

Shropshire Council
Legal and Democratic Services
Shirehall
Abbey Foregate
Shrewsbury
SY2 6ND

Date: Tuesday, 17 July 2018

Committee: Cabinet

Date: Wednesday, 25 July 2018

Time: 12.30 pm

Venue: Shrewsbury Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

You are requested to attend the above meeting.

The Agenda is attached

Claire Porter

Head of Legal and Democratic Services (Monitoring Officer)

Members of Cabinet

Peter Nutting (Leader)
Steve Charmley (Deputy Leader)
Joyce Barrow
Lezley Picton
David Minnery
Robert Macey
Nic Laurens
Nicholas Bardsley
Lee Chapman
Steve Davenport

Deputy Members of Cabinet

Dean Carroll
Rob Gittins
Roger Hughes
Elliott Lynch
Alex Phillips
Simon Harris

Your Committee Officer is:

Jane Palmer Senior Democratic Services Officer

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AGENDA

1 Apologies for Absence

2 Disclosable Pecuniary Interests

Members are reminded that they must not participate in the discussion or voting on any matter in which they have a Disclosable Pecuniary Interest and should leave the room prior to the commencement of the debate.

3 Minutes (Pages 1 - 6)

To approve as a correct record and sign the Minutes of the Cabinet meeting held on 4 July 2018.

4 Public Question Time

To receive any questions or petitions from members of the public, notice of which has been given in accordance with Procedure Rule 14. Deadline for notification for this meeting is no later than 24 hours prior to the start of the meeting i.e. by 12.30pm on Tuesday 24 July 2018

5 Member Questions

To receive any questions of which members of the Council have given due notice, the deadline for notification for this meeting is 5.00pm on Friday 20 July 2018.

6 Scrutiny Items

To consider any scrutiny matters from Council or any of the Scrutiny Committees.

7 Treasury Management Update Quarter 4 2017/2018 (Pages 7 - 28)

Lead Member – Councillor D Minnery – Portfolio Holder for Finance

Report of the Head of Finance, Governance and Assurance [Section 151 Officer]

Contact: James Walton Tel: 01743 258915

8 Minimum Income Guarantee - Outcome of Consultation

Lead Member – Councillor L Chapman – Portfolio Holder for Adult Services, Health and Social Housing

Report of the Director of Adult Services **TO FOLLOW**

Contact: Andy Begley Tel: 01743 258911

9 Development of Specialist Educational Needs and Disability Resource Provision Within Schools

Lead Member – Councillor N Bardsley – Portfolio Holder for Children and Young People

Report of the Director of Children's Services **TO FOLLOW**

Contact: Karen Bradshaw Tel: 01743 254201

10 New Parking Strategy Framework - Traffic Regulation Order - Ludlow and Shrewsbury - Changes to On-Street Pay and Display and Loading Bays (Pages 29 - 92)

Lead Member – Councillor S Davenport – Portfolio Holder for Transport and Highways

Report of the Head of Infrastructure and Communities

Contact: Chris Edwards Tel: 01743 258912

11 New Parking Strategy Framework - Traffic Regulation Order - Changes to Off Street Parking Places around the County (Pages 93 - 184)

Lead Member – Councillor S Davenport – Portfolio Holder for Transport and Highways

Report of the Head of Infrastructure and Communities

Contact: Chris Edwards Tel: 01743 258912

12 New Parking Strategy Framework - Additional Revisions (Pages 185 - 204)

Lead Member – Councillor S Davenport – Portfolio Holder for Transport and Highways

Report of the Head of Infrastructure and Communities

Contact: Chris Edwards Tel: 01743 258912

13 Proposed Shropshire Council Better Regulation and Enforcement Policy (Pages 205 - 228)

Lead Member – Councillor J Barrow – Portfolio Holder for Communities, Waste and Regulatory Services

Report of the Director of Public Health

Contact: Professor Rod Thomson Tel: 01743 253934

14 Review of the Public Spaces Protection Order for Shrewsbury Town Centre (Pages 229 - 252)

Lead Member – Councillor J Barrow – Portfolio Holder for Communities, Waste and Regulatory Services

Report of the Director of Public Health

Contact: Professor Rod Thomson Tel: 01743 253934

15 Shrewsbury Big Town Plan - Big Town Plan Vision and Framework (Pages 253 - 302)

Lead Member – Councillor N Laurens – Portfolio Holder for Economic Growth

Report of the Head of Economic Growth

Contact: Gemma Davies Tel: 01743 258985

16 Exclusion of Public and Press

To resolve that, in accordance with the provisions of Schedule 12A of the Local Government Act 1972 and Paragraph 10.4 (3) of the Council's Access to Information Rules, the public and press be excluded from the meeting during consideration of the following item/s.

17 Paul's Moss Development, Whitchurch (Pages 303 - 330)

Lead Member – Deputy Leader and Portfolio Holder for Corporate and Commercial Support

Report of the Head of Business Enterprise and Commercial Services

Contact: Tim Smith Tel: 01743 258998

18 Tannery Development - Tenant Fit-Out

Lead Member – Deputy Leader and Portfolio Holder for Corporate and Commercial Support

Report of the Head of Business Enterprise and Commercial Services **TO FOLLOW**

Contact: Tim Smith Tel: 01743 258998

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Committee and Date

Cabinet

25 July 2018

CABINET

**Minutes of the meeting held on 4 July 2018 in the Shrewsbury Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND
12.30 pm - 1.20 pm**

Responsible Officer: Jane Palmer
Email: jane.palmer@shropshire.gov.uk Tel: 01743 257712

Present

Councillor Peter Nutting (Leader)
Councillors Steve Charmley (Deputy Leader), Joyce Barrow, Lezley Picton, David Minnery, Robert Macey, Nic Laurens, Nicholas Bardsley, Lee Chapman and Steve Davenport

12 Apologies for Absence

There were no apologies for absence.

13 Disclosable Pecuniary Interests

Councillors S Davenport, R Macey and L Picton declared interests in their local village halls. They all left the meeting during consideration of agenda item 9, Review of Non Domestic Rates Discretionary Relief and Council Tax Discretionary Discounts.

14 Minutes

RESOLVED:

That the Minutes of the Cabinet meeting held on 23 May 2018 be approved as a correct record and signed by the Leader.

15 Public Question Time

There were no public questions.

16 Member Questions

There were no Members' questions.

17 Scrutiny Items

There were no scrutiny matters for consideration.

18 Quarter 4 Performance Report for 2017/2018

The Deputy Leader and Portfolio Holder for Commercial and Corporate Support presented the report detailing the Council's performance against its key outcomes for Quarter 4 2017/2018. He drew attention to the apparent increase in road fatalities that resulted from the Police change to recording this detail, referring to the number of people involved in incidents rather than the number of actual incidents.

Responding to a Member's concerns regarding the impact of cuts in public health funding to measures for improving public health, the Portfolio Holder for Adult Services, Health and Social Housing explained that the public health budget had been cut 2.6% nationally. He added that the Council worked closely with other partners to use the ringfenced budgets to ringfenced outcomes.

The Portfolio Holder for Culture and Leisure explained that there was a national trend of reduced library visitors but she added that there had been a marked increase in digital loans. She added that the future use and location of libraries was under deliberation.

Responding to a question on the frequency of inspections of food and drink premises in Shropshire, the Portfolio Holder for Adult Services, Health and Social Housing explained that inspections were undertaken on a risk basis with those of a higher risk receiving more inspections. The Portfolio Holder for Communities, Waste and Regulatory Services undertook to provide more detail on this issue and circulate accordingly.

Responding to a Member's further comment, the Leader stated that measures to reduce car usage and increase visitors to market towns were matters for future consideration.

Referring to the need for improvement in mental health services, particularly for young people, the Portfolio Holder for Adult Services, Health and Social Housing assured Members that serious questions had been raised on this issue by the Health and Wellbeing Board and that ongoing scrutiny of this issue was vital to seek improved delivery in future. Highlighting of the issues was essential and partnership working between agencies would be promoted and encouraged in order to seek future improvement.

RESOLVED:

- i) That the key underlying and emerging issues in the reports and appendices be considered; and
- ii) That the performance portal be reviewed and any performance areas to be considered in greater detail be identified or referred to the appropriate Overview and Scrutiny Committee.

19 Financial Strategy 2019/20 to 2021/22

The Portfolio Holder for Finance presented the first financial strategy report for 2018/19 from the Head of Finance, Governance and Assurance on the Council's financial position given the increase in expenditure resulting from the approval of the amendment to the Pay and Reward Policy.

A Member commented on the merits of the increase in staff pay against the use of agency staff who would not have the same level of loyalty to the authority.

Responding to the concerns of several Members regarding the reductions in the budget for public health, the Portfolio Holder for Adult Services, Health and Social Housing reiterated that the public health ring-fenced grant had to be spent on public health outcomes with the resources being used better and work being done more efficiently; the Chief Executive added that efficiencies within the ring fenced public health grant were being sought, the spending level within the grant remained unchanged.

Members noted that authority rated very highly on public health outcomes nationally. It was further noted that the Chair of the Health and Adult Social Care Overview and Scrutiny Committee had already indicated that the Scrutiny Committee could add scrutiny of the new savings proposals, as detailed in Appendix 1 to the report, to its Work Programme.

A Member referred to paragraph 4.3 of the report and queried the measures being taken to recover outstanding debts with the CCG. The Portfolio Holder for Adult Services, Health and Social Housing commented that the new executive team at the CCG provided a window of opportunity to make progress regarding the debt and also to forge an improved working relationship.

The Leader stressed that the Council was working more efficiently and spending less with many of the savings implemented having little or no effect on public outcomes.

RESOLVED:

- i) That the financial implications identified in 2018/19 and 2019/20 from the implementation of the amended Pay and Reward Policy, be noted:
- ii) That the savings proposals to contribute towards the cost of the amended Pay and Reward Policy, as outlined in Appendix 1, be approved.

20 Review of Non Domestic Rates Discretionary Relief and Council Tax Discretionary Discounts

Councillors S Davenport, R Macey and L Picton left the meeting during consideration of this item.

The Portfolio Holder for Finance presented a report from the Head of Finance, Governance and Assurance on the Council's three yearly review of non-domestic rates discretionary relief and Council Tax discretionary discounts. He stated that a six-week consultation was to take place with a final decision being made in the early Autumn

Given the declared interests of some Members in their local village halls, he commented that the proposed changes would not affect village halls and the main aim of the review was fairness to all.

Responding to a query about the impact on social enterprise and commercial interest companies, the Portfolio Holder stressed that each case was looked at on its own merits. The Leader added that there was always an opportunity to appeal.

RESOLVED:

- i) That the Discretionary Relief Policy, detailed in Appendix A, be approved; and
- ii) That the Council's Policy for Discretionary Business Rates and Council Tax reductions be reviewed every three years.

21 Shrewsbury Business Improvement District [BID] Renewal

The Portfolio Holder for Economic Growth presented an update report from the Head of Economic Growth on the progress of the Shrewsbury BID renewal process. He paid tribute to the work of the BID team for their work and drew attention to the value of tourism to the county as a whole, Shrewsbury's purple flag safe status regarding its night time economy and the wealth of independent shops, 48% which all helped to attract visitors to the town.

Members were wholly in support of the BID and recognised the benefits to, not only Shrewsbury, but to the county as a whole. The Leader added that the Shrewsbury BID was thriving and the BID in Oswestry was also starting to grow.

RESOLVED:

- i) That it be noted that Shrewsbury BID has served notice of their intention to seek a renewal ballot to the Secretary of State and Shropshire Council;
- ii) That the draft Shrewsbury BID 2019 – 2024 business plan and renewal proposal, attached as Appendix 1, be endorsed.
- iii) That a vote in support of Shrewsbury BID's continuation in respect of the Council's voting rights for the Council owned premises in the renewal ballot be approved and authority be delegated to the Head of Business Enterprise and Commercial Services to exercise this vote.

22 Project Update and Approval: Ludlow Assembly Rooms

The Deputy Leader and Portfolio Holder for Commercial and Corporate Support presented a report from the Head of Infrastructure and Communities providing an update and seeking approval for aspects of the project at the Ludlow Assembly Rooms.

RESOLVED:

- i) That the progress that the Architect and other specialist advisors have made since the signing of the lease on 29th March 2018 be noted and that the project be formally approved for inclusion in the Council's Capital Programme;
- ii) That delegated authority be granted to the Head of Business Enterprise and Commercial Services to agree the works and the final letting of the contracts;
- iii) That delegated authority be granted to the Head of Business Enterprise and Commercial Services to progress, agree final terms and conclude the contracts process.

23 Exclusion of the Public and Press

RESOLVED:

That, in accordance with the provisions of Schedule 12A of the Local Government Act 1972, and Paragraph 10.4 (3) of the Council's Access to Information Rules, the public and press be excluded from the meeting during consideration of the following item.

24 Exempt Minutes

RESOLVED:

That the exempt Minutes of the Cabinet meeting held on 23 May 2018 be approved as a correct record and signed by the Leader.

Signed (Leader)

Date:

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Committee and Date

Cabinet

25 July 2018

TREASURY MANAGEMENT UPDATE – QUARTER 4 2017/18

Responsible Officer James Walton

e-mail: james.walton@shropshire.gov.uk

Tel: (01743) 258915

1. Summary

- 1.1. The report outlines the treasury management activities of the Council in the last quarter. It highlights the economic environment in which treasury management decisions have been made and the interest rate forecasts of the Council's Treasury Advisor, Link Asset Services. It also updates Members on the internal treasury team's performance.
- 1.2. During the fourth quarter of 2017/18 the internal treasury team achieved a return of 0.52% on the Council's cash balances, outperforming the benchmark by 0.16%. This amounts to additional income of £52,010 during the quarter which is included within the Council's outturn position in the monthly revenue monitor.

2. Recommendations

- 2.1. Members are asked to accept the position as set out in the report.

REPORT

3. Risk Assessment and Opportunities Appraisal

- 3.1. The recommendations contained in this report are compatible with the provisions of the Human Rights Act 1998.
- 3.2. There are no direct environmental, equalities or climate change consequences arising from this report.
- 3.3. Compliance with the CIPFA Code of Practice on Treasury Management, the Council's Treasury Policy Statement and Treasury Management Practices and the Prudential Code for Capital Finance together with the rigorous internal controls will enable the Council to manage the risk associated with Treasury Management activities and the potential for financial loss.

4. Financial Implications

- 4.1. The Council makes assumptions about the levels of borrowing and investment income over the financial year. Reduced borrowing as a result of capital receipt generation or delays in delivery of the capital programme will both have a positive impact of the council's cash position. Similarly, higher than benchmarked returns on available cash will also help the Council's financial position. For monitoring purposes, assumptions are made early in year about borrowing and returns based on the strategies agreed by Council in the preceding February. Performance outside of these assumptions results in increased or reduced income for the Council.
- 4.2. The Quarter 4 performance is above benchmark and has delivered additional income of £52,010 which is reflected in the Period 12 Revenue Monitor.
- 4.3. As at 31 March 2018 the Council held £92 million in investments as detailed in Appendix A and borrowing of £318 million at fixed interest rates.

5. Background

- 5.1. The Council defines its treasury management activities as "the management of the authority's investments and cash flows, its banking, money market and capital market transactions, the effective control of the risks associated with those activities, and the pursuit of optimum performance consistent with those risks". The report informs Members of the treasury activities of the Council between 1 January 2018 and 31 March 2018.

6. Economic Background

- 6.1. UK economic growth was disappointingly weak in the first half of 2017; quarter 1 came in at only 0.3% and quarter 2 was also 0.3%, which meant that growth in the first half of 2017 was the slowest for the first half of any year since 2012. The main reason for this has been the sharp increase in inflation, caused by the devaluation of sterling after the referendum, feeding increases in the cost of imports into the economy. This has caused, in turn, a reduction in consumer disposable income and spending power and so the services sector of the economy, accounting for around 75% of GDP, has seen weak growth as consumers cut back on their expenditure.
- 6.2. However, growth picked up in quarter 3 to 0.5% before dipping back to 0.4% in quarter 4. Annual growth for 2017, therefore, came in at an overall figure of 1.8%, the same as the upwardly revised figure in 2016.
- 6.3. The manufacturing sector has been the positive sector in the economy, seeing stronger growth, particularly as a result of increased demand for exports. It has helped that growth in the EU, our main trading partner, has improved significantly over the last year. However, the manufacturing sector only accounts for around 11% of GDP so expansion in this sector will have a much more muted effect on the average total GDP growth figure for the UK economy as a whole.
- 6.4. CPI inflation duly peaked at 3.1% in November 2017 as the Monetary Policy Committee (MPC) had forecast, but the February 2018 MPC forecast still

sees CPI above its target rate of 2% in two years' time. The primary reason why the MPC has become more aggressive with its wording around the pace of increases in Bank Rate is due to an emerging view that with unemployment falling to 4.3%, the lowest level since 1975, and improvements in productivity being so weak, the amount of spare capacity in the economy has also significantly diminished. In particular, the MPC has also been concerned at building pressure on rising average wage rates. It was, therefore, no surprise that the MPC increased Bank Rate by 0.25% to 0.5% in November.

- 6.5. Their forward guidance of two more increases of 0.25% by 2020 was viewed as being less than markets had expected. Unsurprisingly then, at their February 2018 meeting, the wording became more aggressive still and indicated that Bank Rate would be going up faster than had previously been indicated to the markets. Nevertheless, while there remains so much uncertainty around the Brexit negotiations, consumer spending levels and business investment, it is still far too early to be confident about how strong growth and inflationary pressures will be over the next two years, and therefore the pace of any rate increases.
- 6.6. Economic growth in the EU had been lack lustre for several years after the financial crisis despite the European Central Bank eventually cutting its main rate to minus 0.4% and embarking on a massive programme of Quantitative Easing. However, growth picked up in 2016 and now looks to have gathered ongoing substantial strength and momentum thanks to this stimulus, with an overall GDP figure for 2017 being 2.5%. Nevertheless, despite providing massive monetary stimulus, the ECB is still struggling to get inflation up to its 2% target and in March, inflation was only 1.4%. It is, therefore, unlikely to start an upswing in rates until possibly towards the end of 2019.
- 6.7. Growth in the US economy was volatile in 2015 and 2016. 2017 followed that path again with quarter 1 at 1.2%, quarter 2 at 3.1%, quarter 3 at 3.2% and quarter 4 coming in at 2.9%. The annual rate of GDP growth for 2017 was 2.3%. Unemployment in the US has also fallen to the lowest level for 17 years, reaching 4.1% in October to February, while wage inflation pressures, and inflationary pressures in general, have been building. The Federal Reserve has started on an upswing in rates with six increases since the first one in December 2015 to lift the central rate to 1.50 – 1.75%. There could be a further two or more increases in 2018. In October 2017, the Federal Reserve became the first major western central bank to make a start on unwinding Quantitative Easing by phasing in a gradual reduction in respect of reinvesting maturing debt.
- 6.8. Chinese economic growth has been weakening over successive years, despite repeated rounds of central bank stimulus and medium term risks are increasing. Major progress still needs to be made to eliminate excess industrial capacity and the stock of unsold property.
- 6.9. GDP growth has been improving during 2017 to reach an annual figure of 2.1% in quarter 4. However, it is still struggling to get inflation up to its target rate of 2% despite huge monetary and fiscal stimulus, although inflation has risen in 2018 to reach 1.5% in February. It is also making little progress on fundamental reform of the economy.

7. Economic Forecast

7.1. The Council receives its treasury advice from Link Asset Services. Their latest interest rate forecasts to 31 March 2021 are shown below:

	Jun-18	Sep-18	Dec-18	Mar-19	Jun-19	Sep-19	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20	Mar-21
Bank rate	0.75%	0.75%	1.00%	1.00%	1.00%	1.00%	1.25%	1.25%	1.25%	1.50%	1.50%	1.50%
5yr PWLB rate	2.00%	2.10%	2.10%	2.20%	2.30%	2.30%	2.40%	2.40%	2.50%	2.50%	2.60%	2.60%
10yr PWLB rate	2.50%	2.60%	2.70%	2.70%	2.80%	2.80%	2.90%	3.00%	3.00%	3.10%	3.10%	3.20%
25yr PWLB rate	2.90%	3.00%	3.10%	3.20%	3.20%	3.30%	3.30%	3.40%	3.50%	3.50%	3.60%	3.60%
50yr PWLB rate	2.70%	2.80%	2.90%	3.00%	3.00%	3.10%	3.10%	3.20%	3.30%	3.30%	3.40%	3.40%

7.2. Link Asset Services undertook a review of its interest rate forecasts in February after the quarterly Bank of England Inflation Report and MPC meeting at which the MPC kept Bank Rate unchanged at 0.5%. The MPC also gave forward guidance that they were likely to increase Bank Rate at a slightly faster rate than they had anticipated at the previous quarterly Inflation Report meeting.

7.3. A recent further review of interest rate forecasts by Link Asset Services has seen them push back the expected first Bank Rate increase from May 2018 to November 2018. This follows on from a sharp downturn of economic data since mid-February which has resulted in an initial estimate of 0.1% GDP growth in quarter 1.

7.4. Long term PWLB rates are expected to rise from 2.70% in June 2018 to 3.0% in March 2019 before steadily increasing over time to reach 3.4% by December 2020.

7.2. The overall balance of risks to economic recovery in the UK is probably even. However, given the uncertainties around Brexit in particular, but also other uncertainties, there is a wide diversity of possible outcomes for the strength of economic growth and inflation, and the corresponding speed with which Bank Rate could go up.

8. Treasury Management Strategy

8.1. The Treasury Management Strategy (TMS) for 2017/18 was approved by Full Council on 23 February 2017. The Council's Annual Investment Strategy, which is incorporated in the TMS, outlines the Council's investment priorities as the security and liquidity of its capital.

8.2. The Council aims to achieve the optimum return on investments commensurate with the proper levels of security and liquidity. In the current economic climate it is considered appropriate to keep investments short term (up to 1 year), and only invest with highly credit rated financial institutions using Link's suggested creditworthiness approach, including sovereign credit rating and Credit Default Swap (CDS) overlay information provided by Link. The Treasury Team continue to take a prudent approach keeping investments short term and with the most highly credit rated organisations. This approach has been endorsed by our external advisors, Link.

- 8.3. In the fourth quarter of 2017/18 the internal treasury team outperformed its benchmark by 0.16%. The investment return was 0.52% compared to the benchmark of 0.36%. This amounts to additional income of £52,010 during the quarter which is included in the Council's outturn position in the monthly revenue monitor.
- 7.4. A full list of investments held as at 31 March 2018, compared to Link's counterparty list, and changes to Fitch, Moody's and Standard & Poor's credit ratings are shown in Appendix A. None of the approved limits within the Annual Investment Strategy were breached during the fourth quarter of 2017/18. Officers continue to monitor the credit ratings of institutions on a daily basis. Delegated authority has been put in place to make any amendments to the approved lending list.
- 7.5. As illustrated in the economic forecast section above, investment rates available in the market have improved slightly during the quarter following the 0.25% increase in bank base rate in November 2017. The average level of funds available for investment purposes in the fourth quarter of 2017/18 was £129 million.

9. Borrowing

- 9.1. It is a statutory duty for the Council to determine and keep under review the "Affordable Borrowing Limits". The Council's approved Treasury and Prudential Indicators (affordability limits) are included in the approved Treasury Management Strategy. A list of the approved limits is shown in Appendix B. The Prudential Indicators were not breached during the fourth quarter of 2017/18 and have not been previously breached. The schedule at Appendix C details the Prudential Borrowing approved and utilised to date.
- 9.2. Link's target rate for new long term borrowing (50 years) for the fourth quarter of 2017/18 was 2.6%. No new external borrowing has been undertaken in 2017/18. The low and high points during the quarter can be seen in the table below.

	1 Year	5 Year	10 Year	25 Year	50 Year
Low	1.20%	1.58%	2.08%	2.56%	2.27%
Date	02/01/2018	05/01/2018	05/01/2018	28/03/2018	27/03/2018
High	1.50%	2.00%	2.51%	2.90%	2.61%
Date	26/03/2018	15/02/2018	15/02/2018	15/02/2018	15/02/2018
Average	1.36%	1.83%	2.30%	2.73%	2.44%

not include items containing exempt or confidential information)

Cabinet, 6 September 2017, Treasury Management Update Quarter 1 2017/18

Cabinet, 6 December 2017, Treasury Management Update Quarter 2 2017/18

Cabinet, 14 February 2018, Treasury Management Update Quarter 3 2017/18

Council, 23 February 2017, Treasury Strategy 2017/18.

Cabinet Member:

David Minnery, Portfolio Holder for Finance

Local Member

N/A

Appendices

A. Investment Report as at 31 March 2018

B. Prudential Limits

C. Prudential Borrowing Schedule

Shropshire Council

Monthly Investment Analysis Review

March 2018

Monthly Economic Summary

General Economy

The first key economic release of the month was the February Manufacturing Purchasing Managers' Index (PMI) survey. This dropped to an eight-month low of 55.2 from 55.3 in January, despite a marked upturn in new orders. The headline figure did, however, beat the average forecast of 55.0. Furthermore, underlying data within the survey showed that factory order growth is the strongest it has been since November and that 56% of manufacturers expect to raise production over the coming year. Meanwhile, construction PMI picked up slightly in February – but uncertainty continues to weigh on order books. The figure rose to 51.4 from 50.2 in January, ahead of even the most optimistic of forecasts. Services PMI also perked up, jumping to a four-month high of 54.5 from 53.0; with new orders rising at their fastest rate since May last year. The combination of the three surveys reinforced market expectations that the Bank of England (BoE) will raise interest rates again in their May meeting.

Elsewhere, trade balance data led to the suggestion that Britain's economy remains on a slow trajectory ahead of Brexit. Britain went from being the fastest-growing G7 economy in 2016 to the weakest last year as the Brexit vote weighed on household spending and corporate investment. Manufacturing output inched up 0.1% in January after a 0.3% rise in December – weaker than a poll forecasting 0.2%. This latest reading left the three month rate at 0.9%, the weakest pace since mid-2017.

Painting a slightly more cheerful picture, British inflation was weaker than expected in February as the impact of the Brexit vote finally faded from the figures, easing some of the squeeze on consumers who have seen their rising pay flag behind rising prices. The annual Consumer Price Index (CPI) rate rose by 2.7% in February, down from 3.0% previously and the weakest increase since July of last year. This provided further evidence that Britain's inflation peaked after hitting its highest level in five years of 3.1% in November 2017. Many of the early 2017 price increases due to the previous depreciation of the pound have started to work through the system, with petrol prices falling on the month and food prices rising more slowly than in February 2017 – all contributing to a lower inflation figure.

Unemployment edged back down to its four-decade low of 4.3% in February having briefly risen to 4.4% in January. The number of people in work grew by 168,000 in the three months to January – double the rise predicted in a poll of economists. Paired with that, British workers overall pay rose at the fastest pace in nearly two-and-a-half years over the three months to January – also increasing chances that the BoE will raise the cost of borrowing in May. Total earnings, including bonuses, rose annually by 2.8% in the three months to January compared with an upwardly revised 2.7% rise in the three months to December. Excluding bonuses, wages rose by 2.6%, a slight pick-up from the 2.5% seen in the three months to December. An expected steady increase in pay growth was a major reason why the BoE said in February that it expected interest rates to rise faster than they thought a few months previously.

Switching to public finance data, Public Sector Net Borrowing (PSNB) excluding public sector banks increased by £2.5bn to £4.2bn in

Switching to public finance data, Public Sector Net Borrowing (PSNB) excluding public sector banks increased by £2.5bn to £1.3bn in February 2018, compared to February 2017. Public Sector Net Debt (PSND) excluding public sector banks was £1,762.6bn at the end of February 2018, equivalent to 85.1% of gross domestic product (GDP) – an increase of £68.1bn (+0.9%) on February 2017. In summary, PSNB excluding public sector banks is currently tracking below that of the last financial year with the Office for Budget Responsibility's (OBR) revising their official forecast for the current financial year down to £45.2bn from £49.9bn at the spring statement.

The Monetary Policy Committee (MPC) voted to keep interest rates unchanged, however two of its policy makers (Ian McCafferty and Michael Saunders) voted for an immediate rate rise. Minutes from the meeting said that “ongoing tightening” was likely to be needed to return inflation back to target; adding strength to Mark Carney's comments last month that “rates might need to go up faster than expected”.

Rounding off the month, the final estimate for Q4 GDP was left unrevised at 0.4% on a quarterly basis and 1.4% on an annual basis, matching consensus expectations. Additionally, growth in business investment was revised up to 0.3% from 0%; as a whole, net trade made its first positive contribution to growth since 2012.

In the Eurozone, the final reading of Q4 GDP was left unrevised at 0.6%, slightly lower than Q3's 0.7%. The expansion was driven mainly by net exports. Annual growth was also confirmed at 2.7% for Q4, with growth for the Eurozone economy for 2017 as a whole increasing by 2.5%. Following their March meeting, the European Central Bank's (ECB) only change was the removal of their previous pledge to “increase the Asset Purchase Programme (AAP) in terms of size and/or duration” if needed. Eurozone inflation fell to 1.1% in February, down from the 1.3% seen in January with the highest contribution to inflation coming from services, followed by food. Lastly, Eurozone unemployment held steady in January at 8.6%, the lowest rate recorded in the Eurozone since December 2008.

The US saw a significant 313,000 increase in non-farm payrolls in February (the biggest in 18 months) together with a 54,000 positive revision to gains in the preceding two months. Unemployment, however, remained unchanged at 4.1% as an increase in people actually looking for work (the “participation rate”) offset the actual increase in jobs. Boosted by a surge in clothing prices, inflation posted a 0.2% monthly gain for February and a 2.2% annual rise, from 0.5% and 2.1% respectively the month prior. These strong figures paved the way for the Fed's unanimous decision to raise interest rates by another 25 basis points to 1.50%-1.75%, with comments reiterating the need for “further gradual” hikes. The final estimate for Q4 GDP was revised upwards to a 2.9% annualised rate, from the previously reported 2.5%. The upward revision reflected a lower level of inventory reduction through the quarter.

Sterling opened the month at \$1.377 against the US Dollar and closed the month at \$1.402. Against the Euro, Sterling opened at €1.122 and closed at €1.138.

Housing

Nationwide revealed house prices unexpectedly fell during March, down 0.2% on the month. Annually, house prices rose 2.1% - weaker than forecasts of 2.6% and slowing from February’s 2.2% increase. Elsewhere, Halifax reported that at 1.8%, house prices rose at their slowest pace in nearly five years in the three months to February. This was a drop from the 2.2% recorded the month prior, while in monthly terms, prices rose by 0.4%.

Forecast

Neither Link Asset Services (LAS) nor Capital Economics (CE) changed their bank rate forecasts during March. LAS suggest that the next interest rate rise will be to 0.75% in Q2 2018, with further rises of 25 basis points in Q4 2018 and again in Q4 2019. Capital Economics’ forecasts continue to suggest further rises of 25 basis points in Q2 2018, Q3 2018, Q4 2018, Q2 2019 and Q4 2019.

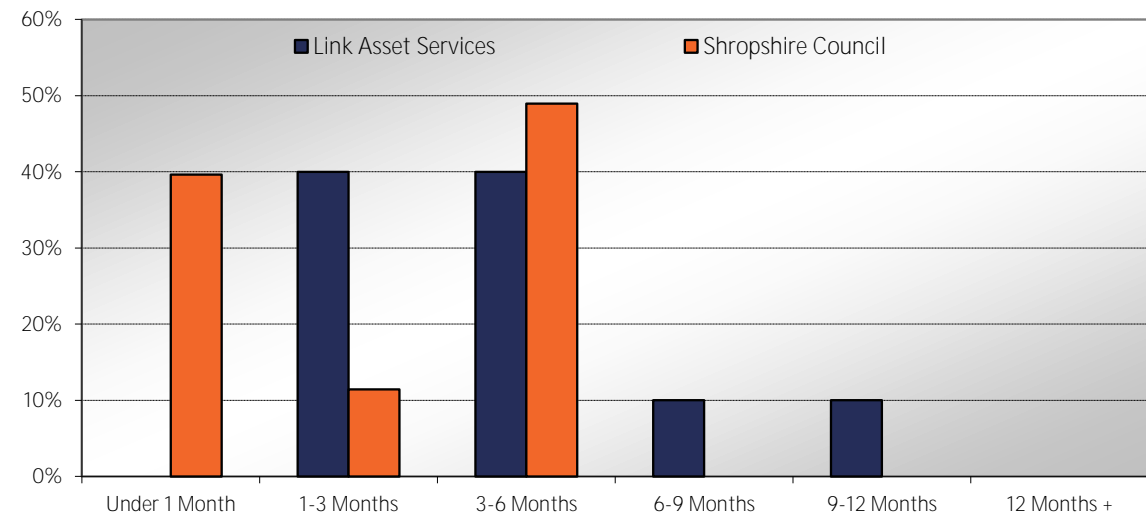
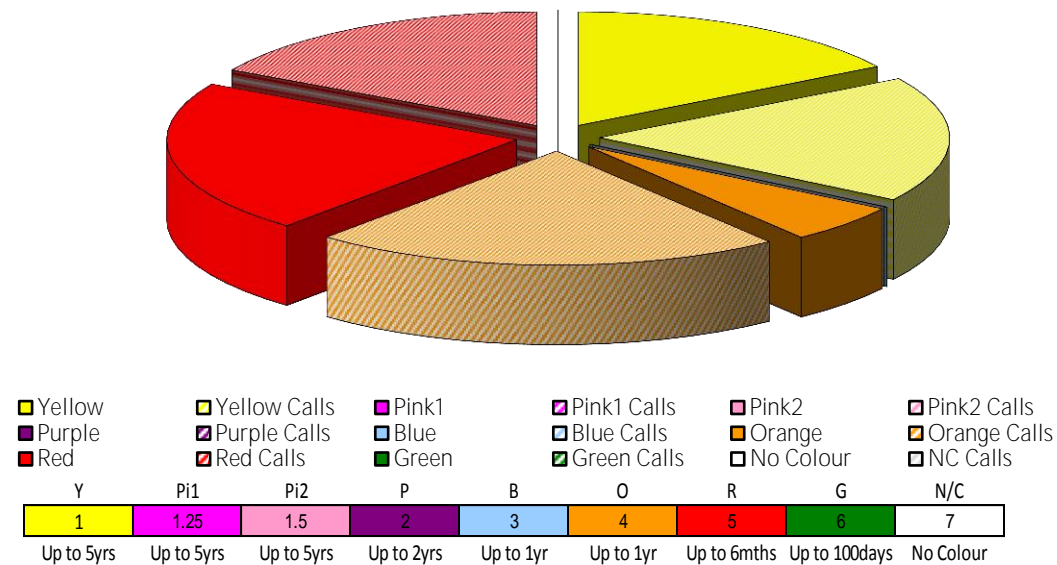
Bank Rate	Jun-18	Sep-18	Dec-18	Mar-19	Jun-19
Link Asset Services	0.75%	0.75%	1.00%	1.00%	1.00%
Capital Economics	0.75%	1.00%	1.25%	1.25%	1.50%

Shropshire Council

Current Investment List

	Borrower	Principal (£)	Interest Rate	Start Date	Maturity Date	Lowest Long Term Rating	Historic Risk of Default
	MMF Insight	3,330,000	0.44%		MMF	AAA	0.000%
	MMF Standard Life	13,090,000	0.46%		MMF	AAA	0.000%
	HSBC Bank plc	20,000,000	0.80%		Call	AA-	0.000%
	Barclays Bank Plc	500,000	0.57%		Call32	A	0.005%
	Lancashire County Council	5,000,000	0.61%	15/05/2017	14/05/2018	AA	0.003%
	Goldman Sachs International Bank	5,000,000	0.68%	07/12/2017	07/06/2018	A	0.010%
	Santander UK Plc	15,000,000	0.60%		Call95	A	0.015%
	Barclays Bank Plc	5,450,000	0.49%	15/01/2018	16/07/2018	A	0.017%
	Coventry Building Society	5,000,000	0.55%	17/01/2018	17/07/2018	A	0.017%
	Barclays Bank Plc	4,550,000	0.49%	17/01/2018	17/07/2018	A	0.017%
	North Lanarkshire Council	5,000,000	0.60%	24/01/2018	24/07/2018	AA	0.007%
	Lloyds Bank Plc	5,000,000	0.60%	25/01/2018	25/07/2018	A	0.018%
	Slough Borough Council	5,000,000	0.60%	09/02/2018	09/08/2018	AA	0.008%
	Total Investments	£91,920,000	0.61%				0.008%

Portfolio Composition by Link Asset Services' Suggested Lending Criteria



Portfolios weighted average risk number =

3.36

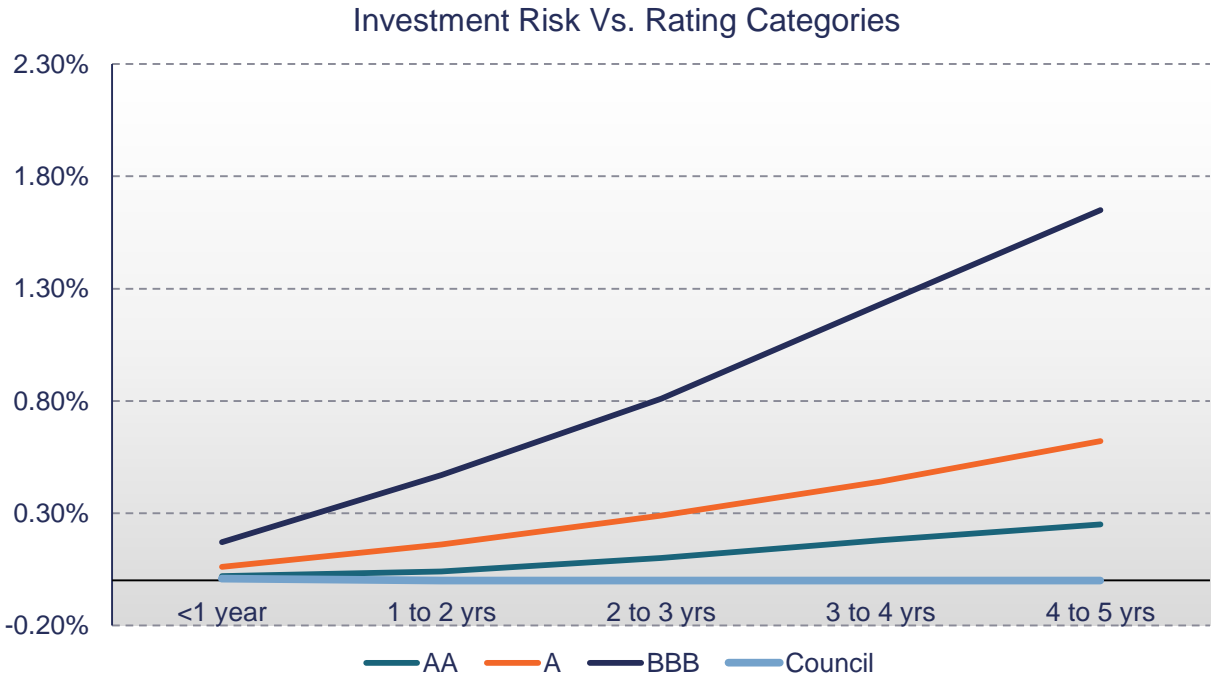
WARoR = Weighted Average Rate of Return

WAM = Weighted Average Time to Maturity

	% of Portfolio	Amount	% of Colour in Calls	Amount of Colour in Calls	% of Call in Portfolio	WARoR	WAM	WAM at Execution	Excluding Calls/MMFs/USDBFs	
									WAM	WAM at Execution
Yellow	34.18%	£31,420,000	52.26%	£16,420,000	17.86%	0.53%	46	116	97	242
Pink1	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
Pink2	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
Purple	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
Blue	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
Orange	27.20%	£25,000,000	80.00%	£20,000,000	21.76%	0.76%	23	36	116	181
Red	38.62%	£35,500,000	43.66%	£15,500,000	16.86%	0.57%	96	143	98	182
Green	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
No Colour	0.00%	£0	0.00%	£0	0.00%	0.00%	0	0	0	0
	100.00%	£91,920,000	56.48%	£51,920,000	56.48%	0.61%	59	105	100	204

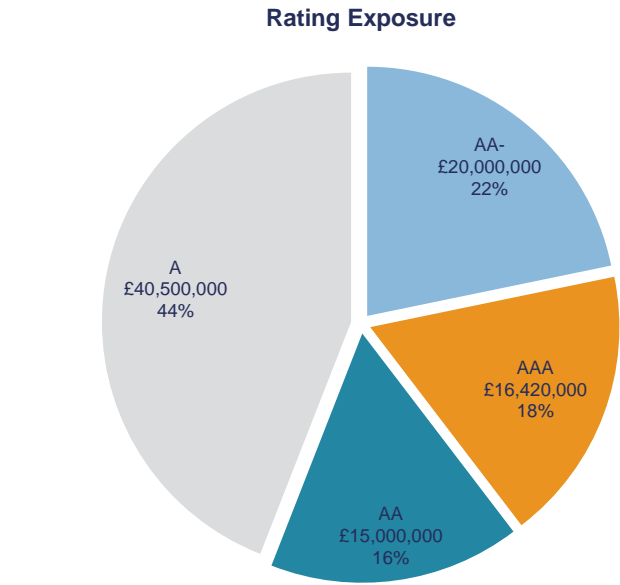
Shropshire Council

Investment Risk and Rating Exposure



Historic Risk of Default

Rating/Years	<1 year	1 to 2 yrs	2 to 3 yrs	3 to 4 yrs	4 to 5 yrs
AA	0.02%	0.04%	0.10%	0.18%	0.25%
A	0.06%	0.16%	0.29%	0.44%	0.62%
BBB	0.17%	0.47%	0.81%	1.23%	1.65%
Council	0.008%	0.000%	0.000%	0.000%	0.000%



Historic Risk of Default
This is a proxy for the average % risk for each investment based on over 30 years of data provided by Fitch, Moody's and S&P. It simply provides a calculation of the possibility of average default against the historical default rates, adjusted for the time period within each year according to the maturity of the investment.

Chart Relative Risk
This is the authority's risk weightings compared to the average % risk of default for "AA", "A" and "BBB" rated investments.

Rating Exposures
This pie chart provides a clear view of your investment exposures to particular ratings.

Shropshire Council

Monthly Credit Rating Changes FITCH

Date	Update Number	Institution	Country	Rating Action
01/03/2018	1589	Nationwide Building Society	United Kingdom	Long Term Rating downgraded to 'A' from 'A+', Outlook changed to Stable from Negative. Short Term Rating affirmed.
21/03/2018	1592	Abbey National Treasury Services Plc	United Kingdom	Long Term and Short Term Ratings affirmed, Long Term Rating removed from Positive Watch and placed on Stable Outlook.

Shropshire Council

Monthly Credit Rating Changes MOODY'S

Date	Update Number	Institution	Country	Rating Action
08/03/2018	1590	Goldman Sachs International Bank	United Kingdom	Long Term and Short Term Ratings affirmed, Outlook on Long Term Rating changed to Negative from Stable.
28/03/2018	1593	Cooperatieve Rabobank U.A.	Netherlands	Long Term Rating downgraded to 'Aa3' from 'Aa2', Outlook changed to Stable from Negative. Short Term Rating affirmed.

Shropshire Council

Monthly Credit Rating Changes S&P

Date	Update Number	Institution	Country	Rating Action
01/03/2018	1588	Nationwide Building Society	United Kingdom	Long Term Rating affirmed at 'A', Outlook changed to Positive from Stable. Short Term Rating affirmed at 'A-1'.
19/03/2018	1591	NRW.BANK	Germany	Long Term and Short Term Ratings affirmed, Outlook on Long Term Rating changed to Positive from Stable.

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Appendix B

Prudential Indicators – Quarter 4 2017/18

Prudential Indicator	2017/18 Indicator £m	Quarter 1 – Actual £m	Quarter 2 – Actual £m	Quarter 3 – Actual £m	Quarter 4 – Actual £m
Non HRA Capital Financing Requirement (CFR)	295*	255	255	255	287
HRA CFR	85	85	85	85	85
Gross borrowing	318	324	318	318	318
Investments	160	151	150	158	92
Net borrowing	158	173	168	160	226
Authorised limit for external debt	463	324	318	318	318
Operational boundary for external debt	400	324	318	318	318
Limit of fixed interest rates (borrowing)	463	324	318	318	318
HRA debt Limit	96	85	85	85	85
Limit of variable interest rates (borrowing)	232	0	0	0	0
Principal sums invested > 364 days	40	0	0	0	0
Maturity structure of borrowing limits	%	%	%	%	%
Under 12 months	15	2	2	2	2
12 months to 2 years	15	2	1	1	1
2 years to 5 years	45	6	5	5	5
5 years to 10 years	75	2	2	2	2
10 years to 20 years	100	32	33	33	36
20 years to 30 years	100	24	24	24	23
30 years to 40 years	100	17	17	17	15
40 years to 50 years	100	7	7	7	7
50 years and above	100	8	9	9	9

* Based on period 12 Capital Monitoring report including Shrewsbury Shopping Centres

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Capital Financing 2018/19 - Period 2

Prudential Borrowing Approvals	Date Approved	Amount Approved £	Applied (Spent) 2006/07 £	Applied (Spent) 2007/08 £	Applied Outturn 08/09 2008/09 £	Applied Outturn 09/10 2009/10 £	Applied Outturn 10/11 2010/11 £	Applied Outturn 11/12 2011/12 £	Applied Outturn 12/13 2012/13 £	Applied Outturn 17/18 2017/18 £	Budgeted Period 2 18/19 2018/19 £	First year MRP Charged	Asset Life	Final year MRP Charged
Monkmoor Campus	24/02/2006	3,580,000												
Capital Receipts Shortfall -Cashflow Applied:	24/02/2006	5,000,000												
Monkmoor Campus			3,000,000		0							2007/08	25	2031/32
William Brooks					0		3,580,000					2011/12	25	2035/36
Tem Valley					2,000,000							2010/11	35	2044/45
		8,580,000	3,000,000	0	2,000,000	0	3,580,000	0	0	0	0			
Highways	24/02/2006	2,000,000	2,000,000									2007/08	20	2026/27
Accommodation Changes	24/02/2006	650,000	410,200	39,800								2007/08	6	2012/13
Accommodation Changes - Saving	31/03/2007	(200,000)												
		450,000	410,200	39,800	0	0	0	0	0	0	0			
The Ptarmigan Building	05/11/2009	3,744,000				3,744,000						2010/11	25	2034/35
The Mount McKinley Building	05/11/2009	2,782,000				2,782,000						2011/12	25	2035/36
The Mount McKinley Building	05/11/2009	0					-					2011/12	5	2015/16
Capital Strategy Schemes - Potential Capital Receipts shortfall - Desktop Virtualisation	25/02/2010	187,600				187,600	-	-	-	-	-	2010/11	25	2014/15
							-					2010/11	5	2014/15
Carbon Efficiency Schemes/Self Financing	25/02/2010	1,512,442					115,656	1,312,810	83,976	-	-	2011/12	5	2017/18
Transformation schemes		92,635						92,635	-			2012/13	3	2014/15
Renewables - Biomass - Self Financing	14/09/2011	92,996						82,408	98,258			2014/15	25	2038/39
Solar PV Council Buildings - Self Financing	11/05/2011	56,342						1,283,959	124,584			2013/14	25	2038/39
Depot Redevelopment - Self Financing	23/02/2012	0							-			2014/15	10	2023/24
Oswestry Leisure Centre Equipment - Self Financing	04/04/2012	124,521						124,521				2012/13	5	2016/17
Leisure Services - Self Financing	01/08/2012	711,197							711,197			2013/14	5	2016/17
Mardol House Acquisition	26/02/2015	4,160,000										2015/16	25	2039/40
Mardol House Adaptation and Refit	26/02/2015	3,340,000								-	-	2016/17	25	2041/41
Oswestry Leisure Centre Equipment - Self Financing	01/08/2012	300,000								274,239	25,761	2018/19	5	2022/23
The Tannery Development	22/06/2017	6,000,000									6,000,000	2019/20	25	2043/44
Car Parking Strategy Implementation		1,197,000									1,197,000	2018/19	5	2022/23
JPUT - Investment in Units re Shrewsbury Shopping Centres		52,731,922								52,731,922		2018/19	25	2042/43
Previous NSDC Borrowing		955,595			821,138	134,457						2009/10	5/25	
		89,018,249	5,410,200	39,800	2,821,138	6,848,057	3,695,656	2,896,333	1,018,015	53,006,161	7,222,761			

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Committee and Date

Cabinet

25 July 2018

New Parking Strategy Framework Traffic regulation Order (TRO) decision report: Ludlow and Shrewsbury - Changes to On-Street Pay and Display and Loading

Responsible Officer Chris Edwards, Head of Infrastructure & Communities
e-mail: chris.edwards@shropshire.gov.uk Tel: 01743 258912

1.0 Summary

- 1.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy Framework.
- 1.2 This report relates to Shropshire Council's statutory requirement to advertise proposals to make Traffic Regulation Order (TRO) and give due consideration to the comments and objections received before making an Order. This report considers the responses received during the recent formal consultation relating to proposed changes to on-street pay and display, and loading TRO in Ludlow and Shrewsbury. The existing TRO relating to on street parking is the Shropshire Council (Prohibition and Restriction of Waiting and Parking Places) Order 2011. It is proposed to make an order to amend this TRO.
- 1.3 Managed car parking is important to the vitality of our town centres. Ensuring that customers and visitors have a range of options when choosing to visit and use the town is critical. Encouraging on street parking to be used for quick and convenient access to the town centre for those convenience led trips, allowing regular movement and flow in the town centre and directing longer stay shoppers and workers to the designated car parks will help encourage sustainable use of car parks and encourage more pedestrian movement in and around the town centres.

2.0 Recommendations

2.1 It is recommended that approval is given for the making of the required Traffic Regulation Order for the proposed changes to On-Street Pay and Display and Loading in Ludlow and Shrewsbury as follows:

- i. To extend the hours of operation and charging on all on-street pay & display parking places, and the hours of operation of the loading bays to 8pm, within the Shrewsbury town centre river loop.
- ii. To extend the hours of operation and charging on all shared use pay and display /residents parking permit parking places within the Red Controlled Parking Zone (CPZ) to 8pm within Ludlow town centre.
- iii. The introduction of standard banding levels and new linear hourly tariffs in Ludlow as proposed within the Red CPZ and Blue area shared use pay and display /residents parking permit on-street parking places.
- iv. To remove all existing restrictions on periods of maximum stay and minimum return within the Red CPZ and Blue area shared use pay and display /residents parking permit parking places in Ludlow.
- v. To provide a free 5-minute concessionary parking period in both Shrewsbury and Ludlow town centres, within all the on street pay & display parking places.

REPORT

3.0 Risk Assessment and Opportunities Appraisal

- 3.1 This report only deals with recommendations related to changes to the Traffic Regulation Order (TRO) for Prohibition and Restriction of Waiting and Parking Places in Ludlow and Shrewsbury. A phased rollout of the overall parking strategy is proposed and continuity in delivery of the overall strategy must be maintained if potential efficiencies and influences are to be achieved. Requirements to monitor and review parking capacity and the need to respond effectively with improvements such as the enhancement of the park and ride services in Ludlow and Shrewsbury needs to be recognised.
- 3.2 Identified risks specific to the changes to Traffic Regulation Order (TRO) for Prohibition and Restriction of Waiting and Parking Places in Ludlow and Shrewsbury are detailed in the table below:

Proposal	Risk	Mitigation Measure
Setting of standard banding levels and introduce linear pricing in on-street parking places in Ludlow	Change in parking behaviour is greater or less than anticipated.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width or tariff. And /or respond with implementation of additional measures such as improvement to park and ride service.
Removal of existing restrictions on periods of maximum stay and minimum return to on street pay and display parking places in Ludlow	Excessive long stay parking results with a lack of turnover and a continued lack of availability of space for on-street resident parking.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width or tariff.
Existing permitted concessionary parking period reduced to 5 minutes., meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.	Challenge to receipt of Penalty Charge Notices (PCN)	Ensure consistency with enforcement procedures are maintained. Review code of practice.

4.0 Financial Implications

- 4.0 The estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework are detailed within the January 17th 2018 Cabinet report.

5.0 Background

- 5.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy framework and included a total of 22 recommendations.
- 5.2 The procedures for making Traffic Regulation Orders are set out in the Local Authorities' Traffic Order (Procedure) (England and Wales) Regulations 1996 (as amended). In accordance with those procedures

before making the required Traffic Regulation Orders (TRO) to on-street parking places and loading, a formal consultation relating to proposed changes to on-street pay and display, and loading in Ludlow and Shrewsbury was undertaken between the 9th and 30th May 2018.

- 5.3 This report relates to Shropshire Council's statutory requirements to give due consideration to the comments and objections received during the formal consultation following the publication of the proposed TRO changes.
- 5.4 The proposed changes to on-street pay and display, and loading in Ludlow and Shrewsbury relate to implementation of approved recommendations i, ii, iii, v and viii to x of the 17th January 2018 Cabinet report. The proposed TRO changes formally consulted on are summarised below:
- a) Within the Shrewsbury town centre river loop, it is proposed to extend the hours of operation and charging on all pay & display parking places, and the hours of operation of the loading bays to 8pm.
 - b) Within Ludlow town centre it is proposed to extend the hours of operation and charging on all pay & display parking places within the Red Controlled Parking Zone (CPZ) to 8pm.
 - c) Within all the pay & display parking places in Ludlow town centre (Red controlled parking zone and the Blue area) it is proposed to introduce standard banding levels and new tariffs for parking. This will include the introduction of tariffs charged at a linear hourly rate enabling customers only to have to pay for the period of parking they require.
 - d) Within all the pay & display parking places in Ludlow town centre (Red controlled parking zone and the Blue area) it is proposed to remove all existing restrictions on periods of maximum stay and minimum return.
 - e) In both Shrewsbury and Ludlow town centres, within all the pay & display, on-street parking places, it is proposed to provide a free 5-minute concessionary parking period.
- 5.5 These changes are intended to improve overall parking service provision, promote the efficient use and management of car parks and be a contributing factor in reducing carbon emissions, improving air quality, minimising congestion and improve vibrancy in market towns.
- 5.6 It should be noted that there are two proposals relating to approved recommendations i and ii, of the 17th January 2018 Cabinet report that have been excluded from this round of on-street TRO consultation and are summarised as follows:

- 1) All strategy proposals for the on-street pay and display bays on Mereside, Ellesmere, have been omitted. Following on from approval for this proposal, concerns have been raised with regards to the proposed concessions on Sundays and the need to promote off street parking in nearby off -street car parks. A further round of public consultation on a revised proposal to remove the proposed concessions on Sundays from the Parking Strategy has recently been completed and will be reported to Cabinet in due course.
 - 2) The proposals for band 1 linear tariffs and removal of periods of maximum stay and minimum return in the Shrewsbury on-street pay and display bays have been omitted. To improve customer service alternative tariff and minimum vend options are under consideration. Again, a further round of public consultation with options and a revised proposal for the Parking Strategy has recently been completed.
- 5.7 At the above locations the existing tariffs and restrictions are to remain in the interim and the findings of the public consultation regarding those changes to the Parking Strategy will be reported to Cabinet prior to further TRO consultation to implement any agreed changes to the Parking Strategy.
- 5.8 Please note that in accordance with the statutory procedures for the implementation of the TRO's, proposed changes relating to off street parking places (car parks) will be considered independently and as such two separate consultations have been undertaken for on and off-street TRO proposals and two separate Cabinet reports have been prepared.

6.0 Consideration of comments and objections received to the formal TRO proposals during the consultation period

- 6.1 A full list of comments and objections received to the on -street parking places TRO consultations undertaken in relation to the Parking Strategy implementation are shown in appendix 1.
- 6.2 Proposal to extend the hours of operation and charging on all pay & display parking places, and the hours of operation of the loading bays, to 8pm within the Shrewsbury town centre river loop.
- 6.2.1 A total of 45 comments have been received relating to these proposals of which 45 are objections.
- 6.2.2 A total of 30 objections are considered to specifically relate to the extension of hours on all pay & display parking places and a total of 15 objections are considered to specifically relate to the extension of hours of operation of the loading bays.

- 6.2.3 There is concern from residents within the river loop that they and their visitors will no longer be able to park free of charge after 6pm. Currently residents are able to come home after 6pm, and park up overnight. Although concessions are available for residents to park in off street carparks such as St Julian's, there is concern that these carparks can be some distance walk away from their properties and that ferrying children to night time activities for example will become problematic.
- 6.2.4 There is deep concern from businesses that this proposal will be detrimental to the night time economy, damage trade and footfall. Many workers in the hospitality business are within the low-income bracket and rely on free parking in the town.
- 6.2.5 Many express the view that the introduction of evening charges will impact on people's decision to visit the town, that there is a lack of public transport.
- 6.2.6 There is recognition of the potential benefits of the proposals, improving vibrancy, reducing congestion, noise and air pollution.
- 6.2.7 The requirement to retain some free parking to fulfil the needs of visitors, residents and for evening workers was identified during the original public consultation exercise last year and resulted in changes to the proposals to allow free parking after 6.00pm in both St Julian's carpark (within the loop) and Abbey Foregate carpark.
- 6.2.8 There are benefits to extending the hours of operation and charging on all on-street pay & display and loading bays to 8pm. On street parking will be better managed with visitors encouraged to use off street carparks, the potential future availability of Raven Meadows multi storey carpark 24/7 will work hand in hand with this.
- 6.2.9 The original public consultation identified a need to ensure improved availability of loading for night time deliveries and out of hours maintenance works etc.
- 6.2.10 The original public consultation also identified the shortfalls in the existing park and ride service, the need to improve availability of public transport and other options in the evenings. A review of these services was included as a recommendation within the strategy and is programmed to commence in the forthcoming months.
- 6.2.11 A reduction in on-street parking will improve access and availability for Blue badge holders who are able to park unrestricted and free of charge in pay and display bays.
- 6.2.12 It is recommended that approval is granted for the making of the required TRO to extend the hours of operation and charging on all

pay & display parking places, and to extend the hours of operation of the loading bays to 8pm within the Shrewsbury town centre river loop.

- 6.3 Within Ludlow town centre it is proposed to extend the hours of operation and charging on all pay & display parking places within the red controlled parking zone (CPZ) to 8pm.
- 6.3.1 A total of 28 comments has been received relating to these proposals of which 27 are objections.
- 6.3.2 There is agreement from some residents within the Ludlow Controlled Parking Red Zone (CPZ) that this proposal will improve availability of parking for residents in the evening. Residents sometimes find it impossible to park and can come home after 6pm unable to find a space. However, some residents consider the proposals to extend the hours of operation and charging will penalise those who live in the town.
- 6.3.3 As with Shrewsbury there is concern that this proposal will be detrimental to the night time economy, damage trade and footfall and impact on workers. Ludlow is dependent on people coming in to the town and spending money, and the view is again expressed that the introduction of evening charges will impact on people's decision to visit.
- 6.3.4 There is concern that events and activities held in the town that commence before 8.00pm in the evening, such as films and other events at the Assembly Rooms and concerts at locations such as St Laurence's and the Methodist Church will be penalised. There is also fear that evening charges will deter visitors and the volunteers upon which the Ludlow Assembly Rooms depend.
- 6.3.5 The current lack of public transport in the town after 5.30pm is also highlighted as opposition to this proposal.
- 6.3.6 The local Councillor for the Ludlow North division, which incorporates the town, Councillor Boddington is opposed to the proposed extension of on-street parking restrictions until 8pm in the Red CPZ given the above concerns.
- 6.3.7 There is a view including that of West Mercia Police that the introduction of these extended restrictions and charging could result in people starting to park dangerously to avoid payment.
- 6.3.8 The main benefit to extending the hours of operation and charging on all pay & display and loading bays from 6pm to 8pm is that on-street parking and hence the highway network will be better managed with improved availability for residents and visitors encouraged to use off street car parks.

- 6.3.9 The requirement to retain some free evening parking to fulfil the needs of visitors, people attending events, activities and night time workers was identified during the original consultation exercise last year and resulted in the dropping of proposals to charge for parking between 6.00pm and 8.00pm in all car parks across the county except for Band 2 car parks (car parks within the Shrewsbury river loop excluding St Julian's Friar's) and the 3 Frankwell car parks in Shrewsbury. Hence it is now proposed to allow free parking after 6.00pm in all off -street car parks in Ludlow including Castle Street.
- 6.3.10 Whereas Blue badge holders will continue to be able to park unrestricted and free of charge in on-street pay and display bays with potentially increased availability closer to their intended destination, those people with mobility issues who do not qualify for the Blue badge scheme will be forced to either pay to park on street or use off street car parks further away from their destination.
- 6.3.11 With the introduction of these proposals and given the issue highlighted by West Mercia Police that the introduction of these proposals could result in people starting to park dangerously to avoid payment, there will be a need to both introduce an appropriate level of enforcement and carefully review existing restrictions with due regard afforded to preventing obstruction and maintaining access for emergency vehicles.
- 6.3.12 There is some recognition of the potential benefits of the proposals, reducing congestion, noise and air pollution.
- 6.3.13 It is recommended that approval is granted for the making of the required TRO to extend the hours of operation and charging on all pay & display parking places within the red controlled parking zone (CPZ) from 6pm to 8pm within Ludlow town centre.
- 6.4 Within all the pay & display on-street parking places in Ludlow town centre (Red controlled parking zone and the Blue area) it is proposed to introduce standard banding levels and new tariffs for parking. This will include the introduction of tariffs charged at a linear hourly rate enabling customers only to have to pay for the period of parking they require.
- 6.4.1 A total of 48 comments has been received relating to these proposals all of which are objections.
- 6.4.2 There is concern that the proposed increases in tariffs are being proposed as a revenue generator, the proposed tariff of £1.80/ hour for parking within the shared use pay and display /residents parking permit on-street parking places is considered too expensive and will have a grave impact on the market economy. There are many independent stores in the town that rely on regular visitors not just

tourists and the concerns are that people will no longer visit because it is not worth paying for parking.

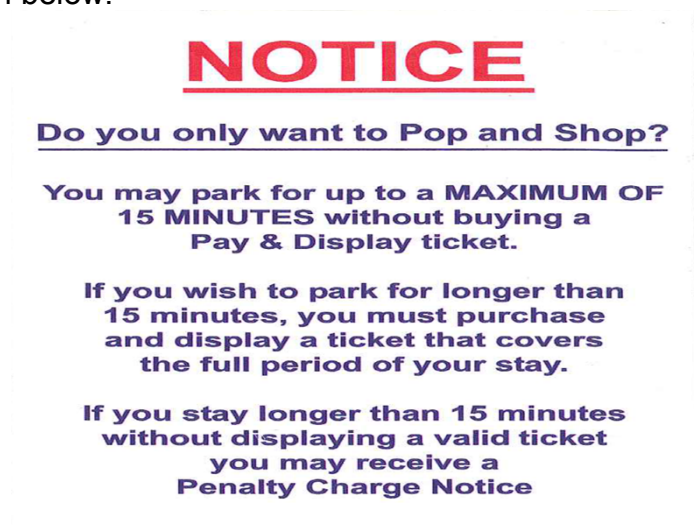
- 6.4.3 There is however support for charging a premium for on street space with recognition from residents that the increase in tariffs will serve to better manage on street parking, promoting the use of off street facilities and freeing up availability for residents.
- 6.4.4 Again, there is a view that the introduction of higher tariffs could result in people starting to park dangerously to avoid payment.
- 6.4.5 Councillor Boddington is also opposed to an increase in the charge to £1.80 an hour in the Red CPZ shared use pay and display /residents parking permit parking places. He considers that the proposed rise in tariffs to £1.80 an hour will discourage shoppers and drive from the town people using banking, medical, ecclesiastical and other services. Councillor Boddington considers a rise to £1 an hour is reasonable.
- 6.4.6 Councillor Boddington has submitted alternative proposals that would expand daytime capacity by improving the park and ride, weekend capacity by expanding the Smithfield car park, and 24-hour capacity in the Upper Galdeford car park and on-street.
- 6.4.7 It is proposed to discontinue tariff discounts on Sundays in both the on-street pay and display, Red controlled parking zone and designated Blue area. The on street pay and display in the Blue area has been determined as a Band 4, with a tariff rate of £0.70 an hour.
- 6.4.8 Councillor Boddington has also made comment with regards Ludlow being open for business on Sundays and advises that trade is not strong except in peak season. Currently parking charges are half the weekday rate and a full rate charge is considered would damage trade, undermine local businesses and penalise churchgoers. He has requested that the current arrangements should be maintained to help keep the town centre attractive to shoppers and visitors.
- 6.4.9 Again, there is concern that the introduction of these proposals could result in people starting to park dangerously to avoid payment. As previously stated, there will be a need to both introduce an appropriate level of enforcement and carefully review existing restrictions with due regard afforded to preventing obstruction and maintaining access for emergency vehicles.
- 6.4.10 The new parking strategy is intended to bring parking service provision in line with the Council's new corporate transport objectives, current and future levels of supply and demand, patterns of use and to utilise technology, which provides the ability to manage car parks in a more efficient way.

- 6.4.11 Complaints are often received from residents unable to park due to the lack of availability of space, issues highlighted during the public consultation included workers routinely parking up, market traders, visitors and large camper vans parking for long periods on-street in the town centre.
- 6.4.12 The proposed tariff of £1.80 an hour for parking within the Red CPZ is intended to promote appropriate use. It is considered that the discounted tariffs in the off-street car parks (Castle Street £1.00 an hour, Galdeford Upper, £0.70 an hour, Galdeford lower and Smithfield £0.50 an hour) will encouraged visitors to gravitate towards parking in the off-street parking rather than parking on-street, an option they will still have providing they pay the appropriate tariff.
- 6.4.13 As with evening parking during the daytime Blue badge holders will continue to be able to park unrestricted and free of charge in on-street pay and display bays with potentially increased availability closer to their intended destination.
- 6.4.14 There is some recognition of the potential benefits of the proposals, reducing congestion, noise and air pollution.
- 6.4.15 Comments have been received with regard to parking in locations such as the Linney which is considered a useful amenity for locals. The pay and display areas on the Linney are within the Blue area designated shared use pay and display /residents permit parking places and have been determined as a Band 4.
- 6.4.16 The removal of Sunday concessions will reduce on-street parking and increase availability for residents, whilst retaining an option for people who do not qualify for residents parking concessions to park upon payment of the appropriate fee.
- 6.4.17 Retention of tariff concessions on Sundays is not considered appropriate. This was previously considered by Cabinet prior to approval of the strategy and no new evidence has been forthcoming with the latest TRO consultation.
- 6.4.18 It is recommended that approval is granted for the introduction of standard banding levels and new linear hourly tariffs as proposed.
- 6.5 Within all the pay & display on-street parking places in Ludlow town centre (Red controlled parking zone and the Blue area) it is also proposed to remove all existing restrictions on periods of maximum stay and minimum return.
- 6.5.1 A total of 3 comments have been received relating to these proposals all of which are objections.

- 6.5.2 There is concern that the proposed removal of all existing restrictions on periods of maximum stay and minimum return will not provide sufficient turnover to provide availability for residents. It is considered that some tourists and visitors will happily pay the extra while others will become even more prey to enforcement. A shortage of convenient off-street capacity and the absence of a proper Park and Ride service is also highlighted as reason visitors will end up paying a premium to park on street in the town for long periods.
- 6.5.3 The standard criteria and setting of standard banding levels has been designed with the intention of encouraging parking in the most appropriate location for the intended length of stay, with respective tariffs set to generally promote sufficient turnover enabling customers to find a space.
- 6.5.4 The option to extend lengths of stay (removal of maximum stay and minimum return) will reduce parking cruising (customers moving and searching for alternative parking when the maximum stay period at that location has expired). Those customers with mobility issues that do qualify for a Blue badge will also have increased availability with the option to park unrestricted in more accessible locations for unrestricted periods should they so wish.
- 6.5.5 It is considered that the tariff level of £1.80 per hour in the Red CPZ and £0.70 per hour will provide respective adequate turnover and increased availability of space for the requirements of residents and their visitors, loading and Blue badge holders.
- 6.5.6 Should adjustment to tariffs be required in the future the option will be available to proceed by formal notice and will not require full TRO consultation. Furthermore, with the provision of the new machine technology tariff changes will be undertaken remotely and any adjustment to on street signage will not be required, enabling any change to be carried out quickly and at low expense.
- 6.5.7 It is recommended that approval is granted for the making of the required TRO to remove all existing restrictions on periods of maximum stay and minimum return within the Red CPZ and Blue area shared use pay and display /residents parking permit parking places in Ludlow.
- 6.6 In both Shrewsbury and Ludlow town centres, within all the pay & display parking places, it is proposed to provide a free 5-minute concessionary parking period.
- 6.6.1 A total of 33 comments have been received relating to these proposals of which 32 are objections.
- 6.6.2 This proposal relates to the original public consultation to remove the existing 15 minute the pop and shop free concessionary parking

provision in its entirety. In addition to the free concessionary period there is also a 10-minute statutory grace period meaning that enforcement cannot be carried out until a total of 25 minutes have elapsed.

