

## Shropshire Council's proposed new parking strategy - briefing note

This note is a summary of the report that will be considered by Shropshire Council's Cabinet at its meeting on 17 January 2018.

To read the full report, and appendices, [click here](#).

### Background

At its meeting on 12 July 2017 Shropshire Council's Cabinet gave approval to undertake a public consultation exercise on a series of proposals for a new parking strategy.

The parking strategy determines the way that the council manages and runs its car parks and on-street parking, including how and what it charges for parking. The current strategy was introduced in 2012 and needs to be replaced.

A report to be considered by Shropshire Council's Cabinet on 17 January 2018 looks at proposals to introduce linear parking (ie. set price per hour) and related elements. It outlines the findings of the consultation, the resulting conclusions and the recommendations to Cabinet.

### The consultation

A 12-week public consultation was launched on 22 July 2017 and closed on 17 October 2017 - a total of 2,486 responses and many additional individual comments were received.

The consultation was formulated around the draft proposals recommended to Cabinet in four main consultation areas with numbers of responses for each area as follows:

Strategy Proposal	Responses
Pay & Display Parking	2,037 responses
Permits & Season Tickets	148 responses
Resident Parking Scheme	159 responses
Waivers	76 responses
Other comments	66 responses

In addition, two petitions from the towns of Market Drayton and Shrewsbury were handed into the Council and have been dealt with in accordance with the council's petition process.

### Feedback results for each proposal

		Yes/No		Responses	CI (95%)
<b>Pay &amp; Display</b>					
S1.1	Introduction of a set price per hour (known as 'linear' pricing)	22%	78%	1820	2.29 %
S1.2	A standard countywide car parking banding / ranking system	22%	78%	1751	2.34 %
S1.3	Parking tickets for unrestricted periods	43%	57%	1371	2.64 %
S1.4	Linear (set price per hour) charges between 9am and 8pm	7%	93%	1676	2.39 %
S1.5	Extension of on-street loading/taxi bay provision evenings/early a	45%	55%	1254	2.76 %
S1.6	Removal of the 15-minute 'pop and shop' period	14%	86%	1400	2.61 %
S1.7	Extend Raven Meadows multi-storey car park opening hours	87%	13%	1240	2.78 %
<b>Season Tickets &amp; Permits</b>					
S2.1	Weekly tickets	69%	31%	99	9.85 %
S2.2	Season tickets for cars and vans	60%	40%	101	9.75 %
S2.3	Residents' off-street parking permits	42%	58%	93	10.16 %
S2.4	Coach and HGV parking permits	64%	36%	74	11.39 %
<b>Resident parking</b>					
S3.1	Alternative prohibitions, restrictions and/or traffic measurement i	65%	35%	139	8.31 %
S3.2	Feasibility proposal	72%	28%	123	8.83 %
S3.3	Parking spaces greater than properties	71%	29%	114	9.18 %
S3.4	On-street spaces less than properties	77%	23%	117	9.06 %
S3.5	Parking space capacity	64%	36%	115	9.14 %
S3.6	Parking scheme exclusions	68%	32%	105	9.56 %
S3.7	Resident survey questionnaire	73%	27%	108	9.43 %
S3.8	Public exhibition	88%	12%	111	9.3 %
S3.9	Twelve month review	91%	9%	108	9.43 %
<b>Waivers</b>					
S4.1	Proposed changes to the car parking waiver system	28%	72%	72	11.55 %

Following the public consultation a series of officer workshops were held to assess the consultation returns. In addition to the option proposals highlighted in the consultation many additional individual comments, proposals and recommendations have been identified.

A detailed assessment of the consultation returns has identified that many of the individual consultation proposals are not supported and a total of 22 original, revised and new recommendations have been prepared.

## The original and new proposals

**NB. Please also see below for the 22 recommendations being made to Cabinet on 17 January 2018.**

Original proposal	New proposal
The use of standard criteria and setting of standard Banding levels (including associated criteria and methodology) for each identified car park.	That the use of standard criteria and setting of standard Banding levels is adopted in the new parking strategy as proposed in the public consultation.
The introduction of a set price per hour (known as 'linear' pricing)	It is recommended that the proposal to introduce linear pricing is implemented with the following amendments: <ul style="list-style-type: none"> <li>i. That the proposed tariff rate for Band 2 is reduced from £2.00 to £1.80 per hour.</li> <li>ii. That a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and 6 car parks, and Raven Meadows multi storey car park.</li> <li>iii. That St Julian's Friars carpark is reduced from the proposed Band 2 to Band 3.</li> </ul>
To introduce linear tariffs and charging between 9.00am and 8.00pm.	That the hours of charging using linear tariffs be extended until 8.00pm on just Bands 1 and 2 car parks , and on all three Frankwell (Shrewsbury) car parks.
The extension of opening hours in Raven Meadows multi storey car park in Shrewsbury 24 hours a day, 7 days a week.	That the proposal to extend the opening hours 24 hours a day, 7 days a week be implemented. A 3-hour cap on the linear tariff of 3 hours for parking periods between 8.00pm and 8.00am is also recommended to cover the additional operating costs for evening /overnight parking.
A new tradesperson waiver system	That the new tradesperson waiver system be implemented as proposed in the consultation, including a new fee of £20 per waiver. This fee is merely covering the cost to administer the waiver.
The removal of restrictions on periods of maximum stay and minimum return (long stay and short stay car parks) subject to purchase of an appropriate ticket	To implement without amendment and as proposed in the consultation.
Removal of the 15-minute 'pop and shop' period	That the existing permitted concessionary parking period is reduced to 5 minutes, meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed (taking into account the statutory allowed 10 minute period).

