe all parking should be free after 6pm to help out local restaurants and pubs etc who are really struggling especially with the high business rates charged. If it is a linear parking policy in Shropshire, why do market traders in Oswestry get free parking for the day and nothing is offered to the wonderful producers who attend the monthly Farmers Market and Made In Shropshire events in the Square which bring in so many people to the town centre? The charging in Raven Meadows is too high also and does not have a cap, this should be set at 4 hours due to the level of payment expected. Why do Shropshire Council employees at Shirehall get free parking and other public sector workers have to pay? Why do you want to knock down Raven Meadows car park which is in a good state of repair and services directly the shopping centres you recently bought?*
- *Remove the cap of 3 hours. What about night workers/bar staff? Between 6pm - 8am charge £6 flat rate parking as this will encourage folk to park on Raven meadows carpark instead of another company's carpark.*

Although 7 people provided other comments, some were more questions or didn't really relate to the proposal. The remainder are included as exemplified below:

Example comments – Proposals 7a and 7b

- *Too advance the evening parking rate will affect businesses and deter potential visitors.*
- *Bringing the time from 8 to 6 will support the evening establishments. If you then restricted it to 2 hours instead of 3 you wouldn't have enough time.*
- *Very confusing proposals and tariffs.*
- *I don't have the necessary information to have a view other than based on the above bullet point information, which I've relied on to agree with your proposal.*

One of the written consultation responses referred to Proposals 7 and stated:

"We are in agreement that there needs to be parity across parking arrangements throughout Shrewsbury. We have fought hard for the multi-storey to have extended hours of operation to support the early evening and night-time economy. It would seem false economy to have that extended time period but patrons chose to park elsewhere because parking charges cease at 6pm."

11. Other Feedback

Although a few of the survey responses touched on issues that were not included within the consultation (such as car park costs, condition of surfaces etc.) most survey responses focused on the 7 proposals within the consultations. The written consultation responses tended to include a range of other issues, outside of the 7 proposals and although these have been considered separately examples are included below to allow a comprehensive understanding of all the feedback received. The understanding will help with future engagement.

Extracts from Written Consultation Responses – Other Feedback

- *It is disappointing that the time of the public consultation was not included in the Bridgnorth Journal.*
- *I have a severely disabled neighbour.....extremely worried that these proposals may even force her and her to move house. The proposed scheme doesn't take account of the needs of any*

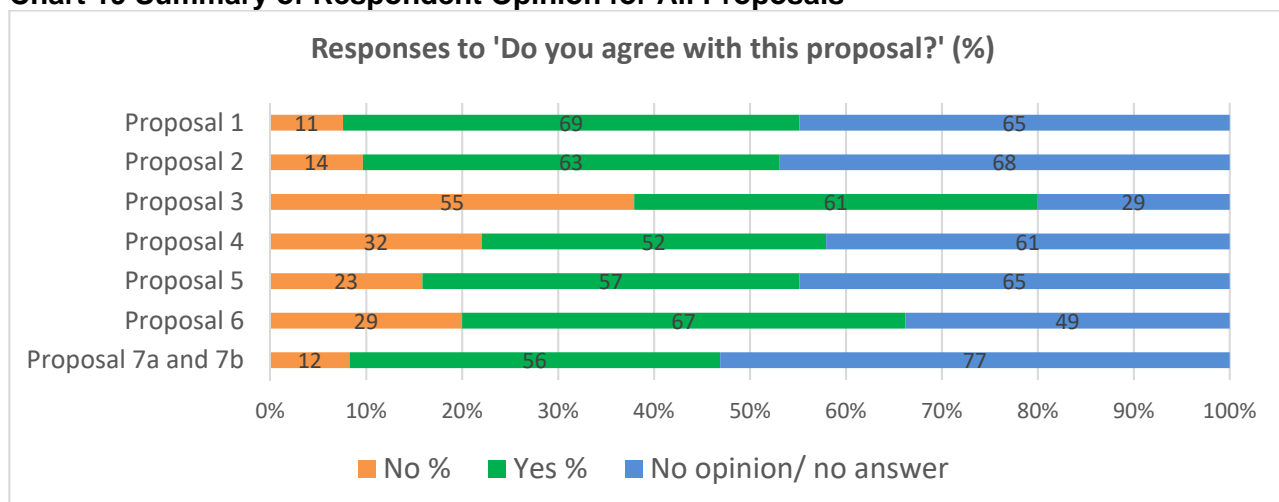
disabled residents and is discriminatory against these most vulnerable residents..... I believe that Shropshire County Council can put disabled parking bays close to people's homes, but she's concerned that this could and would be used by any other blue badge holders visiting the area.

- Council instituted a payment only by phone scheme at Crossways Car Park, by bagging up the cash machine....phone reception at that location is variable and many local residents are uncomfortable with non-cash means of payment. The cash machine remains bagged and, as predicted, the car park is only occasionally used by a coach.
- The current understanding is a free parking time of five minutes and a legal latitude of a further ten minutes, before sanctions can be applied. Any reduction of this 15-minute latitude would render the concession meaningless.
- The insistence on free parking on a Sunday is of little benefit to the local independent traders in this town, the vast majority of whom are closed on a Sunday.
- What will happen to professions such as care workers, district nurses and doctors who need to park near to the people they are visiting? As the manager of a domiciliary care agency I am concerned that the introduction of increased 'pay and display' and parking permits will impact on people requiring visits for health reasons. We already experience problems with parking in some areas and I am worried that the changes will exacerbate the problem..... Would it be possible for domiciliary care workers to receive an exemption from these charges and be issued a permit to be used when they are delivering care?

12. Overall Results

Overall the results to the consultation (see chart 19) highlight that the majority of people are in favour of the proposals. Opinion is more divided for proposals 3, 4 and 6 and the comments and feedback received help to explain the issues in more detail. Many people agree that loading bays should not be made 24 hours in all areas (proposal 3). There is some opposition to the idea of introducing 2 permits per property (proposal 4) but the proposal does suggest that a 51% or more residents survey result would be required before implementation. The third proposal facing mixed opinion relates to holiday let permits (proposal 6). Owners of holiday properties expressed strong support for change in their written submissions to the consultation (some preferred the scratch card system) whilst residents suggest holiday permits should face higher charges or visitors told to use car parks rather than use up permit spaces. All this feedback will be considered for the next stage of work and will inform decision making by Shropshire Council.

Chart 19 Summary of Respondent Opinion for All Proposals



Analysis undertaken by the Feedback and Insight Team, Information, Intelligence and Insight Unit, Shropshire Council 14 November 2019. SD