



Cabinet

14 October 2026
10.00 a.m.

Public

Shropshire Traffic Management and Parking Consultation

Cabinet Member:	Rob Wilson	
Lead Director:	Andy Wilde – Service Director	
Service Area:	Infrastructure	
Report Author	Simon D'Vali – Executive Manager Strategic Transport	
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Electoral Divisions Affected	All	
Key Decision?	Key Decision	
Cabinet Forward Plan	Yes – 14 July 2026	
Report considered by	Cabinet & Executive Group BAU - 17 August 2026 Cabinet – 14 October 2026	

1. Purpose of Report

- 1.1 To set out the context for the Parking Management Proposal against the emerging Local Transport Plan.
- 1.2 To address current imbalances in Parking Management across Shropshire.
- 1.3 To set out proposed alternatives to parking.

- 1.4 To update Cabinet on Strategic Transport Workstreams including Residents Permit Parking Zones.
- 1.5 To seek authority to consult on tariff changes in Shropshire, including a revision of some parking bands and operational hours.

2. Recommendations

Cabinet is recommended to

- 2.1 Approve public consultation on the proposed changes to parking tariffs, parking bands, charging periods and other charging arrangements set out in this report and Appendix 1.
- 2.2 Delegate authority to the Service Director Infrastructure, in consultation with the Cabinet Portfolio Holder for Transport and Regeneration, to:
 - a. consider the responses received through the public consultation and any further relevant evidence;
 - b. make any necessary amendments to the proposals arising from the consultation; and
 - c. approve and implement the revised parking charging scheme, including making or varying any necessary traffic regulation orders and determining the implementation date or dates.
- 2.3 Approve the principle that parking charges should be reviewed annually, with any future changes remaining subject to the Council's applicable decision-making and statutory processes.

3. Background

- 3.1 The Council considered and approved a Parking Tariff increase at Cabinet in 2024. This was not delivered due to complications with the overall strategy and approach.
- 3.2 Under the existing approval in December 2024, tariff increases for both on-street and off-street were introduced under notice in November 2025.
- 3.3 The Council had previously introduced an inflationary parking tariff increase in 2022.

4. Summary of Main Proposals

4.1 Overview

The Council operates a banded parking structure under which parking places are assigned to tariff bands according to their location, demand and intended use. Higher bands generally apply to centrally located parking places where a greater turnover of vehicles is required. Lower bands generally apply to less central parking or locations intended for longer stays.

The proposals would change hourly tariffs, the banding of certain car parks and charging arrangements on Sundays and Bank and Public Holidays. The principal tariff increases would apply to Bands 1, 2 and 3, while the Band 4 hourly tariff would reduce. A small number of individual car parks would also move between bands.

The higher parking bands predominantly apply in Shrewsbury, where a wider range of public transport and other travel options is available. However, some Band 2 and Band 3 parking is also provided in Ludlow, Bridgnorth, Oswestry and Ellesmere. The effect of the proposals therefore differs between locations and is considered further below.

Bands 1 – 4 is proposed to extend operational hours from 8am – 6pm to 8am – 8pm.

There is a tariff cap of 8 hours on Bands 4 – 6.

The proposals are intended to:

- a. improve the availability and turnover of the most centrally located parking spaces;
- b. encourage longer-stay users to use less central and lower-cost parking;
- c. support greater use of public transport, Park and Ride, walking and cycling where practical alternatives are available;
- d. provide a clearer relationship between the location, demand and tariff applying to each parking place; and
- e. support the Council's wider transport and parking objectives.

The proposals are subject to public consultation. Cabinet is being asked to approve consultation on the proposed changes and will consider the consultation responses before the final arrangements are determined.

4.2 Proposed On-Street Parking Tariffs

The following changes are proposed for on-street parking:

- a. Band 1 would increase from £3.60 to £4.80 per hour. The minimum purchase would remain 30 minutes, increasing from £1.80 to £2.40. Charging would continue to apply every day.
- b. Band 2 would increase from £2.80 to £3.80 per hour. The minimum purchase would remain 30 minutes, increasing from £1.40 to £1.90. Charging would continue to apply every day.
- c. Band 3 would increase from £1.40 to £2.00 per hour. The minimum purchase would remain one hour. Charging would continue to apply every day.
- d. Band 4 would reduce from £1.20 to £1.00 per hour. The minimum purchase would remain one hour. Charging would continue to apply every day.

For Bands 1 to 3, motorists would continue to pay for the full duration of their stay, as no maximum daily charge applies or is proposed.

4.3 Proposed Off-Street Parking Tariffs

The following changes are proposed for off-street parking:

- a. Band 2 would increase from £2.80 to £3.80 per hour. The minimum purchase would remain one hour. There would continue to be no maximum daily charge. The current half-rate tariff on Sundays and Bank and Public Holidays would be removed and the full tariff would apply.
- b. Band 3 would increase from £1.40 to £2.00 per hour. The minimum purchase would remain one hour. There would continue to be no maximum daily charge. The current half-rate tariff on Sundays and Bank and Public Holidays would be retained to support Sunday trading.
- c. Band 4 would reduce from £1.20 to £1.00 per hour. The minimum purchase would remain one hour and the existing eight-hour maximum charge would be retained. Charging would be extended to Sundays and Bank and Public Holidays, when the half-rate tariff would apply.

