

SHREWSBURY TOWN
SHROPSHIRE COUNTY

	Action	Sites	Current Price per hour	New Price per hour	Percentage Increase	Income Increase £ k (rounded)	Reasoning
							To create a series of levels varying according to distance from the centre
Shrewsbury	Tariff	OnStreet	2.80	3.60	29%	56000	On-Street should always be higher than off-street to encourage the latter
	First Steps towards Riverside and Movement Strategy Requirements	Bridge St	2.00	2.80	40%	70000	These are the most central car parks - usage to diverted to a more distant space
		St Austins St				93000	
		The Quarry				13000	
		Raven Meadows	2.00	2.00	0%	29000	Designed to be the recipient of any diverted vehicles from this and other measures Payment Caps removed - Also Frankwell but incorporated below
		St Julians Friars	1.20	1.60	33%	89000	An interim step to matching the other inside loop car park - Raven Meadows
		Frankwell	0.80	1.20	50%	297000	Substantially lower than inside loop but positive incentive to consider P&R (Oxon)
	Abbey Foregate	0.60	1.00	67%	192000	Substantially lower than inside loop but positive incentive to consider P&R (Meole Brace)	
	Associated Permits				154000	Lower increase than Frankwell due to lower, possibly more sensitive usage	
	Evening Charges	On-Street	NO DATA IS AVAILABLE - THIS IS A BEST GUESS BUT MUST BE CONSIDERED UNRELIABLE			47000	To reduce the high demand for these car parks Displace longer stay vehicles to Raven Meadows
		Bridge St				27000	To reduce the high demand for these car parks Displace longer stay vehicles to Raven Meadows
		St Austins St				32000	
		The Quarry	NO DATA IS AVAILABLE - CONSIDERED INSIGNIFICANT				
	Frankwell				132000		
	Sunday/BH charges	On-Street					
		Band 2					
		Bridge St	half price	full price		23000	Not charging on Sundays is anomalous This structure maintains and inside/outside loop difference Eventually outside loop car parks would move to full price as well
		St Austins St	half price	full price		36000	
		The Quarry	half price	full price		7000	
		Raven Meadows	£2.00 all day	£2.00 all day		4000	
		St Julians Friars	half price	full price		48000	
	Frankwell	free	half price		88000		
	Abbey Foregate	free	half price		56000		
	ADDITIONAL INCOME		SHREWSBURY			1,493,000	
Shropshire	Action	Sites	Old Price	New Price	% Change		Reasoning
	Tariff Change						
	Whole County - flat rate 20p per hour increase						A flat rate has been selected to avoid the spread of charges increasing such that car parks cannot be re-banded and a percentage increase being dismissed as being too small to implement
	Includes	Using current Band names					
	Weekdays	Band 2	2.00	2.20	10%	13000	Ludlow On-Street
	Saturdays	Band 3	1.20	1.40	17%	119000	Premier sites in Bridgnorth, Ludlow, Oswestry, Mereside
	and Sundays	Band 4	0.80	1.00	25%	8000	Ludlow On-Street, Bridgnorth, Much Wenlock
		Band 5	0.60	0.80	33%	150000	Better/Busier car parks in smaller towns
		Band 6	0.40	0.60	50%	271000	Budget in larger towns or quieter sites in smaller towns
		Band 7	0.00	0.00	0%		
	Associated Permits					20000	Note, these are calculated estimates, not broad brush guesses
	ADDITIONAL INCOME		SHROPSHIRE			581,000	
	ADDITIONAL INCOME		GRAND TOTAL			2,074,000	