

Appendix 3: RESPONSES TO LUDLOW HOLIDAY LET PERMITS TRO CONSULTATION February 2020

	LOCATION	TYPE OF COMMENT	DETAILS
1.	Holiday cottage on Mill Street	Support	<p>Lack of a permit system is a deterrent to guests coming to stay at our property - it is one of the first things that people thinking of booking ask about.</p> <p>Guests are a positive for Ludlow.</p>
2.	Self-catering Apartment on Mill Street	Support	<p>Since the introduction of the changes in Nov 2018 a number of enquiries haven't proceeded to book and stay.</p> <p>Many of our guests are elderly. The cheapest car parking option is a 10-12 min walk away and uphill.</p> <p>Guests are unwilling to leave their cars so far away from their accommodation as they worry about the security.</p> <p>Our guests spend a significant amount of money across the businesses and market in town.</p>
3.	Lower Raven Lane	Support	<p>I am sure that you aware of the benefits that tourists bring to Shropshire in general, and Ludlow in particular.</p> <p>Without tourists Ludlow would not be able to support its diverse range of shops, markets and eateries, and local holiday letting is at the heart of this.</p>

4.	Holiday cottage on Lower Broad Street	Support	<p>I have seen a significant decrease in business since the removal of parking scratch cards for my customers.</p> <p>I have previously purchased car park season tickets for my guests but this has provided very unpopular due to guests not wanting to leave their cars in the car parks overnight.</p> <p>I firmly believe that this proposal will bring more business into Ludlow and have no negative impact on current street car parking.</p> <p>Without this change I will have to seriously consider whether I will continue with my holiday let.</p>
5.	Holiday Let on Camp Lane	Support	<p>In the six years I have run the business I had an average of 90% occupancy - until the introduction of the new regime.</p> <p>My guests have a 15 minute walk up and down the hill to reach their car. My clientele are often mature couples and they find this impossible.</p> <p>If the new regime persists my holiday business will no longer be viable and I will have to let the property. Any tenant would no doubt avail themselves of a permit and occupy an on street space so there would be no difference in the number of cars to spaces.</p>
6.	Holiday cottage on Corve Street	Support	<p>Bookings this year are already down on last year and our lack of parking is certainly adding to the problem.</p>

			<p>We found the scratch cards worked wonderfully, giving people flexibility to park in the street if they wanted to. An electronic system giving us visitor parking would help enormously.</p>
7.	Holiday Let on Upper Linney	Support	<p>The proposals will go some way to giving me a chance to re-coup business lost in the past 15 months by offering in effect free parking for my property. A changeable registration number plate is essential and I am glad this has been made a feature of the permit.</p> <p>It was quickly apparent after November 2018 that the price to park on The Linney is a deterrent to some guests, as too the option to park in a car park across town.</p>
8.	Holiday cottage on Bell Lane	Support	<p>Having a parking permit for guests to park within the red zone is core for my business.</p> <p>Since the removal of the scratch cards my business has declined because people do not feel leaving their cars so far from their sight and in a public car park is not safe.</p> <p>So much of Ludlow's business relies on tourism.</p>
9.	Holiday cottage on Lower Broad Street	Support	<p>I wish to stress the importance of being able to provide guests with convenient parking facilities, as our property does not have on-site parking. Many prospective guests are not willing to leave their</p>

			<p>vehicle in a distant public car park; and this has caused us more lost bookings than any other.</p> <p>As visitors to Ludlow, our guests usually spend much of their time in and close to the town centre, using various shops, markets, restaurants, pubs and cafes. They are thereby important contributors to the economic wellbeing of our local businesses.</p>
10.	Holiday Let on Lower Mill Street	Support	<p>I have seen a significant reduction in bookings due to the additional cost that guests must pay in order to park their vehicles in town, and guests constantly complain about the cost of parking.</p> <p>It is very important for everyone to recognize that holiday let guests fuel the Ludlow economy. Without these additional guests in town, Ludlow shops and restaurants would be impacted greatly.</p>
11.	Manages several holiday let properties in the town	Support	<p>It is inexplicable that without the resolution of this issue that the visitor and tourism market is jeopardized because returning guests and potential guests decide to find alternative accommodation and destinations. The location of a holiday let property together with the convenience of the available parking is paramount in the guest's decision to book.</p> <p>The proposed new annual digital permit scheme seems to be an ideal practical solution, which will end the uncertainty, and protect the visitor/tourism market, which is the lifeblood of the town.</p>

12.	Self-catering property (location not stated)	Support	<p>Ludlow's attraction as a tourist destination cannot be ignored and parking is essential to maintain a steady flow of visitors to the town. The income from these visitors allow Ludlow to thrive, and this new parking should become an integral part of it.</p>
13.	Holiday cottage on Corve Street	Support	<p>When we first opened our doors, the ability to offer guests on street parking by means of a scratch card was a very big positive to our guests and secured many bookings.</p> <p>Many guests want convenience and security when parking their car and by parking on the street outside of their holiday home whereby they could keep an eye on their vehicle, gave them just that.</p> <p>We are extremely frustrated and upset that there are two long strips of parking to the front and rear of our holiday let (Blue Zones), but neither can be offered as part of a booking "incentive" as we no longer have the facility to offer parking to guests.</p> <p>I am losing business because guests are now not wanting to stay at our accommodation because they can't park on the street outside anymore. It is extremely unreasonable for those choosing to holiday in Ludlow and therefore bringing more money to help our local economy, to pay such extreme costs and not be able to park along the road outside of the property they are renting.</p>

			I cannot emphasise enough the necessity to re-introduce a parking scheme in the form a residents parking permit to allow holiday home owners to purchase and provide to their visitors.
14.	Resident of Lower Raven Lane	Support	We strongly support the proposed introduction of transferable digital permits for holiday let occupiers. This facility is vital to the continued economic health of the town.
15.	Ludlow Town Council	Objection	<p>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.</p> <p>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. The Town Council believes that all accommodation providers require support.</p> <p>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.</p>