

Appendix 2: List of responses received to TRO consultation

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

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

Comment	Town	Sentiment
<p>The councils proposed new parking fees and chargeable hours are a blatant effort to increase parking revenues !</p> <p>It will put people off from coming into the town and supporting local businesses that are open after 6pm. Shrewsbury town has enjoyed a recent boost from lots of new businesses having opened up, these proposed increase in charges will stifle these and may mean Shrewsbury town Center will go back to the days of being a ghost town after 6pm because many of these great eating/drinking places that rely on people being able to park and come into town will cease using the parking.</p> <p>If you go ahead and do this; then it will affect the trade into the town ,as the public transport system in the town is diabolical also !!</p>	Shrewsbury	Object
<p>1) The setting of new standard tariffs and criteria for Season tickets That season tickets be made available for cars and small vans in all proposed Bands 4, 5 and 6 car parks and not in Band 3 car parks as originally proposed.</p> <p>The season ticket should be extended to include band 3 car parks for residents with parking permits.</p> <p>2) In addition due to the shortage of parking for permit holders in Bridgnorth, band 3 car park season tickets should be made available to residents entitled to permits as an alternative and or in addition to the permit.</p> <p>This would also increase revenue to the council.</p> <p>In addition as a St Marys St resident with a permit I welcome the opportunity to use Innage Lane /Smithfield carparks from Nov 18.</p>	Bridgnorth	Object
<p>At BT we have limited car park spaces on site and work on a rota, we have over 100 staff on site, with increasingly more visitors, as BT consider us to be one of the flagship sites in BT Conferencing, and we are again recruiting more staff, which bring more benefits to the town.</p> <p>At the moment when we don't get a space on site we park in St Julian's at £4 a day, there are a lot of us who work 12hr shifts, looking at the new charges commencing July, we will have to pay around £10 a day. The latest our shifts finish is 11pm, and I have tried parking somewhere cheaper, like the Abbey and NCP on the Cop, but I feel very vulnerable walking there in the dark on my own.</p> <p>I like others cannot afford £10 a day.</p> <p>Is there any way that we could come to some arrangement with the council for cheaper parking for staff? Either a staff daily discount, or we pay a lump sum for a certain amount of spaces?</p>	Shrewsbury	Object

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Comment	Town	Sentiment
Please rethink this whole issue.		
Your proposal for making parking so expensive is ridiculous, shops etc struggle to make a living as it is, this will make people shop elsewhere. You are killing our beautiful town. Do not raise the parking fees!	NK	object
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. 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.	Ludlow	object
Thank you for this morning's phone conversation regarding proposals for parking in Church Stretton and specifically at Easthope Car Park. This email is the response from Mayfair Community Centre where I am Chair of Trustees. We discussed two aspects of current proposals. First proposals to provide Blue Badge and Parent & Child bays and second proposals for a revised charging scheme including availability of Annual Season tickets. Mayfair has a significant number of clients who are Blue Badge holders and we support the provision of Blue Badge bays near the public toilets on the Easthope Road side of the car park. We have a smaller number of clients who might use Parent & Child bays and support the provision of these. You mentioned that you were interested in the ratio of these two bay types. From Mayfair's point of view we would suggest more Blue Badge bays say 5:3 or 6:2 if the total of these reserved bays were to be 8 as you suggested. Volunteers, clients and visitors to Mayfair make use of Easthope car park when our limited on site spaces are all taken which is virtually every day from Monday to Friday. You mentioned that this is a band 5 car park and will charge 50p per hour Mon - Sat 8 am to 6 pm (free on Sundays and Public Holidays). You also said that the 2 hour restrictions in designated on street parking zones will continue. You are proposing that annual season tickets for Easthope Car Park will be available at £400. Mayfair is likely to be interested in a scheme where we can change the name and registration data associated with a season ticket and issue them to visitors and users of Mayfair therefore we support such a proposal. I do not have to hand information on current usage which would enable me to calculate the attractiveness of this scheme, but will consult with colleagues at Mayfair. It is possible that we would be interested in purchasing more than one such season ticket. I note that you said that the number of available may be capped so that early application (when available) is advised.	Church Stretton	Support

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Comment	Town	Sentiment
<p>fit for purpose parking strategy.</p> <p>KEEPING BUSINESS TICKING OVER The Town Centre layout means that off-street and on-street metered parking is severely restricted.</p> <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' 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 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 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 Castle Street Car Park & Galdeford [upper tier]. These are the spaces nearest to the town centre and are the places where the majority of shoppers and casual visitors like to park to allow for a short visit to shops and amenities. There needs to be quick turnover short term parking</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>		

Comment	Town	Sentiment
<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>		
<p>MARKET TRADER PERMITS</p> <p>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.</p>		
<p>RESIDENT'S PERMIT SCHEME</p> <p>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.</p> <p>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.</p> <p>The documentation required to obtain a permit must ensure:</p> <ul style="list-style-type: none"> • 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. <p>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.</p>		
<p>PARK & RIDE IMPROVEMENT</p> <p>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.</p> <ul style="list-style-type: none"> • To have an important tourist centre unable to provide a P&R service on Sunday makes no financial sense at all. • Signage needs to be improved, carefully worded and placed to direct tourist traffic away from the wholly inadequate medieval street layout and towards a regular 		

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

Detailed Responses:

Car parking consultation
Cllr David Turner

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

Engagement

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

Current position

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

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

Car parking consultation
Cllr David Turner

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



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

The proposals

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

Consultation 1

1. Linear pricing

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

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

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

Car parking consultation
Cllr David Turner

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

Consultation 2

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

Car parking consultation
Cllr David Turner

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

3. Residents' off-street parking permits

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

4. Coach and HGV parking permits

No comment

Consultation 3

No comment

Consultation 4

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

Other

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

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

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

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

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

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

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

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

d) Likelihood of finding a space

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

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

Mill Street 9

High Street 9

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

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

Impact on the economy

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

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

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

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

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

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

Impact on Part time low wage workers

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

Impact on adjacent Highways

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

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

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

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

Residents' off-street and on street parking permits

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

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

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

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

Shropshire Council
Second Car Parking Consultation
June 2018

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

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

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

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

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

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

A selection of member comments which have been shared with us

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

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

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

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

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