- 6.6.3 The results of the public consultation indicated an overwhelming desire for the retention of the 15 minutes 'pop and shop' period.
- 6.6.4 It is now proposed to reduce the free concessionary period from 15 minutes to 5 minutes meaning that together with the 10 minutes statutory grace period, a 15 minute 'pop and shop' period will be retained.
- 6.6.5 There are currently notices on all our pay and display machines as shown below:



- 6.6.6 If the proposed 5 minutes concession revision is introduced an example of what the replacement notices may state is shown below:

Do you only want to pop and shop and only need a few minutes parking?

Shropshire Council will only issue a Penalty Charge Notice to a vehicle parked after 15 minutes without payment, this includes a free 5-minute parking period along with the statutory 10-minute grace period in line with current legislation.

- 6.6.7 It is recommended that approval is granted for the making of the required TRO to provide a free 5 minutes concessionary parking period in both Shrewsbury and Ludlow town centres, within all the on street pay & display parking places.

7.0 Ludlow and Shrewsbury – Summary of changes to On-Street Pay and Display and Loading

Recommendation	Amendment following TRO Consultation
Extend the hours of operation and charging on all pay & display parking places, and the hours of operation of the loading bays to 8pm within the Shrewsbury town centre river loop.	No change
To extend the hours of operation and charging on pay and display bays within the Red Controlled Parking Zone (CPZ) from 6pm to 8pm in Ludlow.	No change
To remove all existing restrictions on periods of maximum stay and minimum return within the Red CPZ and Blue area pay and display bays in Ludlow.	No change
To provide a free 5-minute concessionary parking period in both Shrewsbury and Ludlow within all the on street pay & display parking places.	No change

8.0 Conclusions

- 8.1 Managed car parking is important to the vitality of our town centres. Ensuring that customers and visitors have a range of options when choosing to visit and use the town is critical. Town centres increasingly need to be about experience and car parking is a means to access this experience and is part of the first and last impression of a place. Offering people choice for parking depending on their purpose for visiting and individual preferences needs to part of the plan for a town centre. Quality and ease of access of car parks are also part of the 'experience'.
- 8.2 Encouraging on street parking to be used for quick and convenient access to the town centre for those convenience led trips, allowing regular movement and flow in the town centre and directing longer stay shoppers and workers to the designated car parks will help encourage sustainable use of car parks and encourage more pedestrian movement in and around the town centres. This pedestrian flow should be considered important to businesses in town centres as it means having people walking through and past shop/leisure/food and beverage etc. establishments. Increasingly towns are investing in public realm and public spaces to encourage dwell time and raising the quality of the environment to make it more appealing and attractive to visit.
- 8.3 Vitality, mix and choice is important for town centres and encouraging activity and footfall is key.
- 8.4 Shrewsbury footfall data for the past year recorded by Shrewsbury BID/Springboard UK using two footfall cameras in the town centre shows the town to be performing positively against other benchmarks available. Footfall in Shrewsbury will be monitored closely alongside the implementation of the new car parking strategy.

Average monthly footfall change (year on year) June 2017 to May 2018 Data provided by Shrewsbury BID/ Springboard UK.	
Shrewsbury	- 0.3%
Market Towns*	- 6.4%
West Midlands	- 2.3%
UK	- 2.3%

* Data available from January 2018.

- 8.5 The evening economy is also increasingly about the 'experience' of the place, for example feeling safe, having choices of where to meet/eat/drink, leisure activities. There are challenges to overcome for our town centres during the day and evening but perhaps arguably encouraging dwell time into the evening (beyond 6pm) is one of the more challenging issues.

- 8.6 After due consideration of the objections and comments received, the Council is not required to undertake further publicity before making the order. When the TRO is formally made and published as a made order it will then come in to force. The necessary practical matters to implement the order on the ground will then be undertaken.
- 8.7 Taking all the above in to account the recommendation is to make the TRO with the changes set out above. The TRO is planned to be implemented in parts and in phases across the county, as follows:

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

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-2017%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>

Cabinet Member (Portfolio Holder)

Councillor Steven Davenport – Portfolio Holder for Highways and Transport

Local Member: All Shrewsbury and Ludlow Members

Appendices: Appendix 1: Comments received to formal TRO consultation

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Appendix 1: Comments received to formal TRO consultation

Comment	Town	Sentiment
<p>I feel I must object to the proposal to change the parking charges in Ludlow. I accept they must rise but urge you to reconsider the timing.</p> <p>To charge up until 8pm will impact sorely on the night time economy when most events start at 7pm or 7.30pm. It also impacts on the high numbers of people who volunteer such as at the Assembly Rooms. Are they to pay to do this now?</p> <p>Also to change the “pop and shop” to 5 minutes is frankly ridiculous. Who can shop in 5 minutes? You need to either keep it as it is or forget it.</p>	Ludlow	Object
<p>What a mess you people in Shrewsbury are making of the parking in Ludlow.</p> <p>Neither local or visitor will want to stay for more than an hour at £1.80.</p> <p>Goodbye local trade.</p> <p>Why is it you in SC will get all this extra money.</p> <p>Why is it not left in Ludlow to spend.</p> <p>If you insist the extra monies raised will be for improved parking then please visit the parking area in town.</p> <p>Most of the parking lines are worn out and you can not see where to park.</p> <p>Most of the disabled spaces need reprinting.</p> <p>Direction of travel arrows in the car parks are worn out with the result cars go in any direction.</p> <p>Please have a rethink and for goodness sake listen to the feedback from the locals and not follow some directions from a remote political mandarin puffing himself up in Shirehall.</p> <p>Probably never been to Ludlow anyway.</p>	Ludlow	Object
<p>I am against the parking changes suggested by Shropshire Council.</p> <p>Ludlow is dependent upon visitors coming into the town and spending money. If you make this too expensive you will put people off.</p> <p>1). You are currently allowed to park free for 15 minutes. This should stay. 5 minutes is not long enough to pop into the bank or collect your dry cleaning.</p> <p>2). Extending payment for parking until 8pm is a mistake. The Ludlow Assembly Rooms shows films from 7:30pm so anyone driving in will have to pay extra. Extend to 7pm but not 8pm.</p> <p>3). Parking is currently restricted to 3 hours. This means people come and go and as a resident of Mill Street this usually means I can get a parking place. I am concerned that I may not be able to if there is no time restriction.</p> <p>Ludlow has been badly affected by the increase in business rates. It is a different town to Shrewsbury and yet you are dealing with the two together as if they are identical. The views of the residents of Ludlow should be listened to and respected. The impact of the parking restrictions as currently suggested will have a bad affect on the economy. It is also going to cost a huge amount to implement which will take a lot of funding.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>Having reviewed the proposed parking restrictions in Shrewsbury I would like to object to, firstly, the concessionary period being reduced from 15 to 5 minutes and secondly to the increased charging period from 6pm to 8pm. This is of utmost importance to us as we live in Belmont.</p> <p>Sometimes it is necessary to unload in the period of time when this is not allowed and the 15 minutes grace allows us to do this. Also after 6pm we often have visitors or need to leave our car in one of the parking bays for the night. We pay for an annual ticket in St Julian's car park but this is a distance from the flat.</p> <p>I think the needs of residents is often overlooked and would like you to reconsider the new proposals.</p>	Shrewsbury	Object
<p>The proposed parking changes are, in my view as a resident, a way to make money.</p> <p>It penalises residents unfairly.</p> <p>The payment for parking should be reflective of the hours in which people come to town to shop. By extending this beyond 6pm it is directly penalising those people who live in town. The cost of having to pay, every night, for two hours of parking to come home at 6pm would be a weekly cost of $1.80 \times 2 \times 7 = £25.20$ which would equate to £1,310.40 per year.</p> <p>This is completely outrageous. It has nothing to do with improving the parking facilities or environmental factors.</p> <p>Perhaps the council should consider charging for disabled parking as whilst I fully accept the need for them to be able to park near to facilities I do not understand why this service should be provided for free when everyone else has to pay.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>1 on the information you have provided to call this a 'strategy' is an abuse of the English language.</p> <p>A 'strategy' is a broad approach to achieve a clearly stated objective or objectives, in the context of 'the facts'. As there is no statement of the objective of these proposals, the key facts, explanation of how these measures will fulfil the objective, or assessment of alternatives, the risks involved, or how the success will be measured it is impossible to evaluate and comment on the 'strategy' or its proposed implementation.</p> <p>2 the availability, cost and management of parking in Ludlow town centre is just one in a complex set of factors that interact with each other to determine the nature and economic health of Ludlow town centre, through their impact on public (resident, commercial and visitor) behaviours. Parking also impacts directly on the well being of Ludlow residents. Ludlow is a unique market town with its own dynamics that and decisions about parking can only made in the context of, and in conjunction with decisions on many other matters and must be made by people with an intimate knowledge of the town, the consequences of the decisions made, and the other decisions</p> <p>These proposals give no hint that any such multi faceted analysis has been carried out by people with the requisite knowledge of the town who are able to evaluate the consequences of the decisions made.</p> <p>3 I do not have sufficient data to comment on the effects of most of the specific proposals about the costs of parking in specific locations - because you have not provided the results of the research that I must presume you have carried out - however I am particularly concerned about the extending of the period of charging until 8pm in the town centre. Many local businesses (including pubs and restaurants), the Assembly Rooms, and untold formal and less formal clubs, societies and social gatherings of people, depend on people from the outskirts, and out of town, parking in Ludlow town centre - with the most common arrival time being between 7 & 8pm. The proposal to extend parking charges after 6pm will undoubtedly deter some people from coming into town. This will have a direct impact on the trade of many businesses, many of which are already marginally profitable. There are already businesses closing and many others just hanging on. The small negative effect of these changes can only exacerbate their situation and increase the risk of the downward spiral of more businesses closing, less people being drawn to the town centre, leading to reduced trade, which will in turn result in more businesses closing. Too many market towns have suffered this fate. It will also adversely impact on the social and other activities of the residents in the town's catchment area which will have an adverse effect on their health, resilience and happiness. Whilst I do not have a complete and structured data set to justify these claims, I have asked many people and a number of local business and their responses confirm this analysis. Please do not extend the parking charges beyond 6pm.</p> <p>Of course if you have good evidence to refute my more anecdotal analysis and can demonstrate that your proposals to extend parking into the middle evening will enhance the commercial and social fortunes of the town I would withdraw my objection.</p> <p>However, unless such evidence exists I must conclude that these proposals are a crude, short sighted, money raising initiative, foisted on a remote community by a distant authority, that risk doing irreparable damage to the future of a Ludlow Town Centre, and therefore the whole community. It is important to remember that apparently small changes in a complex system can have very large consequences - I fear this may be one such case.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>Just as an example, when we got back this afternoon, there was a market traders van parked up by our house. The same van is usually parked in this locality on several days each week - taking up valuable space that could be used by a customer. A point that seems hard to make to some people.</p> <p>Photo of said van attached.</p>	Ludlow	Support
<p>Re: Objection to extension of charging and prohibition of loading bay parking.</p> <p>It is clear to me that this is a strategy to gain increased revenues from parking charges and not a provision of convenience for the car driving public. There is no mention of this in the Council's objectives. If this is not a primary objective I would expect to see a mechanism or pricing strategy that reflected a policy change that would yield no more revenues from parking.</p> <p>Extending charging and Loading Bay prohibitions to 20.00hrs will damage Restaurant trade in the town as this is the primary time slot in the day's trading for many venues, apart from Sunday.</p> <p>Shrewsbury town centre footfall is already in decline year on year according to the Shrewsbury BID. This policy will do nothing other than depress footfall further.</p> <p>As a business our revenues are down year on year since 2015. Business Rates have more than doubled and competition for customers has increased. Hostile parking strategies will create more reasons for customers to choose out of town locations.</p> <p>My wife and I are featured in Who's Who of Britain's Business Elite for projects before we bought the building at Cromwell's in 2010. Despite our prior significant business success we have decided, due to the hostile trading environment in Shrewsbury, to apply to revert the building to a private house and sell the building.</p> <p>If successful, this proposed parking strategy will add to the hostile trading environment and indicates that the Council is unable or unwilling to work with the Shrewsbury town centre business community.</p> <p>I have copied our Planning Consultants in as they are dealing with the case to revert the building to a house.</p>	Shrewsbury	Object
<p>I would like to suggest that the changes proposed to parking times and new costs in Shrewsbury offer little to no benefit to anyone. The increase of car parking to £1.80 per hour I believe is a suggestion that you don't want people to park in the town centre on street. In which case it would be more beneficial and far cheaper ultimately to the tax payer to cover all roads in double yellow lines. Also the hours changing would, to a town centre resident, like myself result in paying £1300 per annum to park after work. I think that this an obscene amount of money to have to pay for 2 hours every evening. Also please explain what the potential effect of all these changes might be on the night time economy and also the already dying high street?</p>	Shrewsbury	Object

Comment	Town	Sentiment
These changes to parking charges are simply not practical for the town centre, both unfortunately and fortunately we have a town centre that houses many people as well as housing shops etc how can you justify raising the cost of living further. House prices in town centres are already much higher for obvious reasons why add to that cost making it harder for people to drive. I say this as many people will decide not to drive as it's not worth the cost involved. That in my mind means less road tax and more malcontent from local residents in the town centre not to mention workers in the town centre who keep the town going as far as business is concerned. Public transport continues to become more expensive so I ask you what incentive is there for people to come into town rather than buy online away from local business. These extra parking charges have more repercussions than I believe have been taken into account. Why make it harder for people to come to our beautiful town?	NK	Object
I am writing to you to object the proposed increase charge hours in Shrewsbury.	Shrewsbury	Object
The new loading time proposal is very strange. What are the benefits?		
5 minutes free is extremely tight, and is going to cost the council more employing more parking wardens to monitor all the cars every 5 mins. It doesn't even give you enough time to get change for parking meter, or to simply pick an item up.		
I think you should publish a list of why you are proposing these changes and the benefits.		
If these ludicrous changes do unfortunately come into action, I would like to know what the extra revenue is going to be spent on.		
This is a fantastic proposal. Something needs to be done about reducing congestion through the town and getting rid of some of those fumes. Well done Shropshire council. Get it done.	NK	Support
Of course this is an exercise in futility as I'm sure there is zero public support for the proposed parking fee changes which will not change your minds however please accept this as my opposition.	NK	Object
I am writing to strongly object to the proposal to start charging for parking up to 8pm. The reason given to provide further parking is ludicrous, the parking spot is already there ! All the council are doing is now to charge for longer.	Shrewsbury	Object
As a regular visitor to the OMH cinema and town centre restaurants, this will certainly impact my decision to visit the town centre if introduced, I am not in favour of having to pay for parking after 6pm. I'm sure others will think similarly and thus this will have a detrimental impact on businesses in the town as less people will be inclined to visit. I see no proposal to extend the park and ride availability to compensate ?		
Think again please, I am convinced this will not be a good move to take.		

Comment	Town	Sentiment
<p>On the grounds that I am a small business owner (I am a private chef) who regularly operates within Shrewsbury particularly in the evenings, this would massively impact my business in terms of not only cost but convenience.</p> <p>I often have to unload a lot of equipment from my vehicle to a premises where I might be working, and to not allow the use of loading bays for free until after 8pm will impact me every time, as I am almost always dropping off food/equipment around 7pm.</p> <p>You need to be aware that Shrewsbury has a thriving selection of small businesses, and I feel that the success of these business can be owed in part to being able to park free in the town centre past 6pm. People are much more likely to support a central restaurant or bar if they don't have to pay for parking. It's expensive enough already in Shrewsbury to park (up to £3.60 for 2hrs by nationwide) and more annoyingly it is limited to 2hrs almost everywhere. That means that the spontaneous business of a last minute walk in meal for many small restaurants may be reduced drastically as the new parking restrictions will limit people's flexibility.</p> <p>Shrewsbury is a fantastic place to live, the the food scene I think will put us on the map soon. Please don't let greed get in the way of this. We all pay our extortionate parking as it is so don't make it worse.</p>	Shrewsbury	Object
<p>I have seen the plans to change parking in loading bays meaning they arent free till 8pm. I think this is a ridiculous idea as many people i know including myself use these when they go out for food and drinks in shrewsbury town centre.</p> <p>Changing this till 8 makes going out into shrewsbury centre a lot more difficult and many businesses in town will lose money and custom, especially as parking in the town centre is such a ridiculously high price already.</p> <p>I definitely think this point should be reconsidered as it will have a massive impact on the residents and businesses in shrewsbury and not a good one.</p>	Shrewsbury	Object
<p>The councils proposed new parking fees and chargeable hours are a blatant effort to increase parking revenues !</p> <p>It will put people off from coming into the town and supporting local businesses that are open after 6pm. Shrewsbury town has enjoyed a recent boost from lots of new businesses having opened up, these proposed increase in charges will stifle these and may mean Shrewsbury town Center will go back to the days of being a ghost town after 6pm because many of these great eating/drinking places that rely on people being able to park and come into town will cease using the parking.</p> <p>If you go ahead and do this; then it will affect the trade into the town ,as the public transport system in the town is diabolical also !!</p>	Shrewsbury	Object

Comment	Town	Sentiment
<p>Reading the latest blog from Andy Boddington, it seems to show that after all the drawn out debate about this subject you and your council seem to have adopted the complete reverse of what was suggested by the survey of residents.</p> <p>The main concern of residents as regards to obtaining a permit was that no check was made to the registration of the car to the locality, and so there for houses without cars could obtain permits for outside Ludlow commuters, you have not addressed this at all.</p> <p>Now you want to penalise residents by taking away the allowance of 2 permits, an allowance they have had for ten years or more, how you think this will help residents at all especially ones with two cars beggars belief.</p> <p>Most residents I know voted for 2 permits per house with the second permit being charged at double the cost, so 1 at £100 and the second at £200.</p> <p>The on street charges I think are great, should of been done from the start, parkers are choosing to park in a premium space so they should expect to pay, the only thing I cant understand is why change the times and incur pain on pubs and entertainment and yourselves in the cost of re-signing the whole area , the return I think does not warrant the cost incurred.</p>	Ludlow	Object
<p>I object to the proposal to change Shrewsbury's parking strategy extending the effective hours. It will make coming in to the town more expensive and therefore less attractive to come in to the centre. Parking is not an issue during the proposed extension hours, I believe that we should be looking at ways of increasing town centre appeal not decreasing it.</p>	Shrewsbury	Object
<p>Although I understand the need to update the parking system, I believe it would be detrimental to the early evening economy within the town centre to change payment period from 8am to 6pm, to, 8am to 8pm. It is a step back and will affect visitors and employees in all central businesses alike. Those who work an average day, eg 9 - 6pm- often delay leaving town to enjoy bars and restaurants, visit theatre and generally spend. I accept the general rise, but feel increasing the time frame is detrimental to the town.</p>	Shrewsbury	Object
<p>I would like to voice my objection to the proposed changes in time and cost of parking in Shrewsbury. The town already struggles to lure footfall due to the already expensive parking charges. The proposal is guaranteed to exacerbate this.</p>	Shrewsbury	Object
<p>I think the proposed changes to parking in the town centre are disgusting!! I work as a carer and a lot of our customers gave calls between 6pm-9pm and this would mean us having to be out of pocket to provide care to a vulnerable person!</p> <p>Also people go into town after 6pm to go to shops restroom etc and I think it's wrong that you want to charge people until 8pm it's greedy and probably to pay for more unnecessary work (like Meole brace island - waste of time and money when it worked fine before!!!!) loading bays are never used after 6pm anyway so it's just pure greed you trying to change this - it's not going to benefit anyone apart from you and that's just wrong!!! It's going to be detrimental to 99% of Shrewsbury! For once think of your citizens not your fat greedy pocket!!!</p>	Shrewsbury	Object
<p>In my view extending charging time in Shrewsbury town centre to 8:00pm is solely being done to enrich the council. There is never any pressure on parking after 6pm so this move is unjustified.</p>	Shrewsbury	Object
<p>I wish to protest about these changes which will have the consequence of damaging the town centre shops and businesses we really do not need more expensive parking- nor a shorter free period- I know you are unlikely to listen to a consultation but will say it anyway</p>	NK	Object
<p>I object to the proposed parking changes in Shrewsbury Town. You have already made it more expensive to park in Shrewsbury. We need to encourage people to visit Shrewsbury not scare them away!</p>	Shrewsbury	Object
<p>You will kill the town centre off if you increase charges after 6pm</p> <p>I object to proposition</p>	NK	Object

Comment	Town	Sentiment
I wish to log my OBJECTION to the proposed changes to parking charges after 6pm in Shrewsbury. This will kill business in the town. What are you thinking ?? My son works at a local cocktail bar and starts work at 6pm most days - he relies on being able to park free and close to work as he feels safer having his car close to work at 2am when he needs to drive home. This is one example of how people (poor people) will be affected by the changes you are proposing. I urge you to reconsider.	Shrewsbury	Object
With regard to the proposal, within the Shrewsbury town centre river loop, to extend the hours of operation and charging on all pay & display parking places, and also the hours of operation of the loading bays, from 6pm to 8pm.	Ludlow Shrewsbury	Object
I would like to object to the current and proposed blanket application of a one hour limit to all parking areas on Sunday mornings when there is very little competition for town centre parking. I would like to see the Sunday morning timings extended to two hours to give people time to attend church and consideration given to extending the evening parking periods to allow people to attend other community activities.		
The one hour limit has been rigourously enforced outside St Chad's Church during the main Sunday service which normally last for at least an hour, longer if you take into account the time needed to enter and leave the church. I recently paid for a one hour parking ticket at 9.54 am and I was issued with a ticket at 11.10 am. It must have been abundantly clear to the ticketing officer that there were a large number of people were leaving the church at the time. It must have also been abundantly clear to the officer that the car park outside St Chad's was the only full car park at this time and, with plenty of free parking spaces closer to the shops, issuing parking tickets outside one of the main churches in Shrewsbury on a Sunday morning would seem to have more to do with raising funds for the council than "improving the overall parking service provision, promoting the efficient use and management of car parks and being a contributing factor in reducing carbon emissions, improving air quality, minimising congestion and improve vibrancy in market towns".		
The extension of the charging period to 8pm may also impact on other community groups, eg choirs, children's clubs, etc and I think that provision a longer parking period should be considered during this time to allow people to participate in community activities.		
I also wish to object to the following proposal:		
In both Shrewsbury and Ludlow town centres, within all the pay & display parking places, it is proposed to provide a free 5 minute concessionary parking period.		
This represents a reduction from the current 15 minute concessionary period and, as stated above, will result in probitive time restrictions on anyone who wishes to participate in a community activity lasting any longer than an hour.		
I wish to make an objection to the proposed changes to the parking in Shrewsbury as highlighted above. My objection on this is due to the fact that it will cost to much for visitors to park in Shrewsbury which will effect the town and stores sales.	Shrewsbury	Object
This will also make parking for residents very difficult. Most people can't use public transport since it is so unreliable in our town.		

Comment	Town	Sentiment
<p>Lets not dress this up as something it's not. Anyone with any common sense can see the proposed changes will reduce pollution and carbon emissions within the town by the fact that no-one will drive into the town as it costs a fortune to park for the majority of the day and evening. From the councils point of view thats "job done" as reducing pollution and improving air quality is high up on the list of the councils objectives, very commendable. However, yet again it appears that those of us that have a little common sense can see the short sightedness of the councils proposals. With town centre business rates sky high causing many to shut and move elsewhere, these proposals will only penalise even more. Less people in the town means less footfall and therefore businesses less likely to afford to stay there. Those who work in the town are also penalised as they are having to pay to go to work, in effect another tax on their wages. All that the hard working businesses and staff that occupy the town see is the council looking to squeeze as much money from them as it is possible to get away with. Public transport around the town is rubbish, with The cutting of services and frequency of busses. This is the 21st century and services are worse now than they were 20 years ago! So heres a suggestion, instead of more proposals that take, take, take all the time, how about trying to give something back.</p> <p>IF THE COUNCIL REALLY DO CARE ABOUT THE TOWN CENTRE AND WANT TO REDUCE POLLUTION, IMPROVE AIR QUALITY AND ATTRACT VISITORS THEN SORT OUT PUBLIC TRANSPORT. THE SHROPSHIRE TAX PAYER IS FED UP OF GOVERNMENT TAXING OUR WAGES IN EVER MORE DEVIOUS WAYS. TRY INVESTING OUR TAXES INTO THE PARK AND RIDE AND PUBLIC TRANSPORT TO MAKE IT MUCH MORE ATTRACTIVE. PARKING CHANGES MADE IN THE TOWN NEED TO BE OFFSET BY CHEAP PUBLIC TRANSPORT BEING MADE AVAILABLE INSTEAD. IF IT WAS SIGNIFICANTLY CHEAPER TO GET PUBLIC TRANSPORT INTO THE TOWN THEN MORE PEOPLE WOULD USE IT. I REMEMBER THE PARK AND RIDE OPENING AND BEING HAILED AS BEING THE ANSWER TO TRAFFIC PROBLEMS IN THE TOWN, BUT NOW BECAUSE OF THE COST ITS BECOME JUST ANOTHER BUS SERVICE.</p> <p>HERES SOME RADICAL THINKING! HOW ABOUT A TRIAL..... OVER THE SUMMER HOLIDAYS MAKE THE PARK AND RIDE FREE TO USE! YES YOU DID READ IT RIGHT. FREE TO USE! PUBLICISE IT ON THE BUSES AND IN THE LOCAL PRESS/RADIO AND SEE WHAT HAPPENS. SHOW THE PEOPLE OF SHROPSHIRE THAT THE COUNCIL IS THINKING ABOUT WHAT REALLY MATTERS TO TAX PAYERS AND NOT JUST APPEARING TO LINE THEIR OWN POCKETS.</p>	Shrewsbury	Object
I object to extending parking charges until 8pm.	NK	Object

Comment	Town	Sentiment
<p>We are very concerned that proposed changes to parking regulations in Ludlow will have a very adverse effect on trade in the town.</p> <p>It is not clear what the problem is you are trying to solve as there are few problems in Ludlow.</p> <p>Removing a concession for market traders could well reduce the number of traders and lead to the demise of Ludlow market.</p> <p>Market traders should be restricted to the area of the market originally designated for them and the size of their vehicles could be a consideration.</p> <p>If a need to regulate parking in Ludlow is considered necessary I cannot see why restrictions between 10.00am and 16.00hours would not suffice. This would allow guests staying in the town get to their vehicles after breakfast but also keep spaces turning over.</p> <p>Parking on the market square on days when there is not a market is not a problem.</p> <p>Vehicles blocking Quality Square should be dealt with in the usual way. Quality Square does not need any additional parking restrictions at all.</p> <p>Ludlow Assembly rooms has a precarious existence and extending restrictions to the evening will be detrimental to their survival.</p> <p>In order to thrive Ludlow needs less not more regulation.</p>	Ludlow	Object
<p>I write in connection with the proposals to make changes to various on-street parking restrictions in Shrewsbury:</p> <p>I am a Town Centre Resident who lives and cares for my disabled Mother. She has a blue badge.</p> <p>Now that the blood dept has moved from Princess House in Town I have to get the car out 3/4 times a month to take her to the hospital for her blood tests. She used to be able to take herself down to Princess House on her mobility scooter.</p> <p>My Mother requires help getting in and out of the car, into the house and to get her settled. This takes longer than 5mins. She has breathing difficulties as well other ailments and can not left if she is having an attack. #In addition she is currently under going treatment that requires even more hospital visits over the next few months and may require regular emergency visits.</p> <p>We can currently park with the blue badge for extended periods of time close to our home. However these new proposals will not allow this.</p> <p>Are you setting up a resident permit scheme for those living close to the parking around Old St Chad's Chapel ?</p> <p>We'd be prepared to pay for a permit for the peace of mind that the car can be close to hand on days that she has appointments and when her health is critical.</p> <p>We do have a garage out of Town but my Mother is unable to access this space as it has access issues and is over a mile away.</p> <p>She has been a Town Centre resident for over 48 years, originally a trader in the Town.</p> <p>Please can you advise on our best approach to this limiting and worrying parking proposal.</p> <p>Your prompt attention appreciated</p>	Shrewsbury	Comment

Comment	Town	Sentiment
<p>I would like to object to the proposed changes to Shrewsbury Town Centre parking. I believe that the only result of the changes will be to discourage people from coming into our town, where the hospitality trade is already showing signs of dropping numbers. Surely we should be encouraging people to come into town to enjoy the great independent restaurants and bars our town has? Not making it an easier decision for them to choose a chain restaurant in a retail park on the edge of town where parking is free no matter what time of the day you visit.</p> <p>There is no need to change the times for the benefit of the companies using the loading bays. The majority of drops are done in the morning</p> <p>If you need to run into town for a quick errand; pay a bill or post a parcel for example, 5 minutes just isn't enough. Making people pay for such a short task will only result in them using one of the many traders now situated on the outskirts of town.</p> <p>Perhaps instead we should be looking at examples set by other tourist led towns where town centres are shut to traffic during summer months and restaurants are encouraged to fill the streets with tables and chairs. Why is our square not full of tables and chairs? At the moment there seems to be more vans and taxis using this space than pedestrians. Why is there a constant stream of traffic down the beautiful Fish Street when their only purpose is to take a short cut. Beautiful streets like that should be pedestrian only, encouraging people to take in all of our beautiful town without the fear of being taken out by a taxi racing around the corner.</p> <p>If we are to make changes to the town it should benefit everyone involved, most importantly the independent traders that make our town so special. If you want traffic off the town centre streets after 6pm then don't suggest changes where the easiest option is for people to not bother. Instead stop car park charges after this time or put on later buses and encourage people in. Give them an alternative that works for everyone.</p>	Shrewsbury	Object
<p>Im objecting to the current proposals to change on street parking and loadings bays.</p> <p>Your current proposal is ridiculous we want to encourage people into the town centre not drive them out. Its bad enough as it is to make any business survive in town my business runs a hotel and bar as you can see its going to make my job even more difficult advising where people can and cant park.</p> <p>I think you should reconsider the proposals and the serious impact it has on business in town.</p>	Shrewsbury	Object
<p>Increase in parking hours,can not be good,will certainly decrease business.People do get very touchy ,mean about paying for parking.Bad policy.</p>	All Towns	Object
<p>I have been reading about the new parking changes proposed in Ludlow and I must say that I agree with them. As somebody who lives in the red zone I find it impossible to park if I got out on the weekend or on a Thursday, Friday and Saturday evening which makes it difficult when coming back from work, the extension of payment charges to 8pm gives permit holders (who still pay an annual charge for parking) a better chance to be able to park near my house.</p>	Ludlow	Support

Comment	Town	Sentiment
<p>We whole heartily object the proposal to lengthen charging times to 8pm for on street parking in Shrewsbury town centre. This would have a devastating effect on not only our business, but many other businesses in the town.</p> <p>The peak time at our facility is between the hours of 5pm and 8pm; lengthening the charge period until 8pm would mean our members who drive to the health club would be hit heavily by the charges. Adding upwards of £40 a month for daily users. This inevitably will lead to members choosing to use the health club facilities on the outskirts of the town that provide free parking, and actually contradict your goal of 'improving the vibrancy in the market town'.</p> <p>We, along with many other of our fellow business owners in the town have been hit hard in recent months by the increase in business rates, saturation in competition in the leisure and hospitality sector, and current economic climate. This latest attack against town centre business owners could well be a final nail in the coffin for many companies including ourselves. It is no surprise that so many businesses are choosing to vacate the town all together or moving to the outskirts of town, especially when It seems that the council is determined to turn Shrewsbury Town Centre into a ghost town</p>	Shrewsbury	Object
<p>The proposed changes are absolutely ludicrous. They do nothing but penalise regular patrons of this wonderful community, most specifically the locals. We are retirees who live rurally outside of Ludlow who come into town almost daily for breakfast with friends, social encounters and to shop in the market. This patronage of local shops and venders becomes ever so much more costly if you are to inact the proposed punitive changes. We can understand the necessity of increasing the parking fees "IF" there is a benefit to the general public, not simply lining the pockets of a few. Please reconsider this proposal for the sake of many.</p>	Ludlow	Object
<p>I wish to register my concerns over the proposed parking changes.</p> <p>This will kill many businesses and restaurants in the town centre.</p> <p>Do you want a vibrant community in Shrewsbury or not?</p> <p>I would strongly advise against any of these changes - if anything the charges should be reduced, to encourage and promote further trade.</p>	Shrewsbury	Object
<p>As a young person who is just starting out in their career, I strongly object to the proposed hike in parking fees in Ludlow. The fact that I am just starting out in my career means that I am on a low wage. For the two years prior to this, post graduation after reading law, I was a barmaid, who was on an even lower wage. Not only is it difficult to gain a graduate job around Ludlow, but hiking the parking fees will only encourage the young people of the area to look elsewhere. I do not live in Ludlow and currently cannot afford to move out of my parents' house to be in the town so the only option I have is to commute to Ludlow and pay for parking.</p> <p>As well as this, Ludlow is known for its tourism. People will not want to visit the area repeatedly, like they do now, if the parking becomes as extortionate as proposed.</p> <p>Hopefully you'll manage to see that hiking the price of parking extortionately will only have a negative effect on the area.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I email you with regard to the new proposed parking charges. I have been a resident in Ludlow for 41 years and have always stayed local to Ludlow when shopping and uses amenities, however if these increased parking charges are enforced, I along with many other local people will chose to shop and visit other neighbouring towns. It is a unreasonable and unexceptable increase and would like to know how it can be justified.</p> <p>If such increases are enforced you will see a decline in people staying 'local to Ludlow' and a further decline to Ludlow town centre, meaning independent family businesses will continue to struggle. I would much rather pay for extra fuel to other towns where I can have a wider range of choice, than be forced to pay ridiculously high parking fees.</p>	Ludlow	Object
<p>I am contacting you in regards to Shrewsbury. You seen determined to destroy our town and for the life of me, I cannot think why. You are making Shrewsbury town centre ever more unappealing. Park in the centre of Oswestry for an hour, 50p. Visit Meole Brace retail park, no charge. Visit Shrewsbury? Hey, we're going to squeeze every last penny out of you. At least I can currently attend an event in Shrewsbury in the evening with no charge, but it appears that you're even intent on ruining that! You should be ashamed of yourselves. The town centre will not last much longer. Our yoga group has just moved out of town, to Bomere Heath. Why? The proposed increase in parking charges.</p>	Shrewsbury	Object
<p>I wish to object to the proposal of changing Ludlow parking costs to £1.80 per hour. I believe that not only is this an extremely high price increase for those that want to spend a lot of time in the town centre and I also believe it will mean people will start parking dangerously because they don't want to pay such an extortionist amount.</p>	Ludlow	Object
<p>The proposed increases in Ludlow to £1.80 per hour are a phenonimal increase. One can currently park in the market car park and other p and ds for 50p/60p per hour. Or £1.10 for 2 hours.</p> <p>Are you trying to kill the trade in Ludlow?</p> <p>The free Supermarket car park will be packed!</p> <p>This is no way to encourage local trade which has seen so many high streets and towns devastated by high parking charges and shoppers going to out of town shopping outlets with free parking. Is this what the council wants to happen to Ludlow with local shops closing?</p> <p>Please take this into serious consideration and review parking charges to reasonable levels.</p>	Ludlow	Object
<p>I wish to object to the charges being proposed to increase charges in the parking pay and display bays in ludlow and linney areas. I also object to the extended hours of charging from 6pm to 8pm. I also object to the 15min free to reduce to 5 mins.</p> <p>I also would like a reply to my objection.</p> <p>I work full time in ludlow I have to pay to park pay to visit shops doctors and chemist facilities.</p> <p>I would like to know what concessions are going to be given to disabled drivers parking?</p>	Ludlow	Object

Comment	Town	Sentiment
<p>Trade in small towns is hard enough hit without putting off visitors even more. I work outside of town near to the food centre we have many visitors who come us as they cannot park in town and find the charges confusing and high. This includes many coach trips who no longer bother.</p> <p>You also plan to extend hours so that those who wish to eat out, visit the cinema or just wander around on an evening will have to pay more for the privilege.</p> <p>Five minutes free is no time at all what is the point of that barely gives you time to get change if you need it.</p> <p>A few years ago when free parking in broad street changed to meters there was enough outcry and confusion.</p> <p>People will just vote with their feet and go elsewhere.</p> <p>Most centres who charge these sort of fees do as they have an efficient park and ride scheme with sufficient parking. Something Ludlow doesn't have.</p> <p>I wonder what the council is thinking with many of their ideas at the moment. Certainly not encouraging locals to use their town.</p>	Ludlow	Object
<p>I wish to object to this proposal. Charges in town after 6pm are likely to put off evening visitors. I believe the revenue brought by these visitors (or any proportion of those visitors who would avoid town due to these charges) is greater than the revenue that would be gained from new parking charges. I do not think the risk is worth it in any event because the high street is struggling to survive increasing migration of shoppers to online only and this is not an appropriate time to press the point.</p> <p>I also believe that people are likely to prefer to park on side roads and similar to avoid parking charges which may cause nuisance to residents. For instance the gates and residential parking areas around abbey lawn are currently used by many visitors to avoid parking charges - I think this will increase and be very difficult to monitor given residents and visitors are legitimately able to park here.</p> <p>I am aware that sometimes unpopular decisions need to be taken but in this case I do not see that it would make financial or business sense to introduce these charges.</p>	Shrewsbury	Object
<p>This is a absolute joke, Ludlow is a popular place to visit but with those parking charges no one will visit. I live just outside of Ludlow and will never go except to the supermarkets because its not worth paying the parking. The charges for the linney? It's a dog walking spot for the locals. Good job ruining it for people!</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I have today become aware of the proposed increase in cost of parking within Ludlow town centre. I am bitterly disappointed in these huge increases, %300 for one hour(60p to £1.80) and the reduction of free parking from 15 minutes to 5. I live in a small village some 8 miles from Ludlow and regularly visit the town. I always call in on a Friday or Saturday if only to collect my meat from a local butcher. I can do this within 15 minutes, but probably not 5, so my meat bill instantly goes up by £1.80 every week! I will have to source another supplier from another town, Leominster and Knighton are both only 8 miles away and they can compete without this added burden. And that is just the butcher, I get my bread from Prices, my groceries from Farmers etc etc. Poor old them as they will suffer immeasurably if this greedy proposal is introduced. Already in Ludlow there are traffic 'wardens' who offer little or no leeway, which I can tolerate, and they must generate an adequate income for the council already. Don't let their 'success' let you believe that the money from fines is all that matters, a small market town depends on its local trade and not just its visitors who may be prepared to pay these exorbitant prices as a one off but not on a weekly/daily basis.</p> <p>Please please rethink this proposal.</p>	Ludlow	Object
<p>I am disappointed to learn of proposed changes to parking restrictions in Ludlow. I live outside Ludlow and must park if I am to visit my nearest town. I currently make use of of mainly red zone parking and occasionally use the free 15 minutes, for things like collecting preordered meat from walls butchers, or to grab a loaf of bread. I use many of the independent stores which rely heavily on regular visitors, not just tourists for high days and holidays. These changes will have a direct impact on small businesses in Ludlow, as I and many other locals will be forced to visit town less often, and for shorter periods due to the increased cost of parking. I fear this will kill the town, many business will inevitably close. Many villages have already lost their shops, banks and post offices. I beg you not to allow the same fate for Ludlow.</p> <p>I frequently use Ludlow stores to buy paint, clothes, gifts, pet food, Christmas shopping, greengrocers, bakers, wine shop, antique shops, shop at the market, picture framing, beautician, to eat breakfast, have coffee, have lunch, have keys cut, visit my grown up children , the list goes on and on.</p> <p>Our town is special and unique and these proposals are not simply the first nail in the town's coffin, but literally brings on the death, orders the coffin, books the crematorium slot and prints the order of service.</p> <p>PLEASE RETHINK BEFORE YOU KILL THIS SPECIAL TOWN!</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I have read through the proposal for changes to the parking charges in Ludlow and the hours chargeable.</p> <p>I park in Ludlow each day as I am a community nurse and our office is in town. I am aware parking can become heavily populated at times and have struggled to park on many occasions.</p> <p>This is usually on a market day or during periods of good weather. I do not believe that increasing the amount charged would reduce this as the tourist visitors would pay the charge regardless. It would simply penalise locals and people that work in the town.</p> <p>I also think that the 5 minute concession time is far below reasonable. Imagine if you have a disability, injury or age related mobility problems. You could not achieve anything in 5 minutes. In fact not even I could nip into a shop to collect something in that time.</p> <p>If it is over population of concern you should be encouraging people to use the free 15 minutes. Not penalising them.</p> <p>I also hope you have considered the impact this will have on residential areas and on street parking where members of the public already park for free and walk into the town.</p> <p>I do agree that your car parks need modernising. Galdeford in particular has become very dangerous as none of the lines remain visible. Many people do not comply with the one way system, some park on double yellow lines - especially outside the surgery.</p> <p>I know that changes need to be made to address the congestion in Ludlow, doing my job this is very clear. However, I do not feel increasing prices and chargeable hours would achieve this. Would it not be more appropriate to look at encouraging a park and ride system. This works brilliantly in Shrewsbury, I doubt it is as highly used in Ludlow? Surely there are more creative solutions?</p>	Ludlow	Object
<p>I hope you read the comments on Facebook. I agree with those people who strongly object to these increases which will undoubtedly drive people away from coming to Ludlow to shop and visit.</p> <p>The charges put huge strain on people trying to work in the town as wages do not cover these large increases.</p> <p>I strongly disapprove of the increase in charges.</p>	Ludlow	Object
<p>Hello, can I just congratulate you for being money hungry t***s. What is it with the council robbing people's money when we haven't got it ourselves? £1.80 per hour just to park in crappy old Ludlow. You must be having a joke. The council and all the people on the council need to reevaluate their lives and become better people and actually make a change that benefits the people of Ludlow.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>As I am sure you're aware, motoring is a very expensive privilege, what with fuel prices, running costs, insurance and whatnot and it makes it extremely difficult for any new motorists to afford to get started, especially if like myself, you receive disability payments. As a result, I personally object the rumoured figures of the parking price rise in Ludlow. I understand the reasoning behind the proposed changes, but I fail to see how the price rise and essential elimination of the "Pop and Shop" would be beneficial to helping the goals listed on the 'Get Involved' page (https://shropshire.gov.uk/get-involved/ludlow-and-shrewsbury-changes-to-on-street-pay-and-display-and-loading-bays/)</p> <p>Parking is sometimes an issue in Ludlow, I agree, however most of the time there is an issue it is during one of the town's events, which brings in a lot of non locals which cause the issues. On regular days, parking is rarely an issue at all, with the rather ample amount of parking spaces dotted around the town.</p> <p>If you wished to promote the efficient management of car parks, I personally believe that the council should look more into hiring more parking attendants. There is a lot of places that do need managing and I feel instead of disincentivizing motorists to park and visit the town, there should be more parking attendants, which might help with the local unemployment problem, as well.</p> <p>I agree with the theory of reducing carbon emissions and improving air quality, but it has to be considered that at our current level of motorists, emissions and air quality are hardly factors into the pleasantness of our town.</p> <p>Our air quality is exceptional according to several people I know of with respiratory issues, and carbon emissions could be fought a much more effective way, especially considering that these changes to parking are not really going to affect the traffic passing by and through our town; it mostly seems to serve as a 'cash grab' according to other people I have asked.</p> <p>Ludlow is not a town that gets congestion issues at all outside of a by-effect of essential roadworks, and the last statement, 'improving vibrancy in market towns' is again, a non issue. As it stands, with our current level of traffic, tourists still come here. The tourism itself is in part indicative of how 'vibrant' the town is.</p> <p>Speaking of tourism, I feel that the parking changes may disincentivize tourists from visiting our local businesses, especially with the change to the "Pop and Shop" program, as five minutes is NOT enough time to shop anywhere at all. Remember, if tourists come to our quaint, small town and get charged more for parking than in Hereford, they are not going to have such a good opinion of this town in general and may lead to a decline of popularity of this town, which thrives on its tourism benefits.</p> <p>All in all, I feel that the intent of the changes sound good on paper but on a practical scale, it will not change much except for causing disdain amongst residents and tourists alike.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I wish to formally object to the proposed parking charge changes in Shrewsbury. My main objection relates to the extension/change to the times of charges.</p> <p>Why on earth are you changing the time from 6pm to 8pm, apart from introducing a money making scheme?!</p> <p>I can understand charging for parking in the daytime (although not the increases) to control and limit parking during the main hours of population.</p> <p>However, in my experience there is never a parking issue during the evening (after 6pm) and by changing the operating hours I believe that it will seriously affect the night time economy of the town.</p> <p>I am currently a member of the Quarry Swimming and Fitness Centre and only ever visit during the evenings due to the additional expense of parking in the daytime that makes the use of the centre cost prohibitive on a regular basis. If you go ahead with the proposed changes I for one will have little choice but to cancel my membership and look elsewhere for gym/swim membership. If you add regular parking charges to the membership fee then the continued use of the centre will become unviable for a lot of people. I believe that that this will drive a lot of people out of the town centre and kill the membership of the centre. Or is this actually what you are hoping to achieve?!</p> <p>The new proposals will also add additional expense to those choosing to visit one of the town's eatery's in the early evening for dinner etc. Again I believe that this will adversely affect businesses in the town, especially during the early evening.</p> <p>Unfortunately, I don't think for one minute that you will really listen and/or act on the concerns of the general public and will decide to do what you want. I'm not sure who comes up with some of these policy changes but I don't feel that they adequately consider the practical financial effect both on businesses and those using them.</p> <p>I note that this consultation has been very poorly advertised and I only became aware of it by chance.</p> <p>Some may think/feel that this is a rue to helping it slip under the radar with minimum comment.</p>	Shrewsbury	Object
<p>I am appalled at the proposed parking charges in Ludlow, my husband has to visit the doctors every fortnight for blood tests, at the moment there is 15 minutes free, but he always buys a ticket for 50 pence, which is acceptable, but £1.80 for an hour is extreme, we are pensioners and our pension does not increase by much each year. We have to drive into Ludlow as we live about six miles outside. In view of the fact that your councillors are receiving a handsome pay rise, i think you should reconsider the high increase in parking charges. Ludlow relies on tourists, and this certainly will put them off coming to the town.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I wish to object strongly to the proposed changes to the pay and display parking in Ludlow.</p> <p>1. The introduction of linear hourly parking rate. While couched as a way of ensuring that people pay only for the length of time they wish to park, it is actually a 350% rise for local residents who wish to shop for an hour, who currently pay 50p.</p> <p>If visitors wish to stay in Ludlow for the day they currently pay between £2.40 and £4.80 in the long stay car parks, whereas the nearest competitor, Leominster, charges £2.50 for 24 hours, and Hereford city, with more choice of shops and services, charges £6. Their cut off time is 18.00.</p> <p>Under the current proposal, in Ludlow visitors would pay £21.60, a rise of 450%, for the same length of stay. Which would you choose? You are handing visitors to Leominster and Hereford on a plate!</p> <p>Ludlow is MARKET town which depends on its tourism and market to stay alive - it is not a cash cow for the County. By introducing these changes you are jeopardising the future of what is an already struggling economy. We have already seen a major supermarket close, independent shops fail, and the newly opened Pizza Express is about to leave the town, proof that footfall is declining.</p> <p>2. The introduction of a 5 minute free parking. Currently, Ludlow has a 15 minute pop and shop, which is sufficient time to allow residents to pick up prescriptions or a loaf of bread/milk etc. 5 minutes will not allow most residents time to get out of the car park, so is absolutely useless. In both town centre car parks, where pay machines are frequently out of order, it often takes 5 minutes to buy a ticket, and in neither are there shops within 21/2 minutes walk! This is only going to affect local residents, so is an extra tax levied under the guise of improving parking.</p> <p>3. Extended the hours of charging. This is obviously intended to catch the evening attendance at both Theatre Severn and Ludlow Assembly rooms, and will add £3.60 to the cost of visiting both venues. In an area like Ludlow, with its high level of elderly residents on a fixed income, this will make people think twice about attending events, which, in turn, will put pressure on the income of the volunteer led venue. Volunteers stewarding events will also be subject to the extra charges.</p> <p>4. The scrapping of maximum stay/ minimum return will simply mean that Castle car park, which is the most easy accessible for people with mobility problems, will be clogged up with long stay cars, causing more congestion in the centre as people try to find a space.</p> <p>The current system in Ludlow suits the town. It allows visitors to stay at a reasonable rate for as long as they want, while serving the residents and locals by ensuring that there will be a constant change of parking occupants, so that there is a chance of being able to park. The Market traders concession in Castle car park is essential if we are to keep the town alive. Our neighbouring county has kept its charges low and is in a position to attract both locals and visitors who will find Ludlow too expensive under the new proposals. This is another reason why a one size fits all does not work- particularly when the County Council seems to equate Ludlow with Shrewsbury, which does not have the same out of County competition.</p> <p>Shropshire Council needs to be guided by its local Ludlow members and the Town Council who understand the needs of the town and its environs with all the challenges they present. The proposed new system and charges will depress demand from residents and visitors, deter market traders, and eventually contribute to Ludlow's demise as a vibrant, well known destination, returning it to the depressed condition it was in 45 years ago when I moved to the area.</p>	Ludlow Shrewsbury	Object
Is there any part of this plan that doesn't increase the cost of parking to the public and increase revenue for you?	NK	Comment

Comment	Town	Sentiment
<p>Please do not make it more difficult and expensive to park in Shrewsbury in the evening. It will stop many people (including me) visiting and spending money in town in the evening. As my area has no evening bus service there is no way to visit town without a car. Surely Shrewsbury wants to attract people to spend money in the town by offering a vibrant and exciting night life. Increase parking costs and they will go elsewhere.</p>	Shrewsbury	Object
<p>I am horrified that parking on the street will not be free until 8.00 p.m. Parking in Shrewsbury is already a luxury but to add an extra 2 hours paid parking in pay and display bays is likely to put the nail in the coffin with regard to evening visitors to the town. In particular to attend the OMH 5.30 p.m performance one will now have to go to a car park making it less attractive and ultimately fewer people coming in and closing of food outlets etc which results in less income from rates etc.</p>	Shrewsbury	Object
<p>What a shame you feel the need to increase parking charges as proposed. This will surely be the death of the town and businesses in Ludlow town centre. My family will stop shopping in central Ludlow and will shop elsewhere.</p> <p>The increases are not justifiable in the current economic climate and will result in damage to businesses and livelihoods.</p>	Ludlow	Object
<p>Why on earth can you say changes the parking charges to these horrifying high priced charges and dropping the 15 minutes grace is going to be beneficial to this lovely small independent town</p> <p>Between locals and visitors to this town it will be boycotted leaving Ludlows local and independent shops suffering, the very popular events we hold that attract people from afar quiet and the town penniless</p> <p>I advise you RE THINK this crazy idea and keep the parking charges and rules as they are so Ludlow can carry in being a strong independent town that draw in the tourists and keep the locals spending their money in the town</p> <p>If charges are changed I know for sure there would be 4 less people supporting Ludlow as we would gladly travel further to do our shopping (and it would still work out cheaper)</p>	Ludlow	Object
<p>I feel you have given little if no consideration to those of us who live within the loop of Shrewsbury who have vehicles, but no parking.</p> <p>On school nights I drop and collect children for sports. I park anything up to twenty minutes walk from the house, but when in the middle of sports runs I have been able to use the in town loading bays (after 6) to park between lifts. With your proposals I would have to spend my whole time walking or pay you a small fortune in parking fees.</p> <p>Quality of life over profiteering.</p>	Shrewsbury	Object
<p>I don't normally comment or object to these proposals but I do feel very strongly that that the extensions to the car parking charge times should not go ahead</p> <p>Shrewsbury is well know for its wonderful selection of proper local businesses. It brings in visitors from all over Shropshire.</p> <p>But what the visitors don't realise is that many of these businesses are struggling to get by.</p> <p>We should be encouraging more visitors into tie town to shop and support these local businesses - not encouraging shoppers to go to retail parks outside of town.</p> <p>I really don't see how this benefits anyone. I don't think I am the only person that feels this way.</p>	Shrewsbury	Object

Comment	Town	Sentiment
<p>I completely disagree with your proposed changes to parking in Ludlow.</p> <p>I believe them to be grossly unfair and, in light of the recent £47k pay increase for your top man, an absolute PR disaster.</p> <p>The percentage increases are wildly inflated and the proposal to decrease the period of grace from 15 minutes to 5 is totally nonsensical.</p> <p>The council needs to take into account the impact these price rises will have on people that work in the town. They do not earn the kind of wages your executives do.</p> <p>You will also succeed in driving out much needed trade from the town. Fine if you're happy to see businesses go to the wall.</p> <p>Do not underestimate how unhappy the people of Ludlow are with Shropshire Council.</p> <p>The town is fed up of being treated as a soft touch with the council happy to hike up our parking charges while managing to fund the purchase of three shopping centres in Shrewsbury.</p> <p>It's time to treat all areas of Shropshire equally.</p> <p>Stop this stupidity now.</p>	Ludlow	Object
<p>I live on the old football field just over the English bridge - so usually walk, cycle or motorcycle to town.</p> <p>I think there should be more free motorcycle parking to help with congestion and parking within the loop. There also needs to be more provision for cycling and cycle parking, outside the station for example.</p> <p>I do occasionally stop in town on the way back through in the car though, usually after work hours, this is particularly the case when picking things up from convenience stores, other traders, and stopping to eat in the town in places such as Cromwell's or the lion and pheasant.</p> <p>It's businesses such as these which make the town centre the vibrant place that it is.</p> <p>Doing things like extending charges on delivery bays beyond 6 or 6:30pm will do one thing- completely kill the trading environment within the town centre. Most will head out of town in the evening, or not come in at all.</p> <p>What you might gain from a few pounds charges you will more than certainly loose in rates and taxes plus have the unenviable position of having to spend on regeneration and business development instead.</p> <p>This needs a complete re-think, with a wider view as to what a council needs to do to ensure its main towns are successful and thriving places.</p> <p>I object to these increased charges. I am a high rate taxpayer - my work is flexible and I can easily relocate and pay my council tax elsewhere if this is the direction of travel for Shrewsbury.</p>	Shrewsbury	Object

Comment	Town	Sentiment
<p>I am writing to say that, as a local retired resident who has no public transport into Ludlow, it is essential to use the car for shopping, entertainment, education, volunteering etc.</p> <p>If the charges go up as planned, I shall have to stop some of these activities and will, inevitably, do more shopping online, to the detriment of the local Ludlow shops.</p> <p>In addition, the imposition of charges up to 8pm rather than 6pm will ensure that I will stop all evening visits to Ludlow which will impact heavily on venues such as the Assembly Rooms which normally attract visitors from a wide rural area surrounding Ludlow.</p> <p>Please do think VERY carefully about the proposed charges.</p>	Ludlow	Object
<p>I am extremely disappointed that the hike in parking charges is going through. This is too great an increase. Doing away with the 15 minute pop and shop is very bad for local people who don't always need to be in town for half an hour or more. 5 minutes is nothing but if you add on 10 that the traffic warden has to allow before issuing the ticket we might just get a loaf of bread. I own a house on Upper Linney which is a holiday let. The increase from 1.10 per day to 70p on the Linney per hour is too great even though I know I can possibly buy permits for guests or they will have to expect to pay 7.70 per day or park a lot further from the house or better still come on the train.</p> <p>The whole thing is very bad for the town and we feel the council is cashing in on Ludlows popularity.</p>	Ludlow	Object
<p>I object to the proposed changes to on-street pay and display and loading bays for Ludlow and Shrewsbury:</p> <ul style="list-style-type: none"> • The free parking for 15 minutes was very useful for collecting children from school, picking up prescriptions etc. If that now costs £1.80 twice per day this will be unfeasible. I am not able to walk at present due to an acute knee injury and this feels punitive. • The new times and prices will be restrictive for low earners and the elderly, disabled, injured etc. • There needs to be proper investment in public transport to give people other options. <p>There was no mention of this in the proposal.</p>	Ludlow Shrewsbury	Object
<ul style="list-style-type: none"> • We object to the parking charges being extended from 18:00 to 20:00 hrs, this will affect all business open for trade during the evening and have an adverse affect on visitors coming into the town for an evening out. This is of particular interest to Ludlow which is heavily dependant on tourism. • We object to the free concessionary period of parking being reduced form 15 minutes to 5 minutes, this will badly hit Ludlow's excellent town centre shops from local and surrounding residents parking and picking up their provisions. We need to protect our local businesses. 	Ludlow	Object

Comment	Town	Sentiment
<p>As Ludlow residents, we are writing to express our extreme disquiet about the proposed changes to the parking regime for Ludlow.</p> <p>The proposals which are before us are nothing other than a poorly disguised strategy for revenue generation and the 'justifications' advanced by Shropshire Council are at best quite ridiculous and fatuous.</p> <p>The hourly rate increase is bad enough (and not justifiable other than to fund your ever present squad of so called enforcement officers) but the extension of the hours where charges are made from 6.00pm to 8.00pm is ill conceived and will impact on the evening trade for town centre hospitality and entertainment businesses, including obviously The Ludlow Assembly Rooms. To add insult to injury, removing the '3 hour maximum no return within two' in favour of 24 hour parking has the potential to further reduce parking availability as some will happily pay the extra while others will unwittingly, at least initially, become even more prey for your enforcement officers, some of whom are over zealous in the extreme.</p> <p>The changes to Traders parking arrangements also has all the potential to be damaging to the town's economy. While traders do want to come to the Ludlow market, you have no given right to assume that they will continue to do so. There are other markets around. The market attracts many locals but also many visitors and all spend not only in the market but other businesses in the town too. The quality and diversity of stalls is widely know. What a travesty if your plans destroy it and as a result discourage visitors to Ludlow.</p> <p>We now also appear to have a ban on motor cyclists who come into town in droves. These are not Hell's Angels or the like. They are genuine and pleasant individuals who again spend in the town and generate volumes of business not only for the market, but other businesses too. There may a small minority who pompously look down on bikers but they are the small minded residents who also do not approve of the May Fair and the like. Leave the bikers alone.</p> <p>Ludlow is a lovely town which is a thriving market town enjoying not only an excellent market, but many small independent businesses. The impact of increased business rates has already had an impact with shops already vacant. The proposed new parking regime is a further significant potential for damage to businesses and therefore the town itself.</p> <p>We would ask that you:-</p> <ul style="list-style-type: none"> * moderate your increases and do so substantially. * leave the 8.00am to 6.00pm charging period * do not allow 24 hour parking – maximum 5 hours if any change is felt imperative * revisit the situation for traders and provide less of a disincentive for traders to support our market * stop insulting us with the disingenuous justifications you put forward <p>Please rethink this whole issue.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I refer to your communication dated 9.5.18 with attached plans reference numbers KI75, KI76, KH76 and KJ76 concerning the above locations and proposals.</p> <p>It is noted that the proposals seek to extend both the pay and display latest charging times from the current 6.00pm to a proposed 8.00pm limit each day and with similar time extensions for loading bays.</p> <p>A further proposal seeks to apparently reduce the current free 15 minutes concessionary parking period on street, particularly within Ludlow, to a 5 minute free parking concession only. Whilst this is primarily a matter for your members and officers to consider Police do have an awareness that a number of local shoppers/motorists do currently take the opportunity of this 15 minute concession provided to visit local shops. A substitution of a concessionary 5 minute time slot both in the streets and car parks may well be seen by those motorists as inadequate for such purposes. As a consequence those motorists may then try to seek alternative free highway parking elsewhere. Police obviously have concerns that such migratory activities may not only contribute to increased traffic flows and congestion within the town centre but may contribute to increased obstruction issues where Police resources may be called for to resolve. I must advise those Police resources are currently both finite and priority led at this time and as such any calls for Police enforcement for such issues may not attract the priority that residents feel is appropriate.</p> <p>Enforcement of such proposed restrictions does fall to the highway authority under its Decriminalised Parking Enforcement Powers. I am sure the provision of adequate enforcement staff will have been considered to ensure adequate supervision of these new/extended parking restrictions.</p> <p>There are no objections to these proposals save for the above comments which I request should be shared with members and officers before progressing these proposals</p>	Ludlow	Comment
<p>I completely disagree with your proposed changes to parking times and charges in Ludlow. I believe them to be grossly unfair and, in light of the recent £47k pay increase for your top man, an absolute PR disaster.</p> <p>The percentage increases are wildly inflated and the proposal to decrease the 'period of grace' from 15 to 5 minutes is totally nonsensical.</p> <p>The council needs to take into account the impact these price rises will have on people working in the town. They do not earn the kind of wages your executives do.</p> <p>You will also succeed in driving out much-needed trade from the town. Fine if you're happy to see businesses go to the wall.</p> <p>Please do not underestimate how unhappy the people of Ludlow are with Shropshire Council. The town is fed-up of being treated as a soft touch with the council happy to hike up our parking charges while managing to fund the purchase of three shopping centres in Shrewsbury.</p> <p>It's time to treat all areas of Shropshire equally. Not to mention the elderly and parents of young children and babies trying to afford these parking charges when needing to visit their doctor's for appointments.</p> <p>Stop this stupidity now.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I wish to register my utter disgust at the huge increases in Parking Charges to be inflicted on our town, the mean spirited cut of the 15 minute 'grace' period and the introduction of universal all day on street parking.</p> <p>This, with the vague excuse of 'improving management of Car parks'.</p> <p>Nothing at all about any investment in the pathetic Park and Ride services in our market towns, Shrewsbury as usual being the only exception in the regard.</p> <p>The idea of a one size fits all across Shropshire, without any recourse to feedback from Town Councils as to how these changes will impact inical commerce, or indeed the general well being of residents, who whilst paying a 100% increase for Parking permits will have no right to a Parking bats clogged all day with tourists who prefer to pay whatever price not to use the useless Park and Ride. The threat to Market trader parking is utterly incomprehensible coming from a Council where the ruling party pretends to be the Party for Business.</p> <p>This whole project is quite clearly nothing more than a tax hike to fill the gap central Government has created by cutting the nation's Council funding to zero.</p> <p>Sadly Ludlow will again feel all the pain and receive none of the gain.</p> <p>Is it too much to ask the Unitary Authority to actually work with Local towns to establish the best for each Ines very different individual needs?.</p> <p>This is a sledgehammer that will crack the nut of Prosperity and is utterly indefensable.</p>	Ludlow	Object
<p>I am Chairman of Craven Arms Town Council Mr David Mills.</p> <p>We are in the rarity in that Craven Arms does not charge for parking.</p> <p>Due to this we are a thriving town with lots of visitors, business and regular people coming to our town. In this very difficult time of less disposable income it is important that we create a welcoming environment especially as we have a lot of out of town custom.</p> <p>I compliment Ludlow on there strategy as custom is being driven out in to the more rural area's where they are welcome. Bromfield and the food centre. A marvellous success with the shop and cafe very busy at all times but of course you can park for free. Items in the shop might be a little more expensive but at least people have a choice.</p> <p>The problem with charging for parking as you can see is that you drive your customers away. It would be much better to charge more on business rates and have free parking, customers will then flock in. It makes simple business sense.</p> <p>Anyway you carry on charging Craven Arms will continue to thrive with out street charges Thank you.</p>	Ludlow	Object
<p>I totally object to the proposed changes that are put forward to the parking charges within the red zones in Ludlow town centre.</p> <p>I don't believe any consideration has been taken to the people working in the town that are on a low wage or attending the town collage. There should be some kind of discount for staff working within the red area as I think that these people keep the town shops open and with the excessive charges will only push more people out of town.</p> <p>This may be acceptable to take money from the tourist that may expect to pay these prices for a one off visit.</p> <p>Please take this as 2 objections.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>With regard to the Ludlow parking controversy; it seems a number of towns and cities are making their centres car and motor bike free. Paris, for example, has alternate car- free days with a resulting significant reduction in air pollution. It is calculated that some seven million deaths globally are as a result of noxious emissions from traffic. So it is a serious problem. In Ludlow's case, of course residents and market traders must be allowed to park in the town. It's the visitors that are the problem. A solution might be to have some means whereby a triggered light or even some kind of scratch card system might be instituted whereby residents would have open access to the centre, whereas visitors would be directed to the Park and Ride facility or even to the Galdeford parking centre which is but a short walk from the centre.</p> <p>I would make a special plea for the charming Castle Square in front of the College, to be completely pedestrianised. On Saturdays and Sundays in particular it is invaded by sometimes fifty or sixty motor bikes. The noise is horrific and continuous. I mean non-stop. They're full of their pwn rights but show little regard for those who just want to sit in peace and enjoy the delightful views. This includes older people, some with frames; children. They park their bikes so that the wheels are almost touching the benches that the Council has provided.. It's outrageous.</p>	Ludlow	Comment
<p>I believe that if you increase the parking charges as proposed the town which is such an unusual and much visited place will go into a decline. We should treasure what we have and encourage people into the towns and not drive them into free parking at the supermarkets. I also believe the 10p for half an hour is very useful for locals who just wish to go to the bank or to have a quick shop in the market square. If that charge is increased to £1.80 as I believe is proposed that will lead to more bank closures and small shop decline.</p>	Ludlow	Object
<p>I am opposed to the excessive 56% increase in parking charges within the river loop of Shrewsbury - £1.60 increasing to £2.50. How can this be justified? The RPI is barely 2.5%! I have written to Shropshire Council several times over the last few months to voice my concerns. This proposed charge is more than some cities make to park for a similar period. My concerns with regard to Shropshire Council's parking strategy, which are supported by the majority of persons who responded to the consultation, who are overwhelming in support of 'no change' to pricing, or charging hours / alteration to the 'pop and shop' period. Why have a consultation, and then ignore the views of the respondents?</p> <p>There is now another 'twist' to the proposal with the existing parking machines unable to accommodate the proposed new charges. Surely this issue should have been identified during the planning stage of this change. I read that it is going to cost the Council in excess of £900,000 to convert all the parking machines in Shropshire to allow full implementation of the revised parking strategy. This is a considerable sum of council tax payers money, and would be far be utilised into adult social care, or the like.</p> <p>Returning to the difficulty in allowing parking machines to upgraded accommodate the proposed new charges. If an increase in parking charges is justified, which I firmly believe it is not - I propose a simple solution. Retain the current 'pop and shop' 15 minute concessionary ('free') period (as supported by 86% of the respondents who took part in the consultation) / charge £1.00 for forty five minutes parking - to give one hours parking for a £1.00, and charge £2.00 to park for two hours. Persons are probably more likely to carry £1.00 coins rather than odd bits of loose change to accommodate the proposed revised charge of £2.40 / £2.60 per hour - as the parking machines are unable to accept a £2.50 charge. Just keep it simple! Car usage is a facet of modern day life, and whatever the charge the Council makes car parking spaces within the town centre will be fully utilised.</p> <p>Please listen to the residents of Shrewsbury, and the wider county of Shropshire, and do</p>	Shrewsbury	object