To extend the times of loading bay restrictions to 8.00pm in line with the proposal to introduce linear tariffs and extend charging until 8.00pm in the evening.	To retain consistency and harmony with recommendation 5 (proposed extension of charging hours until 8.00pm 'on street' on Bands 1 and 2, Shrewsbury within the loop and Ludlow) it is recommended that the times of operation of loading bays also be extended until 8.00pm on these car parks only.
To make all existing loading bays available within the Shrewsbury river loop as taxi bays between 8.00 pm and 7.30 am.	It is advised that consultation proposal 10 is not implemented as part of the parking strategy package. However, this proposal should be reconsidered when the impact of the numerous parking strategy proposals are known.
The introduction of weekly parking tickets	That weekly parking tickets are included within the new parking strategy with the following amendments to the consultation proposals: to only introduce weekly parking tickets on Bands 4, 5 and 6 car parks.
The setting of new standard tariffs and criteria for residents off-street car park permits	That off-street residents car park permits only be made available in all proposed Bands 4, 5 and 6 car parks.
The setting of new standard tariffs and criteria for Season tickets	That season tickets be made available for cars and small vans in all proposed Bands 4, 5 and 6 car parks and not in Band 3 car parks as originally proposed.
The setting of new standard tariffs and criteria for coach parking in off street pay and display car parks.	That the introduction of tariffs for coach parking is not included within the strategy. Usage of the county's coach parking facilities will continue to be monitored and a reviewed 12 months following implementation of the strategy.
The setting of new standard tariffs for Heavy Goods Vehicles (HGVs) in off street pay and display car parks.	That a standard HGV tariff on all permitted parking areas is implemented on all designated HGV parking areas.
Change of use of the HGV / Coach park, Crossways Church Stretton to a Band 6 pay and display car park	With appropriate layout improvements a reduced provision for HGV and coach parking is retained and Band 6 pay and display parking for cars and small vans is introduced at the Crossways, Church Stretton site.

## Additional recommendations

Some additional recommendations/proposals have been put forward as a result of comments made during the consultation

Recommendation	Supporting information
That free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 car parks.	In addition, 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 & 3 car parks report except for Raven Meadows, Shrewsbury where there will be a flat rate of £1.50 for up to 10 hours on Sundays and Bank holidays.
Review of existing and potential expansion of Park and Ride services	It is proposed and recommended that as a priority a review of all existing park and ride services is undertaken and potential for improvement /expansion identified where financially possible.
Ensure that within the development of LTP 4 (the Local Transport Plan) an emphasis is placed on the harmonisation of public transport and parking strategy.	
Requests for more pay on exit technology to promote dwell time.	It is recommended that: <ul style="list-style-type: none"> <li>• Check in, checkout software be implemented as a trial in all off street pay and display surface car parks in Shrewsbury other than Frankwell (Main and Riverside) plus one market town in the north and south of the county.</li> <li>• A feasibility exercise is undertaken and that consideration is given to implementation of a traditional pay on foot system (barriers) to the Frankwell, Main and Riverside surface car parks.</li> </ul>
Requests for improvement of car park layout, general maintenance and service provision	It is recommended that a review of all Shropshire Council car parks and on street parking areas listed in Bands 1 to 7 be carried out, identified improvements prioritised and then implemented.
Concerns regarding the lack of effective enforcement, presence on the ground and requests for better enforcement.	It is recommended that a review of our enforcement levels is carried out and priorities identified on an individual market town basis.

## Financial implications

The total estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework - Implementation of the Linear Model, and inclusive of the required upgrade of existing pay and display parking machine stock, is £1,197,000. This includes the creation of a £250,000 ongoing dedicated annual budget for car park maintenance and upgrades.

Estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework - Implementation of the Linear Model are detailed below:

<b>Potential Capital Expenditure</b>	<b>17/18</b>	<b>18/19</b>
TRO consultation and revisions	£10,000	£5,000
Replacement and upgrading of highway network signage within each market town	-	£100,000
Completion of replacement machine programme	£300,000	£300,000
Provision of check in, check out (CICO) trial to all Shrewsbury off street pay and display car parks		£2,000
Provision of pay on foot, machines and barrier system Frankwell Main and Riverside car parks		£200,000
	<b>£310,000</b>	<b>£607,000</b>

The total potential capital cost of £917,000 will require funding from Prudential Borrowing with payback consequences funded from car park income generation. A five year payback model will result in additional revenue costs of circa £200k per annum.

<b>Revenue costs</b>	<b>17/18</b>		<b>18/19</b>
Improvements to car park layout, internal signage revision	£20,000		£250,000
Marketing, publicity and communications programme	£10,000		
	<b>£30,000</b>		<b>£250,000</b>

The £250,000 is recognised as an ongoing maintenance revenue cost which will be funded through income generation from car parks.

Implementation of Part 1 of the proposed new Parking Strategy Framework has the potential to generate a surplus. However, the impact on usage levels and user parking habits will change with the proposals and is difficult to estimate at this stage.

Any additional surplus generated from the new proposals will be used in accordance with the Road Traffic Regulations Act 1984 which stipulates that surpluses must be used for Highways and Transport purposes, which can include investment in the Council's parking asset management, Guidance on the use of car park income surplus is contained for reference in Appendix 1 of the 12 July 2017 Proposed Parking Strategy Public Consultation Cabinet report.

## **What happens next?**

Subject to Cabinet approval of the recommendations, it is proposed to commence the required statutory TRO (traffic regulation order) consultation in early March 2018. Note a full revision to the existing on street and off-street Orders is necessary. A further report to Cabinet in May 2018 may be required.

There will be a phased implementation programme with go live dates as follows:

Phase 1	Shrewsbury	July 2018
Phase 2	Ludlow	September 2018
Phase 3	Bridgnorth	November 2018
Phase 4	Oswestry	December 2018
Phase 5	All other areas	January 2019

The implementation of linear parking requires the provision of new parking machines. New equipment has been installed in Raven Meadows multi storey car park, and many replacement new machines were installed last year in Shrewsbury, mainly on street, in readiness for Phase 1. The roll out of pay by phone options across the county is also now complete.

A second report outlining the conclusions and recommendations for part 2 of the strategy (relating to residents' permits) will be presented to Cabinet during February 2018.

## The recommendations to Cabinet

### Red = changes made in response to consultation

That Cabinet give approval for the implementation of Part 1 of the new Parking Strategy framework as follows:

1. That the proposal to use standard criteria and setting of standard Banding levels is adopted in the new parking strategy
2. That the proposal to introduce linear pricing is implemented with seven bands of pricing tariffs as specified in table 3 of this report.
3. That the car parks and on-street pay and display parking areas listed in table 4 of this report and respective specified tariff Bands are adopted within the proposed strategy framework.
4. That a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and 6 car parks listed in table 4 of this report, and Raven Meadows multi storey car park.
5. That the hours of charging using linear tariffs be extended until 8.00pm on all Bands 1 and 2 car parks and on Frankwell Main, Riverside & Quay car parks.
6. That the opening hours in Raven Meadows multi storey car park be extended 24 hours a day, 7 days a week and will include a 3-hour cap on the linear tariff of 3 hours for parking periods between the hours of 8.00pm and 8.00am.
7. That the new streamlined trade's person waiver system be implemented as proposed, including a new fee of £20 per waiver
8. That all existing restrictions on periods of maximum stay and minimum return on the car parks and on-street pay and display parking areas listed in table 4 are removed.
9. That the existing permitted concessionary parking period is reduced to 5 minutes, meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.
10. That the times of operation of loading bays located in the areas of all Bands 1 and 2 on-street pay and display parking areas listed in table 4 of this report are also extended until 8.00pm (currently 6pm).
11. That weekly parking tickets are introduced:
  - a. in all Band 4, 5, 6 car parks listed in table 4 of this report;
  - b. in accordance with the tariffs specified in table 5 of this report;



