

Appendix 1: Comments received to formal TRO consultation

| Comment | Town | Sentiment |
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| <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 |

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| <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 |

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| <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 |

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| <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 |

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| 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. | | |

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| <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 |

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| <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 |

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| 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 too 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. | | |

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| <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 |

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| <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 |

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| <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 |

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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| 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 |
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| <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 |

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| <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.</p> <p>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 |
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| <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 |
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| <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 |
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| 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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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 |
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| <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> | | |

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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 |
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| <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