Comment	Town	Sentiment
not work from your own agenda.		
<p>It strikes me that you are endeavouring to kill off the town of Ludlow as a destination. Whilst agreeing with linear parking charges for metered parking, the proposed huge hike in prices will discourage many from spending time, or even visiting the town. The proposed extension of parking restrictions from 6 pm to 8 pm will hit the Assembly Rooms and other venues within the town, as folk will have to budget in parking charges for their evening entertainment, albeit possibly for only one hour. A particular concern is that folk wishing to come to church will have to pay a proposed extra charge of £3.60 for the privilege. An extra £350 or so per year is not something that many regular churchgoers can afford. It is quite possible that the churches will see their givings, and therefore their viability, going down. It is not so long ago that it was free to park on a Sunday, a situation with which I heartily concur. I also disagree with the reduction of the free period from 15 minutes to 5. My wife and I are both less mobile and would find it extremely difficult to pop into town for something and get back to the car within 5 minutes. I don't see that these proposals will reduce carbon emissions, except in reducing the number of visitors to the town!</p> <p>One of the major attractions of the town is the market. A quick straw poll amongst traders indicates that several would find towns with a more accommodating parking strategy should the proposed changes to the market traders concessions take place. Yet another nail in Ludlow's coffin!</p>	Ludlow	Object
<p>I understand that the County Council is proposing the following changes to the car parking fees and arrangements for Ludlow:</p> <ol style="list-style-type: none"> 1. On-street parking to go up to a flat rate of £1.80 per hour. 2. No 15 minutes grace to nip in for some shopping. This goes down to 5 mins. 3. Parking charges to continue to 8pm not 6pm. 4. Market traders will have their reduced parking fees abolished and will have to park well out of the town. A quick straw poll reveals that several will look for markets in towns with cheaper parking. <p>I wonder what it is you are trying to achieve? Ludlow is an historic market town, as well as a visitor attraction. Car parking is already in short supply, particularly on market days and for special events such as The Ludlow Festival.</p> <p>Ludlow is trying hard to maintain its position as a viable small town whilst you apparently are about to do your best to deter market traders and visitors. The town currently doesn't gain a single penny from the charges already in place and this seems like a simple money making exercise by officials who apparently have very little knowledge of the town and even less interest in keeping it alive.</p> <p>Several market traders have already stated that if these changes occur they will seek other venues that are more understanding to their needs. Some 65% of the population of the town are senior citizens and the 15 minutes grace is already very tight for them to nip and do a quick shop, 5 minutes would be impossible, even for a young and able bodied individual.</p> <p>You should be aware that we are not Shrewsbury and what may work for Shrewsbury is not necessarily the blueprint for every other town in the county.</p> <p>I do hope you will seriously consider these points and make a plan more suited to Ludlow. I look forward to hearing your response.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>Re the proposed new parking charges for Ludlow - the 15 minute 'pop and shop' has been a great boon to many residents of Ludlow. I realise this is probably difficult to police, but keeping the 30 min for 10p (or even just 15 min for 10p) would be a great asset.</p> <p>The on-street parking rate of £1.80 per hour is excessive, and continuing this charge until 8 p.m. will deter and penalise people going out for the evening.</p> <p>If Ludlow market is to continue the market traders should certainly have some concession to parking as they do at the moment and expecting them to go out of town to park is totally infeasible. We value our market and ask you not to kill the market trade.</p> <p>I have looked at the proposed new charges for the County and note that, apart from Shrewsbury, Ludlow is being charged way and above any other town. We value our visitors and request you not to implement these excessive charges which will deter many people from visiting the town at all, and therefore reduce the town's income. Most other towns will still get free parking on Sundays and Bank Holidays but Ludlow's Sunday charges are set at 50% of weekday charges.</p> <p>I presume that Shropshire County Council is still going to take all the money from Ludlow's parking charges which makes the charges even more painful.</p> <p>DON'T DESTROY LUDLOW!</p>	Ludlow	Object
<p>I live near to Ludlow but rarely come into town. Its a lovely place to visit but the risk of a parking fine and the already steep parking charges is putting me off. Any charge is a disincentive to visit and revisit. The local roads are awful, why would any tourist want to revisit the area or recommend it after driving potholed roads to be screwed at the parking meter.</p> <p>Shropshire council appears to have a hate campaign against locals and visitors alike. The empty shops in a popular historic market town evidence a failure to support business. A free parking scheme invites people to park and spend. Providing enough parking may become an issue.</p>	Ludlow	Object
<p>The proposed new parking charges for Ludlow and reduction in concessions for market traders will have a catastrophic effect on the town. Ludlow is a small town (and not as rich as you think) that depends for its survival on visitors and the markets. The swingeing increases will deter both and heavily penalise the largely elderly residents that need their cars in town. The roadside parking charge of £1.80 per hour is unreasonably high. Are the charges the same in Shrewsbury? If not, there is a blatant injustice here. It is, anyway, a scandal that Ludlow town receives no benefit from the parking charges levied on its streets.</p> <p>Please be reasonable and do not turn Ludlow into a ghost town instead of a tourist attraction that benefits the whole county - that will serve no one's purposes in the long run.</p> <p>Please reconsider and set charges that will encourage visitors and market traders instead of driving them away to other, less expensive towns.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I have read with interest the proposed changes to the vehicle charging periods, specifically the changes for Shrewsbury.</p> <p>I do not believe that an effective extension to the charging period by a further two hours per day is a good idea. I do not think it will encourage anyone to visit our town centre. I believe that we (and so the council) should be encouraging personnel to visit the town and spend money into the community (other than having to part with more money to park a vehicle for longer periods of the day) and hopefully increase footfall into local shops and businesses (including the recently purchased shopping centre that the local authority purchased). Additionally, I note that this proposal also details a supposed concession to visitors of a free 5 minute parking period which is a further erosion of existing practises, currently we have a 15 minute free window before a parking ticket is issued. I do not know if you have been to the town centre on a weekend, I only visit the town centre on a weekend as I commute 45 miles to work each day, but a 5 minute free period will not give anyone time to get to the bank and obtain change for the parking meter let alone an opportunity to buy even a loaf of bread from a local independent baker.</p> <p>I also saw that it is proposed to extend the loading bay hours in Frankwell until 8pm each evening, what would be the point in this as most businesses other than bars and restaurants are shut at this time and I have yet to see any restaurant taking deliveries late in the evening, they are trying to get paying customers into their premises.</p> <p>In a nutshell I am against any further increase to either fee paying periods or charges levied, I believe if anything we should be making concessions and reducing both fees and charging periods.</p>	Shrewsbury	Object
<p>I wish to express my serious concern regarding the proposed review of parking in Ludlow.</p> <p>I write as a local resident living within walking distance of the town centre, and fit enough not to need my car in town.</p> <p>The increase in the hourly rate is however a serious penalty for anyone who need a quick trip into the centre. eg I bring an elderly lady (who does not justify an orange badge) into an early communion. 1.80 is a considerable additional cost.</p> <p>The reduction of the 15 minute grace is a real penalty for someone who needs to pick up a heavy load, buy a single item from a shop or use the post office. Realistically people will be driven away from the centre and only use the supermarkets which are no longer in the centre. This is very bad news for a vibrant town that has so far retained its smaller independent shops.</p> <p>I share the concerns of market traders, and fear the likelihood of their abandoning Ludlow. This is especially sad as I feel the market variety has been improving over the last few years. Similarly the extension of evening charges will discourage visitors to use community facilities, eg Assembly Rooms and equally important discourage attendance at the various meetings, voluntary and cultural events that contribute so much to the quality of life here.</p> <p>I recognise the desire and need to increase revenue but fear these measures will have a serious long term effect on town and community.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I have recently been reading an article in the Ludlow Advertiser that parking charges are to be increased, this I find discussing as when we travel elsewhere fees are nothing like these and people will stop coming to the town which would be a tragedy for such a unique place.</p> <p>So we hope you have a rethink and just bring it in line with current inflation?</p>	Ludlow	Object
<p>I object strongly to the new proposed parking rules . I often go into town at 18:30 to get an earlybird meal at one of the town restaurants .To change free parking till after 20:00 is the type of lunacy only this council can up with . I will not come into town when this happens and it will kill the town. The idiot that comes up with this should be sacked . The attitude of the council is destroying Shrewsbury</p>	Shrewsbury	Object
<p>I object to the changes.Parking is already too expensive. Changing the time for parking in loading bays to 8.00pm is also ludicrous and will have detrimental effect on people wanting to visit restaurants for a meal at a slightly earlier time. There is no hope for this town with the idiots in charge.</p>	Shrewsbury	Object
<p>While accepting that a parking charge increase is probably unavoidable, the effect of this increase is likely to be disastrous for those independent retailers who still survive in Ludlow to give the town centre its unique character and appeal to visitors.</p> <p>What may be a justifiable charge in Shrewsbury is well over the optimal rate in Ludlow. Many visits to the town are restricted to two or three shops and cafes and a charge of £3.60 for a fairly brief visit represents a deterrent to frequent visitors and will have a serious impact on footfall. As a long time resident of both Ludlow and, previously, Shrewsbury I am acutely aware of the enormous difference between the two places. Please take full account of the difference and introduce more flexibility into your plans. Retailing in High Streets is tough enough in the digital age and will get much tougher in the next few years.</p> <p>I have no financial interest in any Ludlow business.</p>	Ludlow	Object
<p>I write to express my dismay and profound objection to the proposed changes to parking charges in Ludlow. Parking is already difficult for visitors and non-town centre residents such as myself, these proposals will make life even more difficult and much more expensive.</p> <p>I am actively involved with a town centre church (without its own car parking) and in running a charity/volunteering. All this means that I have to frequently come into town from the outskirts for periods of 2 or 3 hours. Also, like many others, I have regular evening meetings at around 7.00pm several times a week. All these activities often mean having to drop things off in the town centre or park close to the church in Broad Street. We have already lost free Sunday parking, now it will become even more difficult.</p> <p>So the combined effect of abolishing the free 15 minutes, charging for parking after 6.00pm, and much higher on-street parking charges will make life very difficult. The proposed reduction from 15 to 5 minutes is nonsense as in practice there are rarely spaces immediately outside the premises required, so 5 minutes is insufficient for even the shortest drop off or collection - or support of local shops.</p> <p>Add to this the potential financial disaster caused by discouraging visitors to our town and these proposals look like nothing more than an attempt to grab money at the expense of community life.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I am dismayed to read about the proposed changes to parking in Ludlow.</p> <p>Ludlow is a small market town with many small independent shops, who are already struggling to remain open, partly as a result of the increase in business rates. Much of the trade for these shops comes from "pop in " purchases made by people who live in the villages and countryside local to the town. The free 15 minute parking allows these quick purchases to be made and assists in keeping these shops open. Without these shops, the town will decline and tourists will be less inclined to visit, ultimately meaning the town will fail to thrive and even less income will be generated for the council.</p> <p>The hike in parking charges and extension of charging hours to ensure that all evening visitors will have to incur a parking fee will further discourage locals and tourists visiting the town, as it will be much cheaper for them to drive to a pub with free parking to enjoy a meal.</p> <p>I am also of the opinion that the remove the market trader parking concessions will discourage the traders coming to Ludlow and this will result in less people wanting to visit.</p> <p>My suggestion to increase revenue is to reduce parking charges and hours, thus encouraging more people to visit and spend their money and rate paying shops and restaurants to be opened.</p>	Ludlow	Object
<p>Although I will offer no objections to the proposals I would like to say that some of the changes could lead to motorists parking illegally onto the surrounding streets rather than pay any increases. There should not be any expectation on the Police to deal with any on street parking issues caused by alterations to parking times and charges. If this was the case the matter would be referred back to Shropshire County Council for review.</p>	NK	Comment
<p>I am extremely unhappy to hear about the proposed ,excessive rise in the Ludlow car parking charges.</p> <p>This is a ploy that will only lead to further distress to the shop owning community.</p> <p>Ludlow shops are already closing down at a very rapid rate owing to the imposition of higher business rates.</p> <p>Visitors just will not come to the town for these reasons. Surely we should be attracting more people to the area.</p> <p>Looking at the bigger picture, I can see visitors avoiding Shropshire altogether , as the state of the roads here is an absolute disgrace, compared to a county like Powys. Some of the road potholes have been present for months and only limited attempts have been made to fill them.</p> <p>They are not only highly damaging to people's cars, but are likely to lead to serious accidents and possibly injuries or loss of life. Surely the logical course to take, would be to repair the roads first before embarking on other road projects</p>	Ludlow	Object
<p>We fail to understand how extending the charging period from 6 to 8 in shrewsbury will achieve the stated aims. It is likely to affect use of amenities and leisure activities in the town in the early evening. Use of the theatre in particular and also eating outlets, resulting in loss of revenue in the town.</p>	Shrewsbury	Object

Comment	Town	Sentiment
My wife and I live in Ludlow and regularly park in the town. We strongly object to the proposed increases in parking charges. We also feel very strongly about the proposed reduction of the concessionary period from 15 to 5 minutes. We are both retired and often collect prescriptions from a chemist in the town. It will be impossible to do this in 5 minutes. We realise that parking has to be funded but these increases are too steep. I hope that enough of the townfolk have bothered to express these feelings to make you think again. These increases will have a detrimental effect on the town. Repainting the direction markings in the car parks is long overdue.	Ludlow	Object
<p>I would like to express my objection to this ridiculous plan of increasing the price of parking in Ludlow.</p> <p>I feel this would have a terrible impact on the small businesses in Ludlow and people won't bother coming into town and they will go elsewhere to shop or park in tesco or Aldi and walk up town which will cause chaos in those car parks for people who actually want to shop there.</p> <p>Have you not considered the people who work in the town and how this increase will affect them? ...our wages certainly won't go up to cover this rise and a lot of people certainly wouldn't be able to afford the price and would simply find alternative parking on an estate in town where there are no restrictions and walk up to work. This will just congest housing estates and make it difficult for residents to get out themselves.</p> <p>I hope you will look at this ludicrous plan and think about the people of Ludlow before you make it a ghost town.</p>	Ludlow	Object
<p>I am writing in response to your recent announcement of intention to change the pay and display conditions in Ludlow.</p> <p>It is clear that the plan to extend the hours of operation and charging to 8pm is purely based on financial gain to the council. It will have a very detrimental effect on restaurants and accommodation within the town. This is peak time for them and will drive people to dine or stay elsewhere. There is no evidence of issues with parking in the evening.</p> <p>With the regards to a change in parking charges becoming linear. In the Red zone we currently pay just 50p for 1 hour, £1.10 for 2 hours or £2.40 for 4 hours with 15 minute stays free . These are already pretty close to linear charges and the maximum stay of 4 hours ensure the central car parks have regular turnover of spaces throughout the day. The 15 minutes free period is suitable to pop into local banks or shops. The proposed charges are much higher per hour with the 5 minutes grace being totally inadequate for even the fittest of person to pop into a shop, queue and return to their vehicle. You cannot deny that the minimum £1.80 hourly charge will drive people away from parking in the town centre and dropping briefly into the towns local businesses.</p>	Ludlow	Object
<p>I wish to object to the proposed extension of loading bay restriction times inshrewsbury town.</p> <p>I have three sites that will suffer as a result.</p> <p>This is nothing but a flagrant revenue generator and does nothing for traffic management</p>	Shrewsbury	Object
See detailed response at the end of Appendix 1	Ludlow	Object

Comment	Town	Sentiment
<p>I have just recently found out about the proposed changes to the parking in Ludlow town centre and as a student studying Geography at A level, I am very aware of the negative impacts this will bring to the town.</p> <p>I sympathise with the reasons you have for wanting to increase revenue to the town, however I think you seem to be unaware of the fact that people, particularly locals, will avoid coming into the town centre to do their shopping and spending their money in the local independent retailers and will instead, opt for cheaper alternatives such as Tesco, where the money spent there will not actually benefit the town at all.</p> <p>Many of the independent retailers are already struggling to remain open and we have seen a vast number of these closing over the past few years. They sell local produce and support our local farmers, however, with the competitive rent prices, they are being given no option but to close down, as only the chain stores, with branches all over the country are able to afford them. Without these shops, the town will fail to thrive and tourists will be attracted elsewhere, where the historical, independent nature has not been taken away.</p> <p>Much of the trade in Ludlow is due to the '15 minutes free parking' allowing local people to make quick purchases, such as popping to the butchers, but without this, people will not bother to pay the unreasonable, excessive prices for parking and will once again be attracted elsewhere.</p> <p>Furthermore, the shift of the parking charges towards 8pm at night will also draw people away from travelling into Ludlow for an evening meal and they will choose to visit other pubs and restaurants outside of town, where parking is free. As a student who enjoys to meet friends for a drink or a meal in the evening, this is a very big factor that would discourage me from visiting, because I believe as a local resident of Ludlow, I shouldn't be paying these ridiculous prices just to park my car at 6pm at night. Moreover, the assembly rooms, which relies almost 100% on the local older population, may see a reduction in the numbers travelling into Ludlow to use this facility, as with the increase in house, fuel prices etc, their pensions are not going to be able to cover the additional spend on parking on a regular basis. I am aware that Ludlow doesn't have very many entertainment facilities, so this is a very important feature, which we need to ensure remains open.</p> <p>My suggestion to maintain visitor numbers and a reputation of a historical market town is to reduce parking charges, thus encouraging more people to visit and spend their money in the local economy, which will ensure these independent retailers remain open. If you were to increase them, I believe you should at least consider giving locals a discounted price, as they are the main players to driving the local economy and without their trade, Ludlow will decline as a result.</p> <p>I am also of the opinion that the removal of the market trader parking concessions will discourage traders from coming to visit Ludlow and as a result Ludlow will lose its well known status for being a historical market town, meaning people will no longer be drawn into the town.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I am writing to set out my objections to Shropshire Council's proposed parking scheme for Ludlow.</p> <p>Objection 1:Revenue raising is not a rationale for a parking strategy. The proposal to extend the charging period to 8 pm at the same rate in Ludlow town centre streets as the centre of Shrewsbury does not take into account the viability of the shops or community.in a market town. There is no reason given for Ludlow being treated as an exception to other market towns, other than that the Council sees an opportunity to make money.</p> <p>Objection 2: Detrimental impact on the community Living in the centre of Ludlow, there is a clear drop off both in visitors, shoppers and trades people in the afternoon - you cannot buy a loaf of bread much after 2 pm or a cup of coffee at 5 pm- but the community uses the town centre after 6 pm. The proposal extends the parking costs from 6 pm to 8 pm. This means that volunteers at Ludlow Assembly Rooms (LAR), visitors to LAR and the other community events that occur in the town centre will be forced to pay a parking charge between 6 -8 pm.</p> <p>LAR is already having its budget cut dramatically in 2019 by Shropshire Council, so will be unable to pay for volunteers to park. The population is elderly (including volunteers) so walking a long way in the dark when events finish, especially in winter when the weather is bad, is unacceptable to them and many will cease to volunteer. And for most people who attend events (most of whom are from surrounding areas) it will be nearly as much to park as go to the cinema!</p> <p>I write this knowing that Shropshire Council will disregard these objections as they have already been made and ignored.</p>	Ludlow	Object
<p>the suggestions from Shropshire Council are disastrous and if implemented will have nothing but a detrimental effect.</p> <p>(I)Ludlow is a tourist town and it has a lot to offer there is little doubt that exorbitant hourly rates will affect this.</p> <p>(i i)S S C should be working for the local community and for the council tax payers,---this will affect local people, their access to the town and local businesses, thus hitting the local economy.</p> <p>(iii) it will devastate the market -----traders will go elsewhere ,one of the visitor attractions is the market!!-----it will alienate the locals (your income source) who feel that Ludlow and the surrounding area are being used as a ' cash cow ' for SC, who in case you have forgotten are spending £ 50 m+ on purchasing Shrewsbury shopping centres (a white elephant if ever there was!). I thought C C's were supposed to represent their people. some hope.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I feel very strongly that the proposed alterations to charging in Ludlow will be disastrous for the town as a tourist destination and for the present diversity of shopping for the locals.</p> <p>I accept that the current 15 mins nip and shop is unenforceable in practical terms but 5 mins is even worse. The parking Attendant can only stand next to 1 car at a time. A flat rate for an hour will clog up the car parking spaces and allow fewer shopping journeys than the present 10p for 30mins. In 30mins on a rainy day all shops can be covered by most folk in 30 mins. Make that charge 50p which is still reasonable and folk can be in and out of town quickly.</p> <p>I previously lived in a town who priced the market traders out of town and the town centre slowly died. Please do not do that.</p> <p>The evening charge to 8pm will seriously affect the Assembly Rooms in which a considerable amount of money has been recently invested. Also thigs like evening meeting in Churches etc will be affected as there is NO PUBLIC TRANSPORT as an alternative in the evenings in Ludlow.</p> <p>Please seriously reconsider your proposals.</p>	Ludlow	Object
<p>The word VINDICTIVE comes to mind with this recent suggestion that parking charges in Ludlow are not just to be raised by a small percentage but hugely. Are you trying to close down our small towns in order to draw more people to Shrewsbury shops??</p> <p>That said, have your Councillors given any consideration to the financial consequences to our town, but to Shropshire Council also. If not may we remind them!</p> <p>Increase Parking Charges and the inevitable result is that people will shop in towns where parking is sensibly priced at a lower figure, thus less trade and income, plus the massive rise in Business Rates, may well cause many shop closures. Extending the charging period to 8.00 pm will mean that places, like the Assembly Rooms will equally suffer on numerous occasions where performances start at 6.00 pm or shortly after. Attending these events the addition of new fee will put the cost up very substantially. Other Groups meeting prior to 8.00 pm will suffer in the same way e.g. Ludlow Choral Society which starts at 7.00 pm!</p> <p>Ludlow, and other towns like it, rely on their small shops and in Ludlow particularly it's tourist trade. The proposed charges may well cause many to think again about visiting and especially if small shop closures create an air of dereliction. Would your Councillors want to visit such a place. We think not!</p> <p>The follow-on to shop closures and a failure of the Assembly rooms means less Business Rate income, so a huge reduction in the County Council income. Is this what the Council wants? We think not! Then again, does Shropshire Council give any depth of thought to their actions? Again..We think not.</p> <p>!!! PLEASE STOP THIS LUDICROUS INCREASE AND USE YOUR COMMON SENSE BEFORE WRECKING THIS TOWN!!!</p>	Ludlow	Object

Comment	Town	Sentiment
<p>Previously I have asked that consideration be given to changing the time of parking charges finishing from 8.00 p.m. to 6.00 p.m. to enable Ludlow Assembly Rooms' audience members and class participants to continue to benefit from free parking.</p> <p>However, it has now been brought to my attention that several volunteers who act as stewards for our auditorium, sell tickets on the Box Office and help behind the bar, will give up volunteering if they have to pay to park for their evening shift. This would be a disaster for us – we rely very heavily on volunteers who are absolutely vital to the running of this key organisation within the town.</p> <p>I am told that volunteers can park for free in the Market Square car park or on the Linney – a lot of our volunteers are older people who would be nervous in the winter of having to walk to and from these parts of town.</p>	Ludlow	Object
<p>As a Ludlow resident I am horrified by the proposed astronomic increases in parking fees proposed by Shropshire Council. It is obvious that you are using Ludlow as a Cash Cow to support an inept County Council. How much of the money raised will come back to Ludlow? My guess is very little, if any. The most obnoxious change is the extension of charged parking to 8.00pm from 6.00pm when everyone knows that entertainment in the town usually starts at 7.30pm. Why are you trying to destroy our town for your own personal gain? I believe every County Councillor should declare their position on this issue and give the people of Ludlow an opportunity to vote them out of office. To do less would be a betrayal of democracy.</p>	Ludlow	Object
<p>I've read that you are inviting comments on a range of parking tariff considerations across the County, and my comments are specifically related to Ludlow, although I know your remit is broader.</p> <p>We are regular visitors to the beautiful town and its surrounding countryside, and I really hope you consult both widely and carefully on anything that raises costs to visitors to the town. I have experience of how apparent short term gain of revenue increases from town centre car parks leads to long term declines, as retail businesses suffer and customers choose elsewhere.</p> <p>Ludlow is beautiful. Its retail appeal is reasonable but fairly limited, and if parking charges are in any way seem as a deterrent to shopping there, then customers may decide to travel further afield e.g. Worcester where they too have charges, but where the retail and leisure provision is greater.</p> <p>You have a wonderful town, but I suspect smaller independent businesses which are part of the town's appeal would be incredibly vulnerable to anything that negatively impacts footfall.</p> <p>Please consider these issues.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I live near to Ludlow but rarely come into town. Its a lovely place to visit but the risk of a parking fine and the already steep parking charges is putting me off. Any charge is a disincentive to visit and revisit. The local roads are awful, why would any tourist want to revisit the area or recommend it after driving potholed roads to be screwed at the parking meter.</p> <p>Shropshire council appears to have a hate campaign against locals and visitors alike. The empty shops in a popular historic market town evidence a failure to support business. Free parking invites people to park and spend. Providing enough parking may become an issue.</p> <p>Today my family travelled to Meole Brace in Shrewsbury, 25 miles away, to shop rather than Ludlow to shop, 7 miles away. With free parking at Meole Brace its cheaper to travel further away. We purchased birthday gifts, fruit and veg and a shoes. £100ish spend. Shropshire councils policies are a direct assault on the community in Ludlow. We now only shop in Ludlow at Aldi if we are taking the kids to guides or scouts.</p>	Ludlow	Object
<p>1. The increase you are proposing is excessive. 56% (£1.60 to £2.50), when the RPI is around 2.5%! How can you justify such an increase? I believe I read somewhere it is going to cost nearly £900,000 to alter all the current parking machines in Shropshire, to facilitate the new tariff. This is tax payers money you are spending, and when resources are stretched, this money could be far better spent elsewhere.</p> <p>2. From figures obtained from Shropshire Council's own consultation, 86% of respondents do not want the 15 minute pop and shop period reducing to 5 minutes. The statutory grace period allowed is only going to encourage 'illegal parking'. If this proposal is approved, will you as a Council make it 'crystal clear' on the revised parking machines that shoppers can park for 'free' for 5 minutes, plus there is an additional 10 minutes when a penalty charge notice cannot be issued? Why have a consultation, and then take absolutely no notice of what local people want?</p> <p>3. 93% of respondents to Shropshire Council's consultation do not want the charging hours increased to cover the times between 09.00hrs. to 20.00hrs. Why have a consultation and then take no notice of what the vast majority of local people want. What is the additional cost to enforce this proposal - i.e.. civil enforcements officers etc?</p> <p>Shropshire Council is in office to represent the views of the electorate, and not to pursue its' own agenda!</p> <p>Car usage is a facet of modern day life, and essential for the majority of persons in their day to day life. The Council must not use car drives as 'cash cows'.</p> <p>Please take your proposals back to the 'drawing board' and discuss them again at Cabinet level if necessary, and come back with proposals which reflect the views of the local people of Shrewsbury and Shropshire.</p>	NK	Object

Comment	Town	Sentiment
<p>As a result of the idiocy with the car park fees I will no longer be visiting Shrewsbury town centre any day but Sunday (until of course you make that more expensive too).</p> <p>This means my wife will no longer get her occasional lunch time treat from Philpotts - the 15 minute run and buy time was just right by parking on Fish Street, paying the council an 80p tax on a £3.25 sandwich is ridiculous. My daughter will do without her post Brownies Chinese treat from Hong Kong Express as the parking hours extend now to 8pm and the Chinese tax is £1.80 in the nearest car park.</p> <p>If you are really that desperate for a few extra pence put cameras on the traffic lights and ticket red light jumpers - you would make a fortune from the buses and taxi drivers (incidentally this is far more dangerous than 32 in a zone, so you could even feel like you are making the roads safer too!).</p> <p>One last thing who's twisted idea of a joke was it to run the half marathon of fathers day - I would like to have gone out for breakfast, but cant get into town and cant get out of it - surely you could have either picked a non conflicting day or had them run on the miles of cycle paths and green ways you have forced upon the community!?</p>	Shrewsbury	Object
<p>Ludlow Town Council's Representational Committee on 13 June 2108 made the following response to the parking consultation proposals:</p> <p>PARKING STRATEGY ADDITIONAL PROPOSALS</p> <p>RESOLVED (unanimous) TG/CS</p> <p>i) To respond to the consultation by strongly restating the Town Council's previous comments made on 16th May 2018 and a letter sent to Shropshire Council on 12th October 2017 (as detailed below)</p> <p>ii) To convey the consultation response to Shropshire Council Cabinet, Ludlow Unitary Councillors and Phillip Dunne MP</p> <p>To object to the proposal to remove Ludlow Castle Street car park market trader permits at a concessionary rate of £4 per day from April to December and £2 per day from January to March, and Ludlow - Galdeford B and Smithfield car parks market trader permits at a concessionary rate of £2 per day for the following reasons:</p> <p>Ludlow market trades up to six days a week and trades throughout the year. It is an asset to the town and other traders notice that Tuesdays – a non-market day – is much quieter in terms of footfall and visitor numbers. Ludlow's economy is based on tourism, Ludlow market is one of Ludlow's core visitor attractions. It helps to create a healthy and vibrant heart to the town and therefore the needs of the market traders must be understood and address because they are very different to the needs of traders with permanent indoor premises. Market trader bring their entire stock with them each day they trade and take it all home with them at the end of each day.</p> <p>The stalls have a canopy, but there is no storage other than under the stall and this area is not secure from theft. Traders use their vehicles as their stock room and therefore the vehicles must be near to the stall so that the stall is not left unattended for too long during each stock visit. Smithfield and Galdeford car parks are in excess of 10 minutes' walk from the market, which is not feasible for many traders.</p> <p>Trading conditions are tough for everyone. The real risk is that Ludlow market loses a</p>	Ludlow	Object

Comment	Town	Sentiment
<p>number of traders and loses the critical mass of traders that attract visitors throughout the year. If Ludlow market is diminished then the town centre will unfortunately feel the detrimental impact. The only positive in this sad scenario is there will be plenty of empty parking spaces in the town.</p> <p>The proposals are unnecessary, and undermine a working structure of parking charges that provides necessary support to a key asset of Ludlow, namely its outdoor market., The proposal to remove the concessions are unworkable and represent an attack on Ludlow's vibrant town, award winning market, and visitor economy.</p> <p>Re: Amendments to Shropshire Council's Off Street Parking Places Order. The current off street permit structure is effective and workable which is appreciated by businesses, hotels, B&B's, guest houses and holiday lets</p> <p>Ludlow Town Council's also wishes to restate its response to Shropshire Council's Parking Consultation of 12th October 2017. The full contents of the letter are as below:</p> <p>SHROPSHIRE COUNCIL'S PARKING STRATEGY CONSULTATION</p> <p>Ludlow Town Council resolved to make the following response to Shropshire Council's Parking Strategy Consultation:</p> <p>TOURISM BASED ECONOMY</p> <p>Ludlow is a small market town with an economy based firmly on tourism. At its centre is one of the finest Mediaeval castles in the UK with its rich history as well as a magnificent parish church, Ludlow is visited by thousands of tourists each year.</p> <p>Shropshire Council recognises Ludlow as an important tourism destination in Shropshire. In the Core Strategy for Planning, Ludlow is described as 'an important tourist destination and has achieved international renown as a centre for quality local food and drink.'</p> <p>Shropshire Hills Area of Outstanding Natural Beauty Partnership, together with Shropshire Council, commissioned Sustainable Tourism Strategy for The Shropshire Hills and Ludlow 2011-2016, identifies, ' Shropshire was an important focus for pioneering geological research in the 19th Century, with place names such as Ludlow and Wenlock recognised internationally as series of rocks.' And goes on to state that 'Ludlow in particular has an established and national reputation for its building heritage and for its food and drink.'</p> <p>Over many years, Ludlow has developed an economy that has weathered the decline of the traditional town centre throughout the UK and emerged with an economy that is successful. As successful as Ludlow is, the interplay and balance of the town's business & tourism economies is critical and any dramatic</p> <p>change in the balance of any of these factors could well lead to a rapid and terminal decline in the overall local economy.</p> <p>Shropshire council must employ joined up thinking and recognise the importance of a fit for purpose parking strategy.</p> <p>KEEPING BUSINESS TICKING OVER</p> <p>The Town Centre layout means that off-street and on-street metered parking is severely restricted.</p>		

Comment	Town	Sentiment
<p>It is essential for the town's economy that there is a steady turnover of on and off-street parking.</p> <p>People who work in the town also require long stay parking provision.</p> <p>On-street bays in the town centre should be remarked to ensure efficient use of the limited space and create an additional 12 on-street parking.</p> <p>'POP AND SHOP'</p> <p>The current 'pop and shop' 15-minute grace must be maintained because removal of the 'pop and shop' scheme would deter regular local shoppers and decrease the all-important rotation of spaces.</p> <p>Pop and shop is important to local traders because regular local customers are the bread and butter income that can be counted on throughout the year – visitor income is subject to significant fluctuations that are ultimately beyond the control of the shop keeper.</p> <p>NIGHT-TIME ECONOMY</p> <p>The proposed extension of chargeable parking times from 6pm-8pm would irreparably harm the night-time economy of the town.</p> <ul style="list-style-type: none"> • It is an unnecessary cost that would deter people from using the restaurants (6:30-7:30pm is a very popular time for meals) • It is an unnecessary cost that will deter visitors to the Assembly Rooms (LAR) because most productions begin at begin before 8pm. LAR needs to look after its customer base because the rural population only offers a limited number of customers. • It is an unnecessary cost that will deter the volunteers that keep the Assembly Rooms open to paying customers. <p>MAKING THE BEST USE OF LIMITED PARKING</p> <p>The way visitors, shoppers and workers use the town's limited parking resources is very important. Ludlow needs a range of parking options in order to maximize the town's potential as a place to live, work and to visit.</p> <p>SHORT STAY CAR PARKING</p> <p>Castle Street Car Park & Galdeford [upper tier].</p> <p>These are the spaces nearest to the town centre and are the places where the majority of shoppers and casual visitors like to park to allow for a short visit to shops and amenities. There needs to be quick turnover short term parking</p> <p>available at Castle Street Car Park and Galdeford [upper tier]. There is already provision for market trader parking, which is important because it supports the market at a time when other market are in significant decline, so there is no capacity for residents parking in these car parks.</p> <p>MEDIUM AND LONG TERM CAR PARKING</p> <p>Galdeford [lower tier] and Smithfield need to be longer stay to provide for those who wish to spend more time in the town. These are, in fact, the provisions that apply now and they have proved successful since they were introduced for the simple reason that they provide the necessary range of time slots that people require.</p> <p>COACH PARKING</p> <p>It is important to the economy of town that the provision for coach parking is retained.</p>		

Comment	Town	Sentiment
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MARKET TRADER PERMITS

Ludlow Town Council would support the continuation of the market trader permit scheme operated by Shropshire Council for a limited number of parking spaces at Castle Street & Galdeford Car Parks. The permits are sold on the Town Council at face value to market traders. The scheme recognises itinerant nature and labour intensive stock issues related to market trading.

RESIDENT'S PERMIT SCHEME

Very few houses in the centre of Ludlow have individual garage space or private parking, the vast majority open directly onto the pavement of town centre streets and residents have to use the parking bays in those streets.

The residents permit parking system is no longer fit for purpose and needs a radical overhaul. There is widespread abuse of this system including many non-resident vehicles displaying resident's permits.

The documentation required to obtain a permit must ensure:

- The vehicle registered to the property – evidenced by the vehicle logbook [VRM]
- Only a single vehicle should be registered on each ticket
- The ticket should have an easily monitored unique ID code such as a barcode or QR.

This will allow CEOs to scan/check for illegally photocopied permits [a current abuse]

- In all residents parking zones, a second car at the same address should pay £100 [people living in the centre of Ludlow should be encouraged to have a single car], although care needs to be taken to avoid unintended discrimination, and registered disabled second driver at the same address should only pay the standard [£50] cost. Shropshire Council could lead the way by introducing "Green friendly" parking.

- Registered vehicles must fit into the on-road parking bays
- Tradespeople are covered under a separate waiver scheme
- Residents who do not have a vehicle registered to their address will also be entitled to visitor permits at the same rate for a small admin charge.

It is essential that this scheme is monitored rigorously to stamp out abuse. This is why the need for an easily scanned unique code is essential to the scheme.

PARK & RIDE IMPROVEMENT

It is essential to the lifeblood of the town that a 'fit-for-purpose' Park & Ride (P&R) service is provided to run 7 days per week. The production of a parking ticket issued at the out-of-town site [Eco Park] should entitle a driver and one passenger to travel into and out of the town at a reduced cost. P&R routes must be as direct as possible and as frequent as is practicable.

- To have an important tourist centre unable to provide a P&R service on Sunday makes no financial sense at all.
- Signage needs to be improved, carefully worded and placed to direct tourist traffic away from the wholly inadequate medieval street layout and towards a regular cheap P&R service run from the edge of town. This would ease congestion, remove the endless circling of visitor cars searching for parking as well as providing a greater turnover of spaces for residents and other townspeople alike.

PRICING

Whilst accepting that there may be a need to raise the charges to take into consideration inflation, any increase should only be in line with inflation and should not alter the ratio of long and short term charges.

Comment	Town	Sentiment
<p>Changes imposed to benefit the admin processes and revenue streams of Shropshire Council are not fit for purpose for Ludlow. The only beneficiary of the increased Sunday charges is Shropshire Council's coffers. That the proposed increases were astronomical at 167% and 273%. That the proposals are biased towards those who "can afford to pay" and have deep pockets.</p> <p>The new higher charges in Castle Street Car Park would penalise shoppers, workers and tourists.</p> <p>The unique qualities of Ludlow, its distance from the County Town and the current destination of parking revenues mean that the temptation to treat the town as a 'cash cow' for the Unitary Council must be resisted at all costs. Even small increases in charges will have a detrimental effect and large increases could be seriously counter-productive.</p> <p>LOCAL REVENUE TO SUPPORT THE LOCAL ECONOMY</p> <p>Revenue destination is an extremely important consideration. At the present time, the revenue from all parking charges is collected by Shropshire Council. None of this money is returned to specifically benefit Ludlow.</p> <p>Shropshire Council must recognise the importance of a fit for purpose parking strategy that works to support Ludlow.</p>		

Response: Ludlow – Changes to on-street pay and display and loading bays

From Andy Boddington, Shropshire Councillor for Ludlow North

1. Summary

All the proposed changes are within my division. I have consulted extensively over the last year with residents, traders and visitors. I oppose the extension of on-street parking restrictions until 8pm in the Red Zone and increase the charge to £1.80 an hour.

It is disappointing that Shropshire Council has decided to progress with the scheme without any analysis of economic impact. Neither has it conducted an analysis of the effectiveness of linear parking charges in other towns. The views of local councillors and the town council have been ignored. The assumption is that Shropshire Council, based in Shirehall, understands how Ludlow works. Everything we have seen during this consultation shows that it doesn't.

2. Our proposals have been ignored

The proposals for on-street parking are part of a package of proposals for Ludlow. All the council's schemes ignore the submission made by Ludlow unitary councillors in October 2017. Our proposals would expand daytime capacity by improving the park and ride, weekend capacity by expanding the Smithfield car park, and 24-hour capacity in the Upper Galdeford car park and on-street (see page 3). They would create at least 60 extra spaces in the town.

All our proposals are low cost. All will promote resident, trader, shopper and visitor parking. All have been ignored by Shropshire Council. Yet if the council had examined and implemented these, parking issues in Ludlow would be considerably eased, in turn reducing the need to increase charges and extend charging times.

3. Pop and shop

We are strongly opposed to ending the 15 minute free parking period. Under the council's proposals, people could be forced pay £1.80 for picking up a loaf of bread and a newspaper in central Ludlow. This conflicts with the way that market towns like ours work. It will drive people to supermarkets with free car parks, threatening the survival of our independent shops.

We need to encourage people to come into town for their daily shop. The 15 minute drop and shop is a distinctive feature of Shropshire's parking policies and must be maintained for the benefit of retailers and services in Ludlow.

4. Increased charges

It is proposed that on-street charges in our town centre will rise to £1.80 an hour. This will discourage shoppers and drive from the town people using banking, medical, ecclesiastical and other services. A rise to £1 an hour is reasonable.

Ludlow is open for business on Sundays but, as with our night time economy, trade is not strong except in peak season. Currently parking charges are half the weekday rate. A full rate charge would damage trade, undermine local businesses and penalise churchgoers. The current arrangements of a

50% discount on parking on Sundays should be maintained to help keep our town centre attractive to shoppers and visitors.

5. Evening parking

I oppose extension of parking charges from after 6pm to after 8pm.

The town is lively during the day but footfall drops rapidly after 5pm as shops close. Compared to many towns, we have a quiet night time economy based around the pubs and restaurants, Ludlow Assembly Rooms and concerts at locations such as St Laurence's and the Methodist Church. There are no buses after 5.30pm and the prospect of introducing night time services is vanishingly remote. The proposal will discourage any potential visitors. I also fear that charges will deter the volunteers upon which the Ludlow Assembly Rooms depend.

I am not alone in fearing an extension of parking charges will damage the night time economy.

Gloucester and Newcastle are among many towns and cities that have launched free evening parking initiatives aimed at boosting the night time economy.

6. Conclusion

I am concerned that Ludlow is being used as an experiment in linear charging policy. The performance management scrutiny committee was told by an officer that the scheme would be monitored in real time and if it was found not to be working, it could quickly be changed. We know that not to be the case, as any changes would require consultations and TROs.

If trade is damaged, and I believe it will be by the package of changes, by the time the trend is confirmed, it will be too late. A thriving town centre can be killed off quickly. We have seen that in other towns. But it is much harder to revive trade once it slows, especially in a town like Ludlow where independent shops predominate.

Ludlow is one of the most successful small market towns in England. It has achieved that level of success by balancing the needs of residents, traders and tourists. These proposals will damage that balance.

Proposals for improving sustainable parking in Ludlow

7. Promoting sustainable transport

Transport and parking strategy in Ludlow should be built around the park and ride service. Facilities at the Eco Park should be improved, including a weatherproof bus shelter and toilets. The car park surface and signage should be repaired or replaced.



Eco Park bus shelter

Charges should be introduced with discounted or free transport on the park and ride bus service. Upwards of a third of the park and ride car park is taken up by staff from Eco Park businesses during the week. Parking should not be free for those who work at the Eco Park. Charges will encourage those workers that live in Ludlow to use buses and the companies at the Eco Park to create more parking spaces.



Most cars in the park and ride are for Eco Park staff

The park and ride buses should run at a 20-minute frequency, Monday to Saturday, and half hourly on Sundays. An improved and extended town bus service would reduce pressure on town centre parking.

8. Upper Galdeford car park

There is an urgent need to renew lining in the car park to identify spaces, including disable bays, and improve safety. This has been discussed with Shropshire Council officers. During those discussions we identified that 16-20 extra car parking spaces could be introduced on the upper deck through better use of available space and introducing a one-way flow around the car park. A one way flow will also promote safety. We also need short-term spaces to serve the GP practices.



9. Smithfield car park

Smithfield car park



The current layout at Smithfield and the Youth Centre

The adjacent Youth Centre car park could be brought into use for public parking at weekends and public holidays. This would add 25 car parking spaces, including 2 disabled spaces.

10. On-street parking

There is scope for changing some stretches of street with double yellow lines to single lines to allow parking between 6pm and 8am.

Parking bays should be marked to encourage tighter parking. This would create around 20 extra spaces in the Red Zone and more in the Blue Zone.



Marked bays would increase on-street parking spaces



Committee and Date

Cabinet

25 July 2018

New Parking Strategy Framework Traffic regulation Order (TRO) decision report: Changes to off street parking places around the county

Responsible Officer Chris Edwards, Head of Infrastructure & Communities
e-mail: chris.edwards@shropshire.gov.uk Tel: 01743 258912

1.0 Summary

- 1.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy Framework.
- 1.2 This report relates to Shropshire Council's statutory requirement to advertise proposals to make a Traffic Regulation Order (TRO) and give due consideration to the comments and objections received before making an Order. The existing TRO relating to off street parking is the Shropshire Council (Off-Street Parking Places) Order 2011. It is proposed to make an order to amend this TRO. This report considers the responses received during the recent formal consultation relating to proposed changes to off-street carparks across the county.
- 1.3 Managed car parking is important to the vitality of our town centres. Ensuring that customers and visitors have a range of options when choosing to visit and use the town is critical. Encouraging parking to be used for quick and convenient access to the town centre for those convenience led trips, allowing regular movement and flow in the town centre and directing longer stay shoppers and workers to the designated car parks will help encourage sustainable use of car parks and encourage more pedestrian movement in and around the town centres.

2.0 Recommendations

- 2.1 That approval is given for the making of the required Traffic Regulation Order for the proposed changes within off-street parking places as follows:
 - i. That the tariffs and banding levels to all off-street parking places listed in appendix 3 to this report are implemented.

- ii. That 8-hour tariff caps to all bands 4, 5 and 6 off-street parking places listed in appendix 3 to this report are implemented.
- iii. That the hours of operation and charging are extended until 8.00pm on all band 2 off-street parking places listed in appendix 3 of this report.
- iv. That the opening hours in Raven Meadows multi storey car park in Shrewsbury are extended to 24 hours a day on Mondays to Saturdays and include a 3-hour cap on the linear tariff of 3 hours for parking periods on Mondays to Saturdays between the hours of 8.00pm and 8.00am.
- v. That except in the Frankwell Riverside off street parking place, all existing restrictions on periods of maximum stay and minimum return on all off-street parking places listed in appendix 3 of this report are removed.
- vi. That a free 5 minutes concessionary parking period in all pay and display off-street parking places across the county is introduced.
- vii. That, except in the Frankwell Quay and Riverside car parks, weekly tickets are introduced in all off-street parking places listed as bands 4, 5 and 6 car parks in appendix 3 of this report.
- viii. That, except in the Frankwell Quay and Riverside car parks, season tickets are introduced / retained in all off-street parking places listed as bands 4, 5 and 6 in appendix 3 of this report.
- ix. That off-street resident permits are introduced / retained in St Julian's Friars carpark and all off-street parking places listed as bands 4, 5 and 6 in appendix 3 of this report except for Frankwell Quay and Riverside car parks.
- x. That HGV tariffs are implemented on all designated off-street parking places HGV parking areas. This will include a £10 per 24-hour stay and HGV season ticket tariff options as specified in appendix 3, table 6 of this report.
- xi. That pay and display parking provision for cars and small vans within the Crossways, Church Stretton off-street parking place are introduced.
- xii. That free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 off-street parking places listed in appendix 3 of this report.
- xiii. That except for Raven Meadows multi storey carpark, Shrewsbury, 50% concessions on Sunday and Bank holidays shall be introduced

on all Bands 2 & 3 off-street parking places listed in appendix 3 of this report.

REPORT

3.0 Risk Assessment and Opportunities Appraisal

- 3.1 This report only deals with recommendations related to changes to the Traffic Regulation Order (TRO) for off-street parking places car parks across the county. A phased rollout of the overall parking strategy is proposed and continuity in delivery of the overall strategy must be maintained if potential efficiencies and influences are to be achieved. Requirements to monitor and review parking capacity and the need to respond effectively with improvements such as the enhancement of the park and ride services in Ludlow and Shrewsbury needs to be recognised.
- 3.2 Identified risks specific to the changes to Traffic Regulation Order (TRO) for off-street parking places car parks across the county are shown in the table below:

Proposal	Risk	Mitigation Measure
Setting of standard banding levels and introduce linear pricing.	Change in off street parking behaviour is greater or less than anticipated.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width or tariff. Or respond with implementation of additional measures such as improvement to park and ride service.
Proposed extension to evening parking charges in Frankwell Main off-street parking place, withdrawn from proposal.	Excessive parking congestion in the evenings/ lack of space available for resident permit holders.	Monitor and review following implementation of linear model. Reconsider evening charging proposal
Opening hours in Raven Meadows multi storey car park to be extended 24 hours a day, on Mondays to Saturdays.	Delay in implementation due to additional service provision requirements.	A phased implementation programme is being developed, initially opening hours likely to be extended until 8.00pm

Existing restrictions on periods of maximum stay and minimum return on off street parking places are removed.	Excessive long stay parking results with a lack of turnover possibly parking congestion.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width or tariff.
Existing permitted concessionary parking period reduced to 5 minutes., meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.	Likely Challenge to receipt of Penalty Charge Notices (PCN)	Ensure consistency with enforcement procedures are maintained. Review code of practice.
Introduction of weekly parking tickets, off-street resident's car park permits, season tickets.	Demand higher or lower than projected.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width, tariff or allocation threshold for each type of permit/ticket.
Introduction of free parking and concessions on Sundays and Bank holidays	Demand higher or lower than projected.	Monitor and review following implementation consider adjustment to band allocation, band width, tariff or allocation threshold for each type of permit/ticket. Work with Shrewsbury BID to develop promotions.

4.0 Financial Implications

- 4.1 The estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework are detailed within the January 17th, 2018 Cabinet report.

5.0 Background

- 5.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy framework this included a total of 22 recommendations.
- 5.2 The procedures for making Traffic Regulation Orders are set out in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 (as amended). In accordance with those procedures, before making the required Traffic Regulation Orders (TRO) to off-street parking places, a formal consultation relating to proposed changes to off-street car parks across the county was undertaken between the 9th May 2018 and the 6th June 2018.
- 5.3 This report relates to Shropshire Council's statutory requirements to give due consideration to the comments and objections received during the formal consultation following the publication of the proposed TRO changes.
- 5.4 The proposed changes within off-street car parks across the county relate to implementation of approved recommendations i, to vi, viii, ix, xi to xvi of the 17th January 2018 Cabinet report.
- 5.5 Note, for ease of reference all recommendations from the 17th January 2018 Cabinet report are also listed in appendix 1 of this report. The proposed TRO changes formally consulted on are summarised below:
 - a) It is proposed within all Shropshire Council's off street pay and display and Ravens Meadow multi storey car park, Shrewsbury to set standard banding levels and introduce new tariffs for parking including the introduction of tariffs charged at a linear hourly rate enabling customers only to have to pay for the period of parking they require.
 - b) In specified off-street parking places to include an 8-hour cap on parking tariffs
 - c) To introduce weekly tickets in specified off-street parking places
 - d) To introduce additional provision and new tariffs for season tickets in specified off-street parking places.
 - e) To introduce additional provision of off-street residents permits in specified off-street parking places
 - f) To introduce pay and display parking provision for cars and small vans within the Crossways, Church Stretton site.
 - g) To introduce new concessions for parking on Sundays, bank and public holidays.

- 5.6 These changes are intended to improve overall parking service provision, promote the efficient use and management of car parks and be a contributing factor in reducing carbon emissions, improving air quality, minimising congestion and improve vibrancy in market towns.
- 5.7 It should be noted that there are proposals relating to approved recommendations i to vi, xi to xiii and xvi of the 17th January 2018 Cabinet report that have been excluded from this round of off-street TRO consultation and are summarised as follows:
1. The proposals for weekly tickets, resident's permits and season tickets have been omitted in the Frankwell Quay and Riverside carparks, Shrewsbury. Issues with regards to capacity and access during emergency events (e.g. flooding) have been raised following the 17th January Cabinet report. A further round of public consultation on a revised proposal not to allow weekly tickets, residents permits and season tickets in these car parks has recently been undertaken.
 2. The proposals for changes to tariffs on Sundays, bank and public holidays in Raven Meadows multi storey carpark, Shrewsbury have been omitted. Opening hours in Raven Meadows are currently 8am to 6pm. On Sundays, bank and public holidays a flat rate tariff for up to 10 hours stay currently applies. The recommendation within the 17th January Cabinet report proposed that 24 hour opening hours are introduced permitting parking for stays longer than 10 hours and that the existing 10-hour cap on the flat rate be retained, meaning that the standard hourly tariff for periods of stay beyond 10 hours would then come back in to play. There is also a proposed cap on the standard tariff for any periods of stay over 8 hours and periods of stay over 3 hours incurred after 6pm on weekdays. This cocktail of proposals for Sundays, bank and public holidays concessions is considered too complex and a further round of public consultation based on a revised proposal to remove the proposed 'up to '10 hours' cap and allow unlimited periods of parking on Sundays, bank and public holidays for the flat rate of £1.50 per day, has recently been completed. On Sundays, bank and public holidays existing tariffs and restrictions are to remain in the interim.
 3. All parking strategy proposals for Smithfield carpark, Bridgnorth have been omitted from the TRO consultation. These proposals now need to be reviewed following the recommendations received from the Secretary of State for Housing, Communities and Local Government in the recent planning approval. Existing tariffs and restrictions are to remain in the interim.

At the above locations the findings of the public consultation and review together with any recommendations for changes to the

parking strategy will be reported to Cabinet prior to further TRO consultation to implement any agreed changes.

- 5.8 Please note that in accordance with the statutory procedures for the implementation of the TRO's, proposed changes relating to on street parking places will be considered independently and as such two separate consultations have been undertaken for on and off-street TRO proposals and two separate cabinet reports have been prepared.

6.0 Consideration of comments and objections received to the formal TRO proposals during the consultation period

- 6.1 A full list of comments and objections received to the off-street parking places TRO consultation in relation to the parking strategy implementation are shown in appendix 2 of this report.
- 6.2 Proposal to introduce changes to tariffs, to set standard banding levels and to charge at a linear hourly rate in off-street parking places.
- 6.2.1 A total of 72 comments have been received relating to these proposals of which 71 are objections.
- 6.2.2 A total of 30 objections are considered to specifically relate to Ludlow.
- 6.2.3 In Ludlow, there is concern that the proposed increases in off-street parking places tariffs are being proposed as a revenue generator, will have an adverse impact on the town and that many locals, tourists and visitors will choose not to visit the town, rather they will choose to visit neighbouring towns with cheaper parking, the resultant decline in people not staying local impacting on the towns economy which has already been hit by recent increases in business rates.
- 6.2.4 The absence of an efficient park and ride service is of concern, along with the cost of parking for frequent visitors such as voluntary workers and those with mobility issues. The difficulties of access to the town and the cost of parking for the young, elderly and low paid workers are also highlighted and it is considered the increases in tariffs will have a detrimental impact on businesses and the community.
- 6.2.5 Difficulties in availability of worker parking especially on market days is highlighted and there is support for the proposals including call for a more car free town.
- 6.2.6 A total of 26 objections are considered to specifically relate to Shrewsbury.
- 6.2.7 In Shrewsbury there is concern that the proposed increases in tariffs to off-street parking places are beyond the rate of inflation and solely being proposed as a 'cash cow', will damage local business and the tourist trade. It is considered that visitors will go elsewhere and

businesses will be further driven outside of the river loop. Many businesses consider that this proposal will be detrimental to the economy, damage trade and footfall.

- 6.2.8 Opinion is that the Council should rather be introducing measures to make the town more accessible, improving the park and ride service consider charging per car rather than per person, making the service free. Public transport is also considered unreliable, expensive and of little benefit. There is a suggestion that like other tourist led towns we should be looking to close off areas to traffic and providing more licensing for on-street dining.
- 6.2.9 Another area of concern is that the increase in off-street parking places tariffs will impact heavily on employees.
- 6.2.10 In response to comments received in the original public consultation that tariffs were too high, the following revisions to the Parking Strategy were approved by Cabinet on 17th January 2018:
- i. The proposed tariff rate for Band 2 was reduced from £2.00 to £1.80 per hour.
 - ii. A cap was applied to the off-street parking places tariff rates after 8 hours on all Bands 4, 5 and 6 off-street parking places, and Raven Meadow's multi storey car park.
 - iii. St Julian's Friars carpark, Shrewsbury was reduced from the proposed Band 2 to Band 3.
- 6.2.11 The reduction in band 2 was recommended to retain competitiveness for parking within the Shrewsbury river loop whilst promoting Shrewsbury Integrated Transport (SITP) objectives. The cap was introduced in response to concerns and requests for provision of concessions for long stay worker and visitors. The banding on St Julian's Friars carpark was made following discussions with the Shrewsbury BID and reconsideration of SITP objectives.
- 6.2.12 The introduction of changes to off-street parking places tariffs and linear hourly rates will promote better carpark supply and demand management across the county with visitors encouraged to use appropriate off-street carparks, enable customers only to have to pay for the period of parking they require.
- 6.2.13 The change in off-street parking places tariffs and introduction of a standard banding system to all off-street parking places across the county will provide consistency and in general only off-street parking places in the highest demands will have an increase in tariff. Many carparks will have a reduction in tariff meaning that the cost to the customer based on current length of average stay and usage will reduce. In addition, the range of concessions available for frequent users will both improve service and affordability.

- 6.2.14 The original public consultation also identified the shortfalls in the existing park and ride services and the need to improve availability of public transport and other options. A review of these services was included as a recommendation within the strategy and is programmed to commence in the forthcoming months.
- 6.2.15 Having given consideration to the objections received through the TRO consultation no new concerns have been highlighted that were not considered prior to approval of the parking strategy relating to proposed changes in tariffs to off-street parking places, the market economy in Shrewsbury, existing tariffs in private sector car parks in the town and operational issues.
- 6.2.16 It is recommended that approval is granted for the making of the required TRO to enable implementation of the proposed tariffs, the setting of standard banding levels and hourly linear rates as listed in appendix 3 of this report.
- 6.3 Proposal to include an 8-hour cap on parking tariffs in specified off-street parking places
- 6.3.1 It is proposed to introduce an 8-hour cap on parking tariffs in all bands 4, 5 and 6 off street carparks listed in appendix 3 of this report. Bands 4, 5 and 6 carparks are mainly carparks in the smaller towns or on the perimeters of the larger towns.
- 6.3.2 No comments or objections have been received on this proposal. It is therefore recommended that approval is granted for the making of the required TRO to enable 8-hour caps to be introduced in all band 4, 5 and 6 off street carparks listed in appendix 3 of this report.
- 6.4 Proposal to extend the hours of charging using linear tariffs until 8.00pm on all Band 2 off-street parking places and on Frankwell Main, Riverside & Quay off-street parking places, Shrewsbury.
- 6.4.1 A total of 75 comments have been received relating to these proposals of which 75 are objections.
- 6.4.2 A total of 13 objections are considered to specifically relate to the Frankwell Main, Riverside & Quay off-street parking places.
- 6.4.3 All off-street parking places listed as a band 2 are located within the Shrewsbury town centre river loop and include the Raven Meadows multi storey carpark.
- 6.4.4 There is opposition to the evening charges due to the potential negative effect this will have on businesses and trade within the town. Anyone wishing to park in the town are in most cases doing so with the intention of spending money in the shops and food outlets. It is considered that the council is in an excellent position to promote

footfall in the town and as a council we have a responsibility to encourage people to do so. There is also comment on the impact of people visiting the theatre.

- 6.4.5 The absence of appropriate public transport in the evenings is also of concern, as is the difficulties of access to the town and the cost of parking for the young, elderly and low paid workers and the consequential impact on businesses and the community.
- 6.4.6 The Shrewsbury Business Improvement District (BID), a business led partnership dedicated to making Shrewsbury a better place to live, work, visit and invest remain very concerned about the introduction of evening charges in the Frankwell car parks. They consider that this proposal is at odds with the objectives of the strategy to 'contribute to economic growth'.
- 6.4.7 They state that much of Shrewsbury's early evening and later evening attractions are located close to Frankwell carpark in the 'West End' of town and would be negatively impacted by the change. The proposal will dis-incentivise parking in Frankwell and encourage parking in the Abbey Foregate creating more traffic and pollution in the town centre.
- 6.4.8 The BID also advise that they consider the proposal will:
- a) lead to more parking in residential areas in the evening time creating more congestion and noise for residents
 - b) financially penalise workers in the evening economy in the 'West End' of town who often work short and irregular shifts and wouldn't benefit from a discounted weekly ticket.
 - c) create a potential safety risk for workers travelling alone back to their car in a free car park in a different area of town.
 - d) dis-incentivise workers and shoppers who have parked in Frankwell during the day to dwell into the evening and make use of our evening economy.
 - e) the change in policy may lead to penalty charges for visitors who did not realise the change and would give them a very bad experience of Shrewsbury leading to less return visits
 - f) incentivise people to use out of town or competitor evening destinations where free car parking is available immediately outside the venue
 - g) mean our evening car parking offer would compare unfavourably with Telford which has recently upgraded its evening economy
 - h) increase the price of parking in Frankwell and question whether this will result in the intended net increase in revenue as there will be an inevitable decrease in usage
 - i) have a negative impact on the use and experience of Shropshire Council evening assets including Theatre Severn, Old Market Hall and Market Hall
 - j) dilute the clarity of message about the best value and free car parking in Evening and Sundays in Abbey Foregate and Frankwell

and therefore complicate a strategy which has been designed to be simple for the public to understand.

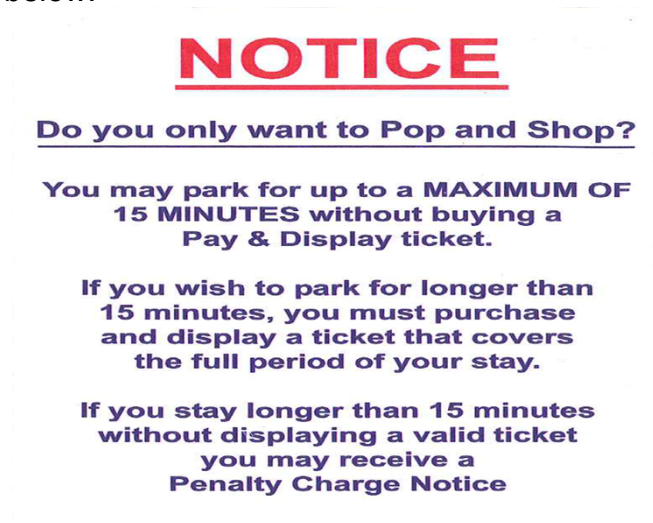
- 6.4.9 The BID also shared a selection of member comments, these are shown in appendix 2 of this report.
- 6.4.10 West Mercia Police have also commented re the potential to displace parking into nearby residential streets and the consequential impacts, obstruction, emergency access etc.
- 6.4.11 The original public consultation exercise proposed an extension of the hours of evening charges to 8.00pm on all pay and display parking places both on and off street across the county, and consultation returns identified an overwhelming desire to retain the hours of charging to 6.00pm. Many people considered there was a need to retain free parking in the evenings to encourage visitors to the market towns, hence promote the night time economy. There were also numerous comments raised with regards to the need for the provision of continued free evening parking within the market towns to facilitate attendance at community organisation meetings and events at venues such as community centres and assembly rooms.
- 6.4.12 Likewise, at a public meeting hosted by the BID during the original public consultation, the need to ensure premium evening parking within the river loop is not overrun by residents and night time economy workers and that capacity is made available to encourage visitors, was highlighted. Another concern was the need to better manage parking in the evenings within all 3 Frankwell off-street parking places; Shrewsbury can become congested when town centre events are held and /or when the Theatre Severn is busy.
- 6.4.13 The recommendation approved by Cabinet at its meeting on 17th January 2018 therefore relaxed the proposal for the extension of the hours of evening charges until 8.00pm on all pay and display off street parking places across the county except for Band 2 off street parking places (all carpark within the Shrewsbury river loop are band 2 with the exception of St Julian's Friar's carpark) and on all 3 Frankwell off-street parking places.
- 6.4.14 The above relaxation, together with the adjustment of St Julian's Friar's carpark, Shrewsbury from proposed band 2 to a band 3 ensured the retention of the availability of free parking on off-street parking places located within the river loop.
- 6.4.15 Given the comments received to the TRO consultation, in particular the comments made by the BID, it is recommended that approval is granted for the making of the required TRO to extend the hours operation and charging to 8.00pm, only on band 2 carparks listed in appendix 3 of this report.

- 6.4.16 The omission of all 3 Frankwell off-street parking places is a departure from the agreed parking strategy previously approved by Cabinet. However, given the new substantive comments raised concerning requirements for the retention of some free evening parking in the 'West End' of Shrewsbury town it is considered an appropriate amendment to the strategy proposals. This amendment will also bring back consistency to the strategy for evening charging, given the 3 Frankwell car parks are all Band 4. With all car parks across county in Bands 4,5 and 6 remaining free to park after 6.00pm.
- 6.4.17 It should be noted that as part of recommendation xix of the January 17th Cabinet report, a feasibility exercise is to be undertaken and consideration given to the implementation of a traditional pay on foot rather than a pay and display system to the Frankwell, Main and Riverside surface off-street parking places.
- 6.4.18 We will continue to monitor and review as well as work in partnership with the Shrewsbury BID, in particular with regards to the impact of the proposed continued arrangements for free parking in the evening. However, it may be necessary to revisit this proposal again in the future. Any future proposals to change tariffs and/ or extend charging will only be developed with the undertaking of appropriate consultation.
- 6.5 Proposal to extend the opening hours in Raven Meadows multi storey car park to 24 hours a day, Mondays to Saturdays and include a 3-hour cap on the linear tariff of 3 hours for parking periods between the hours of 8.00pm and 8.00am.
- 6.5.1 No comments or objections have been received on this proposal, it is therefore recommended for implementation as proposed.
- 6.6 Proposal to remove all existing restrictions on periods of maximum stay and minimum return on all off-street pay and display parking places.
- 6.6.1 A total of two comments have been received relating to these proposals of which two are objections.
- 6.6.2 The objections received relate to Castle Street carpark, Ludlow. It is considered that the limit on maximum stay should be retained, turnover is required. The removal of the maximum stay is a move towards making Castle Street a long stay carpark and more congestion in the town centre making difficulties for people especially those with mobility problems to find a space. A maximum limit of a 5-hour stay is imperative.
- 6.6.3 There is believed to be natural turnover of visitors parking in the Castle Street carpark, Ludlow, the average stay currently being less than the existing maximum stay. It is considered that the introduction of the linear model at the suggested hourly tariff of £1 per hour will

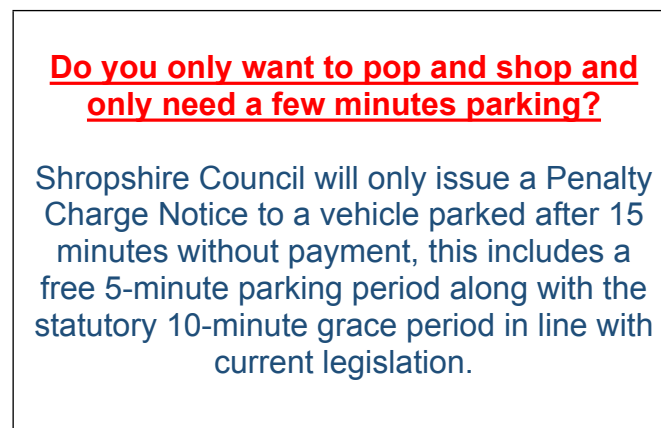
manage turnover and encourage visitors who do wish to stay for longer periods to use alternative parking outside of the town centre.

- 6.6.4 Currently market traders are receiving concessions enabling them to park in Castle Street carpark with exemption to the period of maximum stay. Market trader occupancy in Castle Street carpark can be up to 20% on busy market days. A public consultation considering the removal of these concessions has recently been undertaken. The results of the consultation will be reported to cabinet in September.
 - 6.6.5 It is recommended that approval is granted for the making of the required TRO to remove all existing restrictions on periods of maximum stay and minimum return on all off-street pay and display parking places.
 - 6.6.6 Proposals for weekly tickets, resident's permits and season tickets have been omitted from the TRO consultation in the Quay and Riverside carparks, Frankwell, Shrewsbury to allow additional consultation to be undertaken with regards the possible exclusion of weekly tickets, resident's permits and season tickets.
 - 6.6.7 A response has been received from the Environment Agency with regards their operational role at Frankwell Riverside carpark and the deployment of flood defence and further discussions need to be undertaken regarding the provision of measures to ensure long term parking in the Riverside carpark is prohibited. Until these matters are resolved implementation of the part of the TRO relating to removal of the current maximum stay and minimum return at Frankwell Riverside carpark will be deferred.
- 6.7 Proposal to reduce the existing permitted concessionary parking period to 5 minutes, meaning that penalties cannot be issued until a minimum period of 15 minutes has elapsed.
- 6.7.1 A total of 35 comments have been received relating to these proposals of which 34 are objections.
 - 6.7.2 This proposal relates to the original public consultation to remove the existing 15 minute the pop and shop free concessionary parking provision in its entirety. In addition to the free concessionary period there is also a 10-minute statutory grace period meaning that enforcement cannot be carried out until a total of 25 minutes have elapsed.
 - 6.7.3 The results of the public consultation indicated an overwhelming desire for the retention of the 15 minutes 'pop and shop' period.
 - 6.7.4 It is now proposed to reduce the free concessionary period from 15 minutes to 5 minutes meaning that together with the 10 minutes statutory grace period, a 15 minute 'pop and shop' period will be retained.