- c. and only made available on an individual specified car park basis.
- 12. That off-street resident's car park permits are introduced:
  - a. for cars and small vans in all car parks listed as Bands 4, 5 and 6 in table 4 of this report;
  - b. in accordance with the tariffs specified in table 6 of this report.
- 13. That season tickets be introduced:
  - a. for cars and small vans in all car parks listed as Bands 4, 5 and 6 in table 4 of this report;
  - b. in accordance with the tariffs specified in table 8 of this report.
- 14. That a standard HGV tariff on all permitted parking areas is implemented on all designated HGV parking areas. This will include a £10 per 24-hour stay and HGV season ticket tariff options for each permitted parking area as specified in table 11 of this report.
- 15. That with appropriate layout improvements, reducing provision for HGV and coach parking, Band 6 pay and display parking for cars and small vans is introduced at the Crossways, Church Stretton site.
- 16. That free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 car parks listed in table 4 of this report. In addition, 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 & 3 car parks listed in table 4 of this report except for Raven Meadows, Shrewsbury where a flat rate of £1.50 for up to 10 hours on Sundays and Bank holidays.
- 17. That as a priority and in partnership with key stakeholders, a review of all existing park and ride services is undertaken and potential for improvement /expansion identified.
- 18. That with any commission for the development of the Local Transport Plan (LTP)4 an emphasis is placed on the harmonisation of public transport alongside the parking strategy.
- 19. That in accordance with Operational Guidance to Local Authorities for Parking Policy and Enforcement:
  - a. 'Check in, check out' software be implemented as a trial in all off street pay and display surface car parks in Shrewsbury other than Frankwell (Main and Riverside) plus one market town in the north and one in the south of the county.
  - b. A feasibility exercise is undertaken and that consideration is given to implementation of a traditional pay on foot system to the Frankwell, Main and Riverside surface car parks.
- 20. That a detailed review of layout and associated signage on all Council car parks and on street parking areas listed in table 4 of this report be carried out, identified improvements prioritised and implemented.
- 21. That the total funding of £1,197,000 required to undertake proposals i to xx is made available during the current and the next financial years.
- 22. That a review of enforcement levels is carried out and priorities identified on an individual market town basis.

**Car parks – updated bands and charges, following the consultation**

Band 1	Band 2	Band 3	Band 4*	Band 5*	Band 6*	Band 7
£2.50	£1.80	£1.00	£0.70	£0.50	£0.30	Free

### Summary of changes resulting from consultation

- St Julian's Friars (Shrewsbury) changed from proposed Band 2 to recommended Band 3.
- Newport Road (Market Drayton); Gobowen Station; Crown Hotel, High Street (Albrighton), changed from consultation proposal Band 6 to recommended Band 7
- 8-hour cap for bands 4, 5 and 6
- Band 2 changed from £2.00 to £1.80

### Car parks listed by proposed band

Car Park	Town	Band
Shrewsbury On Street	Shrewsbury	Band 1
Quarry Swimming & Fitness Centre	Shrewsbury	Band 2
Ludlow On Street (Red Zone)	Ludlow	
Bridge Street	Shrewsbury	
St Austin's	Shrewsbury	
Raven Meadows	Shrewsbury	
St Julian's Friars*	Shrewsbury	Band 3
Castle Street	Ludlow	
Listley Street North & South	Bridgnorth	

Car Park	Town	Band
Sainsbury's	Bridgnorth	
Festival Square	Oswestry	
Mere side- On Street	Ellesmere	
Riverside	Bridgnorth	Band 4
Beatrice Street	Oswestry	
Frankwell Main, Riverside & Quay	Shrewsbury	
Smithfield	Bridgnorth	
Ludlow On Street (Blue Zone)	Ludlow	
Back Lane	Much Wenlock	
Galdeford Zone A	Ludlow	Band 5
Frogmore Road	Market Drayton	
Easthope Road	Church Stretton	
Queen Street	Market Drayton	
Abbey Foregate	Shrewsbury	
St Mary's Lane	Much Wenlock	
Falcons Court	Much Wenlock	

Car Park	Town	Band
Pepper Street	Whitchurch	
Castle Hill	Whitchurch	
Innage Lane	Bridgnorth	Band 6
Severn Street	Bridgnorth	
Galdeford Zone B	Ludlow	
Oswald Road	Oswestry	
Towers Lawn 1 & 2	Market Drayton	
Smithfield	Ludlow	
Oak Street	Oswestry	
Newtown	Whitchurch	
St John's Street	Whitchurch	
Brownlow Street	Whitchurch	
New Road	Much Wenslock	
Talbot, Cross, Spar bridge	Ellesmere	
High Street	Wem	
Leek Street	Wem	
Mill Street	Wem	

Car Park	Town	Band
Prees Heath HGV/Coach/Cars	Prees Heath	
Crossways	Church Stretton	
Newport Road**	Market Drayton	Band 7
Gobowen Station**	Gobowen	
Crown Hotel, High Street**	Albrighton	
Church Street	Bishops Castle	
Harley Jenkins	Bishops Castle	
Dark Lane	Broseley	
Clun	Clun	
Lloyd Street	Oswestry	
High Street	Highley	
Auction Yard	Bishops Castle	
Bridgnorth Road	Broseley	
Childe Road East & West	Cleobury Mortimer	
Corvedale Road	Craven Arms	
Newington Way	Craven Arms	
Gatacre	Oswestry	

Car Park	Town	Band
Sherrymill Hill	Whitchurch	
Church Street	Prees	