- 6.7.5 There are currently notices on all our pay and display machines as shown below:



- 6.7.6 If the proposed 5 minutes concession revision is introduced an example of what the replacement notices may state is shown below:



- 6.7.7 It is recommended that approval is granted for the making of the required TRO to provide a free 5 minutes concessionary parking period in all pay and display off-street parking places across the county.
- 6.8 Proposal to introduce weekly tickets in specified off-street parking places.
- 6.8.1 It is proposed to introduce weekly tickets in all off-street car parks listed as bands 4, 5 and 6 car parks in appendix 3 of this report except in the Frankwell Quay and Riverside car parks in Shrewsbury.
- 6.8.2 As detailed in section 5.7 of this report, proposals for the provision of weekly tickets, resident permits and season tickets in the Frankwell

Quay and Riverside car parks are subject to additional consultation and have been omitted from this TRO consultation.

- 6.8.3 No comments or objections have been received on this proposal other than from the Environment Agency who have an operational role at Frankwell Riverside car park to ensure deployment of flood defences.
- 6.8.4 With the proposed provision of enhanced options for long stay parking, weekly tickets, season tickets, residents off street permits and free parking on Sundays and Bank and Public Holidays the Environment Agency have highlighted the need to make the public aware of the risk of leaving cars for long periods, in the Frankwell car parks an area which floods.
- 6.8.5 It is recommended that that approval is granted for the making of the required TRO for the introduction of weekly tickets in all off-street car parks listed as bands 4, 5 and 6 car parks in appendix 3 of this report except for Frankwell Quay and Riverside car parks, Shrewsbury. Further liaison with the Environment Agency will be undertaken about the impact of the proposed changes for longer periods of stay in the Frankwell off-street parking places to ensure appropriate systems and procedures are in place to facilitate both management of parking and the continued deployment of the flood barriers.
- 6.8.6 Until the findings of the additional consultation have been considered implementation of the part of the TRO relating to the introduction of weekly tickets in Frankwell Quay and Riverside car park will be deferred.
- 6.9 Proposal to introduce additional provision and new tariffs for season tickets and off-street residents parking permits in specified off-street parking places
 - 6.9.1 It is proposed to introduce additional provision and new tariffs for season tickets in in all bands 4, 5 and 6 off street car parks listed in appendix 3 of this report except in the Frankwell Quay and Riverside car parks in Shrewsbury.
 - 6.9.2 A total of 6 comments have been received relating to the provision of season tickets of which 5 are objections and 1 indicating support.
 - 6.9.3 It is proposed to introduce additional provision and new tariffs for off-street residents parking permits in in all bands 4, 5, 6 off street car parks listed in appendix 3 of this report and in St Julian's Friars car park which is a band 3 car park.
 - 6.9.4 A total of 12 comments have been received relating to the provision of off-street residents parking permits of which 12 are objections.

- 6.9.5 Comment relating to Bridgnorth included requests that season tickets and off-street carpark resident permits should also be made available in Band 3 off-street parking places as well as in Band 4, 5 and 6 off-street parking places.
- 6.9.6 The shortage of parking for residents in Bridgnorth was once again highlighted within the consultation returns and included requests for residents in possession of a residents permit to be allowed to use off street carparks including band 3 carparks in Bridgnorth.
- 6.9.7 The original parking strategy proposal was to include season tickets in Band 3 off-street parking places, however during the parking strategy public consultation concerns were raised as with the off-street car park residents permit proposals relating to 'current short stay off-street parking place capacity being allocated to season ticket holders when space /turnover is needed for shoppers and visitors'. The recommendation at Cabinet 17th January was therefore to exclude season ticket provision within band 3 carparks.
- 6.9.8 The TRO proposal also includes a maximum threshold for resident permits and season ticket allocation within each Band 4, 5 and 6 off-street parking place. Take up of resident permits and season ticket for each off-street parking place will be closely monitored and regularly reviewed.
- 6.9.9 It has been suggested that season tickets be made available to organisations at the standard tariff rate that is not issued to a specific vehicle but is issued for generic use by the organisation for issue to visitors/ volunteers as and when is required. This suggestion will be further investigated.
- 6.9.10 Comments have been received from both members of the public and the local Member Cllr David Turner with regards the lack of use of Falcons Court Car Park, Much Wenlock as compared to the adjacent St Mary's Lane car park which is well used. Both these off-street parking places have been allocated as a band 5 off-street parking place. Currently there is availability of on-street parking in Much Wenlock that is targeted by visitors and office workers. Consultation feedback from office workers in the town suggest that if the tariffs were to be removed or lowered then consideration would be given to the purchase of season tickets.
- 6.9.11 Subsequent to the comments received officers have undertaken, together with Cllr Turner, further investigations including a walkaround in Much Wenlock and it is considered that there is potential to improve on the current proposals, provide a better balance of usage and improve availability for residents, workers and visitors.
- 6.9.12 It is intended that as Part 2 of the Parking Strategy implementation (residents parking) consideration will be given to the provision of further

on-street restrictions in Much Wenlock to assist residents parking and promote on street parking for pop and shop and other short-term parking.

- 6.9.13 It is recommended that implementation of the part of the required Traffic Regulation Order for the proposed changes within off-street parking places in Much Wenlock is deferred to allow consideration to be given to revised strategy proposals that will provide a better balance of usage for residents, workers and visitors. Much Wenlock is placed towards the end of the implementation program and it is anticipated that any required changes can be authorised by Cabinet and implemented without delay in implementation.
- 6.9.14 It is recommended that approval is granted for the making of the required TRO for the introduction/ retention of season tickets in all off-street carparks listed as bands 4, 5 and 6 carparks in appendix 3 of this report except for Frankwell Quay and Riverside carparks.
- 6.9.15 It is recommended that that approval is granted for the making of the required TRO for the introduction/retention of residents off street permits in St Julian's Friars carpark and all off-street carparks listed as bands 4, 5 and 6 carparks listed in appendix 3 of this report except for Frankwell Quay and Riverside carparks.
- 6.10 Proposal that a standard HGV tariff is introduced 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 appendix 3, table 6 of this report.
- 6.10.1 No comments or objections have been received on this proposal, it is therefore recommended for implementation as proposed.
- 6.11 To introduce pay and display parking provision for cars and small vans within the Crossways, Church Stretton site.
- 6.11.1 A request has been received with regards the retention of free parking concessions for Park and Ride buses between journeys during the daytime. Given all coach parking is to remain free there will be no impact on this concession, no action is therefore required.
- 6.11.2 There were two comments that related to this proposal. No objections were received, it is therefore recommended for implementation as proposed.
- 6.12 To introduce new concessions for parking on Sundays, bank and public holidays.
- 6.12.1 It is proposed that free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 off-street parking places listed in

appendix 3 of this report and that 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 & 3 off-street parking places listed in appendix 3 of this report with the exception of Raven Meadows Multi storey car park.

- 6.12.2 As detailed in section 5.7 of this report the parking strategy recommendations for changes to Sunday, public and bank holiday tariffs in Raven Meadows Multi storey car park were omitted from the TRO consultation. Existing tariffs on Sundays, public and bank holidays will therefore remain until the outcome of the additional consultation and revisions to the Strategy and TRO comes forward.
- 6.12.3 Only 1 comment was received relating to this proposal. Although this individual raised an objection to the implementation of the overall strategy proposals the comment relating to this proposal has been taken as support.
- 6.12.3 It is recommended that approval is granted for the making of the required TRO for the introduction of new concessions for parking on Sundays, bank and public holidays.

7.0 Off Street Parking Places TRO Proposals:

TRO Proposal	Amendment following TRO Consultation
To use standard criteria, setting of standard banding levels and introduce linear pricing.	All proposals for Much Wenlock off street parking places deferred.
That a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and 6 off street parking places.	All proposals for Much Wenlock off street parking places deferred.
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.	Implementation of the part of the TRO for the extending of hours of charging until 8.00pm on Frankwell Main, Riverside & Quay car parks deferred.
That the opening hours in Raven Meadows multi storey car park be extended 24 hours a day, on Mondays to Saturdays 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.	No change

That all existing restrictions on periods of maximum stay and minimum return on off street parking places are removed.	All proposals for Frankwell Riverside off street parking places and all Much Wenlock off street parking places deferred.
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.	No change
That weekly parking tickets are introduced in all Band 4, 5, 6 off street parking places excluding Frankwell Riverside & Quay off street parking places.	All proposals for Much Wenlock off street parking places deferred.
That off-street resident's car park permits are introduced in St Julian's Friars and all Band 4, 5 and 6 off street parking places excluding Frankwell Riverside & Quay off street parking places.	All proposals for Much Wenlock off street parking places deferred.
That season tickets be introduced for cars and small vans in all Band 4, 5 and 6 excluding Frankwell Riverside & Quay off street parking places.	All proposals for Much Wenlock off street parking places deferred.
That standard HGV tariffs on all designated HGV off street parking places are introduced.	No change
That alongside existing provision for HGV and coach parking, pay and display parking for cars and small vans is introduced at the Crossways, Church Stretton off street parking places site	No change
That free parking on Sundays and Bank holidays is introduced on all Bands 4, 5, 6 off street parking places. In addition, 50% concessions on Sunday and Bank holidays shall be introduced on all Bands 2 & 3 off street parking places except for Raven Meadows,	No change

8.0 Conclusions

- 8.1 Managed car parking is important to the vitality of our town centres. Ensuring that customers and visitors have a range of options when choosing to visit and use the town is critical. Town centres increasingly need to be about experience and car parking is a means to access this experience and is part of the first and last impression of a place. Offering people choice for parking depending on their purpose for visiting and individual preferences needs to be part of the plan for a town centre. Quality and ease of access of car parks are also part of the 'experience'.
- 8.2 Encouraging off street parking places to be used for quick and convenient access to the town centre for those convenience led trips, allowing regular movement and flow in the town centre and directing longer stay shoppers and workers to the designated car parks will help encourage sustainable use of car parks and encourage more pedestrian movement in and around the town centres. This pedestrian flow should be considered important to businesses in town centres as it means having people walking through and past shop/leisure/food and beverage etc. establishments. Increasingly towns are investing in public realm and public spaces to encourage dwell time and raising the quality of the environment to make it more appealing and attractive to visit.
- 8.3 Vitality, mix and choice is important for town centres and encouraging activity and footfall is key.
- 8.4 Shrewsbury footfall data for the past year recorded by Shrewsbury BID/Springboard UK using two footfall cameras in the town centre shows the town to be performing positively against other benchmarks available. Footfall in Shrewsbury will be monitored closely alongside the implementation of the new car parking strategy.

Average monthly footfall change (year on year) June 2017 to May 2018 Data provided by Shrewsbury BID/ Springboard UK.	
Shrewsbury	- 0.3%
Market Towns*	- 6.4%
West Midlands	- 2.3%
UK	- 2.3%

* Data available from January 2018.

- 8.5 The evening economy is also increasingly about the 'experience' of the place, for example feeling safe, having choices of where to meet/eat/drink, leisure activities. There are challenges to overcome for our town centres during the day and evening but perhaps arguably encouraging dwell time into the evening (beyond 6pm) is one of the more challenging issues.
- 8.6 The proposed modifications to the Order as made are not considered to be substantial and are proposed in response and after due consideration of the objections/ comments received, as such the Council is not required to undertake further publicity before making the order. When the TRO is formally made and published as a made order it will then come in to force. The necessary practical matters to implement the order on the ground will be undertaken.
- 8.7 Taking all the above in to account the recommendation is to make the TRO with the changes set out above. The TRO is planned to be implemented in parts and in phases across the county, as follows:

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

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-2017%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>

Cabinet Member (Portfolio Holder)

Councillor Steven Davenport – Portfolio Holder for Highways and Transport

Local Member:

All Members

Appendices:

Appendix 1: Recommendations from Cabinet meeting 17 January 2018: New Parking Strategy Framework (part 1)

Appendix 2: List of responses received to TRO consultation

Appendix 3: Off street parking places subject to proposed change of Traffic Regulation Order

Appendix 1: Recommendations from Cabinet meeting 17 January 2018: New Parking Strategy Framework (part 1)

Note recommendations shaded do not apply to the TRO off street parking places
TRO consultation proposals

- i. That the proposal to use standard criteria and setting of standard Banding levels is adopted in the new parking strategy
- ii. That the proposal to introduce linear pricing is implemented with 7 Bands of pricing tariffs as specified in table 3 of this report.
- iii. 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.
- iv. 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.
- v. 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.
- vi. 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.
- vii. That the new streamlined trade's person waiver system be implemented as proposed, including a new fee of £20 per waiver.
- viii. 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.
- ix. 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.

- x. 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).
- xi. 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.
- xii. 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.
- xiii. 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.
- xiv. 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.
- xv. 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.
- xvi. 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.

- xvii. 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.
- xviii. 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.
- xix. That in accordance with Operational Guidance to Local Authorities for Parking Policy and Enforcement:
 - i. '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 one in the south of the county.
 - ii. 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.
- xx. 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.
- xxi. 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.
- xxii. That a review of enforcement levels is carried out and priorities identified on an individual market town basis.

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Appendix 2: List of responses received to TRO consultation

Comment	Town	Sentiment
<p>What a mess you people in Shrewsbury are making of the parking in Ludlow. Neither local or visitor will want to stay for more than an hour at £1.80. Goodbye local trade. Why is it you in SC will get all this extra money. Why is it not left in Ludlow to spend. If you insist the extra monies raised will be for improved parking then please visit the parking area in town. Most of the parking lines are worn out and you can not see where to park. Most of the disabled spaces need reprinting. Direction of travel arrows in the car parks are worn out with the result cars go in any direction.</p> <p>Please have a rethink and for goodness sake listen to the feedback from the locals and not follow some directions from a remote political mandarin puffing himself up in Shirehall. Probably never been to Ludlow anyway.</p>	Ludlow	Object
<p>Having reviewed the proposed parking restrictions in Shrewsbury I would like to object to, firstly, the concessionary period being reduced from 15 to 5 minutes and secondly to the increased charging period from 6pm to 8pm. This is of utmost importance to us as we live in Belmont.</p> <p>Sometimes it is necessary to unload in the period of time when this is not allowed and the 15 minutes grace allows us to do this. Also after 6pm we often have visitors or need to leave our car in one of the parking bays for the night. We pay for an annual ticket in St Julian's car park but this is a distance from the flat.</p> <p>I think the needs of residents is often overlooked and would like you to reconsider the new proposals.</p>	Shrewsbury	Object
<p>I would like to object to the proposed changes to parking provisions, specifically in Market Drayton.</p> <p>There is currently a concessionary period of 15 minutes in Town Car Parks to allow people to quickly use the adjacent shopping facilities. This is acceptable. To "introduce" a 5 minute concessionary period, I would consider to be a retrograde step. The geography of the Town is such that 5 minutes is not enough time to do anything meaningful. I would suggest that this will increase the amount of parking/waiting on restricted areas, double yellow lines etc. For 5 minutes, it's not worth searching for a parking spot. Hence an increase in congestion, rather than your stated aim. For a quick provision shop - such as buying milk or other essentials, 5 minutes is not sufficient. This will lead to motorists going to the free car parks adjacent to out of centre stores. This will hardly bring further vibrancy to the Town Centre, rather the opposite.</p> <p>I would urge you to consider retaining the current 15 minutes concession, to the benefit of the Town Centre stores and businesses.</p>	Market Drayton	Object

Comment	Town	Sentiment
These changes to parking charges are simply not practical for the town centre, both unfortunately and fortunately we have a town centre that houses many people as well as housing shops etc how can you justify raising the cost of living further. House prices in town centres are already much higher for obvious reasons why add to that cost making it harder for people to drive. I say this as many people will decide not to drive as it's not worth the cost involved. That in my mind means less road tax and more malcontent from local residents in the town centre not to mention workers in the town centre who keep the town going as far as business is concerned. Public transport continues to become more expensive so I ask you what incentive is there for people to come into town rather than buy online away from local business. These extra parking charges have more repercussions than I believe have been taken into account. Why make it harder for people to come to our beautiful town?	NK	Object
This is a fantastic proposal. Something needs to be done about reducing congestion through the town and getting rid of some of those fumes. Well done Shropshire council. Get it done.	NK	Support
Of course this is an exercise in futility as I'm sure there is zero public support for the proposed parking fee changes which will not change your minds however please accept this as my opposition.	NK	Object
<p>I am writing to strongly object to the proposal to start charging for parking up to 8pm. The reason given to provide further parking is ludicrous, the parking spot is already there ! All the council are doing is now to charge for longer.</p> <p>As a regular visitor to the OMH cinema and town centre restaurants, this will certainly impact my decision to visit the town centre if introduced, I am not in favour of having to pay for parking after 6pm. I'm sure others will think similarly and thus this will have a detrimental impact on businesses in the town as less people will be inclined to visit. I see no proposal to extend the park and ride availability to compensate ?</p> <p>Think again please, I am convinced this will not be a good move to take.</p>	Shrewsbury	Object
<p>On the grounds that I am a small business owner (I am a private chef) who regularly operates within Shrewsbury particularly in the evenings, this would massively impact my business in terms of not only cost but convenience.</p> <p>I often have to unload a lot of equipment from my vehicle to a premises where I might be working, and to not allow the use of loading bays for free until after 8pm will impact me every time, as I am almost always dropping off food/equipment around 7pm.</p> <p>You need to be aware that Shrewsbury has a thriving selection of small businesses, and I feel that the success of these business can be owed in part to being able to park free in the town centre past 6pm. People are much more likely to support a central restaurant or bar if they don't have to pay for parking. It's expensive enough already in Shrewsbury to park (up to £3.60 for 2hrs by nationwide) and more annoyingly it is limited to 2hrs almost everywhere. That means that the spontaneous business of a last minute walk in meal for many small restaurants may be reduced drastically as the new parking restrictions will limit people's flexibility.</p> <p>Shrewsbury is a fantastic place to live, the the food scene I think will put us on the map soon. Please don't let greed get in the way of this. We all pay our extortionate parking as it is so don't make it worse.</p>	Shrewsbury	Object

Comment	Town	Sentiment
<p>The councils proposed new parking fees and chargeable hours are a blatant effort to increase parking revenues !</p> <p>It will put people off from coming into the town and supporting local businesses that are open after 6pm. Shrewsbury town has enjoyed a recent boost from lots of new businesses having opened up, these proposed increase in charges will stifle these and may mean Shrewsbury town Center will go back to the days of being a ghost town after 6pm because many of these great eating/drinking places that rely on people being able to park and come into town will cease using the parking.</p> <p>If you go ahead and do this; then it will affect the trade into the town ,as the public transport system in the town is diabolical also !!</p>	Shrewsbury	Object
<p>1) 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.</p> <p>The season ticket should be extended to include band 3 car parks for residents with parking permits.</p> <p>2) In addition due to the shortage of parking for permit holders in Bridgnorth, band 3 car park season tickets should be made available to residents entitled to permits as an alternative and or in addition to the permit.</p> <p>This would also increase revenue to the council.</p> <p>In addition as a St Marys St resident with a permit I welcome the opportunity to use Innage Lane /Smithfield carparks from Nov 18.</p>	Bridgnorth	Object
<p>At BT we have limited car park spaces on site and work on a rota, we have over 100 staff on site, with increasingly more visitors, as BT consider us to be one of the flagship sites in BT Conferencing, and we are again recruiting more staff, which bring more benefits to the town.</p> <p>At the moment when we don't get a space on site we park in St Julian's at £4 a day, there are a lot of us who work 12hr shifts, looking at the new charges commencing July, we will have to pay around £10 a day. The latest our shifts finish is 11pm, and I have tried parking somewhere cheaper, like the Abbey and NCP on the Cop, but I feel very vulnerable walking there in the dark on my own.</p> <p>I like others cannot afford £10 a day.</p> <p>Is there any way that we could come to some arrangement with the council for cheaper parking for staff? Either a staff daily discount, or we pay a lump sum for a certain amount of spaces?</p>	Shrewsbury	Object

Comment	Town	Sentiment
<p>I saw your notice at the car park today concerning the fees for tourists and market traders.</p> <p>I didn't know, but am glad to hear that the market traders had concessionary parking arrangements.</p> <p>I realise that both tourists and market traders are vital to the town, for its future survival.</p> <p>But, if both cannot be financed, then I am absolutely sure it is the market traders who should have special parking arrangements allowed.</p> <p>A lot of the tourists are not in B&B's or hotels, but come for the day with family and/or friends, and they have adequate parking.</p> <p>But the market traders are invaluable not only for tourists and passing trade, but for us (the inhabitants of Ludlow and surrounding area.) Without a market there would be little.</p> <p>I heard in the past that some of the market traders were disgruntled because they were not allowed to pitch-up when other events were happening in the town, which deprived them of making an income. Should they also have their concessionary parking arrangements withdrawn, then there is little reason for them to continue to provide their goods and services to Ludlow.</p> <p>I feel that Ludlow is fighting for survival, with many people wanting to live in what they perceive as an idealistic semi-rural life but with fewer amenities and health services to support these new families (of which I was one, some six years ago.</p>	Ludlow	Object
<p>I object to the proposal to change Shrewsbury's parking strategy extending the effective hours. It will make coming in to the town more expensive and therefore less attractive to come in to the centre. Parking is not an issue during the proposed extension hours, I believe that we should be looking at ways of increasing town centre appeal not decreasing it.</p>	Shrewsbury	Object
<p>Although I understand the need to update the parking system, I believe it would be detrimental to the early evening economy within the town centre to change payment period from 8am to 6pm, to, 8am to 8pm. It is a step back and will affect visitors and employees in all central businesses alike. Those who work an average day, eg 9 - 6pm- often delay leaving town to enjoy bars and restaurants, visit theatre and generally spend.</p> <p>I accept the general rise, but feel increasing the time frame is detrimental to the town.</p>	Shrewsbury	Object
<p>I object to the proposed parking changes. There is few enough parking places and the prices are driving business and visitors away from the town. These further restrictions will have no positive impact. I am both a resident and business manager.</p>	NK	Object
<p>I would like to voice my objection to the proposed changes in time and cost of parking in Shrewsbury. The town already struggles to lure footfall due to the already expensive parking charges. The proposal is guaranteed to exacerbate this.</p>	Shrewsbury	Object
<p>I think the proposed changes to parking in the town centre are disgusting!! I work as a carer and a lot of our customers gave calls between 6pm-9pm and this would mean us having to be out of pocket to provide care to a vulnerable person!</p> <p>Also people go into town after 6pm to go to shops restroom etc and I think it's wrong that you want to charge people until 8pm it's greedy and probably to pay for more unnecessary work (like Meole brace island - waste of time and money when it worked fine before!!!!) loading bays are never used after 6pm anyway so it's just pure greed you trying to change this - it's not going to benefit anyone apart from you and that's just wrong!!! It's going to be detrimental to 99% of Shrewsbury! For once think of your citizens not your fat greedy pocket!!!</p>	Shrewsbury	Object
<p>In my view extending charging time in Shrewsbury town centre to 8:00pm is solely being done to enrich the council. There is never any pressure on parking after 6pm so this move is unjustified.</p>	Shrewsbury	Object

Comment	Town	Sentiment
I object to the proposed changes . I and many others I have talked to about this will not be looking to come into OUR Town in the evening anymore. The vibrant evening economy you desire will fail and cease. Theatre goers will be hit, so wont be going there anymore, the bus isn't an option as last bus home to Bayston Hill(hardly a sparsely populated place) is just after 8pm! I cannot possibly see the need for this change except to make money. You will fail and ruin our Town further. Very disappointed.	Shrewsbury	Object
I wish to protest about these changes which will have the consequence of damaging the town centre shops and businesses we really do not need more expensive parking- nor a shorter free period- I know you are unlikely to listen to a consultation but will say it anyway	NK	Object
Please do not introduce a 5 minute "concessionary period" with the new parking regulations. The current 15 minute "pop and shop" is far more effective at encouraging multiple trips into town to visit local retailers. 5 minutes is insufficient and will result in fewer visits as people will wait until they are prepared to pay for an hour or so and do more jobs while in town.	Shrewsbury	Object
Further, extending the paying hours to 8.30pm will affect Theatre Severn as it means that payment has to be made beyond the time that a performance starts, thus deterring and discouraging theatre attendance.		
I object to your proposed change		
I don't do politics , but having read the proposed changes to the parking policy in Shrewsbury ,I'm happy to make an exception .	Shrewsbury	Object
Please do yourselves a big favour ,read the changes through again , apply the principle of " if we were starting car parking /charges today " is this how we would do it ? If you can answer yes then crack on and pay out for all of these changes and give yourselves a big pat on the back , if the answer is no well you know the drill .		
Also how on earth do you expect to attract the expected vast numbers of students to the university if they have nowhere to park ?		
I object to the proposed parking changes in Shrewsbury Town. You have already made it more expensive to park in Shrewsbury. We need to encourage people to visit Shrewsbury not scare them away!	Shrewsbury	Object
You will kill the town centre off if you increase charges after 6pm I object to proposition	NK	Object
I wish to log my OBJECTION to the proposed changes to parking charges after 6pm in Shrewsbury. This will kill business in the town. What are you thinking ?? My son works at a local cocktail bar and starts work at 6pm most days - he relies on being able to park free and close to work as he feels safer having his car close to work at 2am when he needs to drive home. This is one example of how people (poor people) will be affected by the changes you are proposing. I urge you to reconsider.	Shrewsbury	Object

Comment	Town	Sentiment
<p>With regard to the proposal, within the Shrewsbury town centre river loop, to extend the hours of operation and charging on all pay & display parking places, and also the hours of operation of the loading bays, from 6pm to 8pm.</p> <p>I would like to object to the current and proposed blanket application of a one hour limit to all parking areas on Sunday mornings when there is very little competition for town centre parking. I would like to see the Sunday morning timings extended to two hours to give people time to attend church and consideration given to extending the evening parking periods to allow people to attend other community activities.</p> <p>The one hour limit has been rigourously enforced outside St Chad's Church during the main Sunday service which normally last for at least an hour, longer if you take into account the time needed to enter and leave the church. I recently paid for a one hour parking ticket at 9.54 am and I was issued with a ticket at 11.10 am. It must have been abundantly clear to the ticketing officer that there were a large number of people were leaving the church at the time. It must have also been abundantly clear to the officer that the car park outside St Chad's was the only full car park at this time and, with plenty of free parking spaces closer to the shops, issuing parking tickets outside one of the main churches in Shrewsbury on a Sunday morning would seem to have more to do with raising funds for the council than "improving the overall parking service provision, promoting the efficient use and management of car parks and being a contributing factor in reducing carbon emissions, improving air quality, minimising congestion and improve vibrancy in market towns".</p> <p>The extension of the charging period to 8pm may also impact on other community groups, eg choirs, children's clubs, etc and I think that provision a longer parking period should be considered during this time to allow people to participate in community activities.</p> <p>I also wish to object to the following proposal:</p> <p>In both Shrewsbury and Ludlow town centres, within all the pay & display parking places, it is proposed to provide a free 5 minute concessionary parking period.</p> <p>This represents a reduction from the current 15 minute concessionary period and, as stated above, will result in probitive time restrictions on anyone who wishes to participate in a community activity lasting any longer than an hour.</p>	Ludlow Shrewsbury	Object
<p>I wish to make an objection to the proposed changes to the parking in Shrewsbury as highlighted above. My objection on this is due to the fact that it will cost too much for visitors to park in Shrewsbury which will effect the town and stores sales.</p> <p>This will also make parking for residents very difficult. Most people can't use public transport since it is so unreliable in our town.</p>	Shrewsbury	Object
<p>I would like to object to the extended hours of paying for parking charges,</p> <ol style="list-style-type: none"> 1, carbon emissions is bullying, it a cash cow for the council, 2,bad enough to drive people out of the loop of the river to shop else where 3,The prices have increased beyond the rate of interest and is damaging shopping habits, 4, food places such as restaurants will feel the pinch next as people will not want to pay to park when going for a meal they'll go out of town, 5, As your using carbon foot print as an excuse, will the park and ride be available after 8pm. 	Shrewsbury	Object

Comment	Town	Sentiment
<p>I have a business based in Battlefield, Shrewsbury. I regularly entertain clients and manufactures I deal with by taking them for 'dinner' in Shrewsbury on an evening. Changing the current system seems like another tax on what is a thriving nightlife industry, and will just make me take my custom to an out of town restaurant. I can't see why you need to do this as Shrewsbury is already very expensive to park in as it is.</p> <p>Please reconsider this decision as you are going to ruin our wonderful town.</p>	Shrewsbury	Object
<p>Lets not dress this up as something it's not. Anyone with any common sense can see the proposed changes will reduce pollution and carbon emissions within the town by the fact that no-one will drive into the town as it costs a fortune to park for the majority of the day and evening. From the councils point of view thats "job done" as reducing pollution and improving air quality is high up on the list of the councils objectives, very commendable. However, yet again it appears that those of us that have a little common sense can see the short sightedness of the councils proposals. With town centre business rates sky high causing many to shut and move elsewhere, these proposals will only penalise even more. Less people in the town means less footfall and therefore businesses less likely to afford to stay there. Those who work in the town are also penalised as they are having to pay to go to work, in effect another tax on their wages. All that the hard working businesses and staff that occupy the town see is the council looking to squeeze as much money from them as it is possible to get away with. Public transport around the town is rubbish, with The cutting of services and frequency of busses. This is the 21st century and services are worse now than they were 20 years ago! So heres a suggestion, instead of more proposals that take, take, take all the time, how about trying to give something back.</p> <p>IF THE COUNCIL REALLY DO CARE ABOUT THE TOWN CENTRE AND WANT TO REDUCE POLLUTION, IMPROVE AIR QUALITY AND ATTRACT VISITORS THEN SORT OUT PUBLIC TRANSPORT. THE SHROPSHIRE TAX PAYER IS FED UP OF GOVERNMENT TAXING OUR WAGES IN EVER MORE DEVIOUS WAYS. TRY INVESTING OUR TAXES INTO THE PARK AND RIDE AND PUBLIC TRANSPORT TO MAKE IT MUCH MORE ATTRACTIVE. PARKING CHANGES MADE IN THE TOWN NEED TO BE OFFSET BY CHEAP PUBLIC TRANSPORT BEING MADE AVAILABLE INSTEAD. IF IT WAS SIGNIFICANTLY CHEAPER TO GET PUBLIC TRANSPORT INTO THE TOWN THEN MORE PEOPLE WOULD USE IT. I REMEMBER THE PARK AND RIDE OPENING AND BEING HAILED AS BEING THE ANSWER TO TRAFFIC PROBLEMS IN THE TOWN, BUT NOW BECAUSE OF THE COST ITS BECOME JUST ANOTHER BUS SERVICE.</p> <p>HERES SOME RADICAL THINKING! HOW ABOUT A TRIAL..... OVER THE SUMMER HOLIDAYS MAKE THE PARK AND RIDE FREE TO USE! YES YOU DID READ IT RIGHT. FREE TO USE! PUBLICISE IT ON THE BUSES AND IN THE LOCAL PRESS/RADIO AND SEE WHAT HAPPENS. SHOW THE PEOPLE OF SHROPSHIRE THAT THE COUNCIL IS THINKING ABOUT WHAT REALLY MATTERS TO TAX PAYERS AND NOT JUST APPEARING TO LINE THEIR OWN POCKETS.</p>	Shrewsbury	Object

Comment	Town	Sentiment
<p>I formally object to the changes proposed in the new traffic management document.</p> <p>Currently there is insufficient public transport available in Shrewsbury town centre, so by introducing the new guidelines you have proposed, you are willingly ensuring increased difficulty in visiting the town centre, as people rely on using their cars when public transport is not available.</p> <p>Please strongly consider this as the damage to local business and tourism will be awful.</p> <p>Perhaps a reduce in parking fees will paint the council in a lighter shade, especially after the recent increase in council tax.</p>	Shrewsbury	Object
<p>How does the increase in charging hours from 6pm to 8pm benefit visitors and businesses in Shrewsbury?</p>	Shrewsbury	Object
<p>I am very saddened it here the proposal that the changes in parking fee are to be altered.</p> <p>This is a very sad and unreal proposal. People park during the day not just for shopping but also for work and have to pay.</p> <p>If you are to bring in that people are having to pay after 6.30 p.m this is going to kill the town. Why not thi g of all the businesses ie eating places, these are going to suffer. Restaurants will have no other choice than to lay of stay and then the unemployment will go up yet again.</p> <p>Re think on what you are going to be doing to the town before charging people to pay? Taxi services if you live out of town is expensive and it is not just the one fare we are having to pay for it will be two. So as i suggest Shrewsbury will suffer. Think before going ahead.</p>	Shrewsbury	Object
<p>In response to your consultation, I OBJECT to the extended Charging times in Shrewsbury. The restaurants in the town will suffer as I will be put off going into town to eat as I will not pay for parking. You already charge enough for parking during the day.</p>	Shrewsbury	Object
<p>I object in the strongest terms to the latest changes to parking charges.</p> <p>I still don't understand how you bulldozed through the first lot of changes to charging structures when you completely ignored the nearly overwhelming voice of the population of Shropshire.</p> <p>No more. You are killing our towns through your greed</p>	NK	Object
<p>I think the proposed changes to parking charges in Shrewsbury Town Centre are appalling. Instead of making the town more accessible, these changes that keep coming into our town are making people not want to visit. Increasing the charges will discourage people from coming into town and opt for different places where they are charged less or nothing at all. Making the change of the charge period from 6 to 8 discourages people from coming into the centre for their evening meal, and in turn this will have a detrimental effect on our local businesses. Instead of thinking of lining your pockets, you should be supporting these businesses, looking after what matters to the community and listening to the outcry that so many people are making about this subject.</p> <p>I do hope that my words don't fall on deaf ears.</p>	Shrewsbury	Object
<p>Is a resident in High Street and has nowhere to park his car. Thinks its unfair that other residents in other streets have parking permits and he is being asked to pay £300 -£500 for parking in the public car parks. Thinks he should be given a reduced parking charge for using the public car parks.</p>	Bridgnorth	Object

Comment	Town	Sentiment
I object to extending parking charges until 8pm.	NK	Object
Introducing increased charges for parking within the Shrewsbury river loop cannot possibly be good for local businesses and increasing the charging period to 8 pm will not be good for leisure/entertainment businesses. I urge you to reconsider.	Shrewsbury	Object
I strongly object to this increase...you are going to damage trade in the town centre even more and decent people who already struggle to pay the over inflated council tax will go elsewhere. Eventually the people of Shrewsbury will have a ghost town □□□□□	Shrewsbury	Object
I hereby OBJECT. The reasons: Free 15 min waiting allowance is a usable amount of time, 5 mins is not. Getting people to come into Shrewsbury from the villages etc outside should be encouraged to support local businesses. This is just another way of putting them off. This applies especially in the evenings. Surely the amount of empty retail/restaurants already says that there is a problem that DOES NOT need to be made worse. There are many others but the above are a least a start.	Shrewsbury	Object
We are very concerned that proposed changes to parking regulations in Ludlow will have a very adverse effect on trade in the town. It is not clear what the problem is you are trying to solve as there are few problems in Ludlow. Removing a concession for market traders could well reduce the number of traders and lead to the demise of Ludlow market. Market traders should be restricted to the area of the market originally designated for them and the size of their vehicles could be a consideration. If a need to regulate parking in Ludlow is considered necessary I cannot see why restrictions between 10.00am and 16.00hours would not suffice. This would allow guests staying in the town get to their vehicles after breakfast but also keep spaces turning over. In order to thrive Ludlow needs less not more regulation.	Ludlow	Object
Thank you for your proposed changes to the parking in Shrewsbury. Should the additional charging come into to place we will shop/eat /entertain out of town - its simply easier and less expensive	Shrewsbury	object

Comment	Town	Sentiment
I'd like to express my concern at the rising cost of parking in Shrewsbury. It is becoming difficult to access and becoming more convenient and cheaper to shop elsewhere such as Telford due to the excessive parking fees. It prevents 'browsing' as instead there is only time to visit essential shops which seems detrimental to those independent shops. On a recent visit to Shrewsbury I noticed that the Sunday price was now the same as all other days of the week. It would have cost us £3.60 to visit for 2 hours whereas Telford is £1 all day.	Shrewsbury	object
Prices need to be reduced not increased. If parking in the town centre does increase then the park and ride fee should be reduced or charged per car not per person.		
I would like to object to the proposed changes to Shrewsbury Town Centre parking. I believe that the only result of the changes will be to discourage people from coming into our town, where the hospitality trade is already showing signs of dropping numbers. Surely we should be encouraging people to come into town to enjoy the great independent restaurants and bars our town has? Not making it an easier decision for them to choose a chain restaurant in a retail park on the edge of town where parking is free no matter what time of the day you visit. There is no need to change the times for the benefit of the companies using the loading bays. The majority of drops are done in the morning If you need to run into town for a quick errand; pay a bill or post a parcel for example, 5 minutes just isn't enough. Making people pay for such a short task will only result in them using one of the many traders now situated on the outskirts of town. Perhaps instead we should be looking at examples set by other tourist led towns where town centres are shut to traffic during summer months and restaurants are encouraged to fill the streets with tables and chairs. Why is our square not full of tables and chairs? At the moment there seems to be more vans and taxis using this space than pedestrians. Why is there a constant stream of traffic down the beautiful Fish Street when their only purpose is to take a short cut. Beautiful streets like that should be pedestrian only, encouraging people to take in all of our beautiful town without the fear of being taken out by a taxi racing around the corner. If we are to make changes to the town it should benefit everyone involved, most importantly the independent traders that make our town so special. If you want traffic off the town centre streets after 6pm then don't suggest changes where the easiest option is for people to not bother. Instead stop car park charges after this time or put on later buses and encourage people in. Give them an alternative that works for everyone.	Shrewsbury	Object
Increase in parking hours,can not be good,will certainly decrease business.People do get very touchy ,mean about paying for parking.Bad policy.	All Towns	Object
Car park by Portcullis surgery should be unchanged as it is difficult to judge how long waiting will be. Some appointments may take just 20 minutes but when health professionals are late the appointment can go over the hour usually anticipated. As no return is allowed and an extra ticket not allowed a long walk may be required, difficult for a disabled person. Could 20 or 30 dedicated spaces be allowed for surgery?. This would also help groups like mothers with infants / babies etc	Ludlow	Object
The proposed changes are absolutely ludicrous. They do nothing but penalise regular patrons of this wonderful community, most specifically the locals. We are retirees who live rurally outside of Ludlow who come into town almost daily for breakfast with friends, social encounters and to shop in the market. This patronage of local shops and venders becomes ever so much more costly if you are to inact the proposed punitive changes. We can understand the necessity of increasing the parking fees "IF" there is a benefit to the general public, not simply lining the pockets of a few. Please reconsider this proposal for the sake of many.	Ludlow	Object

Comment	Town	Sentiment
<p>I wish to register my concerns over the proposed parking changes.</p> <p>This will kill many businesses and restaurants in the town centre.</p> <p>Do you want a vibrant community in Shrewsbury or not?</p> <p>I would strongly advise against any of these changes - if anything the charges should be reduced, to encourage and promote further trade.</p>	Shrewsbury	Object
<p>As a young person who is just starting out in their career, I strongly object to the proposed hike in parking fees in Ludlow. The fact that I am just starting out in my career means that I am on a low wage. For the two years prior to this, post graduation after reading law, I was a barmaid, who was on an even lower wage. Not only is it difficult to gain a graduate job around Ludlow, but hiking the parking fees will only encourage the young people of the area to look elsewhere. I do not live in Ludlow and currently cannot afford to move out of my parents' house to be in the town so the only option I have is to commute to Ludlow and pay for parking.</p> <p>As well as this, Ludlow is known for its tourism. People will not want to visit the area repeatedly, like they do now, if the parking becomes as extortionate as proposed.</p> <p>Hopefully you'll manage to see that hiking the price of parking extortionately will only have a negative effect on the area.</p>	Ludlow	Object
<p>I email you with regard to the new proposed parking charges. I have been a resident in Ludlow for 41 years and have always stayed local to Ludlow when shopping and uses amenities, however if these increased parking charges are enforced, I along with many other local people will chose to shop and visit other neighbouring towns. It is a unreasonable and unexceptable increase and would like to know how it can be justified.</p> <p>If such increases are enforced you will see a decline in people staying 'local to Ludlow' and a further decline to Ludlow town centre, meaning independent family businesses will continue to struggle. I would much rather pay for extra fuel to other towns where I can have a wider range of choice, than be forced to pay ridiculously high parking fees.</p>	Ludlow	Object
<p>I am contacting you in regards to Shrewsbury. You seen determined to destroy our town and for the life of me, I cannot think why. You are making Shrewsbury town centre ever more unappealing. Park in the centre of Oswestry for an hour, 50p. Visit Meole Brace retail park, no charge. Visit Shrewsbury? Hey, we're going to squeeze every last penny out of you. At least I can currently attend an event in Shrewsbury in the evening with no charge, but it appears that you're even intent on ruining that! You should be ashamed of yourselves. The town centre will not last much longer. Our yoga group has just moved out of town, to Bomere Heath. Why? The proposed increase in parking charges.</p>	Shrewsbury	Object

Comment	Town	Sentiment
<p>I currently work in town at one of ludlows high street Solicitors. I have to park my car on a daily basis in the old somerfield car park , I believe that these proposed changes are ridiculous.</p> <p>Firstly I have to pay a large amount of money out on childcare as well as parking fuel etc just to get to work and with the wages been lower than average in Shropshire this makes attending and keeping a job all the more difficult.</p> <p>I also think that this will affect the volume of people visiting our town and effect local businesses even further than it does now.</p> <p>My employer been one of them due to been a high street Solicitors with no parking an increase in parking charges will have a big effect on our customers coming into our place of work.</p> <p>I hope common sense arises soon so this ridiculous idea of a proposed increase in parking charges will cease.</p>	Ludlow	Object
<p>The proposed increases in Ludlow to £1.80 per hour are a phenonimal increase. One can currently park in the market car park and other p and ds for 50p/60p per hour. Or £1.10 for 2 hours.</p> <p>Are you trying to kill the trade in Ludlow? The free Supermarket car park will be packed! This is no way to encourage local trade which has seen so many high streets and towns devastated by high parking charges and shoppers going to out of town shopping outlets with free parking. Is this what the council wants to happen to Ludlow with local shops closing?</p> <p>Please take this into serious consideration and review parking charges to reasonable levels.</p>	Ludlow	Object
<p>Trade in small towns is hard enough hit without putting off visitors even more. I work outside of town near to the food centre we have many visitors who come us as they cannot park in town and find the charges confusing and high. This includes many coach trips who no longer bother.</p> <p>You also plan to extend hours so that those who wish to eat out, visit the cinema or just wander around on an evening will have to pay more for the privilege.</p> <p>Five minutes free is no time at all what is the point of that barely gives you time to get change if you need it.</p> <p>A few years ago when free parking in broad street changed to meters there was enough outcry and confusion.</p> <p>People will just vote with their feet and go elsewhere.</p> <p>Most centres who charge these sort of fees do as they have an efficient park and ride scheme with sufficient parking. Something Ludlow doesn't have.</p> <p>I wonder what the council is thinking with many of their ideas at the moment. Certainly not encouraging locals to use their town.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I wish to object to this proposal. Charges in town after 6pm are likely to put off evening visitors. I believe the revenue brought by these visitors (or any proportion of those visitors who would avoid town due to these charges) is greater than the revenue that would be gained from new parking charges. I do not think the risk is worth it in any event because the high street is struggling to survive increasing migration of shoppers to online only and this is not an appropriate time to press the point.</p> <p>I also believe that people are likely to prefer to park on side roads and similar to avoid parking charges which may cause nuisance to residents. For instance the gates and residential parking areas around abbey lawn are currently used by many visitors to avoid parking charges - I think this will increase and be very difficult to monitor given residents and visitors are legitimately able to park here.</p> <p>I am aware that sometimes unpopular decisions need to be taken but in this case I do not see that it would make financial or business sense to introduce these charges.</p>	Shrewsbury	Object
<p>Just want to say how sad to hear your proposal to increase parking fees in town, we are a rural town. The town needs to be affordable for families and people of the area. Increasing the charges will impact on everyone. Its our town we are being slowly driven out, The shops in town have slowly diminished people are already going to shop in large purpose built shopping centers where the parking is free, where there is a selection of shops with competitive prices. 15 minutes gave barely enough time to go into the bank / chemist, charging 70 pence is unfair. Why not allow all residents of the town / area concessions in the parking charges to allow them to continue to support our local shops.</p>	NK	Object
<p>As a local I disagree with the recent proposal to increase Car parking charges in Ludlow. As a family of 5 with a child who struggles with mobility and isn't entitled to a disability badge at present the use of car parks in Ludlow are much needed. We home educate and go to the library every few days as well as visit other parts of Ludlow but need to park close to where we are incase our daughter can no longer walk. By increasing the car park charges we would have to look at using facilities in a different town where charges are less otherwise we would be spending over £10 a day just to park in ludlow. Personally I think this increase is not suitable for the residents of Ludlow, £3.60 if your doctors appointment overruns which is a regular issue in town, £1.80 to pick up a prescription? If you want to go to the bakers that loaf of bread costs over £4 because of the hike in car park charges. This would be more harm to the town and local businesses would suffer because local people wouldn't be able to afford to shop local regularly with parking charges so high. Also sometimes it can take the whole 15 minutes to get a ticket for parking in the car park by the time you get the kids out of the car and find a working machine so dropping the time to 5 minutes is unrealistic if you have a disabled person or a child in a pushchair in the mix. My brother has a wheel chair accessible vehicle and it would take him 10 minutes just to get his wheelchair out and close the van up before getting a ticket so he too would also have to avoid going into town</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I am disappointed to learn of proposed changes to parking restrictions in Ludlow. I live outside Ludlow and must park if I am to visit my nearest town. I currently make use of of mainly red zone parking and occasionally use the free 15 minutes, for things like collecting preordered meat from walls butchers, or to grab a loaf of bread. I use many of the independent stores which rely heavily on regular visitors, not just tourists for high days and holidays. These changes will have a direct impact on small businesses in Ludlow, as I and many other locals will be forced to visit town less often, and for shorter periods due to the increased cost of parking. I fear this will kill the town, many business will inevitably close. Many villages have already lost their shops, banks and post offices. I beg you not to allow the same fate for Ludlow.</p> <p>I frequently use Ludlow stores to buy paint, clothes, gifts, pet food, Christmas shopping, greengrocers, bakers, wine shop, antique shops, shop at the market, picture framing, beautician, to eat breakfast, have coffee, have lunch, have keys cut, visit my grown up children , the list goes on and on.</p> <p>Our town is special and unique and these proposals are not simply the first nail in the town's coffin, but literally brings on the death, orders the coffin, books the crematorium slot and prints the order of service.</p> <p>PLEASE RETHINK BEFORE YOU KILL THIS SPECIAL TOWN!</p>	Ludlow	Object
<p>I have read through the proposal for changes to the parking charges in Ludlow and the hours chargeable.</p> <p>I park in Ludlow each day as I am a community nurse and our office is in town. I am aware parking can become heavily populated at times and have struggled to park on many occasions.</p> <p>This is usually on a market day or during periods of good weather. I do not believe that increasing the amount charged would reduce this as the tourist visitors would pay the charge regardless. It would simply penalise locals and people that work in the town.</p> <p>I also think that the 5 minute concession time is far below reasonable. Imagine if you have a disability, injury or age related mobility problems. You could not achieve anything in 5 minutes. In fact not even I could nip into a shop to collect something in that time.</p> <p>If it is over population of concern you should be encouraging people to use the free 15 minutes. Not penalising them.</p> <p>I also hope you have considered the impact this will have on residential areas and on street parking where members of the public already park for free and walk into the town.</p> <p>I do agree that your car parks need modernising. Galdeford in particular has become very dangerous as none of the lines remain visible. Many people do not comply with the one way system, some park on double yellow lines - especially outside the surgery.</p> <p>I know that changes need to be made to address the congestion in Ludlow, doing my job this is very clear. However, I do not feel increasing prices and chargeable hours would achieve this. Would it not be more appropriate to look at encouraging a park and ride system. This works brilliantly in Shrewsbury, I doubt it is as highly used in Ludlow? Surely there are more creative solutions?</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I hope you read the comments on Facebook. I agree with those people who strongly object to these increases which will undoubtedly drive people away from coming to Ludlow to shop and visit.</p> <p>The charges put huge strain on people trying to work in the town as wages do not cover these large increases.</p> <p>I strongly disapprove of the increase in charges.</p>	Ludlow	Object
<p>As I am sure you're aware, motoring is a very expensive privelege, what with fuel prices, running costs, insurance and whatnot and it makes it extremely difficult for any new motorists to afford to get started, especially if like myself, you recieve disability payments.</p> <p>As a result, I personally object the rumoured figures of the parking price rise in Ludlow. I understand the reasoning behind the proposed changes, but I fail to see how the price rise and essential elimination of the "Pop and Shop" would be beneficial to helping the goals listed on the 'Get Involved' page (https://shropshire.gov.uk/get-involved/ludlow-and-shrewsbury-changes-to-on-street-pay-and-display-and-loading-bays/)</p> <p>Parking is sometimes an issue in Ludlow, I agree, however most of the time there is an issue it is during one of the town's events, which brings in a lot of non locals which cause the issues. On regular days, parking is rarely an issue at all, with the rather ample amount of parking spaces dotted around the town.</p> <p>If you wished to promote the efficient management of car parks, I personally believe that the council should look more into hiring more parking attendants. There is a lot of places that do need managing and I feel instead of disincentivizing motorists to park and visit the town, there should be more parking attendants, which might help with the local unemployment problem, as well.</p> <p>I agree with the theory of reducing carbon emissions and improving air quality, but it has to be considered that at out current level of motorists, emissions and air quality are hardly factors into the pleasantness of our town.</p> <p>Our air quality is exceptional according to several people I know of with respiratory issues, and carbon emissions could be fought a much more effective way, especially considering that these changes to parking are not really going to affect the traffic passing by and through our town; it mostly seems to serve as a 'cash grab' according to other people I have asked.</p> <p>Ludlow is not a town that gets congestion issues at all outside of a by-effect of essential roadworks, and the last statement, 'improv[ing] vibrancy in market towns' is again, a non issue. As it stands, with our current level of traffic, tourists still come here. The tourism itself is in part indicative of how 'vibrant' the town is.</p> <p>Speaking of tourism, I feel that the parking changes may disincentivize tourists from visiting out local businesses, especially with the change to the "Pop and Shop" program, as five minutes is NOT enough time to shop anywhere at all. Remember, if tourists come to our quaint, small town and get charged more for parking than in Hereford, they are not going to have such a good opinion of this town in general and may lead to a decline of popularity of this town, which thrives on its tourism benefits.</p> <p>All in all, I feel that the intent of the changes sound good on paper but on a practical scale, it will not change much except for causing disdain amongst residents and tourists alike.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I wish to formally object to the proposed parking charge changes in Shrewsbury. My main objection relates to the extension/change to the times of charges.</p> <p>Why on earth are you changing the time from 6pm to 8pm, apart from introducing a money making scheme?!</p> <p>I can understand charging for parking in the daytime (although not the increases) to control and limit parking during the main hours of population.</p> <p>However, in my experience there is never a parking issue during the evening (after 6pm) and by changing the operating hours I believe that it will seriously affect the night time economy of the town.</p> <p>I am currently a member of the Quarry Swimming and Fitness Centre and only ever visit during the evenings due to the additional expense of parking in the daytime that makes the use of the centre cost prohibitive on a regular basis. If you go ahead with the proposed changes I for one will have little choice but to cancel my membership and look elsewhere for gym/swim membership. If you add regular parking charges to the membership fee then the continued use of the centre will become unviable for a lot of people. I believe that that this will drive a lot of people out of the town centre and kill the membership of the centre. Or is this actually what you are hoping to achieve?!</p> <p>The new proposals will also add additional expense to those choosing to visit one of the town's eatery's in the early evening for dinner etc. Again I believe that this will adversely affect businesses in the town, especially during the early evening.</p> <p>Unfortunately, I don't think for one minute that you will really listen and/or act on the concerns of the general public and will decide to do what you want. I'm not sure who comes up with some of these policy changes but I don't feel that they adequately consider the practical financial effect both on businesses and those using them.</p> <p>I note that this consultation has been very poorly advertised and I only became aware of it by chance.</p> <p>Some may think/feel that this is a rue to helping it slip under the radar with minimum comment.</p>	Shrewsbury	Object

Comment	Town	Sentiment
<p>I wish to object strongly to the proposed changes to the pay and display parking in Ludlow.</p> <p>1. The introduction of linear hourly parking rate. While couched as a way of ensuring that people pay only for the length of time they wish to park, it is actually a 350% rise for local residents who wish to shop for an hour, who currently pay 50p.</p> <p>If visitors wish to stay in Ludlow for the day they currently pay between £2.40 and £4.80 in the long stay car parks, whereas the nearest competitor, Leominster, charges £2.50 for 24 hours, and Hereford city, with more choice of shops and services, charges £6. Their cut off time is 18.00.</p> <p>Under the current proposal, in Ludlow visitors would pay £21.60, a rise of 450%, for the same length of stay. Which would you choose? You are handing visitors to Leominster and Hereford on a plate!</p> <p>Ludlow is MARKET town which depends on its tourism and market to stay alive - it is not a cash cow for the County. By introducing these changes you are jeopardising the future of what is an already struggling economy. We have already seen a major supermarket close, independent shops fail, and the newly opened Pizza Express is about to leave the town, proof that footfall is declining.</p> <p>2. The introduction of a 5 minute free parking. Currently, Ludlow has a 15 minute pop and shop, which is sufficient time to allow residents to pick up prescriptions or a loaf of bread/milk etc. 5 minutes will not allow most residents time to get out of the car park, so is absolutely useless. In both town centre car parks, where pay machines are frequently out of order, it often takes 5 minutes to buy a ticket, and in neither are there shops within 21/2 minutes walk! This is only going to affect local residents, so is an extra tax levied under the guise of improving parking.</p> <p>3. Extended the hours of charging. This is obviously intended to catch the evening attendance at both Theatre Severn and Ludlow Assembly rooms, and will add £3.60 to the cost of visiting both venues. In an area like Ludlow, with its high level of elderly residents on a fixed income, this will make people think twice about attending events, which, in turn, will put pressure on the income of the volunteer led venue. Volunteers stewarding events will also be subject to the extra charges.</p> <p>4. The scrapping of maximum stay/ minimum return will simply mean that Castle car park, which is the most easy accessible for people with mobility problems, will be clogged up with long stay cars, causing more congestion in the centre as people try to find a space.</p> <p>The current system in Ludlow suits the town. It allows visitors to stay at a reasonable rate for as long as they want, while serving the residents and locals by ensuring that there will be a constant change of parking occupants, so that there is a chance of being able to park. The Market traders concession in Castle car park is essential if we are to keep the town alive. Our neighbouring county has kept its charges low and is in a position to attract both locals and visitors who will find Ludlow too expensive under the new proposals. This is another reason why a one size fits all does not work- particularly when the County Council seems to equate Ludlow with Shrewsbury, which does not have the same out of County competition.</p> <p>Shropshire Council needs to be guided by its local Ludlow members and the Town Council who understand the needs of the town and its environs with all the challenges they present. The proposed new system and charges will depress demand from residents and visitors, deter market traders, and eventually contribute to Ludlow's demise as a vibrant, well known destination, returning it to the depressed condition it was in 45 years ago when I moved to the area.</p>	Ludlow Shrewsbury	Object
Is there any part of this plan that doesn't increase the cost of parking to the public and increase revenue for you?	NK	Comment

Comment	Town	Sentiment
<p>I am writing to you to express my deep concern for these proposed changes. Firstly, it is my belief that to reduce the concessionary period, from 15 minutes to 5, would alienate the local populace I, and cause them to stop using the town. This has the potential to 'kill the highstreet' during the down season. I believe this, 5 minutes is simply not long enough to 'pop to the shop'. In preparation to write to you, I conducted a timed run to the bank. This went from Castle Street Car park to Llyods bank, to use the deposit service, and back again. I chose this run as this is a route I use often, as during the busier days it is impossible to park closer. This run took 12mins. I am a reasonably fit young woman, I can only imagine that this time would drastically increase, if one was older or struggled to walk fast. Therefore, it is my belief that to reduce the concessionary period, would prevent individuals from completing such errands.</p> <p>Secondly, the proposed increase to the parking fees to £1.80 will cause further problems within the local community. As many individuals can not afford to pay £16.20 for parking during there work day.</p> <p>In conclusion, the proposed changes to parking fees in Ludlow would cause havok to the local populace. While tourists would continue to pay to park, locals will not. Therefore, Ludlow would become a 'ghost town' in the months when there are few tourists. This would cause irriversable damage to the businesses that trade in Ludlow. And has the potential to destroy what makes Ludlow special.</p> <p>To summarise, the proposed changes would be a false economy, as the council would gain capital initially. But would soon find that the car parks would not take as much money, and the businesses that the council relies on to pay rents, will close.</p> <p>I am not alone in this feeling.</p>	Ludlow	Object
<p>Please do not make it more difficult and expensive to park in Shrewsbury in the evening. It will stop many people (including me) visiting and spending money in town in the evening. As my area has no evening bus service there is no way to visit town without a car. Surely Shrewsbury wants to attract people to spend money in the town by offering a vibrant and exciting night life. Increase parking costs and they will go elsewhere.</p>	Shrewsbury	Object
<p>I am horrified that parking on the street will not be free until 8.00 p.m. Parking in Shrewsbury is already a luxury but to add an extra 2 hours paid parking in pay and display bays is likely to put the nail in the coffin with regard to evening visitors to the town. In particular to attend the OMH 5.30 p.m performance one will now have to go to a car park making it less attractive and ultimately fewer people coming in and closing of food outlets etc which results in less income from rates etc.</p>	Shrewsbury	Object
<p>What a shame you feel the need to increase parking charges as proposed. This will surely be the death of the town and businesses in Ludlow town centre. My family will stop shopping in central Ludlow and will shop elsewhere.</p> <p>The increases are not justifiable in the current economic climate and will result in damage to businesses and livelihoods.</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I do not agree with the increase in charges and the extension of charging time being consulted on at this time.</p> <p>Buses are very expensive and the 15 minute window of free drop off is just right amount of time to get money out of an atm. Or drop charity goods in to organisations in shrewsbury town centre.</p> <p>There is no reason for any changes other than increase in revenue to the council. The changes do not give any benefits to car drivers, pedestrians or bike riders or those using public transport!</p> <p>Please re consider these changes.</p> <p>the 8pm extension will ultimately stop people coming to socialise or use cinemas, theatre, pubs and restaurants.</p> <p>If you decrease the price of buses by 40p a journey and increase bus start and stop hours to before 7.30 and after 8.30. And particularly the park and rides. You may encourage more people to agree with your changes.</p> <p>Arriva has hiked prices up meaning it is cheaper to park than get bus. Or you cant get a bus before 7.30am or on a sunday.</p> <p>Needs to be joined up thinking otherwise you will have no life in town centre. Already shops are shutting at an alarming rate!!!</p> <p>My vote is to stay the same or change your public transport system</p>	Shrewsbury	Object
<p>Why on earth can you say changes the parking charges to these horrifying high priced charges and dropping the 15 minutes grace is going to be beneficial to this lovely small independent town</p> <p>Between locals and visitors to this town it will be boycotted leaving Ludlows local and independent shops suffering, the very popular events we hold that attract people from afar quiet and the town pennyless</p> <p>I advise you RE THINK this crazy idea and keep the parking charges and rules as they are so Ludlow can carry in being a strong independent town that draw in the tourists and keep the locals spending their money in the town</p> <p>If charges are changed I know for sure there would be 4 less people supporting Ludlow as we would gladly travel further to do our shopping (and it would still work out cheaper)</p>	Ludlow	Object

Comment	Town	Sentiment
<p>I completely disagree with your proposed changes to parking in Ludlow.</p> <p>I believe them to be grossly unfair and, in light of the recent £47k pay increase for your top man, an absolute PR disaster.</p> <p>The percentage increases are wildly inflated and the proposal to decrease the period of grace from 15 minutes to 5 is totally nonsensical.</p> <p>The council needs to take into account the impact these price rises will have on people that work in the town. They do not earn the kind of wages your executives do.</p> <p>You will also succeed in driving out much needed trade from the town. Fine if you're happy to see businesses go to the wall.</p> <p>Do not underestimate how unhappy the people of Ludlow are with Shropshire Council.</p> <p>The town is fed up of being treated as a soft touch with the council happy to hike up our parking charges while managing to fund the purchase of three shopping centres in Shrewsbury.</p> <p>It's time to treat all areas of Shropshire equally.</p> <p>Stop this stupidity now.</p>	Ludlow	Object
<p>I am writing to say that, as a local retired resident who has no public transport into Ludlow, it is essential to use the car for shopping, entertainment, education, volunteering etc.</p> <p>If the charges go up as planned, I shall have to stop some of these activities and will, inevitably, do more shopping online, to the detriment of the local Ludlow shops.</p> <p>In addition, the imposition of charges up to 8pm rather than 6pm will ensure that I will stop all evening visits to Ludlow which will impact heavily on venues such as the Assembly Rooms which normally attract visitors from a wide rural area surrounding Ludlow.</p> <p>Please do think VERY carefully about the proposed charges.</p>	Ludlow	Object
<p>I am extremely disappointed that the hike in parking charges is going through. This is too great an increase. Doing away with the 15 minute pop and shop is very bad for local people who don't always need to be in town for half an hour or more. 5 minutes is nothing but if you add on 10 that the traffic warden has to allow before issuing the ticket we might just get a loaf of bread. I own a house on Upper Linney which is a holiday let. The increase from 1.10 per day to 70p on the Linney per hour is too great even though I know I can possibly buy permits for guests or they will have to expect to pay 7.70 per day or park a lot further from the house or better still come on the train. The whole thing is very bad for the town and we feel the council is cashing in on Ludlows popularity.</p>	Ludlow	Object

Comment	Town	Sentiment
<ul style="list-style-type: none"> • We object to the parking charges being extended from 18:00 to 20:00 hrs, this will affect all business open for trade during the evening and have an adverse affect on visitors coming into the town for an evening out. This is of particular interest to Ludlow which is heavily dependant on tourism. • We object to the free concessionary period of parking being reduced form 15 minutes to 5 minutes, this will badly hit Ludlow's excellent town centre shops from local and surrounding residents parking and picking up their provisions. We need to protect our local businesses. 	Ludlow	Object
<p>As Ludlow residents, we are writing to express our extreme disquiet about the proposed changes to the parking regime for Ludlow.</p> <p>The proposals which are before us are nothing other than a poorly disguised strategy for revenue generation and the 'justifications' advanced by Shropshire Council are at best quite ridiculous and fatuous.</p> <p>The hourly rate increase is bad enough (and not justifiable other than to fund your ever present squad of so called enforcement officers) but the extension of the hours where charges are made from 6.00pm to 8.00pm is ill conceived and will impact on the evening trade for town centre hospitality and entertainment businesses, including obviously The Ludlow Assembly Rooms. To add insult to injury, removing the '3 hour maximum no return within two' in favour of 24 hour parking has the potential to further reduce parking availability as some will happily pay the extra while others will unwittingly, at least initially, become even more prey for your enforcement officers, some of whom are over zealous in the extreme.</p> <p>The changes to Traders parking arrangements also has all the potential to be damaging to the town's economy. While traders do want to come to the Ludlow market, you have no given right to assume that they will continue to do so. There are other markets around. The market attracts many locals but also many visitors and all spend not only in the market but other businesses in the town too. The quality and diversity of stalls is widely know. What a travesty if your plans destroy it and as a result discourage visitors to Ludlow.</p> <p>We now also appear to have a ban on motor cyclists who come into town in droves. These are not Hell's Angels or the like. They are genuine and pleasant individuals who again spend in the town and generate volumes of business not only for the market, but other businesses too. There may a small minority who pompously look down on bikers but they are the small minded residents who also do not approve of the May Fair and the like. Leave the bikers alone.</p> <p>Ludlow is a lovely town which is a thriving market town enjoying not only an excellent market, but many small independent businesses. The impact of increased business rates has already had an impact with shops already vacant. The proposed new parking regime is a further significant potential for damage to businesses and therefore the town itself.</p> <p>We would ask that you:-</p> <ul style="list-style-type: none"> * moderate your increases and do so substantially. * leave the 8.00am to 6.00pm charging period * do not allow 24 hour parking – maximum 5 hours if any change is felt imperative * revisit the situation for traders and provide less of a disincentive for traders to support our market * stop insulting us with the disingenuous justifications you put forward 	Ludlow	Object

Comment	Town	Sentiment
Please rethink this whole issue.		
Your proposal for making parking so expensive is ridiculous, shops etc struggle to make a living as it is, this will make people shop elsewhere. You are killing our beautiful town. Do not raise the parking fees!	NK	object
<p>I live near to Ludlow but rarely come into town. Its a lovely place to visit but the risk of a parking fine and the already steep parking charges is putting me off. Any charge is a disincentive to visit and revisit. The local roads are awful, why would any tourist want to revisit the area or recommend it after driving potholed roads to be screwed at the parking meter.</p> <p>Shropshire council appears to have a hate campaign against locals and visitors alike. The empty shops in a popular historic market town evidence a failure to support business.</p> <p>A free parking scheme invites people to park and spend. Providing enough parking may become an issue.</p>	Ludlow	object
<p>Thank you for this morning's phone conversation regarding proposals for parking in Church Stretton and specifically at Easthope Car Park. This email is the response from Mayfair Community Centre where I am Chair of Trustees.</p> <p>We discussed two aspects of current proposals. First proposals to provide Blue Badge and Parent & Child bays and second proposals for a revised charging scheme including availability of Annual Season tickets.</p> <p>Mayfair has a significant number of clients who are Blue Badge holders and we support the provision of Blue Badge bays near the public toilets on the Easthope Road side of the car park. We have a smaller number of clients who might use Parent & Child bays and support the provision of these. You mentioned that you were interested in the ratio of these two bay types. From Mayfair's point of view we would suggest more Blue Badge bays say 5:3 or 6:2 if the total of these reserved bays were to be 8 as you suggested.</p> <p>Volunteers, clients and visitors to Mayfair make use of Easthope car park when our limited on site spaces are all taken which is virtually every day from Monday to Friday. You mentioned that this is a band 5 car park and will charge 50p per hour Mon - Sat 8 am to 6 pm (free on Sundays and Public Holidays). You also said that the 2 hour restrictions in designated on street parking zones will continue. You are proposing that annual season tickets for Easthope Car Park will be available at £400. Mayfair is likely to be interested in a scheme where we can change the name and registration data associated with a season ticket and issue them to visitors and users of Mayfair therefore we support such a proposal.</p> <p>I do not have to hand information on current usage which would enable me to calculate the attractiveness of this scheme, but will consult with colleagues at Mayfair. It is possible that we would be interested in purchasing more than one such season ticket. I note that you said that the number of available may be capped so that early application (when available) is advised.</p>	Church Stretton	Support

Comment	Town	Sentiment
<p>I have read with interest the proposed changes to the vehicle charging periods, specifically the changes for Shrewsbury.</p> <p>I do not believe that an effective extension to the charging period by a further two hours per day is a good idea. I do not think it will encourage anyone to visit our town centre. I believe that we (and so the council) should be encouraging personnel to visit the town and spend money into the community (other than having to part with more money to park a vehicle for longer periods of the day) and hopefully increase footfall into local shops and businesses (including the recently purchased shopping centre that the local authority purchased). Additionally, I note that this proposal also details a supposed concession to visitors of a free 5 minute parking period which is a further erosion of existing practises, currently we have a 15 minute free window before a parking ticket is issued. I do not know if you have been to the town centre on a weekend, I only visit the town centre on a weekend as I commute 45 miles to work each day, but a 5 minute free period will not give anyone time to get to the bank and obtain change for the parking meter let alone an opportunity to buy even a loaf of bread from a local independent baker.</p> <p>I also saw that it is proposed to extend the loading bay hours in Frankwell until 8pm each evening, what would be the point in this as most businesses other than bars and restaurants are shut at this time and I have yet to see any restaurant taking deliveries late in the evening, they are trying to get paying customers into their premises.</p> <p>In a nutshell I am against any further increase to either fee paying periods or charges levied, I believe if anything we should be making concessions and reducing both fees and charging periods.</p>	Shrewsbury	object
<p>I wish to express my serious concern regarding the proposed review of parking in Ludlow.</p> <p>I write as a local resident living within walking distance of the town centre, and fit enough not to need my car in town.</p> <p>The increase in the hourly rate is however a serious penalty for anyone who need a quick trip into the centre. eg I bring an elderly lady (who does not justify an orange badge) into an early communion. 1.80 is a considerable additional cost.</p> <p>The reduction of the 15 minute grace is a real penalty for someone who needs to pick up a heavy load, buy a single item from a shop or use the post office. Realistically people will be driven away from the centre and only use the supermarkets which are no longer in the centre. This is very bad news for a vibrant town that has so far retained its smaller independent shops.</p> <p>I share the concerns of market traders, and fear the likelihood of their abandoning Ludlow. This is especially sad as I feel the market variety has been improving over the last few years.</p> <p>Similarly the extension of evening charges will discourage visitors to use community facilities, eg Assembly Rooms and equally important discourage attendance at the various meetings, voluntary and cultural events that contribute so much to the quality of life here.</p> <p>I recognise the desire and need to increase revenue but fear these measures will have a serious long term effect on town and community.</p>	Ludlow	object

Comment	Town	Sentiment
<p>I have recently been reading an article in the Ludlow Advertiser that parking charges are to be increased, this I find discussing as when we travel elsewhere fees are nothing like these and people will stop coming to the town which would be a tragedy for such a unique place.</p> <p>So we hope you have a rethink and just bring it in line with current inflation?</p>	Ludlow	object
<p>I object strongly to the new proposed parking rules . I often go into town at 18:30 to get an earlybird meal at one of the town restaurants .To change free parking till after 20:00 is the type of lunacy only this council can up with . I will not come into town when this happens and it will kill the town. The idiot that comes up with this should be sacked . The attitude of the council is destroying Shrewsbury</p>	Shrewsbury	object
<p>While accepting that a parking charge increase is probably unavoidable, the effect of this increase is likely to be disastrous for those independent retailers who still survive in Ludlow to give the town centre its unique character and appeal to visitors.</p> <p>What may be a justifiable charge in Shrewsbury is well over the optimal rate in Ludlow. Many visits to the town are restricted to two or three shops and cafes and a charge of £3.60 for a fairly brief visit represents a deterrent to frequent visitors and will have a serious impact on footfall. As a long time resident of both Ludlow and, previously, Shrewsbury I am acutely aware of the enormous difference between the two places. Please take full account of the difference and introduce more flexibility into your plans. Retailing in High Streets is tough enough in the digital age and will get much tougher in the next few years.</p> <p>I have no financial interest in any Ludlow business.</p>	Ludlow	object
<p>I am dismayed to read about the proposed changes to parking in Ludlow.</p> <p>Ludlow is a small market town with many small independent shops, who are already struggling to remain open, partly as a result of the increase in business rates. Much of the trade for these shops comes from "pop in " purchases made by people who live in the villages and countryside local to the town. The free 15 minute parking allows these quick purchases to be made and assists in keeping these shops open. Without these shops, the town will decline and tourists will be less inclined to visit, ultimately meaning the town will fail to thrive and even less income will be generated for the council.</p> <p>The hike in parking charges and extension of charging hours to ensure that all evening visitors will have to incur a parking fee will further discourage locals and tourists visiting the town, as it will be much cheaper for them to drive to a pub with free parking to enjoy a meal.</p> <p>I am also of the opinion that the remove the market trader parking concessions will discourage the traders coming to Ludlow and this will result in less people wanting to visit.</p> <p>My suggestion to increase revenue is to reduce parking charges and hours, thus encouraging more people to visit and spend their money and rate paying shops and restaurants to be opened.</p>	Ludlow	object

Comment	Town	Sentiment
<p>I am writing with regard to the proposed changes to parking provision in Shropshire. I feel some of the proposals are inappropriate for Much Wenlock where I live and where the focus should be on getting visitors to use the (largely empty) car parks rather than park on the streets, often in dangerous places. Two points in particular leapt out at me:</p> <p>1) The reduction in the 'pop and shop' time limit, which will discourage people from outlying villages from using the car parks when running quick errands.</p> <p>2) The changes in the start time for free evening parking from 6 to 8 pm, which will actively encourage anyone visiting for the evening to park on the street for free.</p> <p>Not only will the proposed changes have a detrimental effect on congestion in the town, but might also discourage people from visiting the town and using our shops, etc. Please reconsider this 'one size fits all' approach.</p>	Much Wenlock	object
<p>I appreciate that this is a county wide survey and most of it covers Shrewsbury but I just want to talk about Much Wenlock.</p> <p>I feel that the people who live here probably know what would work best and I think you should take our views seriously. I hope that our Councillor David Turner has already explained our views but I want to let you know what I think!</p> <p>I work in an office overlooking Falcons Court Car Park and I can assure you that it is virtually empty all day. It is a waste of resources. I did once put in a freedom of information request (no reply received) to ask how much money is collected from the box as I couldn't believe that it could possibly justify 2 people coming to empty it each day. I do appreciate your proposal to try and encourage card payments but this would not change the fact that the car park is hardly ever used.</p> <p>We have 6 people driving into Wenlock to work in our office and I asked if we could purchase season tickets but at £400+ a pop (with no guarantee of a slot – although unimportant given the usage!) it wasn't a goer. I think the same is the case for many others travelling into work (and also residents) and this results in parking on the streets or driving around looking for a slot or parking (unfairly I think) outside resident's houses.</p> <p>I heard from a resident that your proposal was to change the times of the charges in the car park from a 6pm cutoff to 8pm cutoff. For what benefit was this in Wenlock? I understand that this has been reverted to 6pm thank goodness.</p> <p>If we were able to get peoples cars into the car park this would free up street parking for people who just want to pop and shop and here lies my other bugbear:</p> <p>Your proposal to change the 15 minute Pop and Shop to 5 minutes is ridiculous. I know that it is probably a pain for the traffic warden to police the current 15minutes (having to wait and go back) but 5 minutes is insufficient to pay for your papers or buy something from the butcher or get a loaf of bread or hand books into the library. Am I really going to pay over a pound to do this? No, I'm going to drive around until I find street parking and/or park outside a residents house. The little car park at the top of the high street will be empty just the same as the Falcons Court one is.</p> <p>Now, one more rant which you probably can't address is this – why is car parking in Broseley and Wellington FREE? I left my car in the station car park at Wellington all day last week for FREE and caught a day return to Birmingham for £10.80. If Wellington and Arriva Trains can offer that sort of service why can't we have car parking in Wenlock that suits the people's requirements?</p>	Much Wenlock	object

Comment	Town	Sentiment
Although I will offer no objections to the proposals I would like to say that some of the changes could lead to motorists parking illegally onto the surrounding streets rather than pay any increases. There should not be any expectation on the Police to deal with any on street parking issues caused by alterations to parking times and charges. If this was the case the matter would be referred back to Shropshire County Council for review.	NK	Comment
<p>I am extremely unhappy to hear about the proposed ,excessive rise in the Ludlow car parking charges.</p> <p>This is a ploy that will only lead to further distress to the shop owning community.</p> <p>Ludlow shops are already closing down at a very rapid rate owing to the imposition of higher business rates.</p> <p>Visitors just will not come to the town for these reasons. Surely we should be attracting more people to the area.</p> <p>Looking at the bigger picture, I can see visitors avoiding Shropshire altogether , as the state of the roads here is an absolute disgrace, compared to a county like Powys. Some of the road potholes have been present for months and only limited attempts have been made to fill them.</p> <p>They are not only highly damaging to people's cars, but are likely to lead to serious accidents and possibly injuries or loss of life. Surely the logical course to take, would be to repair the roads first before embarking on other road projects</p>	Ludlow	object
We fail to understand how extending the charging period from 6 to 8 in shrewsbury will achieve the stated aims. It is likely to affect use of amenities and leisure activities in the town in the early evening. Use of the theatre in particular and also eating outlets, resulting in loss of revenue in the town.	Shrewsbury	object
See email	Much Wenlock	object
My wife and I live in Ludlow and regularly park in the town. We strongly object to the proposed increases in parking charges. We also feel very strongly about the proposed reduction of the concessionary period from 15 to 5 minutes. We are both retired and often collect prescriptions from a chemist in the town. It will be impossible to do this in 5 minutes. We realise that parking has to be funded but these increases are too steep. I hope that enough of the townfolk have bothered to express these feelings to make you think again. These increases will have a detrimental effect on the town. Repainting the direction markings in the car parks is long overdue.	Ludlow	object
<p>I would like to express my objection to this ridiculous plan of increasing the price of parking in Ludlow.</p> <p>I feel this would have a terrible impact on the small businesses in Ludlow and people won't bother coming into town and they will go elsewhere to shop or park in tesco or Aldi and walk up town which will cause chaos in those car parks for people who actually want to shop there.</p> <p>Have you not considered the people who work in the town and how this increase will affect them? ...our wages certainly won't go up to cover this rise and a lot of people certainly wouldn't be able to afford the price and would simply find alternative parking on an estate in town where there are no restrictions and walk up to work. This will just congest housing estates and make it difficult for residents to get out themselves.</p> <p>I hope you will look at this ludicrous plan and think about the people of Ludlow before you make it a ghost town.</p>	Ludlow	object

Comment	Town	Sentiment
<p>I am objecting to the large price increase at Ludlow car parks and the added hours for payment.</p> <p>This is an active, attractive, popular and busy market town with a vibrant community contributing in a large variety of ways through voluntary input to make it the town it is.</p> <p>Some increase expected but the large amount for short stay and the extended hours with hit the traders, already recalling from rates increase and the leisure activities.</p> <p>The proposed actions show little consideration for the inhabitants or visitors to the town.</p> <p>I put a considerable amount of voluntary time into Ludlow and feel Shropshire Council is very much taking advantage of me and others workings hard for the community.</p> <p>Please revise your thinking.</p>	Ludlow	object
<p>I have just recently found out about the proposed changes to the parking in Ludlow town centre and as a student studying Geography at A level, I am very aware of the negative impacts this will bring to the town.</p> <p>I sympathise with the reasons you have for wanting to increase revenue to the town, however I think you seem to be unaware of the fact that people, particularly locals, will avoid coming into the town centre to do their shopping and spending their money in the local independent retailers and will instead, opt for cheaper alternatives such as Tesco, where the money spent there will not actually benefit the town at all.</p> <p>Many of the independent retailers are already struggling to remain open and we have seen a vast number of these closing over the past few years.They sell local produce and support our local farmers, however, with the competitive rent prices, they are being given no option but to close down, as only the chain stores, with branches all over the country are able to afford them. Without these shops, the town will fail to thrive and tourists will be attracted elsewhere, where the historical, independent nature has not been taken away.</p> <p>Much of the trade in Ludlow is due to the '15 minutes free parking' allowing local people to make quick purchases, such as popping to the butchers, but without this, people will not bother to pay the unreasonable, excessive prices for parking and will once again be attracted elsewhere.</p> <p>Furthermore, the shift of the parking charges towards 8pm at night will also draw people away from travelling into Ludlow for an evening meal and they will choose to visit other pubs and restaurants outside of town, where parking is free. As a student who enjoys to meet friends for a drink or a meal in the evening, this is a very big factor that would discourage me from visiting, because I believe as a local resident of Ludlow, I shouldn't be paying these ridiculous prices just to park my car at 6pm at night. Moreover, the assembly rooms, which relies almost 100% on the local older population, may see a reduction in the numbers travelling into ludlow to use this facility, as with the increase in house, fuel prices etc, their pensions are not going to be able to cover the additional spend on parking on a regular basis. I am aware that Ludlow doesn't have very many entertainment facilities, so this is a very important feature, which we need to ensure remains open.</p> <p>My suggestion to maintain visitor numbers and a reputation of a historical market town</p>	Ludlow	object

Comment	Town	Sentiment
<p>is to reduce parking charges, thus encouraging more people to visit and spend their money in the local economy, which will ensure these independent retailers remain open. If you were to increase them, I believe you should at least consider giving locals a discounted price, as they are the main players to driving the local economy and without their trade, Ludlow will decline as a result.</p> <p>I am also of the opinion that the removal of the market trader parking concessions will discourage traders from coming to visit Ludlow and as a result ludlow will lose it's well known status for being a historical market town, meaning people will no longer be drawn into the town.</p>		
<p>the suggestions from Shropshire Council are disastrous and if implemented will have nothing but a detrimental effect.</p> <p>(I) Ludlow is a tourist town and it has a lot to offer there is little doubt that exhorbitent hourly rates will affect this.</p> <p>(i i) S C should be working for the local community and for the council tax payers,---- this will affect local people, their access to the town and local businesses, thus hitting the local economy.</p> <p>(iii) it will devastate the market -----traders will go elsewhere ,one of the visitor attractions is the market!!-----it will alienate the locals (your income source) who feel that Ludlow and the surrounding area are being used as a ' cash cow ' for SC, who in case you have forgotten are spending £ 50 m+ on purchasing Shrewsbury shopping centres (a white elephant if ever there was!). I thought C C's were supposed to represent their people. some hope.</p>	Ludlow	object
<p>I feel very strongly that the proposed alterations to charging in Ludlow will be disastrous for the town as a tourist destination and for the present diversity of shopping for the locals.</p> <p>I accept that the current 15 mins nip and shop is unenforceable in practical terms but 5 mins is even worse. The parking Attendant can only stand next to 1 car at a time.</p> <p>A flat rate for an hour will clog up the car parking spaces and allow fewer shopping journeys than the present 10p for 30mins. In 30mins on a rainy day all shops can be covered by most folk in 30 mins. Make that charge 50p which is still reasonable and folk can be in and out of town quickly.</p> <p>I previously lived in a town who priced the market traders out of town and the town centre slowly died. Please do not do that.</p> <p>The evening charge to 8pm will seriously affect the Assembly Rooms in which a considerable amount of money has been recently invested. Also thigs like evening meeting in Churches etc will be affected as there is NO PUBLIC TRANSPORT as an alternative in the evenings in Ludlow.</p> <p>Please seriously reconsider your proposals.</p>	Ludlow	object

Comment	Town	Sentiment
<p>The word VINDICTIVE comes to mind with this recent suggestion that parking charges in Ludlow are not just to be raised by a small percentage but hugely. Are you trying to close down our small towns in order to draw more people to Shrewsbury shops??</p> <p>That said, have your Councillors given any consideration to the financial consequences to our town, but to Shropshire Council also. If not may we remind them!</p> <p>Increase Parking Charges and the inevitable result is that people will shop in towns where parking is sensibly priced at a lower figure, thus less trade and income, plus the massive rise in Business Rates, may well cause many shop closures. Extending the charging period to 8.00 pm will mean that places, like the Assembly Rooms will equally suffer on numerous occasions where performances start at 6.00 pm or shortly after. Attending these events the addition of new fee will put the cost up very substantially. Other Groups meeting prior to 8.00 pm will suffer in the same way e.g. Ludlow Choral Society which starts at 7.00 pm!</p> <p>Ludlow, and other towns like it, rely on their small shops and in Ludlow particularly it's tourist trade. The proposed charges may well cause many to think again about visiting and especially if small shop closures create an air of dereliction. Would your Councillors want to visit such a place. We think not!</p> <p>The follow-on to shop closures and a failure of the Assembly rooms means less Business Rate income, so a huge reduction in the County Council income. Is this what the Council wants? We think not! Then again, does Shropshire Council give any depth of thought to their actions? Again..We think not.</p> <p>!!! PLEASE STOP THIS LUDICROUS INCREASE AND USE YOUR COMMON SENSE BEFORE WRECKING THIS TOWN!!!</p>	Ludlow	object
<p>As I write this email there are precisely 3 cars parked on the Falcons Court car park. I live at number 23 and from our top floor bedroom you can see very clearly the number of cars parked there. When will common sense prevail and at least try making this car park free and bring in more people to our town so we do not lose shops and people popping into the town. If they decide to go to the "Copper Kettle" for a coffee etc no longer will you be able to go over the road to get some cash as Barclays have decided to close the bank. So there is one tea shop along with possibly other shops that I do not know about that are going to suffer.</p> <p>We struggle for parking but for us to pay £450 a year so that friends and family can park on the car park is ridiculous. We have friends in London who pay £150 per year for that facility.</p> <p>I don't particularly want a full car park on my door step but I really do not want to see this beautiful town suffer any more, so please encourage people to come here and enjoy the beautiful facilities the town has to offer and make it easier for them to come.</p>	Much Wenlock	object

Comment	Town	Sentiment
<p>Previously I have asked that consideration be given to changing the time of parking charges finishing from 8.00 p.m. to 6.00 p.m. to enable Ludlow Assembly Rooms' audience members and class participants to continue to benefit from free parking.</p> <p>However, it has now been brought to my attention that several volunteers who act as stewards for our auditorium, sell tickets on the Box Office and help behind the bar, will give up volunteering if they have to pay to park for their evening shift. This would be a disaster for us – we rely very heavily on volunteers who are absolutely vital to the running of this key organisation within the town.</p> <p>I am told that volunteers can park for free in the Market Square car park or on the Linney – a lot of our volunteers are older people who would be nervous in the winter of having to walk to and from these parts of town.</p>	Ludlow	object
<p>a) The Town Council is disappointed at the proposed short time limit and requests that the first 15 minutes should be free (as before).</p> <p>b) Falcon's Court (Much Wenlock) parking charges should be reduced to encourage more use. This car park is hardly ever used because people think it is for residents parking only. It needs better signage to encourage more use.</p> <p>c) Residents parking permits should be contemporary as with other towns.</p> <p>d) Further comments may be submitted at a later date.</p>	Much Wenlock	object
<p>As a Ludlow resident I am horrified by the proposed astronomic increases in parking fees proposed by Shropshire Council. It is obvious that you are using Ludlow as a Cash Cow to support an inept County Council. How much of the money raised will come back to Ludlow? My guess is very little, if any. The most obnoxious change is the extension of charged parking to 8.00pm from 6.00pm when everyone knows that entertainment in the town usually starts at 7.30pm. Why are you trying to destroy our town for your own personal gain? I believe every County Councillor should declare their position on this issue and give the people of Ludlow an opportunity to vote them out of office. To do less would be a betrayal of democracy.</p>	Ludlow	object
<p>I've read that you are inviting comments on a range of parking tariff considerations across the County, and my comments are specifically related to Ludlow, although I know your remit is broader.</p> <p>We are regular visitors to the beautiful town and its surrounding countryside, and I really hope you consult both widely and carefully on anything that raises costs to visitors to the town. I have experience of how apparent short term gain of revenue increases from town centre car parks leads to long term declines, as retail businesses suffer and customers choose elsewhere.</p> <p>Ludlow is beautiful. Its retail appeal is reasonable but fairly limited, and if parking charges are in any way seem as a deterrent to shopping there, then customers may decide to travel further afield e.g. Worcester where they too have charges, but where the retail and leisure provision is greater.</p> <p>You have a wonderful town, but I suspect smaller independent businesses which are part of the town's appeal would be incredibly vulnerable to anything that negatively impacts footfall.</p> <p>Please consider these issues.</p>	Ludlow	object

Comment	Town	Sentiment
<p>I live near to Ludlow but rarely come into town. Its a lovely place to visit but the risk of a parking fine and the already steep parking charges is putting me off. Any charge is a disincentive to visit and revisit. The local roads are awful, why would any tourist want to revisit the area or recommend it after driving potholed roads to be screwed at the parking meter.</p> <p>Shropshire council appears to have a hate campaign against locals and visitors alike. The empty shops in a popular historic market town evidence a failure to support business.</p> <p>Free parking invites people to park and spend. Providing enough parking may become an issue.</p> <p>Today my family travelled to Meole Brace in Shrewsbury, 25 miles away, to shop rather than Ludlow to shop, 7 miles away. With free parking at Meole Brace its cheaper to travel further away. We purchased birthday gifts, fruit and veg and a shoes. £100ish spend.</p> <p>Shropshire councils policies are a direct assault on the community in Ludlow. We now only shop in Ludlow at Aldi if we are taking the kids to guides or scouts.</p>	Ludlow	object
See detailed response at the end of this appendix.	Wem	Object
<p>I'm emailing you about my concerns about car parking in Wenlock I live in st marys road where we have to park our cars on the side of the road there is st marys and falcons courts car park they won't pay to park in them when we go out I can never park when we come back I have small children shopping and a elderly and disabled neighbor who can't walk very far they park there cars outside most of the either go to work in the town or they live in the car park so there cars will be left outside my house from a few days to a few weeks making it virtually impossible to park my car now I hear you want to increase the car parking charges in the car parkes if that happens it's going to make it even harder then it already it to park my car .</p> <p>We've just come back with an 88 year old and now we can't park .</p> <p>Here is a photo of an empty car park as they won't pay to park and a picture of my street just as I had got back the street full and no where to park again we had to park up the school my elderly disabled neighbor had to sit and and wait for 4 hours in the car before one of them moved now if you increase the parking charges it is going to make it virtually impossible to park here it's already hard enough to park here</p>	Much Wenlock	Object
Raising parking charges is futile. People that work in Much Wenlock from outside the town are already clogging up the roads and housing estates in Much Wenlock. Its impossible to park outside your own property until after 5.30pm when they all return home. Raising charges will only exacerbate this. If people only want to pop to shops for a quick visit they arent going to pay parking charges. You are making a bad situation worse. Killing our town.	Much Wenlock	Object

Comment	Town	Sentiment
<p>1. The increase you are proposing is excessive. 56% (£1.60 to £2.50), when the RPI is around 2.5%! How can you justify such an increase? I believe I read somewhere it is going to cost nearly £900,000 to alter all the current parking machines in Shropshire, to facilitate the new tariff. This is tax payers money you are spending, and when resources are stretched, this money could be far better spent elsewhere.</p> <p>2. From figures obtained from Shropshire Council's own consultation, 86% of respondents do not want the 15 minute pop and shop period reducing to 5 minutes. The statutory grace period allowed is only going to encourage 'illegal parking'. If this proposal is approved, will you as a Council make it 'crystal clear' on the revised parking machines that shoppers can park for 'free' for 5 minutes, plus there is an additional 10 minutes when a penalty charge notice cannot be issued? Why have a consultation, and then take absolutely no notice of what local people want?</p> <p>3. 93% of respondents to Shropshire Council's consultation do not want the charging hours increased to cover the times between 09.00hrs. to 20.00hrs. Why have a consultation and then take no notice of what the vast majority of local people want. What is the additional cost to enforce this proposal - i.e.. civil enforcements officers etc?</p> <p>Shropshire Council is in office to represent the views of the electorate, and not to pursue its' own agenda!</p> <p>Car usage is a facet of modern day life, and essential for the majority of persons in their day to day life. The Council must not use car drives as 'cash cows'.</p> <p>Please take your proposals back to the 'drawing board' and discuss them again at Cabinet level if necessary, and come back with proposals which reflect the views of the local people of Shrewsbury and Shropshire.</p>	NK	Object

Comment	Town	Sentiment
<p>The Environment Agency have considered the proposed changes to parking and have responded because of our operational role at Frankwell to ensure that all flood defence assets in the area can be deployed effectively.</p> <p>The Environment Agency have considered the proposals for the Introduction of weekly tickets, residents' permits and season tickets as per recommendation xi in the part 1 strategy proposals at the Frankwell Riverside and Quay car parks in Shrewsbury.</p> <p>To enable the deployment and operation of the Frankwell flood alleviation scheme the Agency require sufficient room within the short stay car park.</p> <p>Over recent years the Agency and council have worked well together in the closing of the car park within a sufficient time scale to enable the deployment of the flood barriers.</p> <p>The closure of the car park and spaces being available has always been possible due to the spaces being short stay only.</p> <p>Changing the parking in this area to long stay has the potential to cause problems in the deployment of flood barriers and we welcome a decision that will retain the short stay parking only at Frankwell Quay.</p> <p>Should the Frankwell car park charges change to be free on Sundays and Bank and Public Holidays then there could be potential for cars to be abandoned over this time period. To avoid any problems the council and Environment Agency would need to close the car park in advance of any barrier deployment or when flooding is expected.</p> <p>The Agency would need to work with the council on who would be responsible for the towing and moving of problem vehicles.</p> <p>If any of the proposed changes do come into force then the council should ensure systems and procedures are in place to re assure the Environment Agency that sufficient room within the short stay car park will be available to unload and deploy the flood barriers.</p> <p>The use of the car park provides a safe and secure location, enabling the safe operation of machinery and vehicles to deploy the barriers. If this space is not available Health and Safety Risks to both Environment Agency Staff and the public will be difficult to control.</p> <p>The long stay car park has no impact on the deployment of the flood barriers but obviously the public need to be made aware of the risk of leaving cars for a long period in an area which floods and the council have always managed this.</p>	Shrewsbury	Comment

Comment	Town	Sentiment
<p>I am a resident at Claremont Street, Shrewsbury. Unfortunately, my current residence does not come with parking spaces and I am therefore forced to consider paying for a parking permit at Frankwell Main Car Park, to great expense. I believe that residents should have a greater priority over permits which should not be as expensive. This could perhaps be introduced for those residents that do not come with parking provided in light of the capacity issues.</p> <p>I do not currently earn a particularly high salary, and I have to travel to Telford each day for work. I live in an apartment where rent is fairly affordable- however, the expense of parking consistently leaves me with a significantly lower amount of disposable income each month.</p> <p>I believe that permits should also be available for Barker Street and St Austins Car Parks- again, however, at a reduced rate than being implemented currently.</p> <p>I look forward to hearing the outcome of the consultation and would appreciate it if you could keep me updated.</p>	Shrewsbury	Object
<p>I think that increasing parking charges deters people going into the town centre. They opt for low/ no charges eg Telford or out of town centres eg Meole Brace. There are many empty premises in the town centre and car parking has led to this with other factors eg high rates.</p>	NK	Object
<p>With reference to the ongoing consultation on parking in Shropshire; I would like to make the following comments.</p> <p>Some may be taken as general remarks; but will all be made in the context of Much Wenlock where I live and serve as a Town Councillor.</p> <p>Much Wenlock is proportionately, heavily reliant on street parking for residents and also workers and visitors.</p> <p>The centralised, one size fits all, policy proposed by Shropshire Council is fundamentally flawed, in that it fails to improve the parking provision, and will have severe effects on the economy and quality of life for businesses and residents in fragile small towns. It seems to be a simple money making policy that shows no regard for economically hard pressed businesses and residents.</p> <p>There is a reasonable amount of car park space, but this is little used, shoppers and workers are clearly not able to afford the current charges and are using every street parking space possible.</p> <p>This often leaves residents with nowhere to park within a reasonable distance of home. The often empty car parks could be used by residents; releasing space for much needed visitors.</p> <p>The proposed charging regime, and indeed the current charges, will further drive shoppers away from Much Wenlock towards the large supermarkets and the nearby free parking in Shrewsbury, Telford, Broseley etc.</p> <p>In looking at what is reasonable for residents to pay for parking, Shropshire Council seem to have taken the most expensive and affluent areas in the country as the yardstick.</p> <p>I have attached photoshops of Council websites for Oxford, Bath and Cheltenham; highly wealthy places that charge a fraction (around £50/annum) to park compared with the proposed £320pa in our town.</p> <p>This exorbitant level is, in effect, a tax on people that need, but cannot find a parking place when they get home.</p> <p>It is also, in effect, a tax on people that live in the country and rely on cars for the most basic of needs.</p> <p>This level of charges proposed shows a complete disregard of hard pressed residents</p>	Much Wenlock	Object

Comment	Town	Sentiment
<p>and businesses of small towns.</p> <p>We have a very poor, to non-existent public transport service, no park and ride, and too small a population (2600) to sustain competitive taxi services.</p> <p>I must question why Much Wenlock is so heavily penalised when similar or larger towns and villages, for example, Broseley, Albrighton, Ironbridge, Pontesbury, Craven Arms, Cleobury Mortimer, Bishops Castle etc are allowed to enjoy free parking.</p> <p>Much Wenlock famously has “30+ quality shops” but two are empty, another four or five are for sale, the post office recently closed and is now a substandard, small corner of the Spar mini market; in October our last bank will close.</p> <p>If these levels of retail devastation were proportionally applied to Shrewsbury, it would be seen as a disaster, and Shropshire Council would, rightfully, move heaven and earth to help rejuvenate the town.</p> <p>Why would you then seek to seek to, not just ignore Much Wenlock’s travails, but to actively make them worse.</p> <p>I urge you to reconsider these punitive parking charges on Much Wenlock and begin a constructive dialogue to listen, understand, and help form realistic policies</p>		

Comment	Town	Sentiment
<p>I'd like to object to the Council's proposals to change the current arrangements for parking in Ludlow. I'm a tourism and rural regeneration consultant and was at one time tourism development officer for South Shropshire, so I address the proposals from a visitor's perspective and from the perspective of small local businesses, as well as that of a long time resident.</p> <p>General comments:</p> <p>The overall aim of the proposed changes are obviously to raise more money for Shropshire Council. I feel that this will be at the expense of Ludlow's visitors, retail and tourism businesses, evening economy and residents who do not happen to live in the town centre. The overall impact of these proposals will result in a less vibrant and busy town during the day, evening and on Sundays. It prioritises people parking cars who are not spending money in the town centre and allows them to take up valuable parking spaces for much longer and will thus drive people who do want to spend money elsewhere or online to do their shopping and spending. The current parking system seems to work reasonably well and few people have been complaining about it; so I see no reason to start making changes which will have negative and possibly unforeseen consequences (and will cost money to implement).</p> <p>More specifically - Evening parking</p> <p>The proposal to continue charging between 6 and 8pm will mean anyone coming into town by car to attend cultural or sport/fitness events, meetings, to eat out or even just to visit friends will have to pay to park. This is a huge blow to the cultural life of people who live outside the town centre or in surrounding areas. All the restaurants, pubs and cultural venues in the town will see a reduction in visitation and income. This will reduce quality of life for local people and reduce what vibrancy there is during the evening.</p> <p>Sundays</p> <p>Charging the full rate on Sunday will have a similar impact at the weekend when the town is usually very busy on a Sunday with people enjoying themselves and frequenting the decent number of businesses and venues which do open on Sundays. There will be a loss of town vibrancy and income.</p> <p>Pop and shop</p> <p>Many people use the pop and shop facility regularly. It's ideal when you need a quick stop at the bank, post office, paper shop, stationers etc - especially for busy business people who are not planning to wander round town browsing. If this facility is stopped such trips will be impossible (especially if there is a predominance of long stay cars parked) - greatly inconveniencing people and meaning they will be less likely to come into the town centre and give such businesses trade. The regular turnover of cars means that the system works well for the benefit of many customers and shops. People will just order things online - generating more delivery traffic congestion around town. I understand there may be an option for 30 minutes free parking - Band A - but unless that applies across the whole of the town centre I don't see it as an advantage. To claim that 5 minutes actually means 15 minutes is facetious - people won't want to risk being held up in a queue in a shop. Any visitors stopping, e.g. to call in at the tourist information centre or for cash, won't know about the extra 10 minutes that is claimed will be included and to think that anyone can achieve anything in 5 minutes is ridiculous.</p> <p>Street parking - I cannot see any advantages to allowing people to park on streets in the town centre all day. This will mean more workers and residents taking up spaces which are needed by shoppers and visitors. There will be little turnover of parking, making it</p>	Ludlow	Object

Comment	Town	Sentiment
<p>impossible to find anywhere to park and will drive those planning to spend money away from the town. There will be more people driving round in circles looking for somewhere to park, causing more congestion and air pollution. If there is a demand for more long term parking for residents and workers/traders then this can be addressed in long stay car parks or peripheral areas.</p> <p>Castle Street Car Park - this is the prime short stay car park for the town centre - especially for visitors. Visitors don't easily find Galdeford and don't find the difficult pedestrian routes from Galdeford into the town centre. So it is vital that Castle Street spaces are available for visitors and short stay shoppers etc. To allow residents to use the car park during the day will simply reduce the space for visitors who, once they end up having to drive round our one way system, will probably just carrying on driving and go elsewhere i.e. another town (there are surveys which prove that this is the sort of thing which happens with tourists trying to park in busy towns). Being able to park near the town centre means such people will buy more as they are happy carrying it to their nearby car. If they have to park at Smithfield or Lower Galdeford they will buy fewer, lighter items and not pop back for any extras. Resident day time parking in Castle Street car park would generate no economic benefits for the town.</p> <p>Resident permit parking in short term car parks - the same applies to other short term car park areas such as the upper level of Galdeford car park. This is vital for people visiting both doctor's surgeries (who may not be well enough to walk very far), the library, post office and for those shopping in the Tower/Corve Street area of town or picking up takeaways in the early evening. Many of these trips are for short periods and again a regular turnover of cars is beneficial for everyone.</p> <p>I have written many visitor plans for market towns across the UK as a consultant and getting the parking regime right is crucial for the economic survival of small towns, particularly those with an important visitor economy. The proposals as written currently would stultify and strangle the economy of Ludlow which is already facing all sorts of challenges:</p> <ul style="list-style-type: none"> • extortionate business rate rises • loss of town centre supermarket • proposals for new out of town supermarket • likely loss/move of post office • lossreduction in tourist information provision • loss of bus services • lack of taxis • mass illegal parking on yellow lines (Galdeford) etc etc • limited cycling facilities <p>There is no one size fits all solution which the Council can apply across the whole county when each town has very different infrastructure and needs.</p> <p>Why not leave Ludlow's parking as it is, save money on implementing the changes and avoid a further blow to the town's economy. In fact why not invest that money in better facilities for cyclists, taxis, buses etc and in implementing current traffic restrictions. That really would reduce carbon emissions and air quality.</p> <p>The consultation claims that the proposals will 'improve overall parking service provision, promote the efficient use and management of car parks and be a contributing factor in reducing carbon emissions, improving air quality, minimising congestion and improve vibrancy in market towns.' In fact it will do the complete opposite on all points.</p>		

Comment	Town	Sentiment
<p>I live in Much Wenlock and whilst I am pleased to see that an annual permit has been brought down in cost, it is still far too expensive to be attractive. Research published by Esure https://www.telegraph.co.uk/news/2016/05/22/councils-using-residents-car-parking-permits-as-stealth-tax/shows that the average cost of a parking permit in the UK is £64 – Shropshire’s fee is 5 times that amount putting it in the top 10 most expensive places to have a permit along with Surrey and London boroughs.</p> <p>I feel that the consultation pays little regard to the unique circumstances of Much Wenlock in that it has a very underused car park together with a historic town centre where the average household has 2 cars and nowhere to park. In your initial consultation you compared Shropshire with other places including Telford. It seems to me that you should also have compared Telford’s policies in other parts of the borough outside the town centre, notably the fact that residents in Ironbridge can have 2 free permits. There seems little option but for residents to get together and apply for residents permits on the street – an expensive and time consuming process all round when a more sensible approach would be to make better use of Falcons court car park. With only 1 parking permit issued in the past 3 years I can’t see anything will change even with the reduction to £320 which is a wholly unreasonable amount for a little Shropshire village which is in decline with the closure of the post office and now the last bank going to close.</p> <p>Much of the issue with parking is caused by traders parking on the streets – again the proposals will not address their needs.</p> <p>As to 5 minutes pop and shop you can’t do anything in 5 minutes – it’s not worth having.</p> <p>Please would you work with our local councillor and sort out a better solution to Much Wenlock’s needs which addresses the needs of residents, traders and the vitality of the place.</p>	Much Wenlock	Object
Much Wenlock car parking -Reduce the season annual tickets to Car parks to London prices for residents. Your charges are exorbitant and detrimental to the town economy.	Much Wenlock	Object
<p>I would like to express my concerns over the proposed changes for the use of Shropshire Car Parks. Whilst the changes may suit larger towns in the County, the smaller market towns would feel a harsher impact.</p> <p>As a resident of Much Wenlock I already see lots of street parking, illegal parking, poor shopkeeper and resident provision and empty car parks in town. There is also a distinct lack of enforcement to parking issues and regular visibility of parking officers. The High Street is the lifeblood of the town and shopkeepers are using street parking, further hindering visitor parking. Residents have to pay over the odds for resident parking.</p> <p>Furthermore, the closure of Barclays Bank will impact the town, commerce and visitor numbers. Small market towns are essential to the appeal of the County and should be easy to access and encourage visitors. Raising parking prices and lowering the stop and drop time limit is detrimental to market towns the size of Much Wenlock.</p> <p>I hope that a review of the changes will show common sense and consider the implications to small towns in the County. They should also mean that the empty car parks in Much Wenlock are used more frequently by residents and shop keepers to free up space for off street parking of visitors or, better still, be at a parking charge that encourages use of these car parks. The proposal discourages use of the car parks that are already vastly underused</p>	Much Wenlock	Object

Comment	Town	Sentiment
<p>As a resident of Bridge Road Much Wenlock I believe these changes will be to the detriment of the town and residents. It is vitally important that small towns such as ours are supported to ensure a thriving economy. Towns like Wenlock bring so much to the wider Shropshire economy through tourism and if town centre shops were to suffer from a lack of footfall it would become a less attractive place to visit and once thriving economies shrink.</p> <p>As I read it your consultation suggests a three fold increase in the cost of two hours of parking and therefore an overall increase in the daily charge meaning it will now cost someone travelling into Wenlock to work £12 a week. It is without doubt that these people will seek alternative parking and that means parking on the street outside people's homes, something which already happens, however an increase in parking costs will make the situation far worse. People will no longer "pop" into Wenlock for the odd thing due to the added inconvenience and will either go to the bigger towns or park in residential areas.</p> <p>It appears that you are attempting to make concessions to residents by offering parking permits, however this certainly is not a welcome addition when it comes with an annual charge of £192!!!! And you have put limits on them with just 6 available in New Street car park, which is no where near enough if you are seriously offering this as an option, the offer of 4 more spaces for season tickets at an annual cost of £240 just adds insult to injury!! Neither of these are an option for local residents and I find it obscene that you expect residents to pay for parking permits. I lived in Ironbridge some 14 years ago, an area with far greater parking problems than Much Wenlock, residents there received two free parking permits per property. This is still the case today and I note that non-residents and local businesses can get an annual parking permit there for £55, almost a quarter of what you are planning to charge local residents!</p> <p>If the increase in parking moves people to park in residential streets which I highly suspect it will and we do not purchase a permit you are effectively making it so that we can't park when we arrive home. We will either need to wait until workers/shoppers/tourists have left the road outside our property or wait until after 6pm for free use of the car park and then move the car at 8am! Not an enjoyable way to live to say the least and as a household of two cars buying permits at the cost you propose is just not an option, even if there were enough available! We have lived in this property for 10 years and I can count the number of times I have had to use the car park on one hand, it works at the moment, please justify to me why you need to change this, increase prices and offer residents permits at inflated prices? Telford & Wrekin have supported their local market towns by removing parking charges, isn't it about time Shropshire thought less about the obvious pound signs and more about the added benefits easily accessible small communities bring and stop penalising local residents? Keep parking low cost or free and support residents to have easy access to their homes. The stress of not being able to park when you return home especially with shopping/work items in tow can have a big impact both physically and emotionally and spoil a residents enjoyment of this lovely town. We want to continue enjoying our homes, not feel anxious about whether we can park to get into our homes, please keep parking as it is.</p> <p>In addition to this I believe the increase of parking charges in Shrewsbury to 8pm will have a negative impact on the nighttime economy, I for one will think twice about catching an early evening film at the OMH, seeing a show at Theatre Severn or having a few drinks if there is the added complication and cost of parking.</p>	<p>Much Wenlock Shrewsbury</p>	<p>Object</p>

Comment	Town	Sentiment
Car parks in Much Wenlock are not used to their full potential! They are empty most days, however the side streets, which are free to park on are full! Leaving no room for residents to park outside their homes and making traffic congestion a real problem, especially at rush hours. Cars are mounting kerbs as there are no places to pull in and let cars past. Lots of people come into Wenlock to work and park in the streets as it is free, but they should be using car parks however it should be affordable for them to do so.	Much Wenlock	Object
An increase in charges is detrimental to the High Street Shops and off road parking and makes no sense, if people are not prepared to pay now, why would they pay if you increase the charge? You may not be getting the revenue you would like from these car parks, however increases will not improve this. A reduction in car parking charges WILL. Make it £1 all day and people will use it, that is a fair amount to ask someone out of their wage to pay to park. This would see the car parks actually used!		
Then look at resident only parking on the streets, with reasonable priced permits! Then the uptake would be much higher, and revenue from repeat purchases would be sustainable. A fair price would be £100 a year i think.		
You will not solve anything by charging high prices, just encourage people to use a free option, despite how dangerous this would become.		
I wish to raise an objection to the intention to charge on town centre car parks up to 8pm on the grounds that this could detrimentally affect the leisure facilities/cafes/restaurants, etc. who rely on custom during the evening. I believe this would be a retrograde step towards making and keeping Shrewsbury a thriving town where people wish to spend time after the shops have closed	Shrewsbury	Object
See detailed response at the end of this appendix.	Shrewsbury	Object
We frequently have meetings run in to the evening and it will put clients off from visiting our offices if they know they have to pay extra.	Shrewsbury	Object
We are very concerned about the threat to local businesses that this additional parking tariff will engender.	Shrewsbury	Object
This is nothing but a revenue generating scheme. it will deter the evening trade for ALL of our establishments ...for what?...to justify keeping "Community Enforcement officers" in a job. This and the rest of the proposed extension of loading bay restrictions etc is outrageous and yet another nail in the coffin for trade in this town.	Shrewsbury	Object
This could have an effect on night time trade especially for the theatre. Theatregoers may not be aware of the change to charge until 8pm and be issued with a parking fine....this could result in the loss of visitors. Shropshire Council's gain is Shrewsbury's loss in my view	Shrewsbury	Object
Retail is difficult enough at the moment and we are losing shops by the week as it is! We need help not another reason to keep visitors away.	Shrewsbury	Object
Likely to push parking for Theatre Severn onto nearby streets. Parking after 6pm should be free !	Shrewsbury	Object
I oppose the evening charges in Frankwell car park due to the negative effect this will have on businesses and trade within the town	Shrewsbury	Object
Evening parking charges will likely hit the restaurant trade first.	Shrewsbury	Object
Evening park will greatly effect night time trade and also the ability to recruit for evening shifts	Shrewsbury	Object
Daytime parking too expensive already, extending to evening will deter night economy.	Shrewsbury	Object

Comment	Town	Sentiment
Bringing people in to the town is more important and parking charges are short sighted.	Shrewsbury	Object
Before any charges are to be increased the park and ride facilities needed to be improved. Buses every 20 minutes are not enough during rush hour, and all day parking is very expensive already. The contract for park and ride was renewed at evryr 20 minutes without thought or consultation with passengers, would we pay more for a more regular service during peak times? Â£1.40 a day is very cheap compared to Â£4 at Frankwell. There is no alternative for those working in town, (who buy lunch or shop during their lunch hours providing much needed sales for local businesses) either wait for ages for buses, or pay high rates for parking	Shrewsbury	Object
Awful idea. Introducing an evening parking rates is something I'm completely against. I've got lots of friends who love to park in Frankwell (for free) and go out for food in town during the evening, they certainly won't continue if they have to pay and neither will I. Putting the prices up will just stop people from coming into town, which is ultimately going to effect so many independent shops that stay open on an evening.	Shrewsbury	Object
At a time that is already significantly challenging for both national and local businesses, this proposal is likely to have additional negative impact in Shrewsbury's economy. We need to encourage visitors not send them elsewhere.	Shrewsbury	Object
Astonished that the topic of carpark charging on behalf of the council is still circulating . The plight of the modern retailer is made more difficult year on year without discouraging people to make their way to their local town centre. I not only worry about what this does to the local economy but the longer social impact this has on our highstreets .	Shrewsbury	Object
With the rise in rates, the opening of new chain restaurants life as a small independent has become worryingly hard over the last three months!	Shrewsbury	Object
The Midcounties Co-operative Limited wish to raise an objection to the abovementioned scheme that will affect our Wem Food store at Morris Central Shopping Park.	Wem	Object
These changes to car parking charges may discourage customers shopping within Wem stores opting instead to travel to shops outside of town where car parking can be free. We have evidence when the charges first came in several years ago that we suffered a knock in trade. Should further changes take place, i.e. increase in charges, charges after 6pm, charges on Sunday, etc. we can only see this having a further detrimental effect on traders. Limiting free minutes of parking would have the same consequence- there needs to be a realistic time period for people to park, enter a shop, select goods, pay and leave the premises, especially for those just wanting to call in briefly on their way home from work, etc.		
We are aware that reviews will need to be undertaken should this proposal pass, so we hope our objection will contribute towards a reconsideration.		
One of the reasons we don't go to town very often is the cost of parking. We then do use the multi storey . It is expensive if you only want to pop in for an hour. It has put us off going into to town. We don't go unless we have too for example eyes to be tested is really one of only reasons why we do go. We don't go into town shipping anymore because of the cost. As it works out to be cheaper to go to other shops. Also the cost of going on a bus is very expensive . When there is four people to get into town. Better getting a taxi.	Shrewsbury	Object

Comment	Town	Sentiment
<p>As a result of the idiocy with the car park fees I will no longer be visiting Shrewsbury town centre any day but Sunday (until of course you make that more expensive too).</p> <p>This means my wife will no longer get her occasional lunch time treat from Philpotts - the 15 minute run and buy time was just right by parking on Fish Street, paying the council an 80p tax on a £3.25 sandwich is ridiculous. My daughter will do without her post Brownies Chinese treat from Hong Kong Express as the parking hours extend now to 8pm and the Chinese tax is £1.80 in the nearest car park.</p> <p>If you are really that desperate for a few extra pence put cameras on the traffic lights and ticket red light jumpers - you would make a fortune from the buses and taxi drivers (incidentally this is far more dangerous than 32 in a zone, so you could even feel like you are making the roads safer too!).</p> <p>One last thing who's twisted idea of a joke was it to run the half marathon of fathers day - I would like to have gone out for breakfast, but cant get into town and cant get out of it - surely you could have either picked a non conflicting day or had them run on the miles of cycle paths and green ways you have forced upon the community!?</p>	Shrewsbury	Object
<p>If we were to compile a list of incentives to bring people into Shrewsbury in order for them to spend their hard earned money I am sure that somewhere on that list would be the issue of parking.</p> <p>I would also venture to state that cheap and/or free parking would be one of the most significant incentives that could be offered to shoppers.</p> <p>Is there scope to compare reduced revenues from parking charges against increased footfall and spending?</p> <p>Would this not be a good idea?</p> <p>Anyone want to help create a list of other incentives?</p> <p>How about special offers and reductions vouchers being handed out on park and ride buses?</p>	Shrewsbury	Object
<p>Stop these parking proposals now! Reverse and keep it cheaper.. You will kill trade in Shrewsbury as shoppers will go elsewhere... It is too expensive and draconian.. Parking should stop at 6pm ..</p> <p>Greedy greedy greedy.. You do not represent Shrewsbury and I hope you all get de selected come polling time.</p> <p>Motorists are not a cash cow...</p> <p>Greedy greedy greedy</p>	Shrewsbury	Object
<p>I don't think any concerns with the linear structure – simpler coinage and we (presumably) will continue refunding customers anyway.</p> <p>Main priority will be customer comms once we get nearer the implementation of the changes. I think the online information suggests November which obviously is a sensitive time for us, don't know if any flexibility with this? January 2019 obviously better.</p>	Bridgnorth	Support

Comment	Town	Sentiment
<p>Re: Proposal to increase parking charges in Shrewsbury. I am writing in response to a letter in the Shrewsbury Chronicle (June 7th 2018), with which I absolutely concur. The proposal to increase parking charges during the day and up to 8 pm, including the discontinuation of the existing 15 minute 'pop and shop' facility, will be the death knell to Shrewsbury Town Centre which is currently suffering from closures of many retail outlets both large and small. Higher parking charges will put off many tourists, visitors and shoppers from coming to Shrewsbury. I cannot believe that any sane councillor or officer of the County Council would consider this to be a wise move. The Town Centre needs all the help it can get to bring people into it. Surely it is self evident that by increasing parking charges less income will accrue to the Council thanks to the reduction in visitors to the town? There is also the issue of increased parking costs for tradespeople and contractors who are obliged to park on street near residential/commercial properties. They will be massively deterred from wanting to undertake any town centre work as a result of their overheads being increased by the greed of Shropshire Council which is clearly trying to squeeze every ounce of income out of an already challenged economy.</p>	Shrewsbury	Object
<p>I am at a complete loss to understand the Council's thinking on car parking charges, apart from the fact that motorists are easy targets for raising revenue. The Council is in an excellent position to promote footfall in the town and seem to think that increasing car parking charges will encourage people to come into town. I think not. Extending charges until 8 pm will hit people visiting the theatre but I presume this is the general idea - they are supporting a brilliant facility in the town but lets hit them with parking charges as well! Anyone wishing to park in the town are in the majority of cases doing so with the intention of spending money in the shops and food outlets. As a council you have a responsibility to encourage people to do so. The introduction of free parking every Sunday and no parking fees at all after 6pm make it attractive to visit the town. With so many other options available to people other than visiting the town, the Council needs to be more creative and innovative, not just slap increases on car parking, which is the easy option.</p> <p>I do hope you are prepared to listen to the residents of Shrewsbury and act upon their wishes, as these are the people who can make or break the town centre and in the current climate, the town centre needs all the help and support it can get, which starts with the Council.</p>	Shrewsbury	Object
<p>I had a meeting with Nicola McPherson last week and we spoke about the existing concession, that allows the Park and Ride buses to park on Crossways between journeys (during the daytime only). Although this is a longstanding arrangement, Nicola and colleagues were indicating that they don't have anything in writing that confirms the current agreement and they haven't received anything relating to the position once the charges apply. Clearly if the agreement isn't in place, this would be a quite a hit financially and therefore I said that I would follow it up on their behalf. Are you able to give me an update please?</p>	Church Stretton	Comment
<p>We have received an email regarding the rise in car parking charges in the town centre, which has been in the Shropshire Star.</p> <p>They have requested free car parking on a Sunday to encourage shoppers to come to the town centre, rather than the retails parks.</p>	Shrewsbury	object

Comment	Town	Sentiment
<p>I did respond to the consultation last year regarding proposed changes but as it looks as though increases will go ahead, I wish to again explain how I personally will be affected by the changes.</p> <p>I teach a weekly dance class within Theatre Severn at 7pm & park for free on Frankwell Car park, as do many of the people attending my class. If charges apply until 8pm, I will lose money & it will cost more for those coming to my class. If this change goes ahead I may well have to change the venue to somewhere with free parking (incidentally, I pay hire for this venue to Shropshire Council, so they will lose approx £30 per week!!).</p> <p>I also feel that it is VERY unfair to impose parking charges on those attending the Theatre as most events begin at 7.30pm, so everyone attending a show will have the additional cost of parking. If you wish to attract people to the town for evening entertainment & leisure, free parking is essential.</p> <p>I understand that the Council need to make savings & bring income in but I was horrified to learn (from a TV show) how much is spent on 'Britain in Bloom'. Yes, some flowers are attractive in the town but people want free or low cost parking & decent public toilets. I have lived in Shrewsbury for 25 years & seen vast amounts of money wasted on cobbled streets, which were later replaced for safety reasons. More recently the bollards on Smithfield Road, which were later removed.</p> <p>I urge you to reconsider proposals to increase parking fees, particularly charging after 6pm on Frankwell Car Park</p>	Shrewsbury	object
<p>Ludlow Town Council's Representational Committee on 13 June 2108 made the following response to the parking consultation proposals:</p> <p>PARKING STRATEGY ADDITIONAL PROPOSALS</p> <p>RESOLVED (unanimous) TG/CS</p> <p>i) To respond to the consultation by strongly restating the Town Council's previous comments made on 16th May 2018 and a letter sent to Shropshire Council on 12th October 2017 (as detailed below)</p> <p>ii) To convey the consultation response to Shropshire Council Cabinet, Ludlow Unitary Councillors and Phillip Dunne MP</p> <p>To object to the proposal to remove Ludlow Castle Street car park market trader permits at a concessionary rate of £4 per day from April to December and £2 per day from January to March, and Ludlow - Galdeford B and Smithfield car parks market trader permits at a concessionary rate of £2 per day for the following reasons:</p> <p>Ludlow market trades up to six days a week and trades throughout the year. It is an asset to the town and other traders notice that Tuesdays – a non-market day – is much quieter in terms of footfall and visitor numbers. Ludlow's economy is based on tourism, Ludlow market is one of Ludlow's core visitor attractions. It helps to create a healthy and vibrant heart to the town and therefore the needs of the market traders must be understood and addressed because they are very different to the needs of traders with permanent indoor premises. Market traders bring their entire stock with them each day they trade and take it all home with them at the end of each day.</p> <p>The stalls have a canopy, but there is no storage other than under the stall and this area is not secure from theft. Traders use their vehicles as their stock room and therefore</p>	Ludlow	Object

Comment	Town	Sentiment
<p>the vehicles must be near to the stall so that the stall is not left unattended for too long during each stock visit. Smithfield and Galdeford car parks are in excess of 10 minutes' walk from the market, which is not feasible for many traders.</p> <p>Trading conditions are tough for everyone. The real risk is that Ludlow market loses a number of traders and loses the critical mass of traders that attract visitors throughout the year. If Ludlow market is diminished then the town centre will unfortunately feel the detrimental impact. The only positive in this sad scenario is there will be plenty of empty parking spaces in the town.</p> <p>The proposals are unnecessary, and undermine a working structure of parking charges that provides necessary support to a key asset of Ludlow, namely its outdoor market., The proposal to remove the concessions are unworkable and represent an attack on Ludlow's vibrant town, award winning market, and visitor economy.</p> <p>Re: Amendments to Shropshire Council's Off Street Parking Places Order. The current off street permit structure is effective and workable which is appreciated by businesses, hotels, B&B's, guest houses and holiday lets</p> <p>Ludlow Town Council's also wishes to restate its response to Shropshire Council's Parking Consultation of 12th October 2017. The full contents of the letter are as below:</p> <p>SHROPSHIRE COUNCIL'S PARKING STRATEGY CONSULTATION</p> <p>Ludlow Town Council resolved to make the following response to Shropshire Council's Parking Strategy Consultation:</p> <p>TOURISM BASED ECONOMY</p> <p>Ludlow is a small market town with an economy based firmly on tourism. At its centre is one of the finest Mediaeval castles in the UK with its rich history as well as a magnificent parish church, Ludlow is visited by thousands of tourists each year.</p> <p>Shropshire Council recognises Ludlow as an important tourism destination in Shropshire. In the Core Strategy for Planning, Ludlow is described as 'an important tourist destination and has achieved international renown as a centre for quality local food and drink.'</p> <p>Shropshire Hills Area of Outstanding Natural Beauty Partnership, together with Shropshire Council, commissioned Sustainable Tourism Strategy for The Shropshire Hills and Ludlow 2011-2016, identifies, 'Shropshire was an important focus for pioneering geological research in the 19th Century, with place names such as Ludlow and Wenlock recognised internationally as series of rocks.' And goes on to state that 'Ludlow in particular has an established and national reputation for its building heritage and for its food and drink.'</p> <p>Over many years, Ludlow has developed an economy that has weathered the decline of the traditional town centre throughout the UK and emerged with an economy that is successful. As successful as Ludlow is, the interplay and balance of the town's business & tourism economies is critical and any dramatic</p> <p>change in the balance of any of these factors could well lead to a rapid and terminal decline in the overall local economy.</p> <p>Shropshire council must employ joined up thinking and recognise the importance of a</p>		

fit for purpose parking strategy.

KEEPING BUSINESS TICKING OVER

The Town Centre layout means that off-street and on-street metered parking is severely restricted.

It is essential for the town's economy that there is a steady turnover of on and off-street parking.

People who work in the town also require long stay parking provision.

On-street bays in the town centre should be remarked to ensure efficient use of the limited space and create an additional 12 on-street parking.

'POP AND SHOP'

The current 'pop and shop' 15-minute grace must be maintained because removal of the 'pop and shop' scheme would deter regular local shoppers and decrease the all-important rotation of spaces.

Pop and shop is important to local traders because regular local customers are the bread and butter income that can be counted on throughout the year – visitor income is subject to significant fluctuations that are ultimately beyond the control of the shop keeper.

NIGHT-TIME ECONOMY

The proposed extension of chargeable parking times from 6pm-8pm would irreparably harm the night-time economy of the town.

- It is an unnecessary cost that would deter people from using the restaurants (6:30-7:30pm is a very popular time for meals)
- It is an unnecessary cost that will deter visitors to the Assembly Rooms (LAR) because most productions begin at begin before 8pm. LAR needs to look after its customer base because the rural population only offers a limited number of customers.
- It is an unnecessary cost that will deter the volunteers that keep the Assembly Rooms open to paying customers.

MAKING THE BEST USE OF LIMITED PARKING

The way visitors, shoppers and workers use the town's limited parking resources is very important. Ludlow needs a range of parking options in order to maximize the town's potential as a place to live, work and to visit.

SHORT STAY CAR PARKING

Castle Street Car Park & Galdeford [upper tier].

These are the spaces nearest to the town centre and are the places where the majority of shoppers and casual visitors like to park to allow for a short visit to shops and amenities. There needs to be quick turnover short term parking

available at Castle Street Car Park and Galdeford [upper tier]. There is already provision for market trader parking, which is important because it supports the market at a time when other market are in significant decline, so there is no capacity for residents parking in these car parks.

Comment	Town	Sentiment
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MEDIUM AND LONG TERM CAR PARKING

Galdeford [lower tier] and Smithfield need to be longer stay to provide for those who wish to spend more time in the town. These are, in fact, the provisions that apply now and they have proved successful since they were introduced for the simple reason that they provide the necessary range of time slots that people require.

COACH PARKING

It is important to the economy of town that the provision for coach parking is retained.

MARKET TRADER PERMITS

Ludlow Town Council would support the continuation of the market trader permit scheme operated by Shropshire Council for a limited number of parking spaces at Castle Street & Galdeford Car Parks. The permits are sold on the Town Council at face value to market traders. The scheme recognises itinerant nature and labour intensive stock issues related to market trading.

RESIDENT'S PERMIT SCHEME

Very few houses in the centre of Ludlow have individual garage space or private parking, the vast majority open directly onto the pavement of town centre streets and residents have to use the parking bays in those streets.

The residents permit parking system is no longer fit for purpose and needs a radical overhaul. There is widespread abuse of this system including many non-resident vehicles displaying resident's permits.

The documentation required to obtain a permit must ensure:

- The vehicle registered to the property – evidenced by the vehicle logbook [VRM]
- Only a single vehicle should be registered on each ticket
- The ticket should have an easily monitored unique ID code such as a barcode or QR. This will allow CEOs to scan/check for illegally photocopied permits [a current abuse]
- In all residents parking zones, a second car at the same address should pay £100 [people living in the centre of Ludlow should be encouraged to have a single car], although care needs to be taken to avoid unintended discrimination, and registered disabled second driver at the same address should only pay the standard [£50] cost. Shropshire Council could lead the way by introducing "Green friendly" parking.
- Registered vehicles must fit into the on-road parking bays
- Tradespeople are covered under a separate waiver scheme
- Residents who do not have a vehicle registered to their address will also be entitled to visitor permits at the same rate for a small admin charge.

It is essential that this scheme is monitored rigorously to stamp out abuse. This is why the need for an easily scanned unique code is essential to the scheme.

PARK & RIDE IMPROVEMENT

It is essential to the lifeblood of the town that a 'fit-for-purpose' Park & Ride (P&R) service is provided to run 7 days per week. The production of a parking ticket issued at the out-of-town site [Eco Park] should entitle a driver and one passenger to travel into and out of the town at a reduced cost. P&R routes must be as direct as possible and as frequent as is practicable.

- To have an important tourist centre unable to provide a P&R service on Sunday makes no financial sense at all.
- Signage needs to be improved, carefully worded and placed to direct tourist traffic away from the wholly inadequate medieval street layout and towards a regular

Comment	Town	Sentiment
<p>cheap P&R service run from the edge of town. This would ease congestion, remove the endless circling of visitor cars searching for parking as well as providing a greater turnover of spaces for residents and other townspeople alike.</p> <p>PRICING</p> <p>Whilst accepting that there may be a need to raise the charges to take into consideration inflation, any increase should only be in line with inflation and should not alter the ratio of long and short term charges.</p> <p>Changes imposed to benefit the admin processes and revenue streams of Shropshire Council are not fit for purpose for Ludlow. The only beneficiary of the increased Sunday charges is Shropshire Council's coffers. That the proposed increases were astronomical at 167% and 273%. That the proposals are biased towards those who "can afford to pay" and have deep pockets.</p> <p>The new higher charges in Castle Street Car Park would penalise shoppers, workers and tourists.</p> <p>The unique qualities of Ludlow, its distance from the County Town and the current destination of parking revenues mean that the temptation to treat the town as a 'cash cow' for the Unitary Council must be resisted at all costs. Even small increases in charges will have a detrimental effect and large increases could be seriously counter-productive.</p> <p>LOCAL REVENUE TO SUPPORT THE LOCAL ECONOMY</p> <p>Revenue destination is an extremely important consideration. At the present time, the revenue from all parking charges is collected by Shropshire Council. None of this money is returned to specifically benefit Ludlow.</p> <p>Shropshire Council must recognise the importance of a fit for purpose parking strategy that works to support Ludlow.</p>		

Detailed Responses:

Car parking consultation
Cllr David Turner

As the Local Member for Much Wenlock I am responding to the car parking consultation.

Engagement

- I have endeavoured to persuade local residents to engage in the process through social media and magazine articles that I've written since before the consultation opened. I've also spoken at Barrow, and Easthope, Shipton & Stanton Long Parish Council meetings and at two of Much Wenlock Town Council's meetings. Further, I ensured that it was a topic for discussion at our September Local Joint Committee meeting. Kevin Aitken and Shaun Sutton attended to put Shropshire Council's case. I have impressed upon local residents the importance of voicing their opinions – especially on those parts of the proposals that are of particular interest to them.
- The Cabinet paper in July stated that "During the consultation period it is intended to set up information stands located at key locations", which included Much Wenlock. This hasn't happened and I now understand that this intention hasn't been carried through due to resource issues. Further stickers advertising the consultation were intended to be on the parking machines but, until I noticed on 6th September, were not on the parking meters in St Mary's Lane and Falcons Court.

Current position

- The proposal refers to the current (post-Unitary) parking strategy successfully harmonising each of the previous parking strategies. I think that is somewhat disingenuous – off-street car parking is free in many towns including Broseley, Craven Arms, Clun, Bishops Castle, Highley and Cleobury Mortimer, whilst Much Wenlock is charged. The comparison with Broseley is particularly stark, given the close proximity of the two towns and the increasing affluence of Broseley.
- There is little regard paid by Wenlock local residents to administrative boundaries, so paid-for parking in Wenlock is compared unfavourably with free parking in Dawley - a mere seven miles away. The car parks at Captain Webb Drive, George Street and Burton Street provide 245 spaces and they are free, 24 hours per day.
- A little nearer, and likely to be of more relevance to tourists, are those in Ironbridge. The car parks at The Wharfage and Waterloo Street charge between 10am to 5pm every day, up to 3 hours £2.80, otherwise, free. Between them they offer 90 spaces. Those at Ladywood and Dale End also charge between 10am to 5pm every day, up to 2 hours £1.60. More than 2 hours is £2.90. They offer 143 spaces. And the most central car park, in The Square charges between 10am to 5pm every day, up to 30 minutes 80p, and up to 1 hour £1.60. There are 17 spaces and they are free outside of these hours.
- Much Wenlock has many visitor attractions but the Ironbridge UNESCO World Heritage site is in a rather different league.
- The Much Wenlock charging regime is as follows

	Spaces	Up to 1 hour	Up to 2 hours	Up to 4 hours	Up to 6 hours	Up to 10 hours	Sunday
St Mary's Lane	46		90p	£1.60		£3.00	Free
Falcons Court	46		90p	£1.60		£3.00	Free
Back Lane	9	50p					Free
New Road	20		10p	50p	£1	£1.80	Free

1/5

Car parking consultation
Cllr David Turner

- It is interesting to note that the Sunday Times, 15th October, had a small article about residents' parking in Camden and Brighton:



I am told that Brighton & Hove City Council makes £19.2m per annum from parking charges.

The proposals

I have largely limited my comments to those car parks in my Much Wenlock Division. Some of my residents also exclusively use the Broseley car parks, which are free at all times.

Consultation 1

1. Linear pricing

		Up to 1 hour	Up to 2 hours	Up to 4 hours	Up to 6 hours	Up to 10 hours	Sunday
St Mary's Lane	Current		90p	£1.60		£3.00	Free
	Proposed	50p	£1.00	£2.00	£3.00	£5.00	Charge
	Suggested	30p	60p	£1.20	£1.80	£3.00	Free
Falcons Court	Current		90p	£1.60		£3.00	Free
	Proposed	50p	£1.00	£2.00	£3.00	£5.00	Charge
	Suggested	Free	Free	Free	Free	Free	Free
Back Lane	Current	50p					Free
	Proposed	70p	£1.40	£2.80	£4.20	£7.00	Charge
	Suggested	70p	£1.40	£2.80	£4.20	£7.00	Free
New Road	Current		10p	50p	£1	£1.80	Free
	Proposed	30p	60p	£1.20	£1.80	£3.00	Charge
	Suggested	Free	Free	Free	Free	Free	Free

- Linear pricing may work in Back Lane (Type 4). It is a small car park which is used by High Street shoppers. It is justifiable to encourage swift turnover.
- Currently, the charges at New Road (Type 6) probably make the cost of collection greater than the revenue received. The current charge presumably reflects its distance from the centre of the town, its concealment from many drivers (many High Street traders are/were unaware of it) and is not sufficiently high to prove a deterrent. I cannot imagine that increasing the charges will make it more popular. Residents in Much Wenlock suffer poor public transport – only 1.1% use public transport to get to work. The nearby streets are full of parked cars, some of which are parked on "keep clear" markings and H-bars. I suggest that this car park should be free of charge at all times, but with an occupancy limit – e.g. cars should move every day.

- St Mary's Lane and Falcons Court are both Type 5 and should not be treated similarly despite being adjacent. St Mary's Lane is well-established, is close to The Square, has public conveniences and is a logical route off St Mary's Lane and St Mary's Road. It is used by shoppers and, critically, walkers and sightseers. Many of the latter leave their cars for extended periods and I have concerns that, beyond 4 hours, the proposed charges will encourage drivers to circle the town's narrow streets until they find a free space in a residential road. This will neither ease congestion nor improve air pollution. I suggest that the charge is capped at £4 up to 10 hours.
 - Falcons Court is widely recognised as being under-utilised most of the time (it is frequently empty) and the proposal will drive its few users away. Some of these are employees of local businesses. I suggest that this car park be free. The access to the High Street is via two routes – on foot on the access route and across St Mary's Lane car park, and via an informal private footway, which may be sealed at any time. Neither route is signposted. For drivers in the High Street, there is no signage directing them to any of these car parks.
 - The proposal to treat Sunday the same as every other day will have an impact on pubs, restaurants and cafés and may also impact on those many church-goers who travel from the outlying settlements – worshippers at Holy Trinity Much Wenlock and, to a lesser extent at the Methodist Church, tend to use the car parks when attending services on a Sunday. I suggest that Sunday remains free of charge.
 - The proposals will not allow these assets to be used as a traffic management tool, to be a contributing factor to improve air quality, to minimise congestion, or to support the retail centres and improve the vibrancy of Much Wenlock.
 - The proposals will not address under-utilised Much Wenlock car park stock compared to capacity and they will not promote dwell time and encourage people to stay for longer. The
 - I welcome the opportunity to pay by phone or text, but this is reliant on a good cellphone signal. Whilst there are improvements in sight on some networks, the signal is not yet consistently reliable across the four car parks in Much Wenlock.
 - The Cabinet briefing paper states *inter alia* "The Council will continually review the scoring/band allocation, and/or banding linear tariff levels, if required, will carry out further consultation with a view to modifying the model and adjusting the banding level accordingly. The Council will carry out further consultation, if necessary, and consider the introduction of promotions / concessions as a traffic management tool." On this basis, it would seem sensible to me to adopt my proposals, see if there is greater use of the car parks, especially the currently under-utilised ones and also establish if the income to the Council is greater than at present. If free parking cannot be granted at Falcons Court and New Road a promotion on modestly-priced season tickets and residents' off-street parking should be trialled.
2. Countywide banding system
- I'm not aware of many people who use a lot of different Shropshire car parks. When visiting a town other than one's own, one isn't likely to expect charges to be the same as at home. Local residents do not distinguish between administrative boundaries when shopping or planning a day out. Consistency across the county is, in my view, pointless and I don't understand how it will "make it easier for people to understand".
 - As indicated in Proposal 1, I have concerns about the banding for St Mary's Lane, otherwise we are going to have more cars parked on the footways, close to road junctions, and on amenity areas. I suggest that this car park is banded as Type 6. As regards Falcons Court, whilst it is adjacent to St Mary's Lane, its usage pattern is quite different. Pedestrian access to the High Street is not obvious, the approach through a residential area deters users, and the efforts thus far of the car parking team have proved unable to generate usage commensurate with its size (46 spaces). I suggest that this car park is banded as Type 7 (free).

Car parking consultation
Cllr David Turner

3. Parking tickets for unrestricted periods
No comment
4. Linear charges between 9am and 8pm
 - Charging until 8pm will adversely impact the visitor economy in Much Wenlock. Use of the car parks is quite different from those in Shrewsbury. It might help meet the objectives of the Shrewsbury Integrated Transport Package, but it is of little relevance to Much Wenlock's residents and visitors. Much Wenlock High Street cannot be sustained by the local population, which is too small. There are a number of pub/restaurant/cafés, the majority of which do not enjoy dedicated parking. In all cases, where they have private car parking, it is inadequate for their clientele's needs. Imposing charges in the evening will drive the evening visitors away from Much Wenlock. There are excellent restaurants in Broseley, in the Corvedale and in the Severn Gorge where parking is free in all cases. Much Wenlock businesses provide employment to a large number of individuals, but at minimum wage. They will not pay to park.
 - Much Wenlock has a higher than average age profile than most of Shropshire - 8.6% of people provided in Much Wenlock Ward unpaid care for 1-19 hours per week, this is higher than Shropshire as a whole. 16.1% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%). Carers will be unlikely to pay to park in the evening.
 - Charging until 8pm will also discourage residents from using the car parks overnight, leading to more cars parked on the footways, close to road junctions, and on amenity areas – turfed and otherwise. The historic core of the town features many residential properties that have no off-street parking area. The impact of more on-street parking will render access for emergency vehicles even more difficult than at present. I suggest that car park charges should run only until 6pm.
5. Extension of on-street loading and taxi bay provision in the evenings and early mornings
No comment
6. Removal of the 15-minute 'pop and shop' period
 - This has been a very popular initiative since it was introduced in 2013. Shoppers and traders alike value it. Whilst its removal would still allow shoppers to park for ten minutes, that is insufficient for anything more complicated than a newspaper purchase. Repeated short visits to our High Street encourage longer stays on other occasions rather than visiting nearby towns (e.g. Broseley). The shops in the High Street are almost exclusively independent. The only exception is Spar. The proposed charges and the removal of the 'pop and shop' concession will tend to encourage shoppers to use other local stores where there is a limited amount of free parking e.g. NISA Much Wenlock, Co-op Broseley and Ironbridge, and Spar Broseley. I suggest that the 15-minute 'pop and shop' period is retained.
7. The extension of opening hours in Raven Meadows multi storey car park in Shrewsbury
No comment

Consultation 2

1. Weekly tickets
I'm not clear what this means in Much Wenlock
2. Season tickets for cars and vans
 - I can't imagine why consistency matters – surely the market should prevail? In any event, a local resident's Freedom of Information request to Shropshire Council in May 2017 revealed that only four season tickets had been purchased in Much Wenlock in the past three years – one on Falcons Court in 16/17 and three in St Mary's Lane in 14/15. It is not clear what duration these were for but, assuming they were all annual, this means that Shropshire Council's gross income from season tickets in Much Wenlock in the past three years has been £1,800. I believe it is inconceivable that increasing the season ticket tariff from £450 to

Car parking consultation
Cllr David Turner

either £560 or £700 is going to yield more income. Moreover, it is not going to encourage any driver to park their car off Much Wenlock's congested streets.

3. Residents' off-street parking permits

- I've found understanding this scheme fairly difficult. If, as I think it means, annual residents' permits attract a discount of 70% or 80% for evening/weekend, this would mean a net charge of £240 or £160 at Falcons Court and St Mary's Lane. If I'm correct, that would be welcome, but insufficient to make a material difference to either the number of cars parked on street overnight or to the Council's income. A charge of between £50 and £100 for overnight and weekend parking would probably make a significant difference in Much Wenlock (see comments above re Falcons Court and New Road).

4. Coach and HGV parking permits

No comment

Consultation 3

No comment

Consultation 4

I was unaware of the existence of the waiver system until reading this consultation. I have no comment.

Other

- Good signage both for motorists and pedestrians is needed in order that drivers can identify the best route for parking and so that shoppers etc. can navigate the best route on foot. It may be a short distance to the facilities, but if it isn't clear, motorists are liable to park on street – if they can.
- Please note the attached photographs taken in Much Wenlock over a short period this summer. They have already been sent to Cllr Steve Davenport, Portfolio Holder. They tell their own tale.

From: Town Clerk [<mailto:info@wem.gov.uk>]
Sent: 04 June 2018 13:00
To: traffic.engineering <traffic.engineering@shropshire.gov.uk>
Subject: Changes to Car Parks Consultation

In response to Shropshire Council's consultation to changes to car parks. Wem Town Council wishes to submit the following comments which are specifically in relation to the 3 Shropshire Council owned car parks in the town located on Leek Street, High Street and Mill Street.

Wem Town Council recognises that Shropshire Council is trying to implement a standard system of car parking across the county it is the opinion of the Town Council that due to the diversity of the Market Towns in Shropshire a 'one size fits all' model is not suitable and each town must be considered on a case by case basis. Wem Town Council continues to strongly object to the position of Wem in band 6. The banding proposed for Wem will see a significant increase in parking charges from 10p for 2 hours to 30p an hour for all of the town's car parks which represents a 600% increase in parking charges for shoppers wishing to park for 2 hours which is unacceptable.

The Town Council continues to question the scoring of Wem as part of the assessment matrix for the following reasons;

a) Rank Allocation based on the market town the parking area is located in

In the proposals Wem is classified as a rank 3 town along with Whitchurch and Ellesmere. These towns are not at all comparable with Wem, Whitchurch is a much bigger town with a number of national retail companies and therefore its retail base is much stronger. Ellesmere, whilst of similar size has a significant tourist trade (as recognised in the ranking assessment) which Wem does not. So it is an unfair and inappropriate comparison to rank Wem alongside these towns.

In contrast the towns allocated rank 1 in the proposals namely Shifnal (a town which is similar in some ways to Wem and has a higher population), Broseley, Bishops Castle, Clun, Craven Arms and Cleobury Mortimer are all of a similar size and demographic to Wem. Based on these reasons it is the opinion of the Town Council that it would be more appropriate to allocate Wem as a rank 1 town.

d) Likelihood of finding a space

It is unclear how the scoring on availability of spaces was carried out. Wem High Street Car Park, whilst a popular Car Park it is large in size and it is nearly always possible to find a space in the car park at any time of day. The only times when the car park reaches capacity would be 2 or 3 times a year when major events like the Carnival or the Christmas Festival take place. Therefore the car park should be rescored as 1 in this assessment. Similarly whilst Mill Street Car Park is small it is a significant distance from the Town Centre so is primarily used by local residents and rarely reaches capacity. Therefore this car park should also be scored 1 for this category.

If both car parks are rescored taking into account the comments the new scores are as follows;

Mill Street 9

High Street 9

Therefore based on these comments there is no justification for the Car Parks in Wem being placed in band 6 and they should be reclassified in band 7. Despite raising these concerns on a previously to date there has been no satisfactory explanation as to why Wem continues to be in band 6.

As well as the scoring process there are a number of other reasons why Wem Town Council wishes continues to call for the car parking charges in Wem to be removed including;

Impact on the economy

The Town Council firmly believes that the proposed parking strategy is flawed in relation to Wem as it will only serve to drain money out of the local economy. The 'Local Commissioning Profile' for Wem written by Shropshire Council clearly states that there is a recognised need to generate more business and local jobs and to utilise empty retail and business units in Wem. With the number of empty shops in the town at 20.4%, it is the opinion of the Town Council that the proposed increase in car parking charges will do nothing to help this aspiration to be fulfilled and could see a further reduction in the number of empty shops in the town.

This opinion is backed up by the findings of Shropshire Council's recently published *Economic Growth Strategy for Shropshire 2017-2021* which identifies 3 key objectives one of which is to
Support and Grow Existing businesses.

The Town Council considers that the proposed increase in parking fees are in direct opposition to this key objective and the commissioning profile. In Wem there are a significant number of businesses who are based within a 5 minute walk of the car parks and rely on use of the car parks by their customers as there is no direct parking outside of their premises.

Businesses in Wem already face stiff competition from 'out of town' shops to attract customers. This is partially due to the close proximity of Wem to the shopping areas on the outskirts of Shrewsbury which offer similar services and more

importantly free parking coupled with a greater range of stores. There is a very real concern that by increasing the parking fees to this extent customers will be put off from using the businesses in Wem and this could result in a serious down turn in the local economy.

The recent announcement of the closure of Barclays Bank in the autumn will have a significant impact on the economy of the town as there will be no banks left in the town. Barclays attracts a significant footfall of customers from outside of the Town who also visited local shops. Councillors are concerned that people will now be forced to go elsewhere to bank and shop the result of which will have a resulting knock on effect on shops and businesses in the Town. Currently there are a number of shops in the town that are not in use and the Town Council is keen to work with Shropshire Council and other bodies to reverse this trend. The Town Council strongly believes that the offer of free parking will encourage visitors and residents back into the town to shop locally and boost the economy.

Impact on Part time low wage workers

Whilst the county of Shropshire enjoys high levels of employment it is acknowledged that a significant number of those people working in the county are employed part time in low paid jobs often in the retail sector. This is particularly true in Wem, the local car parks are heavily used by retail workers, many of whom work part time and are employed on the minimum wage (in the case of the many apprentices who work in the town this is as little as £3.50 per hour). Any increase in parking charges in the town's car parks will hit these employees the hardest and widen the poverty gap within the town. In addition to this the growth of Thomas Adams Sixth Form College has seen an increase in the number of students coming into the town to study. Due to poor public transport provision many of these students have no option but to drive to the college; as there is little car parking in and around the students rely on the main car park for long term car parking when in College.

Impact on adjacent Highways

Wem as a historic market Town is composed of one central high street with a number of narrow side streets running off the main street. In 2011 the Town Council campaigned strongly against the introduction of parking charges in the town arguing that the impact of parking charges would displace cars into side streets / residential areas. Regrettably this has proven to be the case, with the roads coming off the High Street now being congested throughout the day. Six years on from the introduction of parking charges it is still strongly felt that car parking charges offer no real value or benefit to Wem and that their introduction several years ago has had a largely negative effect.

In relation to the High Street car park the position is further complicated by the fact that the eastern half of the main High Street car park is subject to an income / cost sharing arrangement with the Co-op, so Shropshire Council does not benefit from the fees charged on this part (though of course any expenditure is shared).

Proposed new policy and tariff framework for weekly tickets, season tickets, residents' off-street permits, and for coach and HGV parking Weekly and Season Tickets

As stated previously the Town Council does not agree with the car parks in Wem being in band 6 and wishes for the car parks to be in band 7. This would mean that there would be no requirement for weekly or season tickets.

Residents' off-street and on street parking permits

The Town Council is still of the opinion that proposed increases for residents 'off street' and 'on street' parking are unreasonable and unfairly discriminate against those who live close to the town centre and have no access to their own parking facilities. The properties in the Town Centre are predominately made up of flats occupied by low wage earners and the proposals will once again have a negative impact on the poorest residents of the town

Whilst public transport may be available for some, many people rely on their own private transport to access employment, education and services in the rural areas and adjacent towns. If these proposals are implemented they will be penalised by the punitive proposed charges.

The Town Council recognises the need to support retail centres in order to improve the vibrancy of town centres. Given the severe economic challenges facing Wem and the need to encourage its vibrancy as a retail, service and entertainment centre for the local area (in order to fulfil the objective of the Shropshire Council Economic Growth Strategy, as previously stated) the Town Council strongly feels that Wem should be categorised as Band 7 for parking purposes.

The Town Council understands the need for Shropshire Council to raise additional revenue but feels that it is wholly unjustified to do this at the expense of the smaller market towns where micro price increases are most keenly felt by businesses and residents alike. Wem Town Council is very keen to work with Shropshire Council to ensure that the objectives laid out in the *Economic Growth Strategy* are met and these short sighted 'parking' proposals do not consider the wider impact on local 'independent' economies. They should not be implemented as they totally contradict and undermine the very desirable intentions of the *Economic Growth Strategy*. If they are it will be at the expense of the wider economy of the County and lead to the further demise of our Market Towns.

Shropshire Council
Second Car Parking Consultation
June 2018

Shrewsbury BID is a business led partnership dedicated to making Shrewsbury a better place to live, work, visit & invest. Shrewsbury BID was elected by the business community in April 2014 and represents the interests of 500 businesses in the town centre.

Shrewsbury BID completed a [full response](#) with consultants AECOM to the first consultation in October which outlined all our concerns regarding many of the initial proposals.

Shrewsbury BID remain very concerned about the introduction of evening charging in Frankwell Car Park.

We believe this specific proposal presents an undue and unnecessary risk to the economy of Shrewsbury in what are already challenging times for business and footfall in the town.

1. The proposal is at odds with the objectives of the strategy to 'contribute to economic growth'.
2. Much of Shrewsbury early evening and evening economy is located close to Frankwell car park in the 'West End' of town and in Frankwell and would be negatively impacted by this change in policy.
3. The proposal would send a negative message about Shrewsbury being an easy and attractive place to come in the evening.
4. The proposal will disincentivise parking in Frankwell and encourage parking in Abbey Foregate – creating more through traffic and pollution in the town centre.
5. The proposal will lead to more parking in residential areas in the evening time creating more congestion and noise for local residents.
6. The proposal will financially penalise workers in the evening economy on the 'West End' of town who often work short and irregular shifts and wouldn't benefit from a discounted weekly ticket.
7. The proposal will create a potential safety risk for workers travelling alone back to their car in a free car park in a different area of town.
8. The change in policy will disincentivise workers and shoppers who have parked in Frankwell during the day to dwell into the evening and make use of our evening economy.
9. The change in policy may lead to penalty charges for visitors who did not realise the change and would give them a very bad experience of Shrewsbury leading to less return visits
10. It would incentivise people to use out of town or competitor evening destinations where free car parking is available immediately outside the venue
11. Our evening car parking offer would compare unfavourably with Telford which has recently upgraded its evening economy with the development of the Southwater complex at the heart of the Town Centre, which includes a range of dining and leisure options
12. Whilst the proposal will increase the price of parking in Frankwell, it is questionable whether this will result in the intended net increase in revenue as there will be an inevitable decrease in usage

13. It is likely to have a negative impact on the use and experience of Shropshire Council evening assets including Theatre Severn, Old Market Hall and Market Hall
14. It would dilute the clarity of message about the best value and free car parking in Evening and Sundays in Abbey Foregate and Frankwell and therefore complicate a strategy which has been designed to be simple for the public to understand.

A selection of member comments which have been shared with us

David Parry	Wellmeadow Limited	We frequently have meetings run in to the evening and it will put clients off from visiting our offices if they know they have to pay extra.
Ann Tudor	TCA (Shrewsbury) LLP	We are very concerned about the threat to local businesses that this additional parking tariff will engender.
Mark Davies	Loopy Shrew, Darwins Townhouse, Darwins Kitchen	This is nothing but a revenue generating scheme. it will deter the evening trade for ALL of our establishments ...for what?...to justify keeping "Community Enforcement officers" in a job. This and the rest of the proposed extension of loading bay restrictions etc is outrageous and yet another nail in the coffin for trade in this town.
Helen Brown	AHR Architects	This could have an effect on night time trade especially for the theatre. Theatre goers may not be aware of the change to charge until 8pm and be issued with a parking fine.....this could result in the loss of visitors. Shropshire Council's gain is Shrewsbury's loss in my view
Lucy hinds	Ella Cru	Retail is difficult enough at the moment and we are losing shops by the week as it is! We need help not another reason to keep visitors away.
Julie Rowlands	Wace Morgan Solicitors	Parking after 6pm should be free !
Karen Ashton	Wace Morgan, Solicitors	Likely to push parking for Theatre Severn onto nearby streets.
Sandra Hughes	Clear Design Consultancy Ltd	I oppose the evening charges in Frankwell car park due to the negative effect this will have on businesses and trade within the town
Nick Johnson	Hokum	Evening parking charges will likely hit the restaurant trade first.
Neil Jacques	Tesco	Evening park will greatly effect night time trade and also the ability to recruit for evening shifts
David moss	Three Fishes	Daytime parking too expensive already, extending to evening will deter night economy.
Martin Chambers	Think Video	Bringing people in to the town is more important and parking charges are short sighted.
Anonymous	Anonymous	Before any charges are to be increased the park and ride facilities needed to be improved. Buses every 20 minutes are not enough during rush hour, and all day parking is very expensive already. The contract for park and ride was renewed at evryr 20 minutes without thought or consultation with passengers, would we pay more for a more regular service during peak times? Â£1.40 a day is very cheap compared to Â£4 at Frankwell. There is no alternative for those working in town, (who buy lunch or shop during their lunch hours

		providing much needed sales for local businesses) either wait for ages for buses, or pay high rates for parking.
Matt Bell	Salop Digital, Shnack, Kickass Viral @AtShrewsbury	Awful idea. Introducing an evening parking rates is something I'm completely against. I've got lots of friends who love to park in Frankwell (for free) and go out for food in town during the evening, they certainly won't continue if they have to pay and neither will I. Putting the prices up will just stop people from coming into town, which is ultimately going to effect so many independent shops that stay open on an evening.
Trish donovan	Vinterior	At a time that is already significantly challenging for both national and local businesses, this proposal is likely to have additional negative impact in Shrewsbury's economy. We need to encourage visitors not send them elsewhere.
adam shillcock	Boots	Astonished that the topic of carpark charging on behalf of the council is still circulating . The plight of the modern retailer is made more difficult year on year without discouraging people to make their way to their local town centre. I not only worry about what this does to the local economy but the longer social impact this has on our highstreets .
Kay Crane	Taste of Shrewsbury	With the rise in rates, the opening of new chain restaurants life as a small independent has become worryingly hard over the last three months!

BID Members who have already registered their objection and asked that we share their details.

Anne-Marie Pope	Wace Morgan
Sarah Farr	Law
Andrew Bailey	Abbots Mead Hotel
Stephanie Antrobus	Wellmeadow Limited
Andrew Oxenham	Wace Morgan Solicitors
Debbie Jones	Solicitors practice
Deborah Edwards	Wace Morgan
cheryl richmond	Solicitors
John Hall	Write Here
Narin Perry	Inocencia
Alison Hayes	Joseph Hayes Opticians
Nicola Matthews	Itasca Consulting Ltd
Paul richardson	RISE Creative Studio
Rebecca Beaman	Hatchers Solicitors
Jeanette Sherry	E and J Jewellers
Gill Gradwell	Cooking Kneads Ltd
Leigh Swann	Techbase
Paul Owen	Waitrose
Maz	Little Dessert Shop

Dylan Bellamy	Marks and Spencer
David Gregg	Albert's Shed
Gareth kay	HOKUM
Louise ocallaghan	Hokum hair & beauty
Evgeny Romanov	Wellmeadow Consulting
Vesna Price	Marianne Exclusive Fashions
Adrian Monahan	Wightman Theatre
Adam English	Software Developer
Alessio Dyfnallt	Cooper Green Pooks
Andrea Richardson	Wellmeadow Limited
Claire Keay	The Entertainer
Mike Hall	Shrewsbury Furniture Scheme Charity Shop
Tracy Willocks	Riverside Medical Practice
Pascale Thornton	Watson & Thornton

Appendix 3: Off street parking places subject to proposed change of Traffic Regulation Order

Table 1: Off street carpark band allocation

Band	Town	Car Park
Band 2	Shrewsbury	Bridge Street
		Quarry Swimming & Fitness Centre
		St Austin's
		Raven Meadows
Band 3	Bridgnorth	Listley Street North & South
		Sainsbury's
	Ludlow	Castle Street
	Oswestry	Festival Square
	Shrewsbury	*St Julian's Friars
Band 4	Bridgnorth	Riverside
	Ludlow	Ludlow On Street (Blue Zone)
	Oswestry	Beatrice Street
	Shrewsbury	Frankwell Main, Riverside & Quay
Band 5	Church Stretton	Easthope Road
	Ludlow	Galdeford Zone A
	Market Drayton	Frogmore Road
		Queen Street
	Shrewsbury	Abbey Foregate
	Whitchurch	Castle Hill
		Pepper Street
Band 6	Bridgnorth	Innage Lane
		Severn Street

Band	Town	Car Park
	Church Stretton	Crossways
	Ellesmere	Talbot, Cross, Spar bridge
	Ludlow	Galdeford Zone B
		Smithfield
	Market Drayton	Towers Lawn 1 & 2
	Oswestry	Oak Street
		Oswald Road
	Prees Heath	Prees Heath HGV/Coach/Cars
	Wem	High Street
		Leek Street
		Mill Street
	Whitchurch	Brownlow Street
		Newtown
		St John's Street
Band 7	Albrighton	Crown Hotel, High Street
	Bishops Castle	Auction Yard
		Church Street
		Harley Jenkins
	Broseley	Bridgnorth Road
		Dark Lane
	Cleobury Mortimer	Childe Road East & West
	Clun	Clun
	Craven Arms	Corvedale Road
		Newington Way
	Gobowen	Gobowen Station
	Highley	High Street
	Market Drayton	Newport Road

Band	Town	Car Park
	Oswestry	Gatacre
	Oswestry	Lloyd Street
	Prees	Church Street
	Whitchurch	Sherrymill Hill

*St Julian's Friar's residents permits tariffs to be band 4

Table 2: Hourly rate Linear tariff

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

Table3: Weekly ticket tariffs

Band	Band	Band	Band
4	5	6	7
£24	£17	£10	Free

Table 4: Off street car park residents permits annual tariffs

Band	Band	Band	Band
4	5	6	7
£448	£320	£192	Free

*St Julian's Friar's residents permits tariffs to be at band 4

Table 5: Season ticket tariffs

	1 Month	3 Month	6 Month	12 Month
Band 4	£82	£210	£350	£560
Band 5	£58	£150	£250	£400

Band 6	£35	£90	£150	£240
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Table 6: Designated HGV parking areas and proposed HGV season ticket tariffs:

Town	Location / parking area	Band	1 Month	3 Month	6 Month	12 Month
Shrewsbury	Abbey Foregate	Band 5	£175	£450	£750	£1,200
Bridgnorth	Innage Lane	Band 6	£105	£270	£450	£720
	Severn Street	Band 6	£105	£270	£450	£720
Ludlow	Smithfield	Band 6	£105	£270	£450	£720
Oswestry	Oswald Road	Band 6	£105	£270	£450	£720
Prees Heath	Prees Heath	Band 6	£105	£270	£450	£720



Committee and Date

Cabinet

25 July 2018

New Parking Strategy Framework: additional revisions

Responsible Officer Chris Edwards, Head of Infrastructure & Communities
e-mail: chris.edwards@shropshire.gov.uk Tel: 01743 255474

1.0 Summary

- 1.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy Framework. This report relates to proposed revisions and fine tuning to Part 1 of the Parking Strategy Framework to address operational and technical issues, further streamline service delivery, make good omissions and anomalies in the relevant Traffic Regulation Orders (TRO's) identified in recent months and provide a way forward that gives due consideration to the comments and objections received in response to the recent TRO parking places statutory consultations relating to the strategy proposals.

2.0 Recommendations

That approval is given for the revision of Part 1 of the new Parking Strategy Framework as follows:

- i. To allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishments to apply for season tickets for use by their guests in specified Shropshire Council car parks listed as bands 4, 5 and 6.
- ii. That the 50% concessions on Sundays, Bank and Public holidays proposed to be introduced on all Bands 2 & 3 car parks listed in in part 1 of the Parking Strategy (recommendation xvi of the report to Cabinet on 17 January 2018) are not applied to the on-street parking at Mereside, Ellesmere.
- iii. The removal of all existing concessions for market traders.
- iv. To allow unlimited periods of parking on Sundays, Bank and Public holidays in Raven Meadows multi storey car park Shrewsbury for the flat rate of £1.50 per day.

- v. To reduce the proposed Band 1 tariff to £2.40 per hour.
- vi. To revoke from the on-street parking places TRO the part that relates to the former on-street resident voucher scheme in Shrewsbury.
- vii. Remove the provision of weekly tickets, residents' permits and season tickets in Frankwell Riverside & Quay car parks in Shrewsbury.
- viii. To reduce Falcon's Court carpark, Much Wenlock from a band 5 to a band 6.

REPORT

3.0 Risk Assessment and Opportunities Appraisal

- 3.1 Identified risks specific to the proposed revisions of the parking strategy framework are shown in the table below:

Proposed Strategy Revision	Risk	Mitigation Measure
To allow season tickets for use by guests of hotels, guest houses, bed and breakfasts, self-catering or holiday let establishments in specified Shropshire Council car parks	Demand exceeds supply, leading to capacity issues.	Monitor and review following implementation of linear model, consider adjustment to band allocation, band width or tariff, decrease season ticket allocation quotas.
Not to introduce a 50% tariff concession to on-street parking at Mereside, Ellesmere on Sundays, Bank and Public holidays.	No identified risk.	
The removal of all existing concessions for market traders.	No identified risk.	
To allow unlimited periods of parking on Sundays, Bank and Public holidays in Raven Meadows multi storey car park Shrewsbury for the flat rate of £1.50 per day.	No identified risk.	

To reduce the proposed Band 1 tariff to £2.40 per hour.	No identified risk.	
To revoke from the on-street parking places TRO the former on-street resident voucher scheme in Shrewsbury.	No identified risk.	
Remove the provision of weekly tickets, residents' permits and season tickets in Frankwell Riverside & Quay car parks in Shrewsbury.	No identified risk.	
To reduce Falcon's Court car park, Much Wenlock from a band 5 to a band 6.	Change in parking behaviour is greater or less than anticipated.	Monitor and review following implementation of linear model, consider further adjustment to band allocation, band width or tariff. Or respond with adjustment to tariffs within countryside car parks.

4.0 Financial Implications

- 4.1 The estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework are detailed within the January 17th, 2018 Cabinet report.
- 4.2 The proposed revisions for on-street parking places required for recommendations ii, iii, v and vi were excluded from the first round of TRO consultation. It is proposed to include the revised TRO consultation for these proposals in an early round of TRO consultations within part 2 of the Parking Strategy Framework, Residents Parking. Therefore, no additional costs are anticipated.
- 4.3 It is anticipated that the required revisions for off-street parking places, recommendations i and iv, will incur additional costs of £1,000.

5.0 Background

- 5.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy Framework this included a total of 22 recommendations.

- 5.2 Since approval of these recommendations extensive work has been undertaken to progress their rollout and implementation. Procedures for making the required changes to the Traffic Regulation Orders are progressing, IT development is nearing completion and installation of the required new parking machines with the new technology is underway across the county.
- 5.3 During this strategy implementation work, operational and technical issues have been identified, along with new opportunities to further streamline parking service provision, efficiency and effectiveness. Whilst drafting of the required changes to the Traffic Regulation Orders (TRO's) several omissions and anomalies were also identified and it was considered appropriate to omit certain aspects from the recent TRO consultations and give appropriate consideration to potential strategy revisions.
- 5.4 During the period 10 May 2018 to 21 June 2018 a public consultation exercise was undertaken seeking views on a number of additional proposals with potential changes to the Parking Strategy.
- 5.5 The consultation survey and supporting documentation were available online via the Council's Consultation Portal. Alternative methods to submit feedback were made available for people to have their say including:
- Hard copies of the survey were distributed to our libraries in the towns named within the consultation, to be available to respondents unable to access the online survey.
 - Additional hard copies of the survey were available on request via our survey helpline & Customer Service Centre.
 - Email views to survey email address - tellus@shropshire.gov.uk
 - Written feedback to the Council, FREEPOST address offered
- We also welcomed and received feedback in alternative formats:
- Letters and email to Council officers and elected members
 - Completed online forms
- 5.6 Officers attended public drop in sessions which were held in Bridgnorth, Ludlow and Shrewsbury, with an additional public session held at Shirehall with an open invitation to local Councillors. Officers also attended meetings with Ellesmere Town Council, the Shrewsbury Business Improvement Group (BID), the Shrewsbury shopping centre and with local Members.
- 5.7 The consultation was promoted via the Shropshire Council newsroom and website, Facebook and Twitter accounts throughout the duration of the consultation period.

- 5.8 A total of 37 responses were received in total, of which:
- 4 were relevant to Bridgnorth
 - 1 was relevant to Ellesmere
 - 23 were relevant to Ludlow
 - 8 were relevant to Shrewsbury
- 5.9 There has been a high response to the recent statutory TRO consultations relating to the Parking Strategy implementation with new issues raised and consideration of amendment to certain elements of the strategy is considered beneficial in this respect.
- 5.10 Because of comments received in response to the statutory off-street parking places TRO consultation relating to Much Wenlock, relevant TRO proposals have been deferred and added to this report as a potential Parking Strategy revision.
- 5.11 This report considers proposed revisions highlighted since approval of the Part 1 Strategy framework by Cabinet on 17th January 2018.

6.0 Consideration of proposed revisions to Part 1 Strategy framework

- 6.1 Proposed new concessions to allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishments to apply for season tickets for use by their guests in any Shropshire Council car parks listed as bands 4, 5 and 6
- 6.1.1 The current traffic regulation orders (TRO) currently provides for permit concessions allowing for the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishment to both obtain parking permits to park within on street resident parking schemes in Bridgnorth and obtain season tickets for use in named off-street car parks in Ludlow.
- 6.1.2 It is proposed to remove the above provisions and replace with a new provision to allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishment to apply for season tickets at the standard season ticket tariff rate for use by their guests in any specified Shropshire Council car parks listed as bands 4, 5 and 6, within part 1 of the Parking Strategy and in accordance with recommendation iii of the 17th January Cabinet report that the car parks and on-street pay and display parking areas listed in table 4 and respective specified tariff Bands are adopted within the proposed strategy framework.
- 6.1.3 A total of 4 comments have been received following the public consultation relating to Bridgnorth. All are objections that are believed to be residents of Bridgnorth who are concerned given the lack of available space for residents parking on street that they consider is strained to breaking point. There is currently limited availability of on -

street parking and this is targeted by non-residents and an increase in the level of enforcement is requested. The problems with residents on-street parking in Bridgnorth are to be addressed within part 2 of the parking strategy framework – residents parking policy.

- 6.1.4 Ludlow Town Council have objected to the proposal. The Town Council consider that the current off-street permit structure is effective and workable which is appreciated by businesses, hotels, B&B's, guest houses and holiday lets.
- 6.1.5 One other resident has objected to the proposal. *'Ludlow only survives because of its tourist/ holidaymakers. As regards the position of hotel/b & b/holiday let passes/vouchers in the on-street pay and display red zone, I am against making these more expensive, or making the holidaymakers park at a great distance from their hotel'.*
- 6.1.6 One Ludlow resident has commented in support of the proposal.
- 6.1.7 The intention is to:
- Give priority to, and improve availability of limited on-street provision in Bridgnorth to permanent residents and their visitors who have registered and purchased on-street residents' parking permits;
 - Promote parking hierarchy (off street parking provision rather than on-street provision) whilst giving opportunity to accommodation businesses who are unable to offer adequate parking provision themselves the option to offer their customers discounted parking during their stay;
 - Introduce a consistent approach across the county with availability of parking in all our market towns;
- 6.1.8 It is recognised that:
1. season tickets are not as flexible as the visitor permits currently available in Bridgnorth;
 2. there would be a minimum purchase of one month for a season ticket, although there are further options available for 3, 6 and 12-month season tickets, giving proprietors some opportunity to manage (seasonal) fluctuations in demand;
 3. there will be a requirement for proprietors to either go online or make a call to register and validate the season ticket to their customers vehicle prior to use;
 4. that use of off-street car parks will not always be as convenient.
- 6.1.9 The proposed revision when implemented alongside the new residents parking policy (which will provide improved on-street parking management in Bridgnorth) will promote parking hierarchy encouraging visitors to park off street whilst providing appropriate concessions for permanent residents.
- 6.1.10 A comparison of season ticket tariffs in Ludlow, existing and proposed is shown below:

	1 Month		3 Months		6 Months		12 Months	
	Ex	Prop	Ex	Prop	Ex	Prop	Ex	Prop
Band 5 Galdeford A	£72	£58	£204	£150	£384	£250	£720	£400
Band 6 Smithfield	£30	£35	£85	£90	£160	£150	£300	£240
Band 6 Galedford B	£36	£35	£102	£90	£192	£150	£360	£240

*Season ticket tariff increases are highlighted in red text

6.1.11 It is recommended that Cabinet approve the replacement of the existing concessions with new concessions to allow the proprietor or manager of a hotel, guest house, bed and breakfast, self-catering or holiday let establishments to apply for season tickets for use by their guests in any Shropshire Council car parks listed as bands 4, 5 and 6.

6.2 Proposed removal of tariff concessions to on-street parking places at Mereside, Ellesmere on Sunday, bank and public holidays

6.2.1 Concern has been raised that the parking strategy proposal for 50% concessions on Sunday, Bank and Public holidays to the on-street parking provision at Mereside, Ellesmere does not promote the parking hierarchy as well as it could and that this concession needs to be removed to better promote off-street parking in the nearby off-street car parks thereby reducing congestion.

6.2.2 It is therefore proposed to remove the Sunday, Bank and Public holiday concession proposal outlined in recommendation xvi of the art 1 Parking Strategy proposals for the on-street parking at Mereside, Ellesmere.

6.2.3 During the public consultation this proposal was discussed with the Local Member Councillor Anne Hartley and the Town Council.

6.2.4 No objections have been received to this proposal. One comment has been received in support for the proposal.

6.2.5 It is therefore recommended that Cabinet approve the proposed revision of tariffs for on-street parking at Mereside, Ellesmere. On Street tariff rates on Sunday, Bank and Public holidays will therefore be £1 per hour rather than 50p an hour.

6.3 Proposal to remove existing concessions for Market traders to park in Castle Street, Galdeford B and Smithfield car parks in Ludlow,

Frankwell, main carpark, Shrewsbury and within the Ludlow Red controlled parking zone (CPZ).

- 6.3.1 Market trader permits are currently available at a concessionary rate of £2 per day to park in Galdeford B and Smithfield carparks in Ludlow, and in Frankwell main carpark, Shrewsbury. Concessionary rates of £4 per day from April to December and £2 per day from January to March are also available in Castle Street, Ludlow. None of these concessions are provided formally with a supporting TRO.
- 6.3.2 The on-street parking places TRO currently provides permit concessions to market traders that enable them to park without restriction within the Ludlow Red controlled parking zone (CPZ). This CPZ is a shared use, residents permit /pay and display parking area.
- 6.3.3 It is considered that the removal of these concessions will provide consistency, tariff compatibility for all users and will promote parking hierarchy.
- 6.3.4 During the original parking public consultation, the lack of availability of space for visitors to park in Castle Street carpark Ludlow on market days was highlighted, on busy market days up to 20% of occupancy can be taken up by market trader vehicles.
- 6.3.5 A total of 51 comments have been received relating to these proposals following the additional public consultation exercise of which 50 are objections.
- 6.3.6 A total of 50 objections are considered to specifically relate to the proposal to remove existing concessions for Market traders in Ludlow.
- 6.3.7 Ludlow Town Council have objected to the proposal - their comments in relation to this proposal are shown in appendix 1 to this report.
- 6.3.8 The Shrewsbury BID are in support of the removal of market trader concession in Frankwell, carpark, Shrewsbury.
- 6.3.9 During the public consultation period comments have been received from both market traders and members of the public supporting the retention of market trader's concessions in one form or another. Comments have been made asserting that market traders are considered invaluable not only for tourists and passing trade, but for the inhabitants of Ludlow and surrounding area. The proposed tariffs are considered too high and will not encourage visitors and market traders instead they will be driven away to other, less expensive towns.
- 6.3.10 There is also concern that market traders will be deprived of making an income should their concessionary parking arrangements be withdrawn and then there will be little reason for them to continue to provide their goods and services to Ludlow. A further concern is that the Linney car

park where there is at present no charge for traders is a ten-minute walk back away from the market and this is not convenient when trading.

- 6.3.11 At present customers within the Castle Street carpark in Ludlow are restricted to a maximum stay of 4 hours. Recommendation viii of the Parking Strategy proposals, approved by Cabinet on 17th January 2018, provides that all existing restrictions on periods of maximum stay and minimum return to all car parks and on-street pay and display parking areas are removed. Meaning that a concession to allow market traders to park for longer than a 4-hour period is no longer required.
- 6.3.12 Ludlow Town Council have raised the issue of traders needing to be close by to enable traders to return to their vehicle and replenish stock. It is understood that this is not considered the case for all the market traders, many set up their stalls in the morning and do not return for their vehicles until the end of the day. The ability for market traders to be able to park without time restriction near their stalls will still be available so long as they pay the appropriate fee.
- 6.3.13 Castle Street is a band 3 carpark and as such a standard tariff of £1.00 per hour is proposed for parking, the hours of charging are to remain the same. Proposals to provide resident permit parking permits for use in Band 3 car parks were withdrawn following the public consultation because of concerns raised on the lack of capacity.
- 6.3.14 Recommendation iv of the Parking Strategy proposals, approved by Cabinet on 17th January 2018, provides that a cap is applied to the tariff rates after 8 hours on all Bands 4, 5 and 6 car parks. Galdeford B and Smithfield carparks in Ludlow, are band 6 car parks with a proposed hourly tariff of £0.30 per hour the maximum charge for parking will therefore be £2.40 a day.
- 6.3.15 Frankwell main carpark, Shrewsbury is a band 4 carpark, with a proposed hourly tariff of £0.70 per hour the maximum charge for parking will therefore be £5.60 a day. It is understood that market traders in Shrewsbury are intending to switch to parking in Abbey Foregate, a band 5 carpark, with a proposed hourly tariff of £0.50 per hour and a maximum charge of £4 a day when the cap is applied, should the proposal to remove market trader concessions be approved and implemented.
- 6.3.16 The application of standard tariffs for market traders are considered appropriate, concessions should not be more favourable than that available to visitors/ residents or store traders. An increase in cost for market trader parking is proposed, however their length of stay will not be impeded by the removal of concessions, providing the appropriate fee is paid market traders will be able to continue to park, including within on-street pay and display bays for as long as they wish. The

removal of concessions will also streamline the service by removing the need to administer permits.

6.3.17 It is recommended that Cabinet approve the proposal to remove all existing concessions for Market traders to park in Ludlow and Shrewsbury.

6.4 Raven Meadows multi storey carpark, Shrewsbury: Proposal to remove the proposed ten-hour cap and allow unlimited periods of parking on Sundays, Bank and Public holidays for the flat rate of £1.50 per day.

6.4.1 Opening hours at Raven Meadows are currently 8am to 6pm. On Sundays, Bank and Public holidays a flat rate tariff for up to a ten-hour stay applies. It is currently proposed that 24-hour opening hours are introduced, permitting parking for stays longer than ten hours.

6.4.2 At the January 17th Cabinet approval was granted for a new flat rate of £1.50 on Sundays, Bank and Public holidays, and to retain the ten-hour cap (recommendation xvi of the Parking Strategy proposals, on 17th January 2018). Meaning that the standard hourly tariff of £1.80 per hour for periods of stay beyond ten hours will apply irrespective of the time of arrival, length of stay, and time of departure on that day.

6.4.3 There are also proposed caps on the standard tariff for any periods of stay over eight hours, and periods of stay over three hours incurred after 6pm.

6.4.4 To simplify things, it is proposed to remove the proposed ten-hour cap and allow unlimited periods of parking on Sundays and Bank and Public holidays for the flat rate of £1.50 per day.

6.4.5 This proposal will have the following benefits:

- Ease of implementation
- Customer understanding
- Tariff consistency
- Less confusion hence more efficient customer service
- More workable traffic regulation order (TRO)
- Simplifies machine programming

6.4.6 The Shrewsbury BID support the proposed amendment.

6.4.7 It is recommended that Cabinet approve the proposal to remove the proposed ten-hour cap and allow unlimited periods of parking on Sundays Bank and Public holidays for the flat rate of £1.50 per day.

6.5 Shrewsbury - Proposed revised on-street pay and display (band 1 tariff).

6.5.1 The proposed rate of a £2.50 per hour band 1 tariff approved by Cabinet 27th January 2018 has presented machine programming

issues with the proposed 30 minutes minimum vend price (recommendation ii of the report to Cabinet on 17 January 2018).

6.5.2 Within the consultation for this current proposal 3 options were suggested:

Option 1: Reduce tariff to £2.40 per hour, retain 30 minutes minimum vend.

Option 2: Increase tariff to £2.60 per hour, retain 30 minutes minimum vend.

Option 3: Retain tariff proposal at £2.50 per hour, increase minimum vend to one hour.

6.6.3 Reason/s:

Option 1: avoids 5p tariff increments, retains 30 minutes minimum vend.

Option 2: avoids 5p tariff increments, retains 30 minutes minimum vend.

Option 3: (a) avoids 5p tariff increments;
(b) further promotes transport hierarchy (use of off-street provision) whilst improving availability for blue badge holders.

6.6.4 The benefits of all 3 options proposal are:

- Better customer service
- Simplifies machine programming
- Reduced cash collection

6.6.5 The Shrewsbury BID have commented in support of option 1. They consider that with the proposed adjustment to the 'Pop and Shop' it is important to retain the minimum 30 minutes minimum vend.

6.6.6 No other comments have been received during this consultation that relate specifically to this proposal.

6.6.7 It is recommended that Cabinet approve the proposal to reduce the proposed band 1 tariff to £2.40 per hour and retain the 30 minutes minimum vend as the Shrewsbury BID have requested.

6.7 Residents Parking Shrewsbury- Proposed revocation from the on-street parking places traffic regulation order of the previous on-street resident voucher scheme.

6.7.1 Following a consultation in 2012 on the future provision of parking concessions for residents in Shrewsbury town centre, a residents' off-street parking scheme was introduced in 2013 and continues to operate. This scheme replaced the previous on-street resident voucher scheme.

- 6.7.2 The TRO for the former on-street scheme was never revoked meaning that the current on-street parking places traffic regulation order (TRO) still gives authority for the issue of residents' voucher/visitor permits. To tidy up this anomaly it is proposed to revoke the part of the TRO that relates to the former on-street resident voucher scheme with the implementation of the new strategy.
- 6.7.3 No comments or objections have been received during the public consultation on this proposal.
- 6.7.4 It is recommended that authority is given to undertake the necessary formal TRO consultation required for the proposal to revoke from the on-street parking places TRO the part that relates to the former on-street resident voucher scheme in Shrewsbury.
- 6.8 Proposal for weekly tickets, residents' permits and season tickets to Frankwell Main, Riverside & Quay off-street parking places, Shrewsbury.
- 6.8.1 Proposals for weekly tickets, resident's permits and season tickets approved by Cabinet on 17th January 2018 were omitted from the recent TRO consultation for the Quay and Riverside car parks, Frankwell, Shrewsbury.
- 6.8.2 This was because concerns were raised with regard to the lack of capacity, turnover and availability of space in the Quay car park and the operational requirements of the Environment Agency in the Riverside carpark during flooding events. Both the Riverside and Quay car parks are currently short stay car parks.
- 6.8.3 The Environment Agency have responded to the consultation with regard to their operational role at Frankwell Riverside carpark and the deployment of flood defences, and are of the view that the retention of measures to ensure long term parking in the Riverside carpark is deterred is essential.
- 6.8.4 No other comments have been received on this proposal following the public consultation exercise.
- 6.8.5 It is therefore recommended that Cabinet approve the proposed revision to the strategy to exclude provision of weekly tickets, residents' permits and season tickets to Frankwell Main, Riverside & Quay off-street parking places, Shrewsbury from the Parking Strategy.
- 6.9 Revised strategy proposal for Falcon's Court carpark, Much Wenlock.
- 6.9.1 Following the comments received to the recent Traffic Regulation Order consultation for the proposed changes within off-street parking places in Much Wenlock it was recommended that implementation be deferred to give consideration to potential revised Parking Strategy proposals that will provide a better balance of usage for residents, workers and visitors.

Comments were received from both members of the public and the local Member Cllr David Turner with regard to the lack of use of Falcons Court Car Park, Much Wenlock as compared to the adjacent St Mary's Lane car park which is well used. Both these off-street parking places have been allocated as a band 5 off-street parking place. Currently there is availability of on-street parking in Much Wenlock that is targeted by visitors and office workers. Consultation feedback from office workers in the town suggest that if the tariffs were to be removed or lowered then consideration would be given to the purchase of season tickets.

6.9.2 After the comments being received officers undertook, together with Cllr Turner, further investigations including a walk-around in Much Wenlock. An amendment to the Parking Strategy is proposed that it is considered will provide a better balance of usage and improve availability for residents, workers and visitors.

6.9.3 It is estimated that current car park usage is such that Falcon's Court carpark, is nearly always 90% empty and that the adjacent St Marys car park is nearly always 90% full and therefore banding scoring criteria needs to be amended.

6.9.4 The table below shows the assessment matrix for Falcons Court, with the scores approved by Cabinet 17th January 2018 and the proposed revision.

	Town	Location	Turnover	Likelihood of Obtaining a Space	Capacity	Total score	Allocated Band
	(a)	(b)	(c)	(d)	(e)		
Approved by Cabinet 17 th January 2018	4	4	3	3	3	43	5
Proposed revision	4	3	3	1	3	31	6

6.9.5 Full details of the assessment matrix methodology are detailed in Appendix 6 of the 12 July 2017 Cabinet report, Shropshire Draft Parking Proposal – Approval to Consult.

6.9.6 For Falcons Court, Much Wenlock, the score for location (b), has been reduced from a 4: classified as a, *“Premium location for access to local conveniences, final destinations a minimal distance away and easily accessible”*, down to a score of 3: classified as, *“A good location for access to local conveniences / final destination”*.

- 6.9.7 The score for Likelihood of obtaining a space within the parking area on an average day (d) has also been reduced from a score of 3: “Average”, to a score of 1: “Very high”.
- 6.9.8 Applying the developed formula for calculating the total score in the matrix assessment: $(a \times (b + c + d)) + e$, the total score is reduced from 43 to 31. Hence the band width reduces from a band 5 to a band 6.
- 6.9.9 A reduction of Falcon’s Court from a band 5 to a band 6, will mean a reduction in tariff from:
1. £0.50 to £0.30 per hour;
 2. £17.00 to £10 for a weekly ticket;
 3. £320 to £192 for off-street residents permits;
 4. £400 to £240 for an annual season ticket.
- 6.9.10 This proposed revision to the Parking Strategy should encourage more users to use Falcon’s Court, and residents and workers will be much more likely to purchase Season tickets if Falcon Court is cheaper.
- 6.9.11 It is therefore recommended that Cabinet approve the proposed revision to the Parking Strategy to reduce Falcon’s Court from a band 5 to a band 6.

7.0 Conclusion

- 7.1 Subject to the approval of the above recommendations by Cabinet, all preceding reports and their recommendations, and after completion of the required outstanding TRO consultations it is advised that a summary of the agreed and modified Parking Strategy Framework is published on the Councils web site.

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-](http://shropshire.gov.uk/committee-services/documents/g3418/Public%20reports%20pack%2012th-Jul-2017%2012.30%20Cabinet.pdf?T=10)

[services/documents/g3418/Public%20reports%20pack%2012th-Jul-2017%2012.30%20Cabinet.pdf?T=10](http://shropshire.gov.uk/committee-services/documents/g3418/Public%20reports%20pack%2012th-Jul-2017%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](https://www.shropshire.gov.uk/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: Changes to off street parking places around the county, Cabinet report 25 July 2018.

Cabinet Member (Portfolio Holder):

Councillor Steven Davenport – Portfolio Holder for Highways and Transport

Local Member:

County wide initiative – impacts on all local Members

Appendices:

Appendix 1 – Response from Ludlow Town Council

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Appendix 1 – Response from Ludlow Town Council

Ludlow Town Council's Representational Committee on 13 June 2108 made the following response to the parking consultation proposals:

PARKING STRATEGY ADDITIONAL PROPOSALS

RESOLVED (unanimous)
TG/CS

- i) To respond to the consultation by strongly restating the Town Council's previous comments made on 16th May 2018 and a letter sent to Shropshire Council on 12th October 2017 (as detailed below)
- ii) To convey the consultation response to Shropshire Council Cabinet, Ludlow Unitary Councillors and Phillip Dunne MP

To object to the proposal to remove Ludlow Castle Street car park market trader permits at a concessionary rate of £4 per day from April to December and £2 per day from January to March, and Ludlow - Galdeford B and Smithfield car parks market trader permits at a concessionary rate of £2 per day for the following reasons:

Ludlow market trades up to six days a week and trades throughout the year. It is an asset to the town and other traders notice that Tuesdays – a non-market day – is much quieter in terms of footfall and visitor numbers. Ludlow's economy is based on tourism, Ludlow market is one of Ludlow's core visitor attractions. It helps to create a healthy and vibrant heart to the town and therefore the needs of the market traders must be understood and addressed because they are very different to the needs of traders with permanent indoor premises. Market traders bring their entire stock with them each day they trade and take it all home with them at the end of each day.

The stalls have a canopy, but there is no storage other than under the stall and this area is not secure from theft. Traders use their vehicles as their stock room and therefore the vehicles must be near to the stall so that the stall is not left unattended for too long during each stock visit. Smithfield and Galdeford car parks are in excess of 10 minutes' walk from the market, which is not feasible for many traders.

Trading conditions are tough for everyone. The real risk is that Ludlow market loses a number of traders and loses the critical mass of traders that attract visitors throughout the year. If Ludlow market is diminished then the town centre will unfortunately feel the detrimental impact. The only positive in this sad scenario is there will be plenty of empty parking spaces in the town.

The proposals are unnecessary, and undermine a working structure of parking charges that provides necessary support to a key asset of Ludlow, namely its outdoor market. The proposal to remove the concessions are unworkable and represent an attack on Ludlow's vibrant town, award winning market, and visitor economy.

Re: Amendments to Shropshire Council's Off Street Parking Places Order. The current off street permit structure is effective and workable which is appreciated by businesses, hotels, B&B's, guest houses and holiday lets

Ludlow Town Council's also wishes to restate its response to Shropshire Council's Parking Consultation of 12th October 2017. The full contents of the letter are as below:

SHROPSHIRE COUNCIL'S PARKING STRATEGY CONSULTATION

Ludlow Town Council resolved to make the following response to Shropshire Council's Parking Strategy Consultation:

TOURISM BASED ECONOMY

Ludlow is a small market town with an economy based firmly on tourism. At its centre is one of the finest Mediaeval castles in the UK with its rich history as well as a magnificent parish church, Ludlow is visited by thousands of tourists each year.

Shropshire Council recognises Ludlow as an important tourism destination in Shropshire. In the Core Strategy for Planning, Ludlow is described as 'an important tourist destination and has achieved international renown as a centre for quality local food and drink.'

Shropshire Hills Area of Outstanding Natural Beauty Partnership, together with Shropshire Council, commissioned Sustainable Tourism Strategy for The Shropshire Hills and Ludlow 2011-2016, identifies, 'Shropshire was an important focus for pioneering geological research in the 19th Century, with place names such as Ludlow and Wenlock recognised internationally as series of rocks.' And goes on to state that 'Ludlow in particular has an established and national reputation for its building heritage and for its food and drink.'

Over many years, Ludlow has developed an economy that has weathered the decline of the traditional town centre throughout the UK and emerged with an economy that is successful. As successful as Ludlow is, the interplay and balance of the town's business & tourism economies is critical and any dramatic

change in the balance of any of these factors could well lead to a rapid and terminal decline in the overall local economy.

Shropshire council must employ joined up thinking and recognise the importance of a fit for purpose parking strategy.

KEEPING BUSINESS TICKING OVER

The Town Centre layout means that off-street and on-street metered parking is severely restricted.

It is essential for the town's economy that there is a steady turnover of on and off-street parking.

People who work in the town also require long stay parking provision.

On-street bays in the town centre should be remarked to ensure efficient use of the limited space and create an additional 12 on-street parking.

'POP AND SHOP'

The current 'pop and shop' 15-minute grace must be maintained because removal of the 'pop and shop' scheme would deter regular local shoppers and decrease the all-important rotation of spaces.

Pop and shop is important to local traders because regular local customers are the bread and butter income that can be counted on throughout the year – visitor income is subject to significant fluctuations that are ultimately beyond the control of the shop keeper.

NIGHT-TIME ECONOMY

The proposed extension of chargeable parking times from 6pm-8pm would irreparably harm the night-time economy of the town.

- It is an unnecessary cost that would deter people from using the restaurants (6:30-7:30pm is a very popular time for meals)
- It is an unnecessary cost that will deter visitors to the Assembly Rooms (LAR) because most productions begin at begin before 8pm. LAR needs to look after its customer base because the rural population only offers a limited number of customers.
- It is an unnecessary cost that will deter the volunteers that keep the Assembly Rooms open to paying customers.

MAKING THE BEST USE OF LIMITED PARKING

The way visitors, shoppers and workers use the town's limited parking resources is very important. Ludlow needs a range of parking options in order to maximize the town's potential as a place to live, work and to visit.

SHORT STAY CAR PARKING

Castle Street Car Park & Galdeford [upper tier].

These are the spaces nearest to the town centre and are the places where the majority of shoppers and casual visitors like to park to allow for a short visit to shops and amenities. There needs to be quick turnover short term parking

available at Castle Street Car Park and Galdeford [upper tier]. There is already provision for market trader parking, which is important because it supports the market at a time when other market are in significant decline, so there is no capacity for residents parking in these car parks.

MEDIUM AND LONG TERM CAR PARKING

Galdeford [lower tier] and Smithfield need to be longer stay to provide for those who wish to spend more time in the town. These are, in fact, the provisions that apply now and they have proved successful since they were introduced for the simple reason that they provide the necessary range of time slots that people require.

COACH PARKING

It is important to the economy of town that the provision for coach parking is retained.

MARKET TRADER PERMITS

Ludlow Town Council would support the continuation of the market trader permit scheme operated by Shropshire Council for a limited number of parking spaces at Castle Street & Galdeford Car Parks. The permits are sold on the Town Council at face value to market traders. The scheme recognises itinerant nature and labour intensive stock issues related to market trading.

RESIDENT'S PERMIT SCHEME

Very few houses in the centre of Ludlow have individual garage space or private parking, the vast majority open directly onto the pavement of town centre streets and residents have to use the parking bays in those streets.

The residents permit parking system is no longer fit for purpose and needs a radical overhaul. There is widespread abuse of this system including many non-resident vehicles displaying resident's permits.

The documentation required to obtain a permit must ensure:

- The vehicle registered to the property – evidenced by the vehicle logbook [VRM]
- Only a single vehicle should be registered on each ticket
- The ticket should have an easily monitored unique ID code such as a barcode or QR. This will allow CEOs to scan/check for illegally photocopied permits [a current abuse]
- In all residents parking zones, a second car at the same address should pay £100 [people living in the centre of Ludlow should be encouraged to have a single car], although care needs to be taken to avoid unintended discrimination, and registered disabled second driver at the same address should only pay the standard [£50] cost. Shropshire Council could lead the way by introducing "Green friendly" parking.
- Registered vehicles must fit into the on-road parking bays
- Tradespeople are covered under a separate waiver scheme
- Residents who do not have a vehicle registered to their address will also be entitled to visitor permits at the same rate for a small admin charge.

It is essential that this scheme is monitored rigorously to stamp out abuse. This is why the need for an easily scanned unique code is essential to the scheme.

PARK & RIDE IMPROVEMENT

It is essential to the lifeblood of the town that a 'fit-for-purpose' Park & Ride (P&R) service is provided to run 7 days per week. The production of a parking ticket issued at the out-of-town site [Eco Park] should entitle a driver and one passenger to travel into and out of the town at a reduced cost. P&R routes must be as direct as possible and as frequent as is practicable.

- To have an important tourist centre unable to provide a P&R service on Sunday makes no financial sense at all.
- Signage needs to be improved, carefully worded and placed to direct tourist traffic away from the wholly inadequate medieval street layout and towards a regular cheap P&R service run from the edge of town. This would ease congestion, remove the endless circling of visitor cars searching for parking as well as providing a greater turnover of spaces for residents and other townspeople alike.

PRICING

Whilst accepting that there may be a need to raise the charges to take into consideration inflation, any increase should only be in line with inflation and should not alter the ratio of long and short term charges.

Changes imposed to benefit the admin processes and revenue streams of Shropshire Council are not fit for purpose for Ludlow. The only beneficiary of the increased Sunday charges is Shropshire Council's coffers. That the proposed increases were astronomical at 167% and 273%. That the proposals are biased towards those who "can afford to pay" and have deep pockets.

The new higher charges in Castle Street Car Park would penalise shoppers, workers and tourists.

The unique qualities of Ludlow, its distance from the County Town and the current destination of parking revenues mean that the temptation to treat the town as a 'cash cow' for the Unitary Council must be resisted at all costs. Even small increases in charges will have a detrimental effect and large increases could be seriously counter-productive.

LOCAL REVENUE TO SUPPORT THE LOCAL ECONOMY

Revenue destination is an extremely important consideration. At the present time, the revenue from all parking charges is collected by Shropshire Council. None of this money is returned to specifically benefit Ludlow.

Shropshire Council must recognise the importance of a fit for purpose parking strategy that works to support Ludlow.



Committee and Date

Cabinet

25th July 2018

PROPOSED SHROPSHIRE COUNCIL BETTER REGULATION AND ENFORCEMENT POLICY

Responsible Officer: Professor Rod Thomson, Director of Public Health
e-mail: rod.thomson@shropshire.gov.uk Tel: 01743 252003

1. Summary

- 1.1 The current Better Regulation and Enforcement Policy, adopted on 27 February 2014, has been updated and revised to better reflect the current Regulators' Code and regulatory practices / functions for which Shropshire Council has responsibility.
- 1.2 An eight-week period of consultation (20/04/2018 – 15/06/2018) has been undertaken to which a single comment has been received in support of the policy. It is therefore suggested that the proposed Better Regulation and Enforcement Policy is presented for adoption by the Council without any further amendment.

2. Recommendation

- 2.1 That Cabinet agrees, with any necessary amendments, to adopt the proposed Better Regulation and Enforcement Policy as detailed in **Appendix A** with effect from 1st September 2018.

REPORT

3. Risk Assessment and Opportunities Appraisal

- 3.1 The preparation and publishing of the policy is not in itself a legal requirement. However, the Regulators' Code, issued in accordance with section 22 and 23 of the Legislative and Regulatory Reform Act 2006, requires regulators to have regard to this Code. The policy is considered best working practice and will assist Shropshire Council to demonstrate that it has regard to the Code.
- 3.2 If the Council fails to prepare and publish such a policy the Council will be open to criticism; in particular from those parties whom the Council seeks regulatory compliance. The Council will face greater difficulty in justifying regulatory action and responding to challenges about the way it has reached regulatory decisions. This may lead to a failure to achieve compliance, service complaints to the Local Government Ombudsman, judicial review and an increased risk of legal challenge and allegations of 'abuse of process' to any civil and criminal proceedings instituted

by the Council given the expectation to have such a policy. The reputation and professionalism of the Council would clearly be at risk.

- 3.3** Conversely, by preparing and publishing a policy, the Council demonstrates that it takes its regulator role seriously and that it will work with businesses and the community to secure compliance. It creates transparency for all stakeholders providing the manner in which the Council intends to operate through promoting consistency and proportionality in all aspects of regulation. It further provides the Council with a basis for a robust defence to any challenges that may be encountered and demonstrates commitment to compliance with the Regulators Code.
- 3.4** An Equality and Social Inclusion Impact Assessment (ESIIA) has not been undertaken as the proposed policy is a minor revision of a policy that was previously adopted by Shropshire Council on 27 February 2014 and which took effect on 1 April 2014. The proposed policy is consistent with national guidance on regulation.
- 3.5** There is no anticipated environmental impact associated with the recommendation in this report.
- 3.6** The recommendation is not at variance with the Human Rights Act 1998 and is unlikely to result in any adverse Human Rights Act implications.
- 3.7** No legal duty is specifically placed on the Council to consult with respect to this policy. However, it is clearly good practice and an eight week period of consultation was undertaken between the 20th April 2018 and 16th June 2018. Only one comment was received from the Environment Agency which provided support for the policy and can be viewed at **Appendix B**. No amendments have been made following the consultation.

4. Financial Implications

- 4.1** There are no financial implications associated with the recommendation.

5. Background

- 5.1** Shropshire Council is responsible for the regulation and enforcement of a wide range of legislation covering a broad spectrum of functions and service areas.
- 5.2** The proposed policy sets out the Council's approach to regulation across all functions and service areas and explains the principles aimed at securing compliance. The emphasis is on advice and guidance with escalation to informal and formal enforcement sanctions dependent on each individual situation. The policy identifies and explains these sanctions.
- 5.3** It is recognised that achieving compliance at any cost is not acceptable. However, effective regulation promotes economic growth and prosperity and protects individuals, the community and the environment from harm. The policy continues to recognise that this is achieved more effectively through cooperation with the community and individuals and forging closer links between regulators and businesses. It continues to emphasise the need to target regulatory activity and

resources away from those who are considered largely compliant towards those who give rise to the highest risk and cause the greatest detriment and harm.

- 5.4** It is accepted that on rare occasions the Council may need to deviate from the proposed policy. Where this is the case, it must be clearly justified, authorised by a senior manager and fully documented.
- 5.5** The current Better Regulation and Enforcement policy was adopted by the Council in February 2014 prior to the introduction of the new Regulators' Code. Whilst this policy was and continues to be compatible with the Regulators' Code, the proposed policy has been redrafted to better reflect this Code. It has also been updated to include a new sanction type, namely a 'Civil Penalty', but otherwise, the proposed policy principally remains the same and does not change the approach to be taken by the Council when considering or undertaking enforcement activity.
- 5.6** Details of the consultation was placed on the Council's website. In addition, a number of key stakeholders were emailed to draw their attention to the consultation. This included the Police and Crime Commissioner, West Mercia Police, the Health and Safety Executive, the Environment Agency, Shropshire Fire and Rescue, the Marches LEP/Growth Hub and the Shrewsbury BID.

6. Additional Information

- 6.1** The policy is not subject to a legal review period. It will be monitored on an on-going basis to ensure it remains fit for purpose. Where it becomes clear that this is no longer the position appropriate steps will be taken to revise it accordingly.

<p>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)</p> <p>1. Current Better Regulation and Enforcement Policy https://shropshire.gov.uk/media/7021/better-regulation-and-enforcement-policy-aug-13.pdf</p> <p>2. Regulators' Code https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/300126/14-705-regulators-code.pdf</p>
<p>Cabinet Member (Portfolio Holder) Cllr Joyce Barrow</p>
<p>Local Member County wide application</p>
<p>Appendices Appendix A – Proposed Better Regulation and Enforcement Policy Appendix B – Environment Agency response to proposed policy</p>

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Proposed Shropshire Council Better Regulation and Enforcement Policy

DRAFT

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1.0 Introduction

1.1 The Better Regulation and Enforcement Policy ('the policy') provides guidance to officers, businesses, residents and the general public on the range of options that are available to achieve compliance with all legislation enforced by Shropshire Council. The policy has been agreed by Shropshire Council on xx

1.2 This policy is an overarching policy that applies to all Council services where there are enforcement duties and responsibilities; however, certain services may have additional legislative guidance and considerations that set out specific enforcement requirements in their service areas with relevant policies and guidance developed to run in parallel with this policy.

1.3 We are committed to promoting efficient and effective approaches to regulatory interventions and enforcement without imposing unnecessary burdens. Intelligence-led and targeted regulation is essential to promote fairness, to reduce risk and to protect individuals and communities from harm. Shropshire Council fully recognises that effective regulation needs to be proportionate and flexible to assist people to be healthy, to promote and encourage resilient communities and to support a prosperous economy through maintaining fair competition and engendering public confidence, whilst ensuring the highest level of protection for the public. The Council will therefore adopt a positive, proactive and balanced approach to ensure compliance with regulatory matters.

1.4 The Council has adopted the principles of good enforcement previously contained in the Enforcement Concordat and the current Regulators code April 2014:

<http://webarchive.nationalarchives.gov.uk/+/http://www.berr.gov.uk/files/file10150.pdf>
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/300126/14-705-regulators-code.pdf

1.5 For Health and Safety related enforcement matters the Enforcement Management Model will be used as a framework, where appropriate, and the Health and Safety Executive's Enforcement Policy Statement is also taken into account:

<http://www.hse.gov.uk/pubns/hse41.pdf>

1.6 We will retain the discretion to depart from national guidelines and codes where doing so will better meet local priorities, the public interest and specific circumstances.

2.0 Purpose and scope of this policy

2.1 One of the functions of the Council is to act as a regulator and an enforcement body for a broad range of statutory duties and legislative functions. This policy sets out the standards that we will apply across the Council when acting as a regulator and/or

enforcement body and what residents, businesses and consumers can expect from officers and employees of Shropshire Council.

2.2 This policy is to be used by officers when undertaking their duties, roles and/or functions and sets out the approach to be followed when making decisions in respect of Council enforcement activities.

2.3 The Council is committed to ensuring that all authorised officers act in accordance with this policy. Where officers have considered it reasonable and appropriate to deviate from this policy, this will be properly recorded and documented.

2.4 This policy is an overarching policy that applies to all Council Services with enforcement duties and responsibilities and should be read in conjunction with any published service specific enforcement guidance, practice or policy. It outlines the approach Shropshire Council will take when undertaking enforcement and lays down the principals that will be followed when deciding upon and taking action.

2.5 This policy will apply to both criminal and civil enforcement actions undertaken by the Council.

3.0 Principals of good regulation

3.1 Shropshire Council recognises that effective regulation and enforcement are critical to assisting people to be healthy, to promote and encourage resilient communities and to support a prosperous economy across Shropshire. The positive impact of good regulation is significant; however, it is also recognised that poor regulation is a burden on businesses and can also hinder the outcomes that the Council seeks to achieve.

3.2 This policy and the way it is implemented fully considers the need to support legitimate businesses by means of advice, guidance and information in order to provide businesses with the wherewithal to comply with their legal obligations. Our primary aim is to prevent non-compliance rather than be in a position where we have to take enforcement action. We will do this by developing our relationships with local business and responding to their needs by appropriate sign-posting to relevant sources of information and support outside the Council as well as officers providing accurate, pragmatic and robust advice directly to businesses.

3.3 In developing this policy the Council has had full regard to the provisions of the Legislative and Regulatory Reform Act 2006 and the associated Regulators Code that provides a flexible, principles based framework for regulatory delivery that supports and

enables specified regulators to design their service and enforcement policies in a manner that best suits the needs of businesses and other regulated entities.

3.4 This means that the Council will look to target its regulatory activities towards those cases where action is needed in a way which is transparent, accountable, proportionate and consistent. In targeting its regulatory activities, officers will take account of any information/intelligence held, the risk and harm associated with any activity and the vulnerability of any persons affected or the effects on the environment.

3.5 **Being transparent**

3.5.1 We will ensure that those we regulate are able to understand what is expected of them and what they can expect in return. We will ensure that this policy is available for any interested party to consult. This will primarily be achieved through the Council's website. Hard copies and other forms of the policy will be produced on request; this may incur a charge.

3.5.2 Officers will clearly distinguish between requirements to comply with legal obligations and other recommendations which are best practice.

3.5.3 We will always be prepared to listen to any representations made by, or on behalf of, a defendant, and a decision to institute legal proceedings will be kept under review.

3.6 **Accountability**

3.6.1 Our activities will be open to public scrutiny with clear and accessible policies and fair and efficient complaints procedures.

3.6.2 The Council's corporate complaints and representations procedure sets out how to complain or express dissatisfaction about the services we provide.

3.6.3 Any applicable rights of appeal against enforcement decisions will be made known to affected persons at the time and in writing.

3.7 **Taking a proportionate response**

3.7.1 Our activities will aim to reflect the level of risk to the public, business, the environment and the seriousness of any behaviour. We will direct enforcement towards matters with the greatest risk in line with all relevant service strategies and Council priorities.

3.7.2 Where there is a shared enforcement role with another body, liaison will take place at an early stage.

3.8 **Consistency**

3.8.1 Shropshire Council will ensure our policies and practices are fully understood and applied by our officers on the ground.

3.8.2 Our advice to those we regulate will be robust and reliable. Officers will consider statutory codes of practice and other relevant 'good practice' guidelines or standards as well as current legislation. We will maintain information and guidance materials in an appropriate format to enable self-help. Where appropriate and practical to do so, officers will highlight forthcoming legal developments and proactively publicise new or emerging issues.

3.9 Targeted interventions

3.9.1 Shropshire Council will direct regulation and enforcement activity primarily towards those businesses or individuals whose activities give rise to the most serious risk, where risks are less well controlled or where potential victims are considered vulnerable. Action will be primarily focused on those directly responsible for the risk and establishing who is best placed to control it.

3.9.2 Shropshire Council will prioritise regulatory effort. Factors that will be considered include complaint levels from service users, matters of statutory nuisance, the existence of statutory powers including statutory duties placed on the Council, the nature of potential breaches, the assessment of risk and the vulnerability of any particular individual or group affected.

4.0 Effective regulation

4.1 Prevention

4.1.1 A key focus of our approach to prevention will involve developing positive and constructive working relationships with local businesses and residents through existing networks and contacts and through our business support function and community groups with identified points of contact for regulatory enquiries. We recognise that small businesses, in particular, can be overwhelmed by the scale and complexity of legislation covering their business operations. Our approach is to provide easy access to advice, provide simple, clear and concise information and to provide follow-up advice where it is needed. Where national guidance exists, we will promote this to ensure consistency of application.

4.2 Business intervention

4.2.1 Many business premises, including Local Authority premises, are risk rated to inform an intervention programme or are visited as a result of an intelligence led approach of targeting premises where a need has been identified.

4.2.2 We will focus our interventions on regulated entities where risk assessment shows that both:

- any compliance breach/breaches would pose a serious risk to a regulatory outcome;
- there is high likelihood of non-compliance by regulated entities;
- there are little or no effective audit activities carried out by an appropriate and recognised trade organisation.

4.2.3 The Council recognises that planned pre-arranged visits to businesses including the provision of advice, results in the right person being available and helps bolster voluntary compliance. We will, therefore, make appointments to meet with the right people wherever possible.

4.2.4 However, interventions are also made to businesses for other reasons, including repeated non-compliance, because of an allegation or complaint, or for a sample or test purchase and these are likely to be unannounced.

4.2.5 Intelligence and/or complaint monitoring exercises may result in increased levels of interventions with the aim of achieving compliance without necessarily resorting to enforcement action.

4.2.6 Where inspection programmes are held to be appropriate, we will, wherever practicable, coordinate these so that businesses are not subject to multiple inspections from within the Council. We will also work collaboratively with other regulatory agencies to reduce unnecessary burdens where possible.

4.2.7 Council Officers may make combined visits with other agencies where there is a shared and complementary enforcement role and this will be explained at the time.

4.3 Sampling/test purchasing exercises

4.3.1 The purpose of sampling/test purchasing is to protect public health, for market surveillance purposes, to identify infringements and to prevent contraventions.

4.3.2 Sampling/test purchasing is undertaken in response to enquiries/complaints from service users, as part of planned exercises or because of proactive officer initiative. Planned exercises are determined based on a risk assessment of local, regional and

national statistics and any co-ordinated programmes, concentrating efforts into areas of trade or products to ensure the most effective use of resources.

4.4 Home Authority and Primary Authority Framework

4.4.1 We use the Home Authority principle for businesses which have their decision-making base in Shropshire and Primary Authority where a formal agreement is in place, and which act in accordance with the responsibilities outlined in this framework. We will abide by the requirements of Primary Authority guidelines and will actively seek to promote it with appropriate local businesses.

4.4.2 Officers will observe the above framework in respect of businesses with their decision-making base outside Shropshire by notifying the relevant Authority of our enquiries at the earliest practicable time and at their conclusion. Officers will undertake to make best use of this framework in determining the most appropriate way to deal with any particular issue.

4.5 Statutory notifications

4.5.1 Where appropriate the Council will report incidents and enforcement actions to relevant Government bodies and respond appropriately to notifications, such as alerts from the Food Standards Agency and other bodies. Information will be shared with other regulators where it is appropriate to do so.

4.6 Intervention/Enforcement in Local Authority establishments

4.6.1 Officers will carry out interventions/enforcement within Local Authority run premises in a manner consistent with any other business.

4.6.2 Any serious breaches of law that may be detected in such establishments will be brought to the attention of the Head of Paid Service as soon as is reasonably practical to agree on the enforcement approach to be taken.

4.6.3 Contract caterers operating within Local Authority establishments may from time to time be assessed in accordance with the Food Law Code of Practice and be inspected accordingly.

5.0 Dealing with non-compliance

5.1 Shropshire Council recognises that the majority of businesses and residents are law abiding and want to engage constructively with regulators. However, it is also recognised that things do go wrong and, in certain circumstances, whilst we aim to achieve compliance through advice, information and/or guidance there will, at times, be a

need for a more prompt or robust form of intervention or enforcement action to achieve the level of compliance required.

5.2 Where it is considered necessary and appropriate, any form of intervention or enforcement by the Council will seek to:

- change the behaviour of the offender to prevent re-offending;
- eliminate any financial gain or benefit from non-compliance;
- be responsive and consider what is appropriate for the particular offender and regulatory issue, which can include punishment and the public stigma that is associated with a criminal conviction;
- be proportionate to the nature of the offence and the harm caused;
- reverse the harm caused by regulatory non-compliance, where appropriate; and/or
- deter future non-compliance.

5.3 **No further action necessary**

5.3.1 There are circumstances where contraventions of the law may not warrant any action being taken. Consideration will also be given to whether the resultant cost of action outweighs the detrimental impact or severity of the contravention. A decision of no action may also be taken where enforcement is inappropriate in the circumstances, such as where a trader has ceased to trade, or on medical grounds. In such cases we will advise the offender and any complainant of the reasons for taking no action.

5.4 **Escalating action**

5.4.1 Subject to paragraph 5.5 below, where any contravention identified by the Council requires any form of intervention or enforcement, the Council will consider the most appropriate course of action having taken into account the individual facts of any case. Whilst the Council will seek to secure compliance by using the most appropriate level of action, officers will be able to escalate this in cases where compliance has not been achieved. A decision to escalate will normally only be taken after reasonable efforts to secure compliance have been made.

5.4.2 Where evidence of legislative non-compliance has been established and considering its severity our aim is to achieve the behavioural change necessary in the person who is responsible for the non-compliance and to only escalate to the next level where reasonable efforts have failed to achieve that behaviour change. The following process of escalation will be used to achieve compliance in appropriate cases:

- **Advice, information and assistance** – we will seek to persuade, through negotiation, the adoption of good practice and to increase understanding of the legislation to secure improved levels of compliance. For minor breaches of the law we may give verbal or written, advice. We will clearly identify any

contraventions of the law and give advice on how to put them right, including a deadline by which this must be done. The time allowed will be reasonable, and take into account the seriousness of the contravention and the implications of the non-compliance. It may also be appropriate to consider making a referral to another Local Authority in line with the Home Authority/Primary Authority principles, or external agencies (for example Police, Environment Agency). Repeated failure to comply could however result in the escalation of enforcement action.

- **Informal warnings** - will be used when there is evidence of non-compliance but the nature of which is not deemed to warrant a more formal approach. The nature of the non-compliance together with the corrective action necessary to put the matter right will be explained in writing together with a deadline for completing the corrective action. The business or person affected will be afforded the opportunity to provide any explanation or comment as appropriate and these will be considered by a senior manager. Where it is considered appropriate a written warning may be issued which will be recorded and can be taken into account should any further legislative breaches be identified.
- **Enforcement action** – will be considered where compliance is not being achieved and where attempts to secure compliance by other means has failed. The Council may choose in such situations to use more robust measures and actions to achieve compliance with any statutory requirements. This can include many different approaches which are outlined in Chapter 6 and which will be utilised in line with any statutory legal procedures, relevant codes of practice and any national professional guidance in particular the Code of Practice for Crown Prosecutors.

5.5 **Circumstances where immediate enforcement action is necessary**

5.5.1 There are circumstances where immediate enforcement action is necessary. We recognise, as do the majority of the business community and local residents, there is no place for those who deliberately act illegally. This would include but is not limited to individuals/traders operating unfairly by targeting the vulnerable, noisy neighbours who constantly play music too loud, environmental crimes, for example littering and dog fouling, or any other illegal activity where individuals are acting with dishonesty or a lack of care or due regard. Therefore, our approach to achieving compliance will require a more direct, immediate and robust approach for residents, individuals or businesses who:

- knowingly operate or act in a fraudulent or unfair way whether or not for gain or competitive advantage;
- target unfair trading activity towards the vulnerable members of our society;
- breach road traffic legislative requirements and contravene parking restrictions;

- undertake activities that pose a serious risk to public health, safety and well-being, community safety, the environment or animal health or welfare;
- commit offences deliberately or negligently or which involve deception, or where there is significant economic detriment and/or
- behave in a manner which is considered antisocial having significant impact on the local community.

6.0 Types of enforcement activity

6.1 There are a large range of potential enforcement options available to the Council to consider utilising to secure compliance with the law and include the following:

6.2 Fixed Penalty Notices (FPN)

6.2.1 Certain offences may be dealt with by FPNs, where prescribed by legislation. FPNs are recognised as an effective and visible way of responding to low-level offending. A FPN provides an opportunity to discharge liability for an offence by payment of a penalty and can therefore be used as an alternative to prosecution.

6.2.2 Payment of the FPN avoids the creation of a criminal record for the defendant. Where legislation permits an offence to be dealt with by way of a Fixed Penalty Notice we may choose to administer one on a first occasion, without issuing a warning. FPNs will only be issued when sufficient evidence is available to prove the offence and the nature of the offence is suitable for being dealt with in this manner. Non-payment of a FPN is not an offence in its own right, but if the penalty is not paid, the Council would consider prosecuting the offender for the original offence. FPNs are considered in matters including sales of alcohol to minors, littering and dog fouling.

6.3 Penalty Charge Notices (PCN)

6.3.1 PCNs are prescribed by certain legislation as a method of enforcement that provides for the offender to pay an amount of money to the enforcer in recognition of the breach. PCNs are primarily issued in respect of parking contraventions. Failure to pay the PCN will result in the offender being pursued by way of a Warrant of Execution issued by the county court that enables the Council to collect the debt. A PCN does not create a criminal record and we may choose to issue a PCN without first issuing a warning.

6.4 Civil penalties

6.4.1 A civil penalty is a fine that can be used by an Authority as an alternative to prosecution for certain specified circumstances as specified by legislation. For example, the Housing and Planning Act 2016 introduces civil penalties of up to £30,000 as an alternative to prosecution for certain specified offences.

6.4.2 Where a civil penalty is issued then the Authority may not undertake a criminal prosecution for the same offence. Unlike FPNs, where a civil penalty is not paid the Local Authority will need to undertake to recover the civil penalty as a debt as opposed to commencing a prosecution for the original offence.

6.4.3 The maximum amount for a civil penalty will be determined by the applicable legislation but it is the responsibility of local authorities to determine on a case by case basis how any penalty will be determined. Service areas will be responsible for developing their own internal procedures and policies where they decide to use civil penalties in lieu of criminal prosecutions and how any fee will be determined.

6.4.4 Whether issuing a civil penalty or prosecuting for the offence the same burden of proof will need to be met and accordingly civil penalties must not be issued in lieu of a prosecution where the usual burden of proof has not been met.

6.5 Administrative penalty

6.5.1 Under the Social Security Administration Act 1992 an administrative penalty may be issued as an alternative to a prosecution in matters relating to council tax benefit. A minimum penalty of £350 or 50% of the overpayment, whichever is greater (up to a maximum penalty of £2,000) may be offered for offences committed wholly on or after 08/05/12. For offences that are committed prior to, or span, 08/05/12 the administrative penalty is calculated at 30% of the determined overpayment.

6.5.2 In determining whether to offer an administrative penalty there must be sufficient evidence in which to consider commencing criminal proceedings. The offer of an administrative penalty is more likely in cases where dishonesty does not form part of the offence, it is the first time the customer had caused a fraudulent overpayment or there was a clear lack of intent on the part of the customer.

6.5.3 An administrative penalty cannot be imposed and there is no obligation on the part of any person to accept it. If accepted that person has 14 days to withdraw their agreement to pay the penalty ('cooling off period'). If the penalty is not paid then civil recovery of the debt will be initiated in the County Court.

6.5.4 Where an administrative penalty has not been accepted or a person has withdrawn their agreement to pay, then alternative enforcement action will be considered

in respect of the original breach. Administrative penalties are not recorded as a criminal offence.

6.6 Formal Notice

6.6.1 Certain legislation allows notices to be served requiring offenders to take specific actions or cease certain activities. Notices may require activities to cease immediately. In other circumstances, they may specify a time limit for compliance. In these circumstances, the time allowed will be reasonable and will take into account the seriousness of the contravention and the implications of the non-compliance.

6.6.2 All notices issued will include details of any applicable appeals procedures.

6.6.3 Certain types of notice allow works to be carried out in default. This means that if a notice is not complied with (i.e. a breach of the notice) we may carry out any necessary works to satisfy the requirements of the notice ourselves. Where the law allows, we may then charge the person/business served with the notice for any cost the Council incurs in carrying out the work.

6.7 Licence Review

6.7.1 The ability to seek a review of an existing licence is an important part of the Licensing Act 2003. Any licensed premises operating in a manner that does not promote the four licensing objectives can be brought to the attention of the licensing authority by means of a licence review.

6.7.2 The parties able to call for a licence review are 'responsible authorities' and persons who live or are involved in a business in the licensing authority's area and who are affected by the operation of the premises ("other persons").

6.7.3 However, any application to have a premises licence reviewed must clearly show how the operation of the individual premises has not promoted, or has worked against, one or more of the licensing objectives namely:

- the prevention of crime and disorder;
- public safety;
- the prevention of public nuisance; and
- the protection of children from harm.

6.8 Forfeiture Proceedings

6.8.1 This procedure, dealt with through an application in an appropriate court, may be used in conjunction with seizure and/or prosecution where there is a need to dispose of goods to prevent them re-entering the market place or being used to cause a further problem.

6.9 **Seizure**

6.9.1 Certain legislation enables officers to seize goods, equipment or documents, for example unsafe food, sound equipment that is being used to cause a statutory noise nuisance, unsafe products or any goods that may be required as evidence for possible future court proceedings. When we seize goods, we will give a receipt to the person from whom the goods are taken and will deal with any seized goods in accordance with any relevant legislative requirements.

6.10 **Injunctive actions, interim orders, enforcement orders, etc.**

6.10.1 In certain circumstances, the Council may seek a direction from the court (in the form of an order or an injunction) that a breach is rectified and or prevented from recurring. The court may also direct that specified activities be suspended until the breach has been rectified and/or safeguards have been put in place to prevent future breaches. Failure to comply with a court order constitutes contempt of court; this is a serious offence that may lead to imprisonment.

6.10.2 Injunctive action includes agreements and formal undertakings to improve compliance, which, if breached, may lead to the obtaining of an injunction in the civil law courts.

6.11 **Simple caution**

6.11.1 A simple caution is an admission of guilt, but is not a form of sentence, nor is it a criminal conviction.

6.11.2 For a simple caution to be offered there must be sufficient evidence available to prove the case, the offender must make a clear and reliable admission of the offence prior to the cautioning process, it must be in the public interest and justice will be better served without recourse to legal proceedings in the first instance. The offender must be 18 years or over and should not have received a simple caution for a similar offence within the last 2 years.

6.11.3 A record of the caution will be sent to the relevant government body if appropriate, and will be kept on file. If the offender commits a further offence, the caution may influence the Council's decision to take a prosecution. Further, where a person is subsequently convicted of a similar or relevant offence the caution may be cited in court for sentencing purposes and this may influence the severity of any sentence imposed. Simple cautions are an alternative to prosecutions in appropriate cases.

6.11.4 If the caution is not administered, because the offender refuses to accept it, the facts of the case will be reviewed again, without the option of a simple caution, and a decision to prosecute will be the likely result.

6.12 **Prosecution**

6.12.1 The Authority will use discretion and have regard to other enforcement agency policies in deciding whether to initiate legal proceedings against any individual or business. Any decision will take into account this policy, the public interest and criteria set down in the Code for Crown Prosecutor. A prosecution will normally ensue where the individual or organisation meets one or more of the following criteria:

- deliberately, negligently or persistently breached legal obligations;
- involves an element of deception, dishonesty, theft or fraud;
- made significant gain or caused significant loss;
- deliberately or persistently ignored written advice or formal notices;
- endangered, to a significant degree, the health, safety or wellbeing of people, animals or the environment; or
- assaulted or obstructed an officer in the course of their duties.

6.12.2 We will, where appropriate, publish the names of those prosecuted and convicted to help publicise the need for businesses and individuals to comply with the law, or to deter those tempted to disregard their legal responsibilities.

6.12.3 We will seek to recover our investigation and legal costs to ensure that the council tax payers do not suffer through the acts of a minority.

6.19 **Proceeds of crime applications**

6.19.1 In serious cases, applications may be made under the Proceeds of Crime Act for confiscation of assets. Proceedings are conducted according to the civil standard of proof with applications made after a conviction has been secured. The purpose is to recover the financial benefit that the offender has obtained from his criminal conduct.

7.0 **Consideration of legal proceedings**

7.1 We will attempt to administer the requirements of legislation by advice and assistance wherever possible. Occasionally, however, it will be necessary to consider instituting legal proceedings. Each case is unique and must be considered on its own facts and merits. However, we apply the same general principles to every case. When deciding whether to prosecute we will have regard to the evidential test in the Code for Crown Prosecutors:

http://www.cps.gov.uk/publications/code_for_crown_prosecutors/index.html)

7.2 A decision to prosecute will not be made unless there is sufficient admissible and reliable evidence that an offence has been committed by an identifiable person or legal personality/entity, and unless there is a realistic prospect of a conviction. We will also

consider any lines of defence which are plainly open to or indicated by the accused and to the public interest.

7.3 The Public interest test

7.3.1 Factors for and against prosecution will be balanced carefully and fairly. Deciding on the public interest is not simply a matter of adding up the factors on each side but a consideration of how important each factor is in the circumstances of each case and an overall assessment made.

7.3.2 The following considerations are taken from the code and adapted for Shropshire Council. Factors that are less relevant to offences investigated by Shropshire Council are not repeated here; however, these factors will still be considered if they are relevant.

7.4 Public interest factors in favour of prosecution

7.4.1 A prosecution is more likely when:

- A conviction is likely to result in a significant sentence or to result in a confiscation or any other order
- There is evidence that the offence was premeditated
- There is evidence that the offence was carried out by two or more people acting together
- The victim of the offence was vulnerable or has been left frightened
- The offence was motivated by any form of discrimination against the victim's ethnic or national origin, disability, sex, religious beliefs, political views or sexual orientation, or the suspect demonstrated hostility towards the victim based on any of those characteristics
- The risk or nuisance presented to individuals, the public, the trade (including unfair competition between traders), the farming community, animal health & welfare, or the environment is significant or widespread
- The 'defendant' has acted fraudulently/dishonestly, wilfully or negligently, or insufficient steps have been taken to prevent the offence
- The 'defendant' was in a position of authority or trust, or the offence was committed in the presence of, or near to, a child
- The 'defendant's' prior behaviour, previous convictions or cautions are relevant to the present offence
- There are grounds for believing that the alleged offence is likely to be continued or repeated
- The outcome of the prosecution may serve an important, informative purpose, might establish an important legal precedent, might act as a warning to others or would have a significant positive impact on maintaining community confidence
- The defendant committed the offence while under an order of the court

7.5 Public interest factors against prosecution

7.5.1 A prosecution is less likely to be needed if:

- The offence was committed due to a genuine mistake/ misunderstanding (this must be balanced against the seriousness of the offence)
- The loss or harm can be described as minor and was the result of a single incident, particularly if it was caused by a misjudgement
- The 'defendant' has put right the loss or harm that was caused (but 'defendants' cannot avoid prosecution simply because they have offered compensation)
- The 'defendant' has already been made the subject of a sentence, and any further conviction would be unlikely to result in the imposition of an additional sentence or order.
- The 'defendant' is, or was at the time of the offence, suffering from significant mental or physical ill health, unless the offence is serious or there is real possibility that it may be repeated.

7.6 Death at work

7.6.1 Where there has been a breach of the law leading to a work-related death, we will consider whether the circumstances of the case may justify a charge of manslaughter. We will liaise with the police, coroners and the Crown Prosecution Service (CPS), and if they find evidence suggesting manslaughter, pass it on to the police or where appropriate the CPS. If the police or the CPS decide not to pursue a manslaughter case, we will bring a health and safety prosecution if that is appropriate. We will take account of "Work Related Deaths: A Protocol for Liaison".

8.0 Application of our policy statement

8.1 This policy statement applies to all officers when making enforcement decisions. Shropshire Council commits to ensuring that all officers are appropriately trained on this policy and other relevant aspects of enforcement.

8.2 Any departure from this policy must be exceptional, capable of justification and be fully considered by a relevant manager with the appropriate level of seniority before a final decision is taken. This proviso shall not apply where a risk of injury or to health is likely to occur due to a delay in any decision being made.

8.3 In cases of emergency or where exceptional conditions prevail, the Head of Paid Service may suspend all or part of this policy, but only when necessary to achieve effective running of Council services and/or where there is a risk of injury or to the health of employees or members of the public.

9.0 Review

9.1 This policy will be reviewed periodically or in line with changes in relevant legislation or codes of practice. Any review will take account of any responses received from affected persons and any other relevant comments received.

Date Policy Approved:

Approved by:

Date of Implementation:

Review Date:



[Redacted]

Trading Standards & Licensing
Shropshire County Council

Our ref: GE2913

Your ref:

Date: 15 June 2018

Dear **[Redacted]**

Enquiry regarding Revised Shropshire Council Better Regulation and Enforcement Policy

Thank you for your enquiry which was received on 27 April 2018.

We are supportive of the policy as based on similar principles to our own enforcement policies.

The Environment Agency would encourage the sharing of intelligence through the appropriate routes where it is applicable.

Please get in touch if you have any further queries or contact us within two months if you'd like us to review the information we have sent.

Yours sincerely

[Redacted]

Customers & Engagement Officer
West Midlands Area

For further information please contact the Customers & Engagement team on

Tel: 02084 747856

Direct e-mail:- enquiries_WestMids@environment-agency.gov.uk

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Committee and Date

Cabinet

25 July 2018

REVIEW OF THE PUBLIC SPACES PROTECTION ORDER FOR SHREWSBURY TOWN CENTRE

Responsible Officer Rod Thomson

e-mail: rod.thomson@shropshire.gov.uk Tel: 01743 251739

1. Summary

- 1.1** Shrewsbury Town Centre Public Spaces Protection Order (No.1) 2017 ('the Order'), which is produced at **Appendix A**, was approved by Cabinet on 21 June 2017 with an effective commencement date of 1 August 2017. The Order was approved with a condition that an update on its use would be brought before Cabinet after an initial 12 month period of operation. This report sets out the required update and seeks Cabinet's approval for the Order to remain in effect.
- 1.2** The Order implemented four prohibitions relating to anti-social behaviours in a public space, specifically:
 - (a) urinating/defecating;
 - (b) leaving personal belongings;
 - (c) consumption of alcohol; and
 - (d) a wider enabling provision to require a person to leave an area if causing anti-social behaviour.

2. Recommendation

- 2.1** That Cabinet accepts the position as set out in the report and agrees that the Shrewsbury Town Centre Public Spaces Protection Order (No.1) 2017, as set out in **Appendix A**, will remain in effect in accordance with the provisions of the said Order.

REPORT

3. Risk Assessment and Opportunities Appraisal

- 3.1** The introduction of the Order was intended to help improve the commercial nature of the town (including the evening and night time economy and visitor experience), whilst ensuring that public spaces are enjoyed by the majority and not spoiled by the actions of the minority and this remains at the heart of the purpose of the Order.

- 3.2** A legal challenge over the validity of the Order was possible for a period of up to six weeks after the Order was brought into effect; no such challenge was received.
- 3.3** There have been no complaints or representations received by the Council in relation to the implementation or use of the Order since its introduction.
- 3.4** There have been no representations received requesting any of the listed behaviours in the Order be removed or that additional behaviours ought to be considered for inclusion in the Order.
- 3.5** The use of the Order continues to be supported by West Mercia Police and the Police and Crime Commissioner. The Shrewsbury Business Improvement District (BID) continues to encourage and be involved in the sharing of data from the business community to help demonstrate the continued need for the Order.
- 3.6** The Order has been in operation for almost 12 months and, in accordance with the Council's Better Regulation and Enforcement Policy, it has primarily been used to successfully resolve anti-social behaviours that are controlled by the Order with the primary aim being to modify or change the behaviour of individuals using the lowest level of enforcement interventions. To date, it has not been necessary to bring criminal proceedings against any individuals under the Order; however, this remains the ultimate sanction and, where it is necessary and proportionate to do so, this level of enforcement will be taken forward.
- 3.7** Data of town centre incidents has continued to be collated, monitored and categorised following the introduction of the Order. There are 17 different categories to which incidents/reports or behaviours are assigned and these are monitored on a month by month basis with the Police and Shrewsbury Town Centre and other partners as part of Team Shrewsbury. The data collated is highlighted in reports accompanying this report and can be viewed at Appendices B to D. Whilst this data is discussed further in section 6 of this report, the data demonstrates that there still exists a need for the PSPO and it remains a tool which the police are actively using to address low level ASB.
- 3.8** Consideration has been given to formally issuing 3 Fixed Penalty Notices (FPN) for specific identified breaches involving an individual returning to the restricted area, an individual who was suspected of urinating in a public place and an individual who had left their belongings. These have either been cancelled or not issued following the decision by individuals to either voluntarily change their behaviour, a change in circumstances or where specific circumstances have led to alternative action.
- 3.9** Prior to the Order being implemented, an Equality and Social Inclusion Impact Assessment (ESIIA) was undertaken and this was fully informed by the consultation process and the comments received from the community and other interested parties. It is considered unnecessary for the ESIIA to be updated for the purposes of this report; however, should Cabinet support the Order remaining in force until 31 July 2020 (as currently provided for in the Order), an updated ESIIA will be produced in the event that it is considered appropriate for the Order to continue beyond this date.
- 3.10** The Order has the potential to adversely impact on human rights. However, Cabinet properly had regard to the rights of freedom of expression and freedom of

assembly set out in the European Convention on Human Rights and the Human Rights Act 1998 during the process that led to the implementation of the Order. The fact that no human rights challenge or complaint has been lodged in the first 12 months of the Order's operation, gives a reasonable indication that the original decision to implement the Order and the recommendation in this report to continue with the Order is unlikely to be at variance with the Human Rights Act 1998 and is also unlikely to result in any adverse Human Rights Act implications.

- 3.11** The anticipated positive environmental impact associated with the original decision to implement the Order through a reduction in urinating/defecating in the street and the public not leaving their personal belongings in the town centre will be sustained.

4. Financial Implications

- 4.1** There are potential financial implications for the Council should the Order continue to be in force. However, this risk is relatively small and, given the way in which the Order has been used to date, it is anticipated that the financial risk continue to be managed within current service delivery budgets.
- 4.2** Enforcement can be undertaken by both the Police and authorised Council officers. However, the agreement that the main responsibility and resource for enforcement will rest with the Police will continue in accordance with the Memorandum of Understanding previously established.
- 4.3** An identified breach of the Order is a criminal offence and a person guilty of an offence is liable on summary conviction to a fine not exceeding level 3 (maximum £1000). However, the legislation enables such offences to be dealt with, where appropriate, by way of FPN, which, if paid, would discharge an individual's liability to conviction for the offence. The amount of the FPN was set by Cabinet at £75, reduced to £50 if paid within 10 days. There are no proposals to amend the financial level of the FPN.
- 4.4** Where a FPN is not considered appropriate or where a FPN is not paid then consideration will be given to the commencement of legal proceedings. Only the Council may bring proceedings for a breach of the Order; the Police (Crown Prosecution Service) cannot commence legal proceedings for a breach of the Order even where enforcement is undertaken by police officers. Ultimately, the Council will need to consider any such breaches and, where appropriate, having taken into account the Council's Better Regulation and Enforcement Policy, pursue matters through the Courts. Any costs associated with legal proceedings, which are not recovered, will be borne by the Council.

5. Background

- 5.1** The Anti-Social Behaviour, Crime and Policing Act 2014 introduced Public Spaces Protection Orders (PSPOs) which are intended to provide the means of preventing individuals or groups committing anti-social behaviour in a public space. Section 59 of the Act sets out the test which must be satisfied before a local authority makes an Order... "where the behaviour is having, or likely to have, a detrimental effect on the quality of life of those in the locality; be persistent or continuing in nature; and be unreasonable".

- 5.2** PSPOs create a framework that either replaces or updates existing public space restrictions such as alcohol Designated Public Place Orders and Dog Control Orders and permits local authorities to introduce new Orders.
- 5.3** The power to make an Order rests with local authorities, in consultation with the police and other relevant bodies who may be affected. A local authority can make an Order in respect of any public space within its administrative boundary. The definition of public space is wide and includes any place to which the public or any section of the public has access, on payment or otherwise, as of right or by virtue of express or implied permission.
- 5.4** An Order can be in force for any period up to a maximum of three years after which time the Local Authority must consider whether or not to put in place another Order.
- 5.5** Appeals against a draft Order can be lodged by anyone who lives in, or regularly works in or visits the area in the High Court within six weeks of issue. Further appeal can be made when an Order is varied by the local authority.
- 5.6** An Order may be applied wherever there is material evidence of anti-social behaviour, for example, in reports to the police, local authorities or partner agencies.
- 5.7** The restrictions and requirements included in an Order may be comprehensive or targeted on specific behaviours by particular groups and/or at specified times.
- 5.8** Orders can be enforced by a police officer, a police community support officer, authorised council officers and employees of other delegated organisations.
- 5.9** A breach of the Order can be dealt with through the issuing of a Fixed Penalty Notice of up to £100, or a level 3 fine (max £1000) on prosecution.
- 5.10** In establishing an Order, appropriate signage must be displayed in accordance with the requirements of the Act on entry points to the public area and within the said area.
- 5.11** At the Cabinet meeting on the 21 June 2017, the Shrewsbury Town Centre Public Spaces Protection Order (No.1) 2017 was approved with a commencement date of 1 August 2017. The area covered by the order, known as the 'restricted area', is identified within the order by a map which covers the town centre area within the river loop and a part of Mountfields which includes Frankwell car park and the playing fields adjacent. The Order has four main restrictions and is intended to provide officers with options to enable them to address certain anti-social behaviour.
- 5.12** The first prohibition relates to urinating and defecating in the public area. Despite public belief prior to the introduction of the PSPO, neither would amount to a criminal offence and the police in dealing with this behaviour had to rely on gathering evidence to consider an indirect offence, e.g. 'exposure', which would often prove too difficult to pursue.

- 5.13** The second prohibition bans the leaving of personal belongings without reasonable excuse. Inadvertently or accidentally leaving behind personal items would not breach the Order as this could be considered a reasonable excuse. As a result, this prohibition is clearly aimed at those individuals intentionally leaving their possessions in the public area. Leaving behind personal belongings, given the current national security risk, is simply unacceptable. Further, there is strong evidence of discarded drug paraphernalia in the town centre which provides an indication as to the possible or likely contents of the possessions being left behind potentially exposing members of the public in particular children to unnecessary risk.
- 5.14** The third prohibition has an impact on behaviours linked to the consumption of alcohol in the public area. Whilst drinking is currently permitted and will remain so, the prohibition allows intervention by an authorised officer where a person's behaviour as a result of continued alcohol consumption is causing nuisance, alarm, harassment or distress to any other person or public disorder. Only if that person fails to stop drinking and/or hand over the alcohol does a criminal breach occur.
- 5.15** The fourth and final prohibition again provides an indirect power for officers to intervene where a person's behaviour is causing nuisance, alarm, harassment or distress to any other person. Authorised Officers can require a person to stop the behaviour and if necessary to leave the area and not to return within a 48-hour period. Only if that person refuses, without good reason, to leave the area would that person commit an offence. This prohibition provides flexibility and a degree of discretion to the enforcement process to enable the immediate cessation of the offending behaviour without the need to resort to legal action. Removal from the area for a 48-hour period provides a practical and immediate penalty and an incentive to improve future behaviour. It allows for a broad range of ASB to be stopped without necessarily criminalising individuals.
- 5.16** The wording of the Order was specifically drafted in a way to avoid any allegation that the Council was targeting any specific group or type of individuals and particularly does not prohibit begging or rough sleeping. It is recognised that these individuals are vulnerable with complex needs and it is inappropriate to prohibit these activities where the infrastructure and support is not sufficiently available to prevent individuals resorting to these measures.

6. Additional Information

- 6.1** Prior to the introduction of the Order, data was collated by Shropshire Council, the Police and Team Shrewsbury partners to demonstrate the need for the Order. This data collecting regime has continued. The data is monitored and a summary, prepared by the Intelligence Analyst from Shropshire Council's Regulatory Services, is set out at **Appendix B** for the period 2017/18 and at **Appendix C** for the period 1 April 2018 to 31 May 2018. These reports identify the behaviours and incidents that have been reported and matches them to the provisions of the current Order.
- 6.2** In addition, a summary of the actions taken under the provisions of the Order is set out at **Appendix D**.

- 6.3** The reports set out at **Appendices B, C and D**, clearly demonstrate the continuing nature of the behaviours and issues being witnessed and experienced within Shrewsbury town centre and also how the Order, since its introduction, has been utilised to address these behaviours.
- 6.4** Tackling these issues is difficult and it is not surprising that the need for the Order remains. The information in **Appendix D** clearly demonstrates that the Police have and are continuing to use the Order primarily as a tool for resolving incidents and it has not resulted in the Police, in conjunction with the Council, seeking to criminalise any particular groups in society or individuals. It can also be seen that the Order has not been used to specifically target homeless individuals.
- 6.5** The available data identifies that the Order has been used on numerous occasions to address behaviours and incidents involving individuals under the age of 18 (over half of all individuals dealt with were under 18). Where appropriate, such incidents are followed up with correspondence from the Police to parents or guardians.
- 6.5** In considering the action to be taken on receipt of information from the Police, Council Officers, in addition to taking into account the Council's Better Regulation and Enforcement Policy, have given specific consideration to a number of factors, including:
- (a) sufficiency and quality of evidence available,
 - (b) circumstances of each case,
 - (c) offender's personal circumstances,
 - (d) follow up action with individuals (or families), and
 - (e) whether the offender has previously breached the Order.
- 6.6** Monitoring of the data supplied by the Police will help assist identify persistent offenders although this does not currently appear to be an issue. The use of the Order to address anti-social behaviours exhibited by first time offenders would therefore appear to have an impact on an individual's behaviours given the relatively low number of persistent offenders being identified.

7. Conclusions

- 7.1** PSPOs are intended to deal with nuisance/s or problem/s in a particular area that is detrimental to the local community's quality of life, by imposing conditions on the use of that area. They are designed to ensure that the public can use and enjoy public spaces and do not face incidents of antisocial behaviour. The specific Order to which this report relates was originally approved and introduced with this in mind and it continues to be the reason why the Order is still required given the level of anti-social behaviour that continues to be received.
- 7.2** The continuing nature of the behaviours being experienced within the restricted area in Shrewsbury continues to raise concerns. The actions taken under the Order have been used against a broad spectrum of individuals to effectively address these concerns and currently repeat offending on a significant scale is not evident. This indicates the action being taken under the Order is proportionate and effective and supports the need for the Order to remain in force to provide an additional enforcement tool that the Police can continue to use to resolve lower level anti-social behaviour in Shrewsbury town centre.

<p>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)</p> <p>Anti-social Behaviour, Crime and Policing Act 2014: Reform of anti-social behaviour powers. Statutory guidance for frontline professionals.</p> <p>https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/352562/ASB_Guidance_v8_July2014_final_2_.pdf</p> <p>Better Regulation and Enforcement Policy</p> <p>https://www.shropshire.gov.uk/shropshire-council/policies/better-regulation-and-enforcement-policy/</p> <p>Respective cabinet papers for the consultation and introduction of the Order</p> <p>https://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=3260&Ver=4</p> <p>https://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=3417&Ver=4</p>
<p>Cabinet Member (Portfolio Holder)</p> <p>Cllr Joyce Barrow, Portfolio Holder for Communities, Waste and Regulatory Services</p>
<p>Local Member</p> <p>Cllr Nat Green (Quarry and Coton Hill)</p> <p>Cllr Julian Green (Porthill)</p>
<p>Appendices</p> <p>Appendix A – Shrewsbury Town Centre Public Spaces Protection Order (No.1) 2017</p> <p>Appendix B – Report on incident data 2017/18</p> <p>Appendix C – Report on incident data 1 April 2018 to 31 May 2018</p> <p>Appendix D – Summary of PSPO activities</p>

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Shropshire Council

Anti Social Behaviour, Crime and Policing Act 2014

Part 4 Section 59

SHREWSBURY TOWN CENTRE PUBLIC SPACES PROTECTION ORDER (No 1) 2017

Shropshire Council in exercise of its powers under section 59 Anti Social Behaviour, Crime and Policing Act 2014 (The Act) being satisfied that the conditions set out in Section 59 of the Act have been met, makes the following Order:

1. The order applies to the public areas shown within the lined area on the plan Appendix 1 attached to this order (the Restricted Area). For the purpose of this order, public area shall include the doorway or alcove of any premises or any other outdoor location to which the public would normally have free access but does not include any area covered by a premises license issued under the Licensing Act 2003.
2. An authorised officer includes a Police Constable, Police Community Support Officer (PCSO) or an authorised officer of Shropshire Council.
3. PROHIBITIONS
 - a) No person shall urinate or defecate in a public area not being a facility intended for such use.
 - b) No person shall, for any duration of time, leave unattended in a public area any personal effects or belongings or any other material or paraphernalia including anything that may be considered discarded or waste material.
 - c) No person shall refuse to stop drinking alcohol or hand over any containers (sealed or unsealed) which are believed to contain alcohol, when required to do so by an authorised officer, provided that officer has reason to believe that that person is causing or is likely to cause nuisance, alarm, harassment or distress to any other person.
 - d) No person shall refuse to disperse from a public area and not to return to that public area for 48 hours when required to do so by an authorised officer, provided that officer has reason to believe that that person is causing or likely to cause nuisance, alarm, harassment or distress to any other person.
4. Any person who without reasonable excuse fails to comply with the requirements of the Order commits an offence and shall be liable, on

summary conviction to a fine not exceeding level 3 on the standard scale.

5. This order shall come into force on 1st August 2017 and shall remain in force, unless renewed, for a period of not more than three years or until such time as the Order is no longer considered necessary, whichever is the sooner.

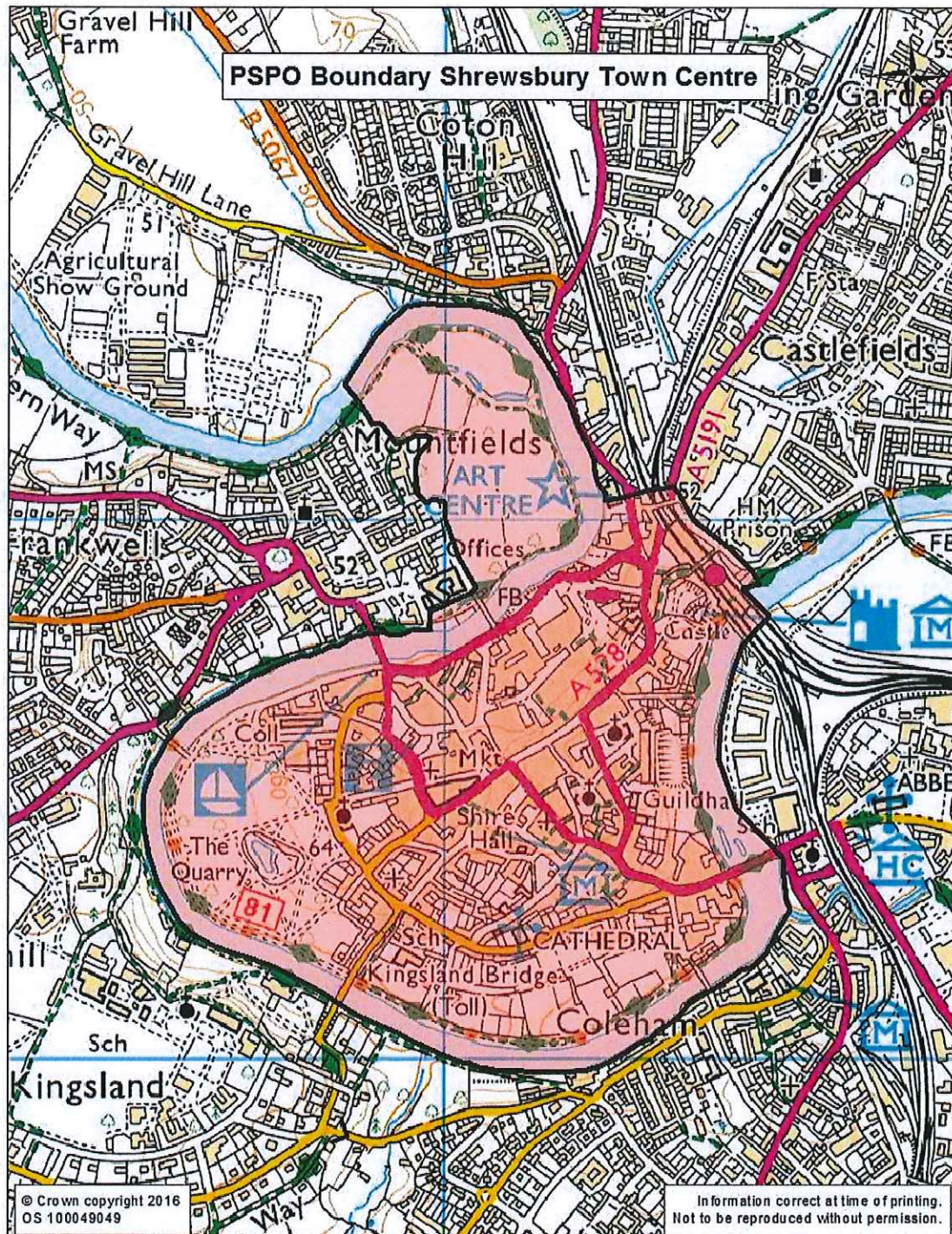
Dated: 12th July 2017

Signed:

A handwritten signature in black ink, appearing to be 'C. Porter', enclosed within a large, hand-drawn oval.

Claire Porter
Head of Legal & Democratic Services

Appendix 1 – The Restricted Area



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PUBLIC SPACES PROTECTION ORDER: SHREWSBURY TOWN CENTRE**ANNUAL MONITORING REPORT – 2017/18**

- OVERVIEW

Following a period of consultation, the proposal for a Public Spaces Protection Order to be enforced in Shrewsbury Town Centre was approved by Cabinet on 21st June 2017 with an effective commencement date of 1st August 2017.

The following report highlights data collated by Shropshire Council (Community Protection and Team Shrewsbury) as well as West Mercia Police, in relation to the conditions outlined within the PSPO. Data collated during the period 1st April 2017 – 31st March 2018 has been amalgamated and displayed in the tables below. Data analysis is in line with the geographical boundary covered by the Public Spaces Protection Order.

Data available to Shropshire Council is presented in relation to each of the conditions of the PSPO in order to highlight reporting trends, and assess the impact of the order as measured against the established baseline.

- REPORTING CATEGORIES

Following a review of the existing datasets collated by Shropshire Council and partner agencies in relation to crime and anti-social behaviour, the following reporting categories have been established in order to monitor the impact of the order. These categories were introduced as of 1st October 2016, and are aligned with the behaviours the PSPO aims to prohibit. Other categories relevant to wider ASB issues will still be collated by a number of agencies, however the categories detailed below have been developed to reflect the most problematic issues encountered within the town centre.

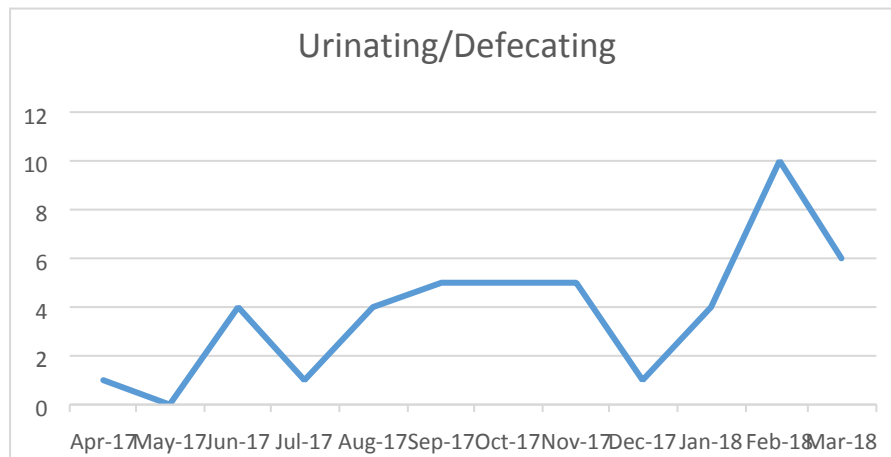
Datasets are collated monthly by the 'Team Shrewsbury' multi agency operational group, Shropshire Council Community Protection Team, and West Mercia Police. Please note, multiple categories may be selected in relation to a single incident.

Alcohol litter	Drug litter
Alcohol related	Drug misuse
Aggressive begging	Drug dealing
Begging	Excrement/Urinating
Nuisance busking	Fly tipping/Littering
Congregation	Personal items left
Dog fouling	Graffiti
Dog control	Suspicious behaviour
Damage/Arson	

- ANALYSIS OF DATA - PSPO CONDITIONS

- a) No person shall urinate or defecate in a public area not being a facility intended for such use.

INCIDENT TYPE	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Urinating/Defecating	1	0	4	1	4	5	5	5	1	4	10	6

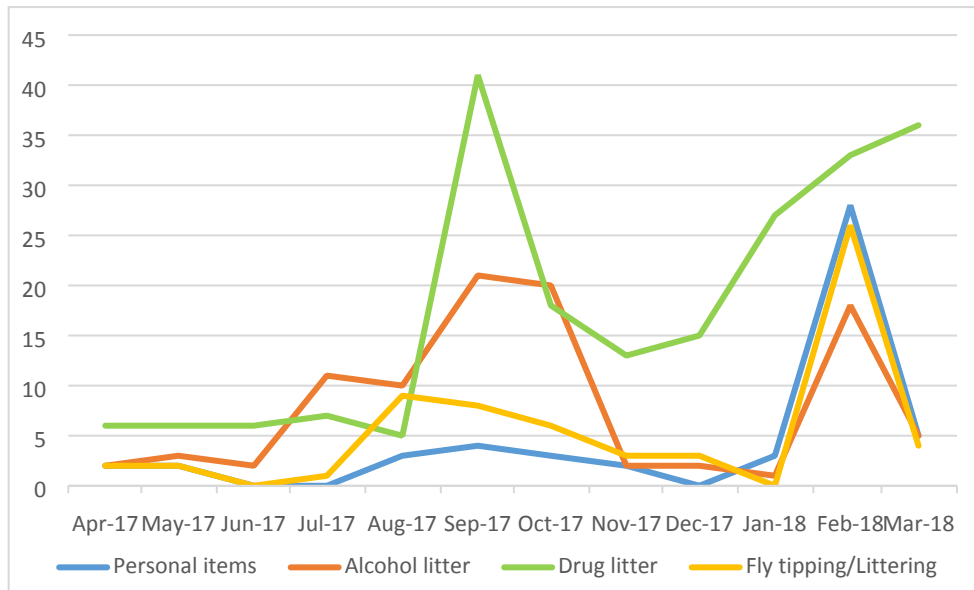


46 incidents in total have been recorded during the review period. As illustrated, a significant increase in volume is evident during February. The number of incidents recorded remained relatively consistent during the period August-November.

- b) No person shall, for any duration of time, leave unattended in a public area any personal effects or belongings or any other material or paraphernalia including anything that may be considered discarded or waste material.

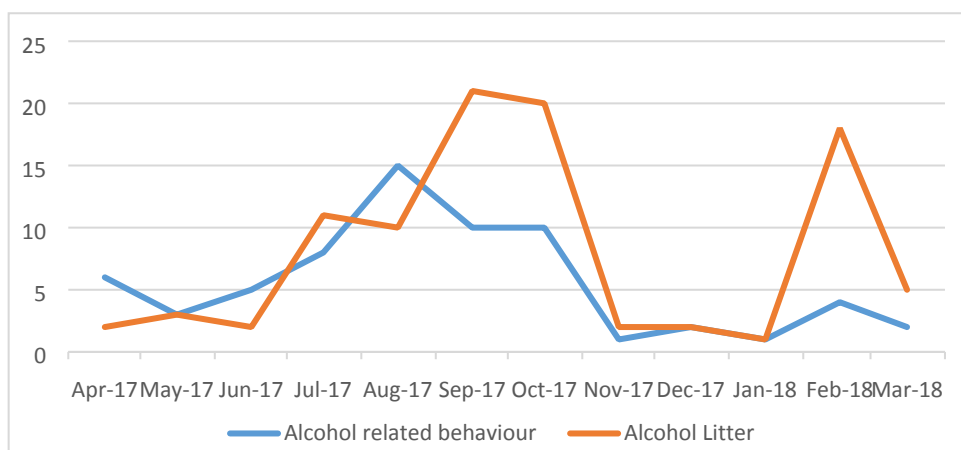
INCIDENT TYPE	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Personal Belongings	2	2	0	0	3	4	3	2	0	3	28	5
Alcohol Litter	2	3	2	11	10	21	20	2	2	1	18	5
Drug Litter	6	6	6	7	5	41	18	13	15	27	33	36
Fly Tipping/Littering	2	2	0	1	9	8	6	3	3	0	26	4
Total	12	13	8	19	27	74	47	20	20	31	105	50

As illustrated by the graph below, a significant increase in incidents involving drug litter is evident during September, with levels remaining higher during the latter half of the financial year. An increase in alcohol litter has also been recorded during September, with a second spike evident in February.



- c) **No person shall refuse to stop drinking alcohol or hand over any containers (sealed or unsealed) which are believed to contain alcohol, when required to do so by an authorised officer, provided that officer has reason to believe that that person is causing or is likely to cause nuisance, alarm, harassment or distress to any other person.**

INCIDENT TYPE	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Alcohol Related Incidents	6	3	5	8	15	10	10	1	2	1	4	2
Alcohol Litter	2	3	2	11	10	21	20	2	2	1	18	5
Total	8	6	7	19	25	31	30	3	4	2	22	7



Trends regarding alcohol related incidents indicate consistent monthly increases from May through to a peak in volume during August. Recorded levels remain comparatively higher through to October, followed by a significant decrease during November with lower levels continuing through to March.

The table below displays all alcohol related crimes and incidents recorded by West Mercia Police during the review period, and committed within the Shrewsbury Urban section. This data will be monitored in order to identify any potential displacement as a result of the PSPO;

INCIDENT TYPE	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Alcohol Related Crime	115	92	75	43	47	44	18	6	10	11		
Alcohol Related Police Incidents	141	133	160	64	76	52	37	41	62	45	44	47
Total	256	225	235	107	123	96	55	47	72	56		

*Please note, the system used to record crime data changed during Q3 which could potentially have an impact on the information extracted.

- d) **No person shall refuse to disperse from a public area and not to return to that public area for 48 hours when required to do so by an authorised officer, provided that officer has reason to believe that that person is causing or likely to cause nuisance, alarm, harassment or distress to any other person.**

All reporting categories can be considered relevant to this particular condition. However, it should be recognised that certain issues such as drug misuse, drug dealing, littering and dog fouling will potentially be dealt with via more appropriate and effective primary legislation.

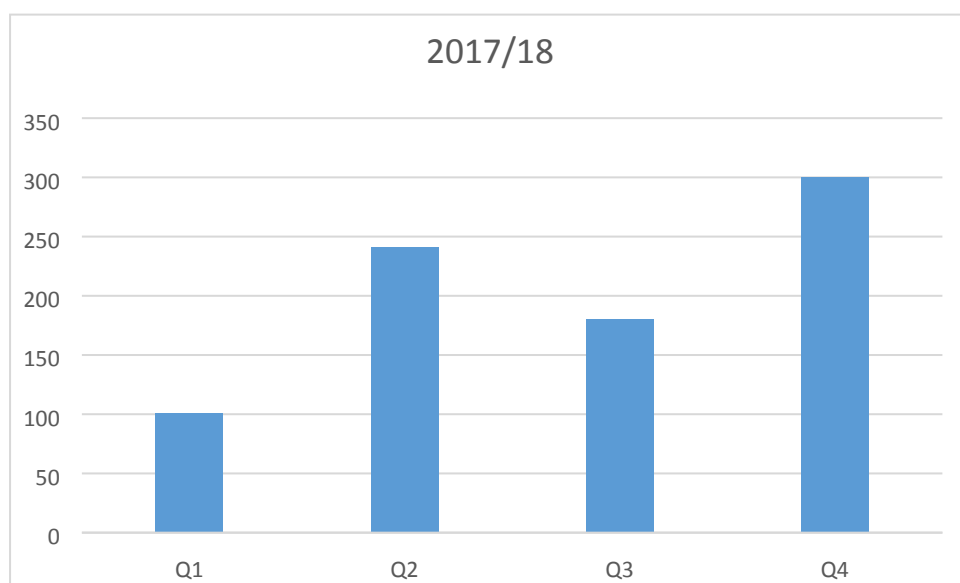
INCIDENT TYPE	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL
Alcohol litter	2	3	2	11	10	21	20	2	2	1	18	5	97
Alcohol related	6	3	5	8	15	10	10	1	2	1	4	2	67
Aggressive begging	2	0	0	0	0	1	0	1	0	1	0	0	5
Begging	2	1	0	2	8	4	3	2	0	0	10	2	34
Nuisance busking	0	0	1	0	0	1	0	0	1	0	1	0	4
Congregation	2	1	3	0	9	4	6	0	1	0	3	2	31
Damage/Arson	2	3	5	13	3	3	8	4	2	3	4	9	59
Dog control	2	1	0	1	1	0	3	0	0	0	0	1	9
Dog fouling	0	0	0	0	0	0	0	0	0	0	0	0	0
Drug litter	6	6	6	7	5	41	18	13	15	27	33	36	213
Drug misuse	5	1	4	4	8	10	10	9	5	8	12	11	87
Drug dealing	3	3	2	0	0	2	0	1	1	0	3	0	15
Urinating/Defecating	1	0	4	1	4	5	5	5	1	4	10	6	46
Fly tipping/Littering	2	2	0	1	9	8	6	3	3	0	26	4	64
Personal items left	2	2	0	0	3	4	3	2	0	3	28	5	52
Graffiti	0	1	0	0	1	0	1	1	2	0	6	1	13
Suspicious behaviour	3	1	1	2	0	1	6	2	0	1	6	3	26
Grand Total	40	28	33	50	76	115	99	46	35	49	164	87	822

Drug litter generated the highest number of incidents during the review period, accounting for 26% of the total. The highest number of incidents were recorded during September, March and February. Alcohol litter and drug misuse also featured within the top 3 most problematic incident types.

Of note, no incidents of dog fouling have been recorded during the last 12 months, indicating that this issue does not create a significant public nuisance in Shrewsbury Town Centre, or is reported via alternative routes. Consideration should be given to the removal of the incident category specifically in relation to the PSPO reporting framework, as this issue can be dealt with via alternative legislation.

- SEASONAL TRENDS

The graph below displays the number of incidents reported during each quarterly period;



The highest number of incidents have occurred during quarter 4 (January-March), primarily due to an increase in volume recorded during February. 164 incidents were recorded during February, accounting for 20% of the total; the most problematic incident types were drug litter, personal items left in an area, and fly tipping/littering.

A significant increase in volume has also been recorded during September; 115 incidents in total were recorded, representing a 51% increase on the month previous. Drug litter and alcohol litter proved the most problematic incidents during September, and accounted for just over half of the total volume (54%).

The lowest number of incidents were recorded during quarter one (April-June), however an element of under-reporting during the initial baseline period must also be recognised as agencies familiarised themselves with the new categories and revised reporting format.

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PUBLIC SPACES PROTECTION ORDER: SHREWSBURY TOWN CENTRE**MONITORING REPORT: 01.04.18 – 31.05.18**

- OVERVIEW

Following a period of consultation, the proposal for a Public Spaces Protection Order to be enforced in Shrewsbury Town Centre was approved by Cabinet on 21st June 2017 with an effective commencement date of 1st August 2017.

The following report highlights data collated by Shropshire Council (Community Protection and Team Shrewsbury) as well as West Mercia Police, in relation to the conditions outlined within the PSPO. Data collated during the period 1st April – 31st May 18 has been amalgamated and displayed in the tables below. Data analysis is in line with the geographical boundary covered by the Public Spaces Protection Order.

Data available to Shropshire Council is presented in relation to each of the conditions of the PSPO in order to highlight reporting trends, and assess the impact of the order as measured against the established baseline.

- REPORTING CATEGORIES

Following a review of the existing datasets collated by Shropshire Council and partner agencies in relation to crime and anti-social behaviour, the following reporting categories have been established in order to monitor the impact of the order. These categories were introduced as of 1st October 2016, and are aligned with the behaviours the PSPO aims to prohibit. Other categories relevant to wider ASB issues will still be collated by a number of agencies, however the categories detailed below have been developed to reflect the most problematic issues encountered within the town centre.

Datasets are collated monthly by the 'Team Shrewsbury' multi agency operational group, Shropshire Council Community Protection Team and West Mercia Police. Please note, multiple categories may be selected in relation to a single incident.

Alcohol litter	Drug litter
Alcohol related	Drug misuse
Aggressive begging	Drug dealing
Begging	Excrement/Urinating
Nuisance busking	Fly tipping/Littering
Congregation	Personal items left
Dog fouling	Graffiti
Dog control	Suspicious behaviour
Damage/Arson	

- ANALYSIS OF DATA - PSPO CONDITIONS

- a) **No person shall urinate or defecate in a public area not being a facility intended for such use.**

INCIDENT TYPE	APR	MAY
Urinating/Defecating	2	5

- b) **No person shall, for any duration of time, leave unattended in a public area any personal effects or belongings or any other material or paraphernalia including anything that may be considered discarded or waste material.**

INCIDENT TYPE	APR	MAY
Personal Belongings	4	6
Alcohol Litter	14	14
Drug Litter	31	25
Fly Tipping/Littering	5	16
Total	54	61

- c) **No person shall refuse to stop drinking alcohol or hand over any containers (sealed or unsealed) which are believed to contain alcohol, when required to do so by an authorised officer, provided that officer has reason to believe that that person is causing or is likely to cause nuisance, alarm, harassment or distress to any other person.**

DATASET	APR	MAY
Alcohol Related Incidents	14	5
Alcohol Litter	14	14
Total	28	19

The table below displays all alcohol related crimes and incidents recorded by West Mercia Police during the review period, and committed within the Shrewsbury Urban section. This data will be monitored in order to identify any potential displacement;

DATASET	APR	MAY
Alcohol related Crime	16	
Alcohol related Police Incidents	51	51

*Please note, the system used to record crime data changed during Q3 2017/18 which could potentially have an impact on the information extracted. Crime data for May is unavailable.

- d) **No person shall refuse to disperse from a public area and not to return to that public area for 48 hours when required to do so by an authorised officer, provided that officer has reason to believe that that person is causing or likely to cause nuisance, alarm, harassment or distress to any other person.**

OFFICIAL

All reporting categories can be considered relevant to this particular condition. However, it should be recognised that certain issues such as drug misuse, drug dealing, littering and dog fouling will potentially be dealt with via more appropriate and effective primary legislation.

INCIDENT TYPE	APR	MAY	TOTAL
Alcohol litter	14	14	28
Alcohol related	14	5	19
Aggressive begging	0	0	0
Begging	1	0	1
Nuisance busking	1	0	1
Congregation	0	2	2
Damage/Arson	4	8	12
Dog control	2	2	4
Dog fouling	2	1	3
Drug litter	31	25	56
Drug misuse	10	12	22
Drug dealing	1	5	6
Urinating/Defecating	2	5	7
Fly tipping/Littering	5	16	21
Personal items left	4	6	10
Graffiti	0	0	0
Suspicious behaviour	2	6	8
Grand Total	93	107	200

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APPENDIX D – Summary of actions taken under the PSPO

Period: 2017/18

Action under the PSPO has been taken in respect to 49 individuals resulting from their actions/behaviours. Of these individuals 28 were under the age of 18.

The following table provides details of the issues identified:

PSPO requirement		Number	Complied with request	Failed to comply with request
1	Urinating or defecating in a public space	1	N/A	N/A
2	Left personal belongings	5	N/A	N/A
3a	Required to stop drinking	10	9	1
3b	Required to handover alcohol	9	8	1
4a	Required to leave restricted area	43	37	6
4b	Required not to return to restricted area within	43	39	4

Period: April/May 2018/19

Action under the PSPO has been taken in respect to 22 individuals resulting from their actions/behaviours. Of these individuals 11 were under the age of 18.

The following table provides details of the issues identified:

PSPO requirement		Number	Complied with request	Failed to comply with request
1	Urinating or defecating in a public space	0	N/A	N/A
2	Left personal belongings	0	N/A	N/A
3a	Required to stop drinking	2	2	0
3b	Required to handover alcohol	2	2	0
4a	Required to leave restricted area	24	23	1
4b	Required not to return to restricted area within	24	20	4

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Committee and Date

Cabinet

25th July 2018

SHREWSBURY BIG TOWN PLAN BIG TOWN PLAN VISION AND FRAMEWORK

Responsible Officer Gemma Davies, Head of Economic Growth
e-mail: Gemma.davies@shropshire.gov.uk Tel: (01743) 258985

1. Summary

- 1.1 The Shrewsbury Big Town Plan (SBTP) is the outcome of a collaborative process that has successfully brought together business representatives, elected Members, educational establishments and public sector officers to create a collective vision and strategy, to help guide Shrewsbury's future. It sets the aims, aspirations and vision for Shrewsbury now and for the future.
- 1.2 Its purpose is to become an investment prospectus where individuals and organisations looking to invest in Shrewsbury have a clear idea of the town's vision, aspirations and development opportunities – and how they can be part of that. It also provides a strong statement for residents, employers and visitors to Shrewsbury of how they can expect their town to develop over time, and how that growth and change is being planned, coordinated and communicated.
- 1.3 This report summarises the plan's content and provides background information on the levels of extensive public engagement undertaken to date, alongside Shropshire Council's elected Member engagement. It also explains the context of the SBTP within the statutory development plan to ensure that delivery of the subsequent activity is achievable and aligned with statutory requirements and identified adopted policies.
- 1.4 This defined approach and the subsequent successful joint working between Shropshire Council, Shrewsbury Town Council and Shrewsbury Business Improvement District (BID) operating as the "Big Town Plan Team" has resulted in the co-creation of the Shrewsbury Big Town Plan Final Draft (refer to Appendix 1).
- 1.5 LDA Design, urban designers and masterplanning experts, were appointed on behalf of Shropshire Council, Shrewsbury Town Council and Shrewsbury BID on 26th January 2018 following a joint tendering process. Their brief was to provide an illustrative masterplan and opportunities, creating a visual representation from the insights obtained from the extensive public consultation and engagement that has taken place to date.

- 1.6 The creation of a framework plan provides flexibility to reflect changing market demands, and 'windfall' opportunities whilst providing a set of key principles that draw on adopted Council Development Plan policies and underpin the future development of Shrewsbury.
- 1.7 The Big Town Plan and its vision and framework in its current format seeks to layout key themes and principles that will see positive and considered change in the development and subsequent vitality of Shrewsbury, the county town of Shropshire over the next two decades.
- 1.8 Shrewsbury BID Board proposes to endorse the Plan in its current format on 19th July 2018 and it will also be discussed at Shrewsbury Town Council's Finance and General Purpose Committee on 30th July 2018.

2. Recommendations

- 2.1 **Cabinet agrees that Shropshire Council continue to be an active, lead partner in the Big Town Plan alongside Shrewsbury Town Council and Shrewsbury BID to coordinate the action planning and implementation of the development opportunities detailed within the Big Town Plan (Appendix 1). This aligns with Shropshire Council's direct involvement in the delivery of development opportunities, subject to the necessary financial appraisals, due diligence and necessary approvals.**
- 2.2 **Cabinet agrees that the Shrewsbury Big Town Plan – Final Draft be made available for public consultation for a period of three weeks. A summary of this consultation along with the final version of the Big Town Plan will be brought back to a future Cabinet.**
- 2.3 **Cabinet agrees that the final version of the Big Town Plan (post public consultation) will form part of the evidence base to inform the emerging review of the Local Plan; and, the principal of using the Big Town Plan as a material consideration in decision making on relevant planning applications can be established.**

REPORT

3. Risk Assessment and Opportunities Appraisal

- 3.1 The Shrewsbury Big Town Plan incorporated the views obtained from residents, visitors and businesses during the broad Public Consultation that took place in September 2017. There has been additional engagement with public sector parties, business representatives and a number of organisations with specific interest in Shrewsbury through a series of workshops, a 'masterplanning week' and an on-going Big Town Plan Team (Steering Group). The on-going support and

commitment of these stakeholders will play an important role in taking the Big Town Plan forward and its subsequent delivery.

- 3.2 Given the nature and scale of proposed development opportunities within the Big Town Plan a high level Equality and Social Inclusion Impact Assessment (ESIIA) will be undertaken to align with the consultation due to take place over the summer and form part of the final document that comes back to Cabinet. Further, more detailed, assessments will be made for individual projects forming part of the subsequent action and delivery plans.
- 3.3 Evidence to date from the public consultation that took place in September 2017 has been collated, and analysed by Shropshire Council's Feedback and Insights Team and used to inform the Big Town Plan Framework Plan. Having this data ensures that we are showing 'due regard' to the needs and views of our population groups when developing and implementing policy and strategy and when commissioning, procuring, arranging or delivering services.

4. Financial Implications

- 4.1 It is anticipated that through the collaborative approach that has been taken so far future costs incurred in the creation of further action and delivery plans will be met by the three lead partners, ensuring financial responsibility does not lie solely with Shropshire Council.
- 4.2 Upon Shropshire Council identifying a commercial opportunity through the Big Town Plan Framework, or anticipating the need to be directly involved in the delivery of a scheme or project a full financial appraisal will be undertaken and subject to the governance and approval processes of the Council.

5. Background

- 5.1 The key themes and principles (with associated spatial plans) within the Big Town Plan and detailed in Section 6, have been developed following extensive consultation which has included:

- An initial workshop in July 2016 to identify and shape key themes, attended by 30 stakeholders;
- An intensive public consultation over 3 weeks from 8th September to 29th September 2017 in a 'Pop-up shop' at 80 Wyle Cop in the town centre to capture residents, visitors, public interest groups and businesses views that would ultimately shape the illustrative masterplanning process. Over 5,000 visited the consultation and 2900 views, desires, concerns and aspirations were captured. An Insights Report summarised the findings and was utilised by LDA Design in the creation of the Big Town Plan.
- LDA Design facilitated a 'Masterplanning Week' from 19th March to 23rd March 2018 that involved 50 plus organisations and stakeholders that identified

priorities and provided insights, and knowledge to shape the spatial principles. Attendees were representatives of Councils, developers and agents, business and voluntary groups. Example attendees were the Environment Agency, Shrewsbury Colleges Group, Help the Aged and the Wildlife Trust.

5.2 In addition, there has been significant elected Member involvement including:

- The Portfolio Holder for Economic Growth has been actively involved and engaged throughout the process and co-chaired the Steering Group, which has now evolved to become the Big Town Plan Team.
- Active engagement with Place Overview Committee who undertook a walking tour of the town and held a workshop on 19th March 2018 with the Director of LDA Design during the masterplanning week.
- To ensure their ongoing involvement and support Place Overview Committee will also consider the Big Town Plan Framework – Final Draft (in its current format) at their meeting on 12th July 2018 and their comments will be considered and fed in appropriately.
- At the final presentation of the Masterplanning Week in March 2018 the Portfolio Holders for Economic Growth, Highways and Transport, Culture and Leisure and Planning and Housing were present alongside the Leader and Chief Executive of Shropshire Council, and Shrewsbury and Atcham MP Daniel Kawczynski.
- Member visioning sessions have been organised to consider both the Big Town Plan and the Shrewsbury Shopping Centres in early July 2018, again comments will be considered and fed in appropriately.

5.3 Taking on board the engagement activity detailed in 5.1 and 5.2 Shropshire Council's economic growth function will co-ordinate with Shrewsbury BID and Shrewsbury Town Council to undertake the 3 week public consultation exercise as a collective. It will take place over the summer and will provide a physical presence in the town centre over a number of days, notably in one of the council-owned shopping centres alongside a presence on Shropshire Council's consultation web portal. It will encourage partners to also publicise the consultation via their engagement channels, and all parties who were involved in the LDA Design facilitated 'masterplan week' will be re-engaged and encouraged to comment and endorse the content that will appear in the finalised plan.

5.4 The original intention of the Shrewsbury Big Town Plan was to provide a refresh of the Shrewsbury Vision Regeneration Framework as agreed by Cabinet on 19th October 2011. This was felt necessary in light of significant developments that had taken place since that time such as the establishment of the Shrewsbury BID and University Centre Shrewsbury and the effect they have had on Shrewsbury alongside wider economic drivers that reflected both the changing town environment and social and technological advances.

5.5 More importantly, it identified an opportunity to create a new plan that had renewed relevance, engagement and stakeholder buy-in. Starting from the point that successful towns and cities need strong leadership and active stewardship the collaborative

approach undertaken by Shropshire Council has created co-ownership of a vision for Shrewsbury with a number of parties that will steer its future direction.

- 5.6 The Big Town Plan provides further guidance on achieving a number of strategic policy objectives set out in the adopted Local Plan. It is derived from the Shrewsbury Vision, a masterplan vision for the town that informed policy in the Local Plan (The Core Strategy and SAMDev Plan). In particular, Policy C2 of the Core Strategy specifically references the Shrewsbury Vision and draws key policy elements of the integrated approach and to ensure the balance and co-ordination required. These are detailed below:

4.23 The importance of economic development and employment growth in Shrewsbury is integral to the strategy for the town... It is accepted that the town centre is constrained by the loop of the River Severn, which means that some of the commercial development requirements may need to be accommodated outside of the centre, but there are major town centre redevelopment opportunities, particularly in the West End and the Riverside areas, which need to be prioritised in order to achieve the Shrewsbury Vision.

4.24 A further priority is the regeneration of the Shrewsbury Northern Corridor, with the aims of the Regeneration Framework for that area, including the site of the Ditherington Flaxmill, being taken forward through the Shrewsbury Vision.

4.27 The implementation of the Shrewsbury Integrated Transport Strategy, with a combination of sustainable transport promotion measures including the Park and Ride facilities, quality bus routes and enhanced walking and cycling facilities provision, is key to the sustainable development of the town given the challenges of the constrained access to and through the town centre and the demand for crosstown traffic.

4.28 Other major infrastructure requirements in Shrewsbury, including for improving health and education facilities, are identified in the LDF Implementation Plan. Policies CS8 and CS9 set out the approach to infrastructure provision, including the role of developer contributions.

4.29 The protection and enhancement of the town's historic character and heritage assets, notably the extensive Shrewsbury conservation area focussed on the town centre, the historic battlefield on the northern edge of the town and the town's green infrastructure, including green corridors associated with the River Severn and its tributaries, will also be a priority issue to be addressed.

In addition, Policy S16 of the adopted SAMDev Plan identifies key areas of change in the town. These include: the 'Heart of Shrewsbury' encompassing the aspiration to renew areas within and on the edge of the town centre, including Riverside and the West End, enhancing the role of the river and access to it, and celebrating gateways and arrival points; and the Northern Corridor, including the restoration of the Ditherington Flaxmill and improving the environmental quality of the corridor. The Big Town Plan has responded to and built upon these policy aspirations.

- 5.7 The Big Town Plan is therefore considered to be in conformity with the objectives and policies of the Local Plan, and whilst the Big Town Plan itself does not form part of the statutory Development Plan for the area, it does provide important guidance on the

implementation of policies CS2 and S16. Further to the proposed consultation on the final version of the Big Town Plan and the subsequent agreement of Cabinet, the principal of using the Big Town Plan as a material consideration in decision making on relevant planning applications can be established. The degree of weight that can be attached to the Big Town Plan will depend on the individual circumstances.

6. Additional Information – Content of the Big Town Plan

The Big Town Plan is made-up of two parts. The first part is a vision which charts the course ahead for the Town and sets the level of ambition. The second part is a framework plan which shows how and where we want change to happen in the town.

To follow is summary information and extracts from each of the sections within the Big Town Plan, the full content is provided within the report in Appendix 1.

6.1 Vision

The aim is to put people at the heart of the town, and considered in our plan-making and place-making and we want to achieve this in four ways:

- Rethinking movement and place;
- Supporting, creating and nurturing vitality, life and a mix of uses;
- Create a place for enterprise;
- Nurture natural Shrewsbury.

Our Big Town Vision supports the Local Plan to provide balanced growth and development over the next two decades in a way that is centred on people and place, with more attention directed to encouraging life in the town centre and those places on the edge of the town centre that are in need of new life and new purpose. We also want to make those places on the edge of town better connected, giving them identity and character that makes them better places and feel a greater part of Shrewsbury.

By 2036, we picture a Shrewsbury where in amongst the familiar landmarks and the timeless streets are exciting new and re-used buildings and new spaces where new life and new activities have taken hold.

6.2 10 Goals and Aspirations of the Big Town Plan

1. We want to make it much better for the pedestrian and cyclist, especially in the town centre. This means shifting the balance of priority given to movement across the town from the private car to walking and cycling and greater use of rail and bus.
2. We recognise the rapid changes in working patterns and working practice. We want to create new, flexible workspace environments built around buzzy, active places, both in and around the town centre and out on the edge of town.
3. We want to plan for future sustainable growth that fully utilises development opportunities on a mix of sites, including land in and on the edge of the town, as

well as development on the periphery of the town.

4. We want to build strong physical and virtual networks connecting education, healthcare, business start-ups, new industries and sports provision across the town to improve mobility and to form new alliances. The importance of well-being in Shrewsbury is key.
5. We want to open up the housing market in the town through increasing choice and improving affordability. This means increasing town centre living and introducing different housing models and tenures.
6. We are very proud of our education establishments. We want to retain more of our best young talent in the town and attract new talent from outside. We want to support innovation and start-ups in exciting new places.
7. We want to strengthen the all-round appeal of the town centre based around better place-making and the visitor experience. We want to strengthen independent shopping whilst continuing to attract destination brands. We want to inject greater diversity of use into the centre, housing, leisure, entertainment, culture and the arts.
8. We want to make this green town greener still, by connecting existing green spaces across the town, making new links and new parks where we can and making much more of the River corridor. We want to make strong connections from the town centre, through the suburbs and out into the wider countryside and improve the health and well-being for everyone
9. We want to raise the quality of design across the town, particularly for new housing. We will develop what we may call “The Shrewsbury Test” to raise standards for all new development.
10. We want to encourage new development, infrastructure and investment by taking a much more holistic and integrated approach making it more joined-up in line with the Vision and the Big Town Plan.

6.3 Big Town Framework Plan

The purpose of the Big Town Framework Plan is to establish a clear set of spatial principles, a physical town-wide plan that connects those part of town where we want change to happen. The framework is built-up of layers that overlay the town:

- Making Movement Better
- Balancing Growth
- The Big Network
- The Shrewsbury Green Network
- The Big Connection

The final principle is Raising Design Quality. This will be a town-wide principle rather than a plan that forms part of the framework principles.

6.4 The Big Connection – West End : Riverside : Station : Northern Corridor : Flaxmill

The Big Connection is an illustration of how all these principles can come together in the Big Town Plan. The Big Connection is the biggest regeneration opportunity in Shrewsbury. Each area is different and each has its own character, but taken together, these areas form a large corridor of opportunity running from the West End up to the Flaxmill. Our plans are ambitious and transformative. The individual projects in the individual areas need to be developed and tested at the next stage, but the Big Town Vision is established and the framework is being created. Our proposals include:

- A balance of new mixed use development and high quality public realm in and around the West End;
- Improvements to the walkability and public realm on Mardol;
- The redirection of traffic along Smithfield to Raven Meadows, opening up the Smithfield as a pedestrian priority promenade;
- The re-configuration over time of the Riverside shopping centre and better integration and complementary activities with Darwin and Pride Hill centres with the introduction of new uses that could include leisure, food and drink, residential and commercial spaces. Including new pedestrian links from Pride Hill down to the Riverside;
- The redefining of the area around the multi storey car park and the bus station;
- New development on both sides of the Station, including new public realm/a piazza in front of the station and the removal of through traffic to create a better environment;
- New development opportunities on under-used sites in the Northern Corridor for new workspaces and housing;
- Improving the lighting and quality of the public realm and under the railway bridge;
- A green movement corridor connecting the Flaxmill with other improvements to the northern corridor.

6.5 Priorities and Next Steps

The Big Town Plan is ambitious. Two things must happen to make it successful. The first is the identification of priority projects and initiatives, the second is shaping the way that investment decisions are made to ensure that they are aligned with the Big Town Plan and principles it sets out.

The Big Connection is the most ambitious area-wide regeneration and redevelopment opportunity in the Town and within the Big Connection there are at least 5 major projects.

These are:

1. Shrewsbury Station – new public realm outside the station, re-use of vacant space within the station building, traffic management changes;

2. Northern Corridor Land Assembly – Identification and assembly of land immediately north of the station to deliver a number of mixed development opportunities and public realm initiatives;
3. The Shrewsbury Low Line (green connection – walkway and cycleway) and the Flaxmill connection – a public realm project focussed on connecting the Flaxmill into the Northern Corridor and into the Station;
4. Riverside Shopping Centre – the redevelopment of the Shopping Centre and the wider redevelopment opportunities to connect with the River, including a review of transport connections via Smithfield Road and Raven Meadows to enhance the experience for pedestrians and cyclists;
5. West End Creative Hub – the re-use of existing buildings and spaces for creative workspace including the reinvigoration of Rowleys Building and public realm improvements.

Development proposals, infrastructure funding and development opportunities are unlikely to arrive in order of priority or in the sequence that we would want to see but by clearly setting out the aspirations and framework plan Shrewsbury can respond in a cohesive and considered way.

The Action Plan in the short to medium term is as follows:

- Prioritise projects 1, 2 and 3 of the Big Connection, in terms of phasing. This means development of a masterplan and a business and delivery plan at the next stage. This will include a programme and investment plan.
- Draw up a design charter, incorporating the ‘Shrewsbury Test’, (a simple set of entry requirement for developing in the town) and embed it in the development planning process through the Local Plan Review.

This town wide principle is intended to drive better quality development right across the town in the future. In particular, we want to see better place-making and the design of new housing that is much more distinctive and tailored to Shrewsbury’s special qualities. We want to see that new development reflects our ambition as set out in the Big Town Plan. The design charter will clearly set out our expectations on design quality.

7. Conclusions

7.1 Shropshire Council’s Economic Growth Strategy 2017-2021 has three key objectives of supporting and growing new and existing businesses, attracting inward investment and developing and retaining talent and skills. Shrewsbury is well-placed with its assets, development opportunities and its outstanding quality of life to deliver on all of these. The aspirations of the Big Town Plan align with the Economic Growth Strategy.

7.2 The Big Town Plan provides further guidance on achieving a number of strategic policy objectives set out in the adopted Local Plan. It is derived from the Shrewsbury Vision, a masterplan vision for the town that informed policy in the Local Plan (The Core Strategy and SAMDev Plan). In particular, Policy C2 specifically references the Shrewsbury Vision and draws key policy elements of the integrated approach and to ensure the balance and co-ordination required.

- 7.3 The Big Town Plan is therefore considered to be in conformity with the objectives and policies of the Local Plan, and whilst the Big Town Plan itself does not form part of the statutory Development Plan for the area, it does provide important guidance on the implementation of policies CS2 and S16. Further to the proposed consultation on the final version of the Big Town Plan and the subsequent agreement of Cabinet, the principal of using the Big Town Plan as a material consideration in decision making on relevant planning applications can be established. The degree of weight that can be attached to the Big Town Plan will depend on the individual circumstances.
- 7.4 Shropshire Council, through its economic growth function will continue to be an active, lead partner in the Big Town Plan, alongside Shrewsbury Town Council and Shrewsbury BID to coordinate the action planning and implementation of the development opportunities detailed with the Big Town Plan (Appendix 1).
- 7.5 Economic growth function will also co-ordinate and continue to disseminate the Shrewsbury Big Town Plan to all areas of the Council who have a key involvement in the development of Shrewsbury, ensuring a collaborative council-wide approach.
- 7.6 Economic growth function will co-ordinate with Shrewsbury BID and Shrewsbury Town Council to undertake the 3 week public consultation exercise as a collective. It will take place over the summer and will provide a physical presence in the town centre over a number of days, notably in one of the council-owned shopping centres alongside a presence on Shropshire Council's consultation web portal. It will encourage partners to also publicise the consultation via their engagement channels, and all parties who were involved in the LDA Design facilitated masterplan week will be re-engaged and encouraged to comment, further endorsing the finalised plan.
- 7.7 In taking forward the Big Town Plan the action and delivery plans will be developed alongside the Local Plan Review, the Local Transport Plan and the Shrewsbury Place Plan. Further integration between these documents will be maintained alongside Health and Wellbeing, and Culture and Leisure services to embed the principles of the Big Town Plan to develop Shrewsbury and put people at the heart of our town.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Shrewsbury Vision Regeneration Framework 2011

Cabinet Member (Portfolio Holder)

Cllr Nic Laurens

Local Members

Peter Adams, Dean Carroll, Nat Green, Kevin Pardy, Ioan Jones, Julian Dean, Ted Clarke, Pam Moseley, Hannah Fraser, David Vasmer, Alan Mosley, Peter Nutting, Nic Laurens, Jane McKenzie, Keith Roberts, Tony Parsons, Harry Taylor

Appendices

Appendix 1: Shrewsbury Big Town Plan Final Draft

SHREWSBURY BIG TOWN PLAN



Project Partners:



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In association with:





FOREWORD

This Big Town Plan heralds a step change.

A change in how we work collaboratively as a town and a change in what we can achieve together.

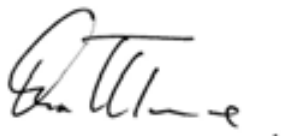
This is the first time that there has been a genuine willingness of all the key partners to pool resources and work cohesively to plan for our town's future with realistic, practical and sustainable aspirations – with a clear route map of how we get there.

It is ambitious and bold, reshaping the physical public realm and matching it with an outstanding public experience. Through this Plan, we revolutionise movement around our town and attract vital investment.

We are continually listening to what the public wants to see happen, and have taken soundings and insights from businesses and key stakeholders.

We are putting people at the heart of the town, so it becomes an even better place to live, visit, work and invest. The Big Town Plan provides the springboard to achieve it.

Now it's time together to make it happen.



Mike Matthews, Chair of Shrewsbury Business Improvement District



Councillor Nic Laurens, Portfolio Holder for Economic Growth, Shropshire Council



Councillor Alan Mosley, Leader of Shrewsbury Town Council

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THE BIG TOWN VISION

HOW WE ADAPT
AND EVOLVE

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FRAMEWORK

PRIORITIES AND
NEXT STEPS

INTRODUCTION

Shrewsbury's Big Town Plan clearly sets out how we want to shape the evolution of the town over the next two decades. It is the result of an extraordinary coming together of individuals and organisations, decision-makers, business leaders, Council officers and local experts, working together to refresh previous Shrewsbury visioning work that informed the Local Plan, in a new way that has not happened before that re-establishes its relevance.

Everyone involved is united by two things; an abiding love of the town; and, an ambition to shape the town's future, ensuring that it thrives in the future.

The Big Town Plan is made-up of two parts. The first part is a shared vision which charts the course ahead for the Town and sets the level of ambition. The second part is a framework plan which shows how and where we want change to happen in the town. Over a period of just a few months individuals and organisations have worked together to set out the vision and to agree a far-reaching framework plan, making best use of the in-depth understanding and knowledge within the town and bringing in some of the best outside expertise in town visioning and development planning. This is the result.

Our aim is to put people at the heart of our plan-making and place-making and we want to achieve this in four ways:

- Rethinking movement and place;
- Supporting, creating and nurturing vitality, life and a mix of uses;
- Creating a place for enterprise;
- Nurturing natural Shrewsbury.

THE BIG TOWN VISION

We see the Shrewsbury Big Town Plan as a blueprint for how County Towns or other towns might adapt and evolve in the middle part of the 21st Century. As the birthplace of the father of evolutionary science we want to celebrate Darwin's legacy by developing the Big Town Plan as a blueprint for thoughtful and purposeful change and adaptation in the Town into the future.

We recognise how special Shrewsbury is and we want to direct and manage change in a way that is sensitive to its identity and its character. Our Big Town Vision supports the Local Plan to provide balanced growth over the next two decades in a way that is centred on people and place, with more attention directed to encouraging development and life in the town centre and those places on the edge of the town centre that are in need of new life and new purpose. We also want to make those places on the edge of town better connected, giving them identity and character that makes them better places and feel a greater part of Shrewsbury.

By 2036, we picture a Shrewsbury where in amongst the familiar landmarks and the timeless streets are exciting new and re-used buildings and new spaces where new life and new activities have taken hold. Parts of the town that were once dormant have now been re-colonised. Around the Station and the northern corridor, it feels very different. Great new buildings rub shoulders with re-used older buildings. New workers and residents pour in and out of the station, under the brightly-lit railway arches and colonise new cafes and the new square in front of the Station. Cyclists make their way along the new "low-line" green corridor to the busy Flaxmill.

Traffic in the town centre is very light and slow-moving. Pedestrians and cyclists can walk and move wherever they want, making the streets their own. There are beautiful dramatic steps and escalators cutting through the shopping centres and linking Pride Hill with a new traffic-free riverside promenade.

Shopping patterns have changed, the independents and destination brands are thriving, people spend more time in town, browsing, shopping, eating and drinking in roof-top bars and visiting the cinema. In the evening, people stroll up and down Smithfield, now free of traffic. New housing overlooks the river where the multi-storey and bus station used to be and people sit out in new cafés enjoying the view and the evening sun.

The Market is going from strength to strength and around it are clusters of new business start-ups, many connected to the growing University. The West End has changed too, the network of streets and spaces including Mardol are largely traffic-free. Surface car parks have been repurposed and replaced with capacity at the edges of the town centre with clear routes to move people into and around the town centre so the town remains accessible to all and the environment more welcoming. In their place are a vibrant mix of uses including new parts of the University, workspace and apartments. It feels very different walking down to Victoria Quay or to the Quarry with new, high quality pedestrian routes.

The whole town is much better connected by cycle or on foot, in a safe way, avoiding conflict with vehicular traffic. It is possible now to make your way across town by cycle or on foot. Not only is there a great network of routes into town but there are now new links to the River too and routes leading out into the wider countryside. Places on the edge of town that once felt a bit soulless have changed too. Old-style retail and employment parks are now mixed-use places with new housing, parks and greenspaces and

links into town. There are now much closer networks and links between the Hospital, healthcare, sports and leisure and schools and colleges.

We make decisions differently now. The Big Town Plan means that we test everything against the vision. New development and new infrastructure has to pass what we will call "the Shrewsbury Test". – referenced as the Shrewsbury Development Strategy (CS2) in the adopted Core Strategy. Does it support our vision? Does it strengthen the identity of Shrewsbury? Is it right for that part of town and most importantly, does it make life better for people?







HOW WE ADAPT AND EVOLVE



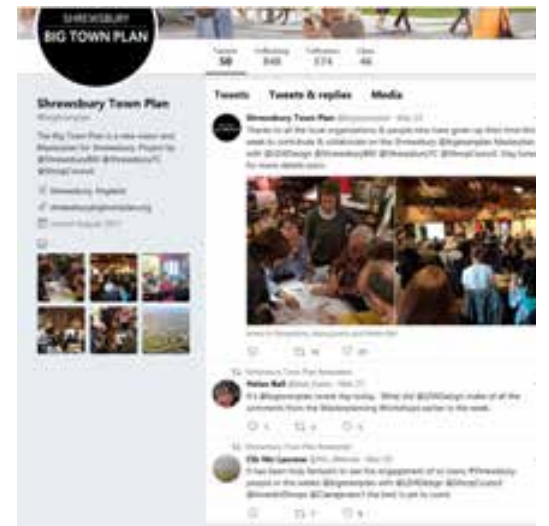
The process of developing our Big Town Plan meant we needed to do three things:

- Firstly, to draw together our collective understanding of Shrewsbury.
- Secondly, gain a better understanding of the challenges facing towns like Shrewsbury
- Finally, we needed to exchange and test ideas and set our priorities for change under the four main headings.

Improving our understanding of Shrewsbury

To make the right decisions about how the town needs to adapt to the challenges ahead, more needed to be done to understand the town. The views of the 5,000 residents, visitors and businesses who visited the Big Town Plan pop-up shop / consultation event that took place in September 2017 were instrumental to this process. The analysis of their views and the capturing of their desires and aspirations provided insights that enabled in-depth individual knowledge, in addition to gathering data and mapping from different sources. By overlaying and simplifying these complex layers, clear patterns emerged.

At the heart of this analysis was an ambition to understand the character and identity of different parts of the town. We also recognised that some parts of the town would be highly sensitive to change, in the historic centre for example, and other parts like the northern corridor where the right kind of change and intervention would be desirable.





10 Goals for Shrewsbury

1. We want to make it much better for the pedestrian and cyclist, especially in the town centre. This means shifting the balance of priority given to movement across the town from the private car to walking and cycling and greater use of rail and bus.

2. We recognise the rapid changes in working patterns and working practice. We want to create new, flexible workspace environments built around buzzy, active places, both in and around the town centre and out on the edge of town.

3. We want to plan for future sustainable growth that utilises development opportunities on a mix of sites, including land in and on the edge of the town centre, as well as development on land located on the periphery of town.

4. We want to build strong physical and virtual networks connecting education, healthcare, business start-ups, new industries and sports provision across the town to improve mobility and to form new alliances. The importance of well-being in Shrewsbury is key.

5. We want to open up the housing market in the town through increasing choice and improving affordability. This means increasing town centre living and introducing different housing models and tenures.
6. We are very proud of our education establishments. We want to retain more of our best young talent in the town and attract new talent from outside. We want to support innovation and start-ups in exciting new places.

7. We want to strengthen the all-round appeal of the town centre based around better place-making and the visitor experience. We want to strengthen independent shopping whilst continuing to attract destination brands. We want to inject greater diversity of use into the centre, housing leisure, entertainment, culture and the arts.

8. We want to make this green town greener still, by connecting existing green spaces across the town, making new links and new parks where we can and making much more of the River corridor. We want to make strong connections from the town centre, through the suburbs and out into the wider countryside and improve the health and well-being for everyone.

9. We want to raise the quality of design across the town, particularly for new housing. We will develop what we will call “The Shrewsbury Test” to raise standards for all new development.

10. We want to encourage new development, infrastructure and investment but will take a much more holistic and integrated approach to the way we make decisions making them more joined-up in line with the Vision and Big Town Plan.

Setting goals for Shrewsbury

The challenges facing Shrewsbury in the next two decades will bring about change whether we like it or not. Many of them are universal pressures and others are more individual to Shrewsbury. We want to face these challenges head-on and we will direct and shape the changes that emerge from them in the Big Town Plan in a way that delivers the greatest benefit to Shrewsbury. They need to fit with our vision and the Big Town Plan.

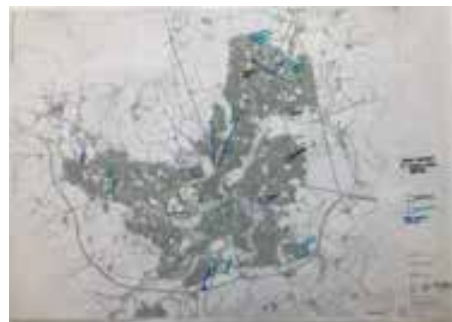
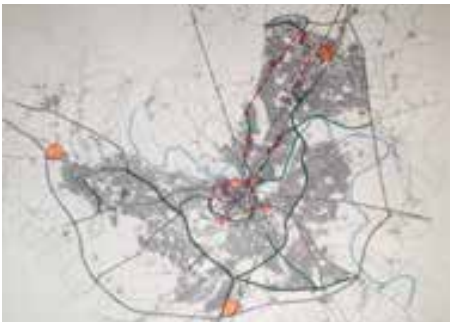
These are the goals we want to set for now, although we know that there will be others that appear over the next two decades that we don't yet know about. The goals we set are illustrated on the left and in setting these we know we can face these challenges head on.

What we decided - setting our priorities

The Big Town Plan had highlighted four key themes and the Big Masterplanning Week took these four themes to explore how they would be expressed in physical form as part of the framework plan and most importantly how they create synergy. These were:

- Rethinking movement and place
- Supporting, creating and nurturing vitality, life and a mix of uses
- Creating a place for enterprise
- Nurturing natural Shrewsbury

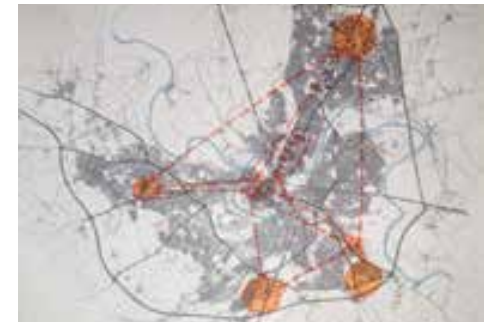
By focusing on each theme and utilising the understanding of Shrewsbury with the data gathered and the expertise involved three important priorities under each theme were identified.



Movement and Place

Top 3 priorities:

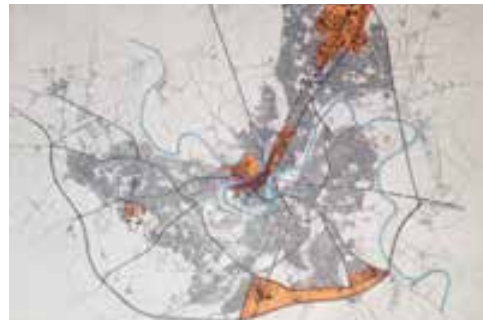
1. Pedestrian priority in town centre
2. Cycle and pedestrian network including new development areas
3. Measures to reduce through traffic



A Place for Enterprise

Top 3 priorities:

1. Grade A office space within the town centre
2. Flagship creative hub at West End
3. High quality shared space / studios along northern corridor



Vitality, Life and Mix

Top 3 priorities:

1. Victoria Quay – Riverside - Railway Station
2. Station approach / Castle Street
3. West End and Rowley's House

Nurturing Natural Shrewsbury

Top 3 priorities:

1. Severn Way national footpath
2. Valley parks
3. New west and north leisure corridor



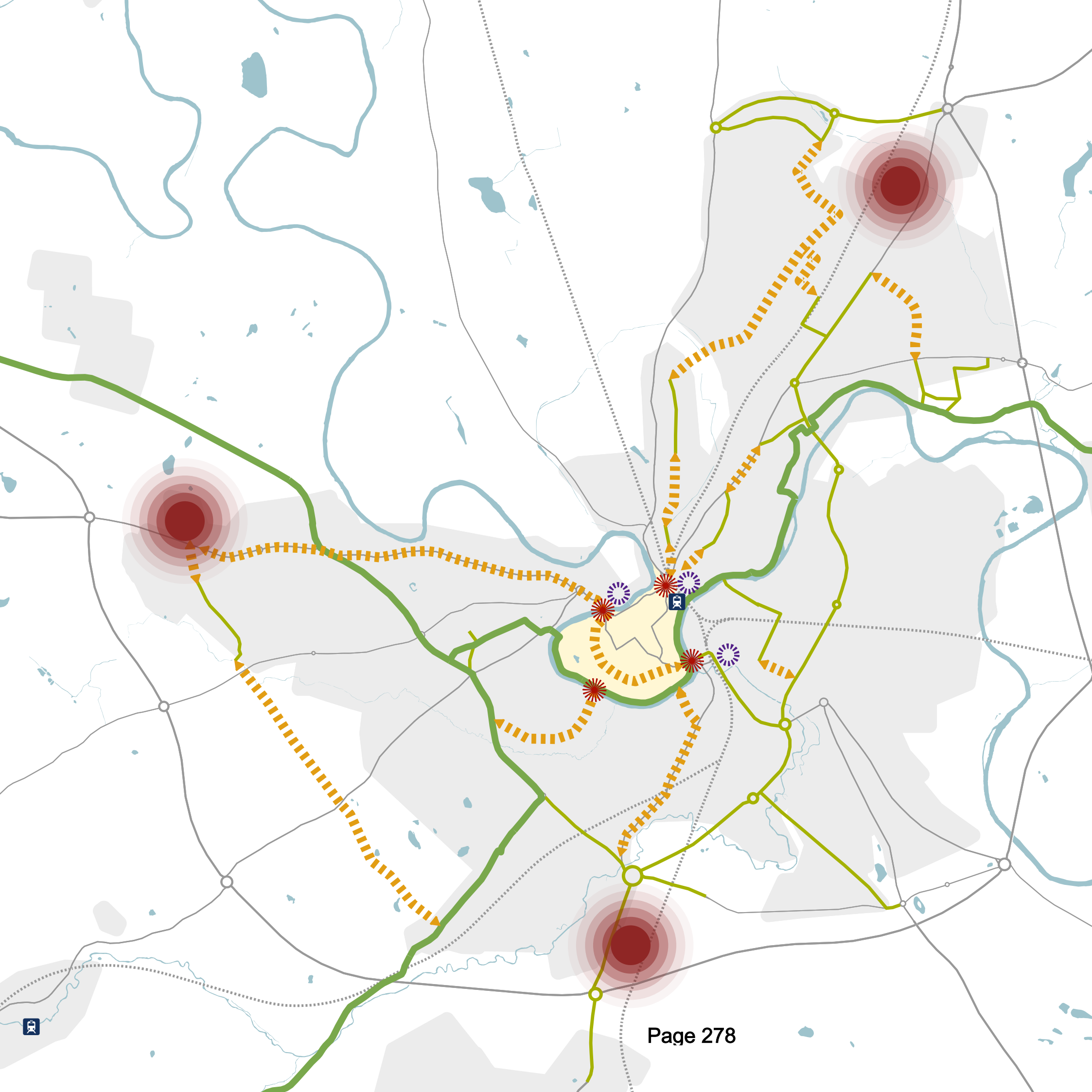


OUR BIG TOWN FRAMEWORK PLAN









The purpose of the Big Town Framework Plan is to establish a clear set of spatial principles, a physical, town-wide framework that connects those parts of town where we want change to happen. The framework is built-up in plan layers that overlay the town:

- **Making Movement Better;**
- **Balancing Growth;**
- **The Big Network;**
- **The Shrewsbury Green Network;**
- **The Big Connection.**

The final principle is Raising Design Quality. This is a town-wide principle rather than a plan that forms part of the framework plan.



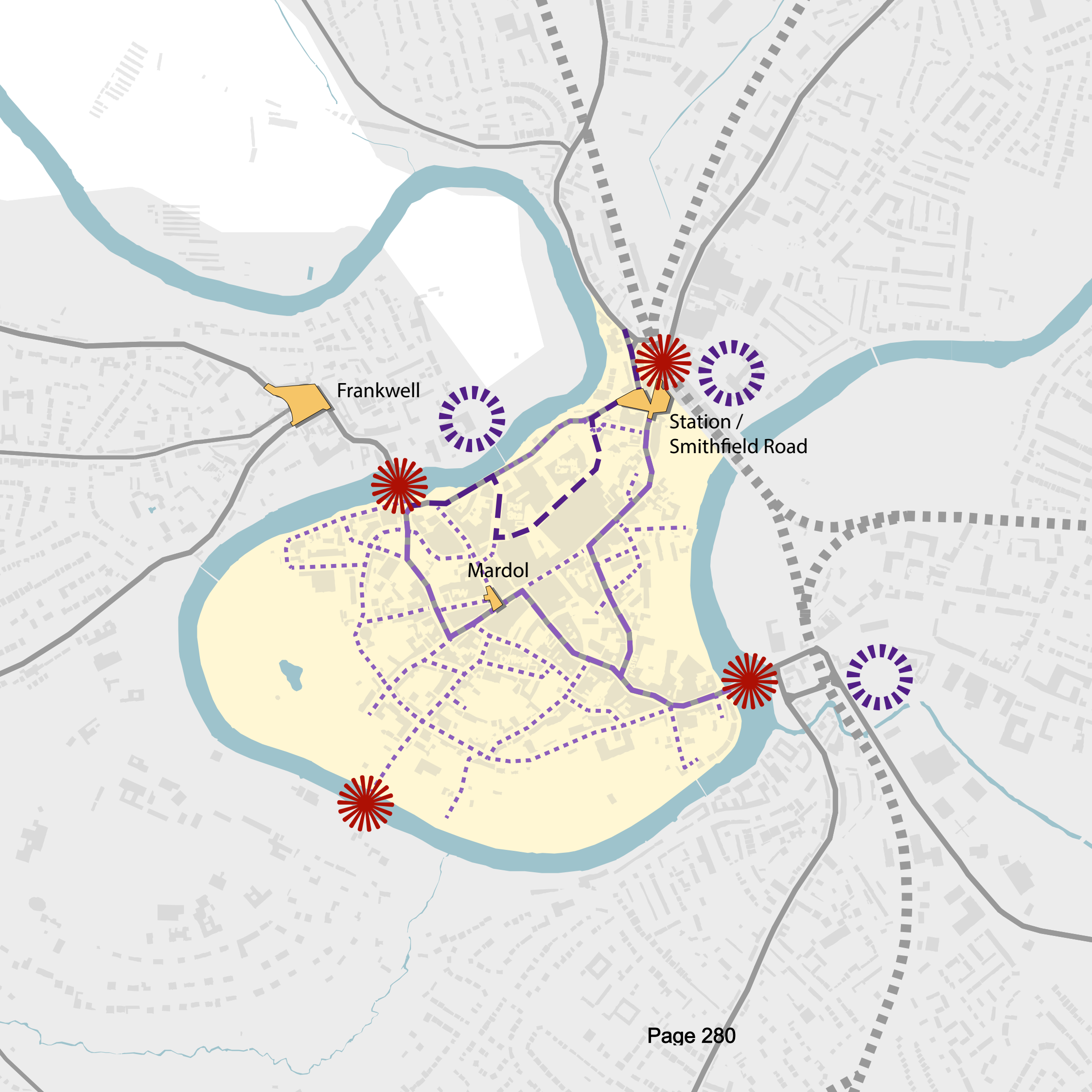
MAKING MOVEMENT BETTER

-  National Cycle Routes
-  Other cycle paths
-  New / improved cycle routes
-  Town centre pedestrian priority
-  Train station
-  Potential access control points to town centre
-  Enhanced car parks
-  Integrated transport hubs at Park and Rides

We want to make movement in the town better for everyone. Our three priorities are:

- pedestrian priority in the town centre;
- a better pedestrian and cycle network across the town; and,
- measures to reduce through traffic in the town centre.

At a town-wide level our proposal is to strengthen and extend the network of cycleways, primarily located on road but with the aim of creating off-road routes. This would involve the re-apportionment of existing road space in favour of pedestrians and cyclists over other road users. The town needs radial as well as arterial routes to link places like the hospital, edge of town employment sites and other destinations.



Frankwell

Mardol

Station /
Smithfield Road

MAKING MOVEMENT BETTER



The aim is to significantly reduce through-traffic in the town centre and the measures include:

- Better quality decked and multi-storey car parks on the edge of the town centre or at key gateways, ensuring adequate provision;
- Gradual rationalisation of town centre parking;
- Repurposing of surface car parking;
- Improving the arrival experience for shoppers and visitors with good car parking design;
- Giving priority to pedestrians over cars in the town centre;
- Public realm improvements that benefit pedestrians in the town centre;
- Explore environmentally-friendly methods of moving people in and around the town centre such as public bicycle hire schemes, electric hop-on hop-off buses and so on.
- A new strategic cycle route along Town Walls;
- The redirection of through traffic from Smithfield to Raven Meadows turning Smithfield into a pedestrian-priority promenade;
- Exploring demand management measures at the bridges using latest technology.



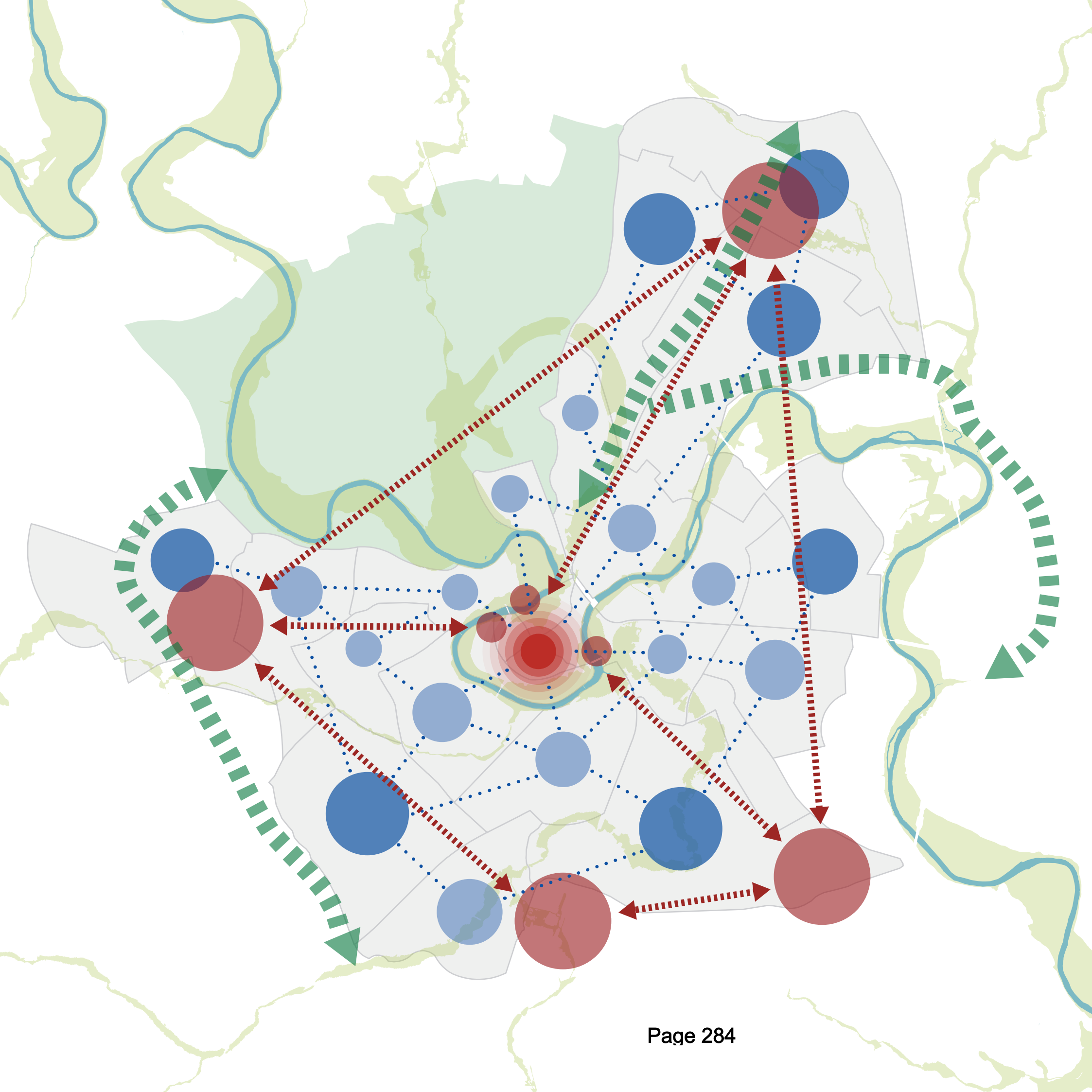
BALANCING GROWTH

SHEWSBURY’S OUTWARD EXPANSION











We want to achieve a better balance in future, between growth directed towards the edge of town and growth located in and around the town centre. Growth is planned and will happen on the edge of town, but we want to encourage and promote growth in and around the town centre too. Different parts of the town can deliver different things and a greater choice and diversity of housing and workspace. Our aims are:

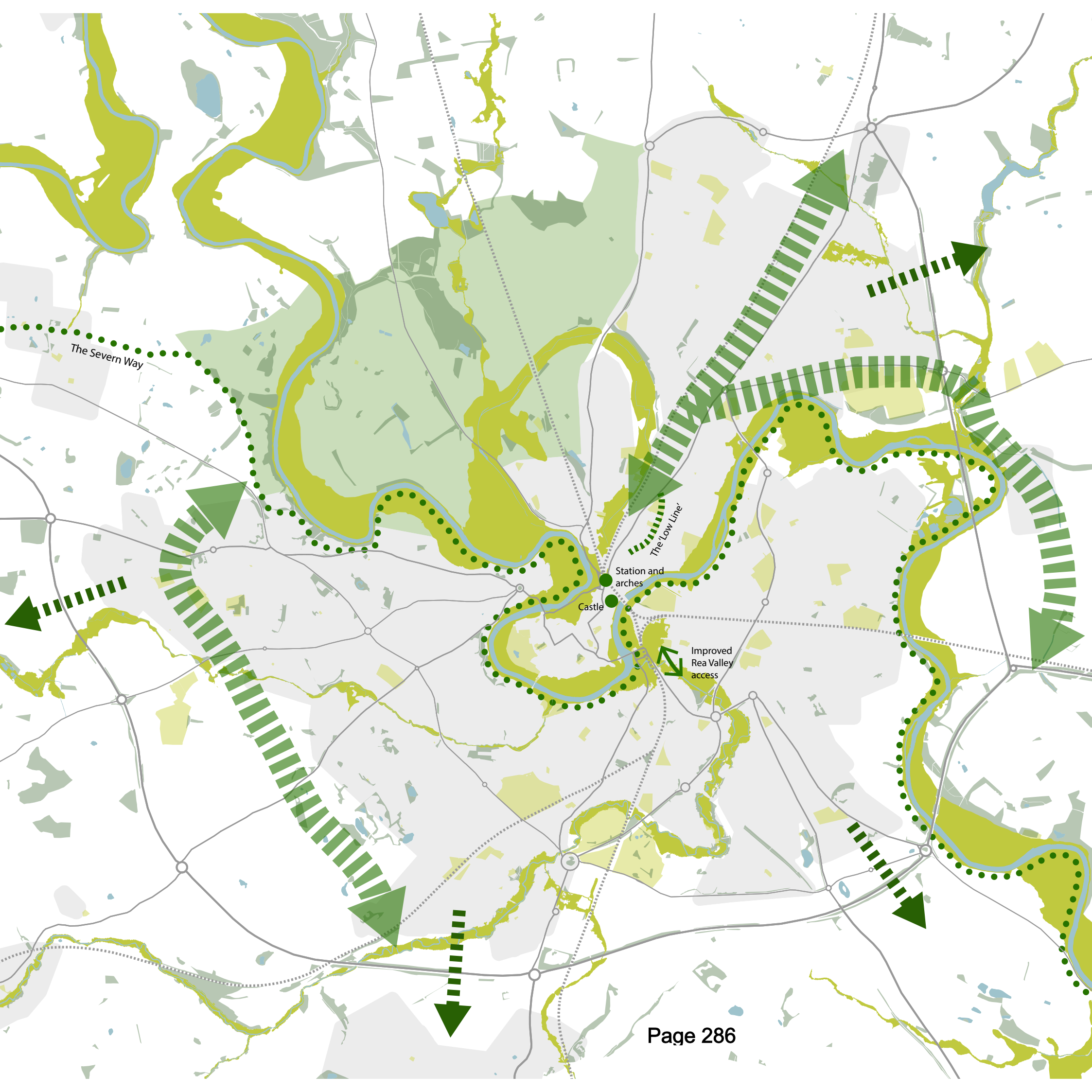
- To promote more intensive development on under-used or empty sites in and around the town centre;
- To promote better place-making in development planned on the edge of town with buildings brought closer together, creating more enclosure and attracting more activity including a better mix of uses and better connections into town and into existing neighbourhoods;
- To encourage smarter working and better networks both physical and virtual between important sectors such as education, healthcare, sports and leisure, industry and business.



THE BIG NETWORK

-  Green wedge
-  River corridors
-  Urban character areas
-  Employment / education hubs
-  Neighbourhoods
-  Town centre
-  Green corridors
-  Employment / education hub links
-  Neighbourhood links

The term “smart cities and smart towns” is frequently used when planning for future growth. This is about harnessing new technologies to connect people and businesses, understanding how they disrupt conventional patterns of land use and infrastructure. One of the smartest things Shrewsbury can do is to remain compact and to direct new businesses towards real places and avoid perpetuating standard edge of town business parks. We have mapped where these places are, some are on the edge and need to become more intensive and mixed use, others located in and around the town centre and in existing neighbourhoods, re-populating and intensifying areas like the northern corridor, re-using and re-fitting existing buildings in and around the centre. Networks need to be physical, involving better mobility between parts of the town. This is also about business and virtual networks that will link the Hospital, the College, training centres and business start-ups. Better networks can facilitate better outcomes, such as for example, understanding how to attract nursing staff into the hospital by delivering good quality key worker housing in the town centre and improving cycling and public transport links.



THE SHREWSBURY GREEN NETWORK



The town is blessed with extraordinary greenspaces, courtesy of the River Severn corridor and a superb landscape setting. However, Shrewsbury does not make the most of what it has and we want to make greenspace much more accessible for people and to make it richer and more biodiverse. We want people to enjoy better access to the river and other waterside places. We want our Big Green Plan to improve the health and well-being of people in the town, by promoting walking, cycling, greater enjoyment of outdoor space and greater access to the countryside. Our aims are:

- To connect up the wider greenspace network across the town, making new green links where possible and improving existing links and green corridors;
- To make much more of the River Severn corridor and its tributary valleys and brooks that form key green spaces within the heart of the urban area ;
- To ensure that new development, wherever it is planned, delivers better quality and strategic greenspace that connects to our existing green spaces and proposed new corridors.

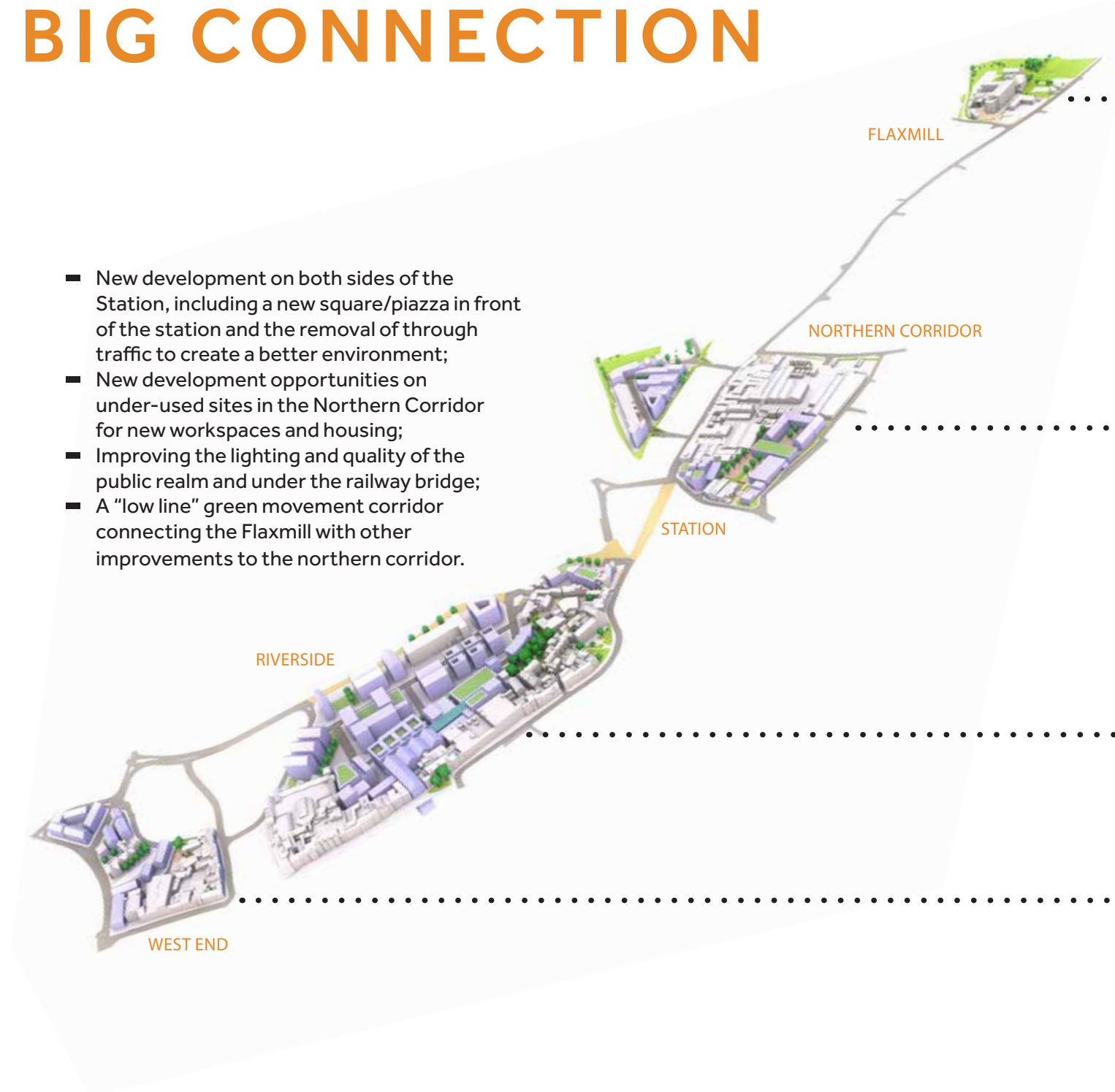
THE BIG CONNECTION

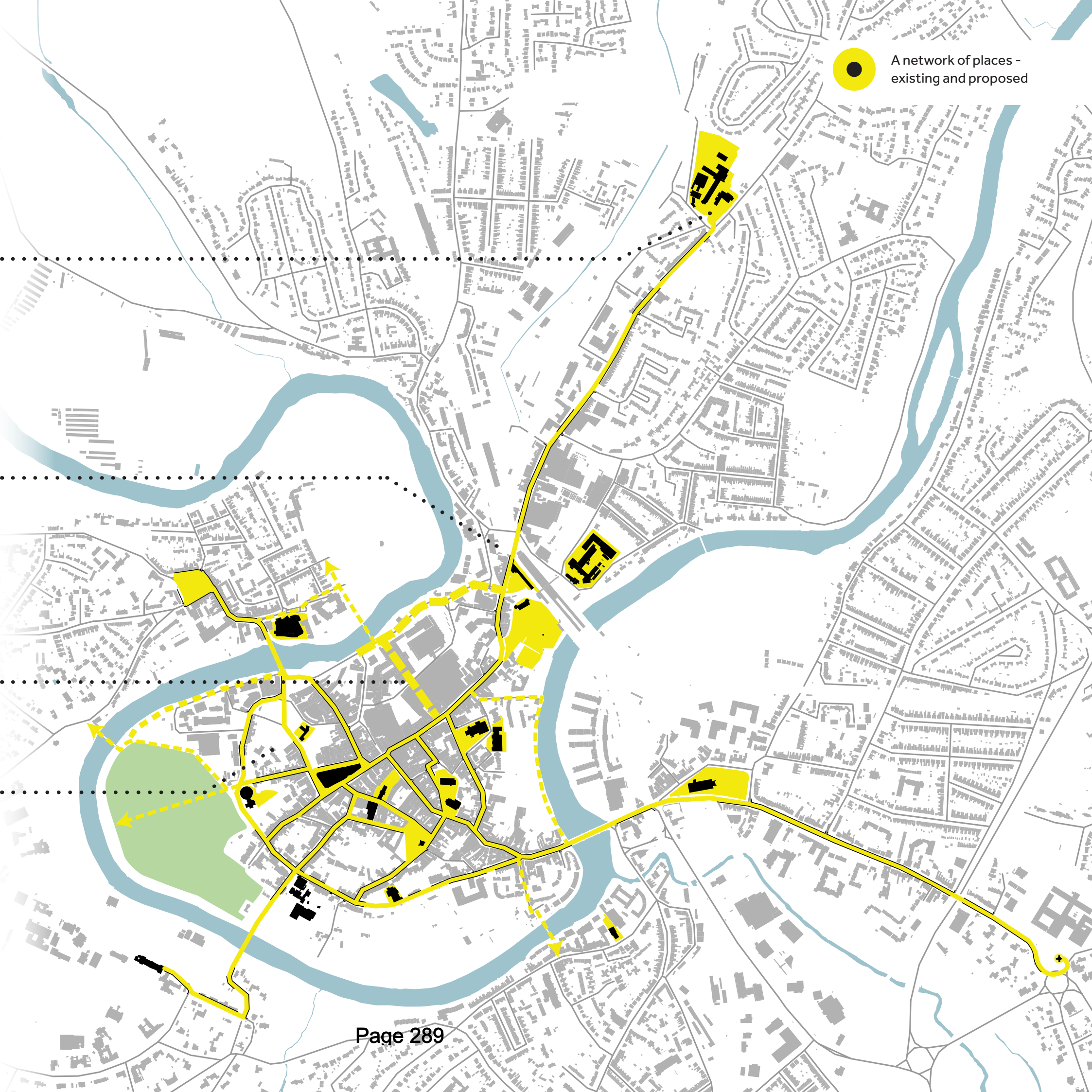
The Big Connection – West End : Riverside :
Station : Northern Corridor : Flaxmill

The Big Connection is an illustration of how all these principles can come together in the Big Town Framework Plan. The Big Connection is the biggest regeneration opportunity in Shrewsbury. Each area is different and each has its own character, but taken together, these areas form a large corridor of opportunity running from the West End up to the Flaxmill. Our plans are ambitious and transformative. The individual projects in the individual areas need to be developed and tested at the next stage, but the Big Town Vision and the framework is being created and refined. Our proposals include:

- A balance of new mixed use development and high quality public realm in and around the West End;
- Improvements to the walkability and public realm on Mardol;
- The redirection of traffic along Smithfield to Raven Meadows, opening up the Smithfield as a pedestrian priority promenade;
- The re-configuration over time of the Riverside shopping centre and better integration and complementary activities with Darwin and Pride Hill centres with the introduction of new uses that could include leisure, food and drink, residential and commercial spaces. Including new pedestrian links from Pride Hill down to the Riverside.
- The redefining of the area around the multi storey car park and the bus station;

- New development on both sides of the Station, including a new square/piazza in front of the station and the removal of through traffic to create a better environment;
- New development opportunities on under-used sites in the Northern Corridor for new workspaces and housing;
- Improving the lighting and quality of the public realm and under the railway bridge;
- A “low line” green movement corridor connecting the Flaxmill with other improvements to the northern corridor.





A network of places -
existing and proposed

FLAXMILL

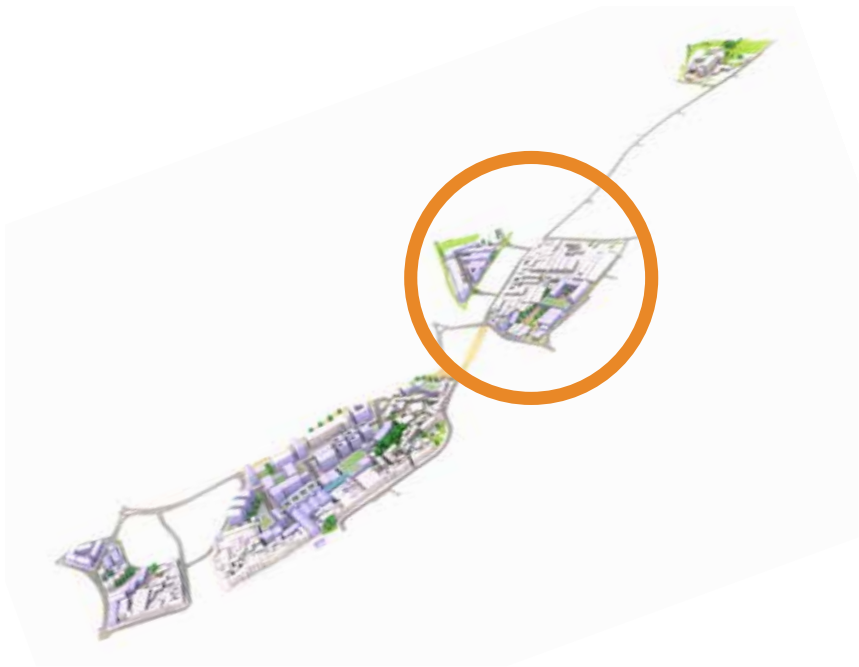
The proposals for the redevelopment of the Flaxmill are illustrated here. Its connection with the rest of the town forms part of the Northern Corridor project. This is likely to include improved streetscape and public realm along Castle Foregate and St Michael's Street. The proposal also includes landscape enhancement and improvements to the pedestrian and cycle link that follows the former route of the canal. We have named this route the "low line" in deference to New York's High Line project that follows the former elevated rail route.





NORTHERN CORRIDOR AND THE STATION

Proposal around the Station include: a new station square with the removal of parking and the relocation of taxis. This will create a new arrival experience in the town and accommodate new activities from cycle storage and hire to cafes and workpoints; a new workspace and office quarter located north of the station; improved public realm, particularly under the railway bridges and along the Dana.



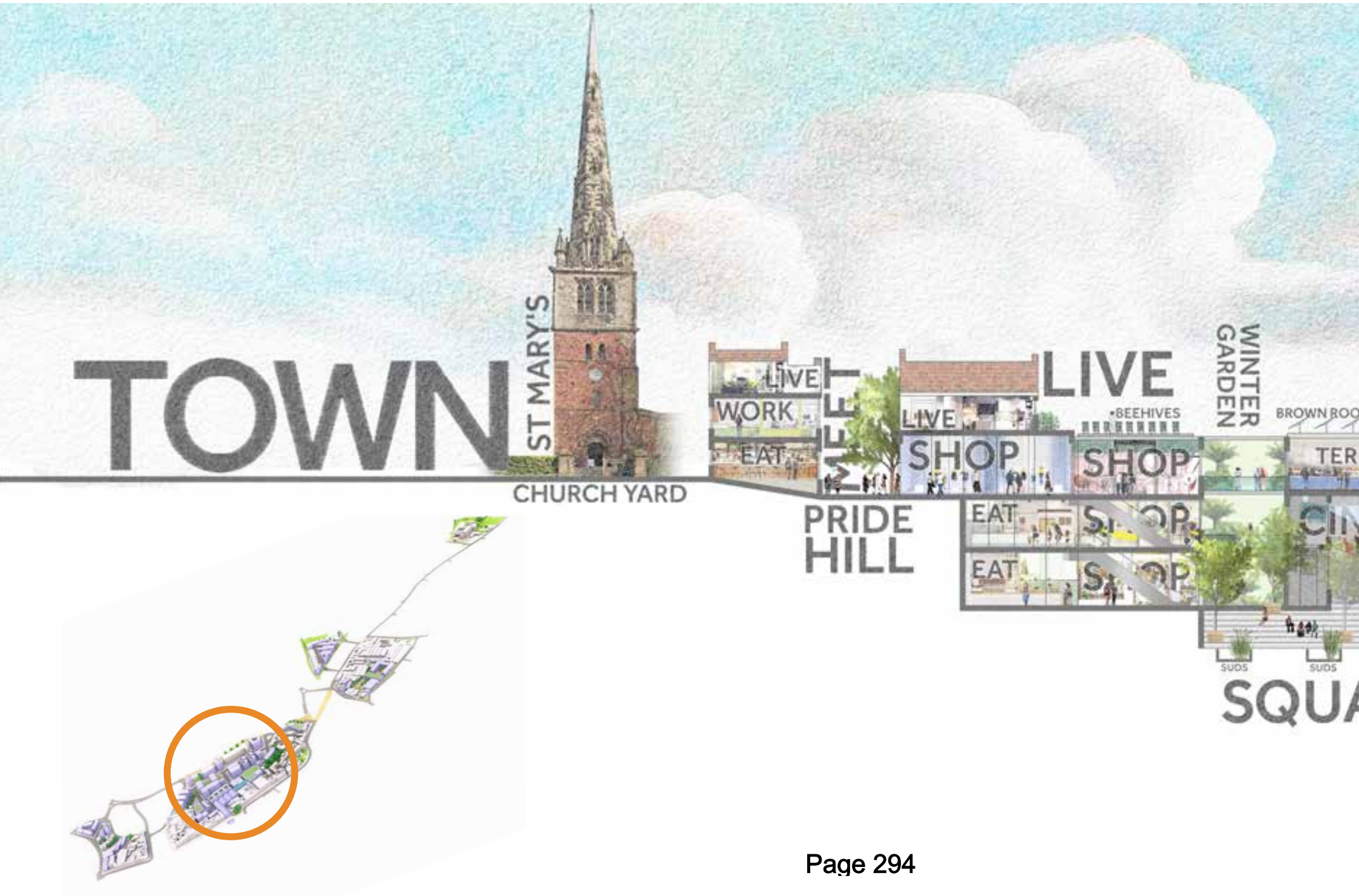


RIVERSIDE

The following section is an illustration of how the reconfiguration of the shopping centres could deliver an extraordinary connection from the top of the town at Pride Hill down to the Riverside. The idea is that the route would be animated by new food and drink, and maybe new leisure attractions. There is an opportunity to create new areas of public realm on the route making use of the dramatic change of level.

The removal of the multi-storey car park and the Riverside shopping centre creates a great opportunity to create a mixed use riverside quarter. This would include higher density housing, new workspaces, new food and drink venues set around a new public promenade stepping down to the river.

There is an opportunity to divert through traffic onto Raven Meadows thereby releasing Smithfield Road for the creation of a largely traffic-free promenade next to the river.





WEST END

The proposals for the West End are focussed on connecting the town centre to the riverside at Victoria Quay and making better links to the Quarry. This would include opportunities for creating a new workhub in the West End and the potential for re-purposing some of the surface car parking for range of uses. The focus is on making this part of town more people and pedestrian -friendly, better connected to its surroundings and less dominated by traffic.



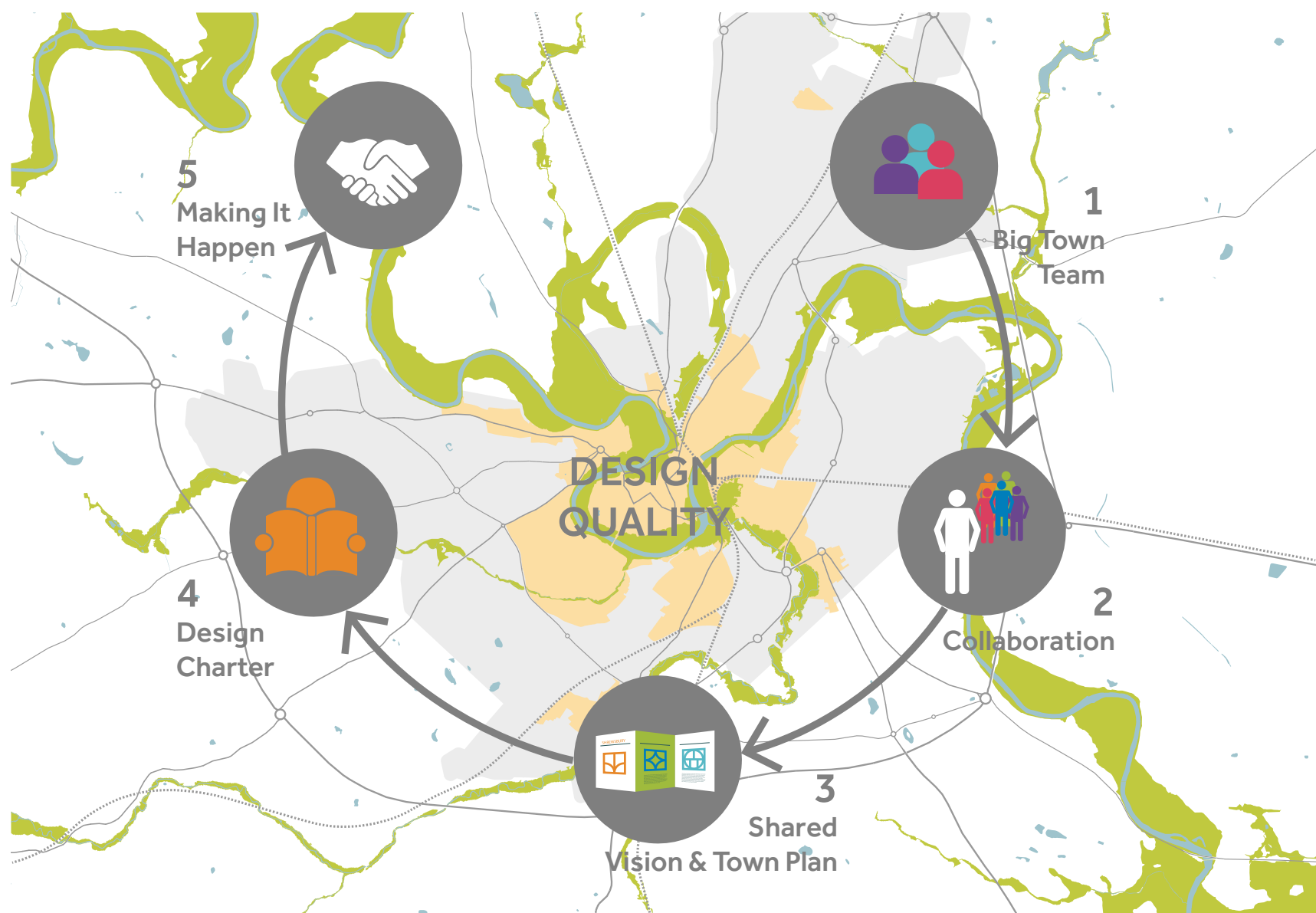
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RAISING DESIGN QUALITY: THE SHREWSBURY TEST

We want to see better quality development right across the town in the future. In particular, we want to see better place-making and the design of new housing that is much more distinctive and tailored to Shrewsbury's special qualities. We want to see that new development reflects our ambition as set out in the Big Town Plan. A Shrewsbury Design Charter will clearly set out our intention to welcome a two-way dialogue between the Town and the development industry and give guidance and our expectations on design quality. This will include what we will call "The Shrewsbury Test", a simple set of entry requirements for developing in the town.



PRIORITIES AND NEXT STEPS

The Big Town Plan is ambitious. Two things must happen to make it successful. The first is the identification of priority projects and initiatives, the second is shaping the way that day to day decisions are made to ensure that they are aligned with the Big Town Plan and principles it sets out.

Let's start with the priority projects and initiatives. The Big Connection is the most ambitious area-wide regeneration and redevelopment opportunity in the Town and within the Big Connection there are at least 5 major projects.

These are:

1. Shrewsbury Station – new public realm outside the station, re-use of vacant space in and around the station building, traffic management changes;
2. Northern Corridor Land Assembly – Identification and assembly of land immediately north of the station to deliver a number of mixed development opportunities and public realm initiatives;
3. The Shrewsbury Low Line and the Flaxmill connection – a public realm project focussed on connecting the Flaxmill into the Northern Corridor and into the Station;
4. Riverside Shopping Centre – the redevelopment of the Shopping Centre and the wider redevelopment opportunities to connect with the River, including the re-direction of traffic on Smithfield;
5. West End Creative Hub – the re-use of existing buildings and spaces for creative workspace including the reinvigoration of Rowleys Building and public realm improvements.

Development proposals, infrastructure funding and development opportunities are unlikely to arrive in order of priority or in the sequence that we would want to see. Priority also needs to be given to the development of the Design Charter, which is as much about the process of aligning all development and infrastructure activity across the town to contribute to and deliver the Big Town Plan.

Our Action Plan in the short to medium term is as follows:

- Prioritise projects 1, 2 and 3 of the Big Connection, in terms of phasing. This means development of a masterplan and a business and delivery plan at the next stage. This will include a programme and investment plan.
- Draw up the Design Charter and embed it in the development planning process through the Local Plan Review.

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