4.4 Proposed Changes to Individual Car Park Bandings

The following changes to the banding of individual car parks are proposed:

- a. Shirehall Overflow, Shrewsbury, would move from Band 5 to Band 6, reducing the hourly tariff from £0.70 to £0.40.
- b. St Mary's Lane, Much Wenlock, would move from Band 5 to Band 6, reducing the hourly tariff from £0.70 to £0.40.
- c. Abbey Foregate, Shrewsbury, would move from Band 5 to Band 4, increasing the hourly tariff from £0.70 to £1.00. This would align its tariff with Frankwell Car Park, taking account of its location and intended use.

The complete schedule of existing and proposed tariffs, charging periods and parking-place bandings is provided in Appendix 1.

4.5 Existing and Proposed Standard Hourly Tariffs

The existing and proposed standard hourly tariffs are summarised below:

Band	2018/19	2022/23	November 2025	January 2027 Proposed
Band 1	£2.40	£2.80	£3.60	£4.80
Band 2	£1.80	£2.00	£2.80	£3.80
Band 2 multi-storey car park	£1.80	£2.00	£2.40	£2.50
Band 3	£1.00	£1.20	£1.40	£2.00
Band 4	£0.70	£0.80	£1.20	£1.00

Band 5	£0.50	£0.60	£0.70	£0.70
Band 6	£0.30	£0.40	£0.40	£0.40
Band 7	Free	Free	Free	Free

The table shows the standard hourly tariff for each band. Minimum purchase periods, maximum charges, charging days and hours vary between locations. The detailed arrangements for each parking place are set out in Appendix 1.

4.6 Shrewsbury

The proposed increases in Bands 1, 2 and 3 principally affect centrally located parking in Shrewsbury. These spaces are intended to provide convenient access to the town centre and require sufficient turnover to remain available for shorter visits.

The proposals are intended to encourage longer-stay users to consider lower-cost parking or alternative forms of transport. This should help to make the most central spaces more readily available for shorter visits and support wider objectives to reduce unnecessary vehicle movements and congestion within the town centre.

Shrewsbury is served by rail, local and rural bus services, demand-responsive transport, cycling provision and Park and Ride sites at Harlescott, Meole and Oxon. These alternatives will need to remain convenient and affordable if increased town-centre parking charges are to support changes in travel behaviour.

The proposals include reducing the Band 4 tariff from £1.20 to £1.00 per hour at Frankwell and moving Abbey Foregate from Band 5 to Band 4. Shirehall Overflow would move from Band 5 to Band 6, reducing its hourly tariff from £0.70 to £0.40. These changes are intended to maintain a range of parking options at different prices and distances from the town centre.

4.7 Shrewsbury Residents Permit Parking

A residents' parking scheme is also being developed for Shrewsbury. The relationship between the proposed tariff changes, residents' parking and the potential displacement of parking into surrounding residential areas will need to be considered as the proposals are developed. Work is underway with an anticipated start date of November 2027.

4.8 Shrewsbury Park and Ride

From November 2026 the Oxon and Harlescott Park and Ride will begin evening operations. This follows on from the Night Bus Trial in Winter 2025/26.

Due to reductions in Government public transport funding, it was proposed that the Meole Park and Ride service would be suspended from November 2026. This service will now be extended utilising income from the November 2025 parking tariff changes.

As part of the tariff proposals in this report, consideration will be given to funding a Sunday Park and Ride service from Oxon and Harlescott. The estimated costs of

these new services on a five year contractual basis would represent a financial commitment of £575,000.

Recorded passenger use of the Shrewsbury Park and Ride services between June 2025 and May 2026 is shown below:

Month	Harlescott	Oxon	Meole Brace
June 2025	9,508	12,716	11,063
July 2025	10,741	14,713	13,104
August 2025	11,196	14,376	13,259
September 2025	10,716	13,342	12,401
October 2025	13,784	14,338	10,756
November 2025	13,811	14,434	11,246
December 2025	14,916	15,026	12,189
January 2026	11,725	10,992	9,267
February 2026	12,757	12,312	9,669
March 2026	14,896	14,784	10,898
April 2026	13,733	13,769	10,358
May 2026	13,389	13,650	10,524
Total	151,172	164,452	134,734

This information provides context for considering the capacity and role of Park and Ride as an alternative to town-centre parking.

4.9 Ludlow

The proposals affect Band 2 on-street parking within Ludlow's red zone and Band 3 off-street parking.

The centrally located spaces require sufficient turnover to support access to businesses and services. However, this must be balanced against Ludlow's historic character, steep inclines, demographic profile and the importance of accessible parking to residents and visitors.

Ludlow has a Band 3 town-centre car park and other parking within Bands 5 and 6. of realistic alternatives to central parking will need to be considered as part of the consultation.

Ludlow has a residents' parking scheme, with one permit available per household at a current cost of £100. The interaction between the proposed tariff changes,

residents' parking and the potential displacement of parking will need to be monitored.

Consideration should also be given to the future use of the Park and Ride site and whether changes to waiting restrictions could improve the management and availability of parking within the town. Further consideration should also be given to Festival events and associated transportation to support traffic management in the town.

4.10 Bridgnorth

The proposed Band 3 increase affects centrally located off-street parking in Bridgnorth. These parking places require sufficient turnover, but the town's historic character, steep inclines and dependence on accessible town-centre parking must also be recognised.

Bridgnorth is served by local and rural bus services, a central transport hub and the funicular railway connecting Low Town and High Town. Bus passes are accepted on the funicular railway.

Riverside will remain at Band 4 but the hourly tariff will reduce from £1.20 to £1.00.

Parking capacity can be constrained on Saturdays and during periods of flooding, when on-street spaces and car parks close to the River Severn may be unavailable. The effect of the proposed increase on town-centre access, businesses and consultation.

The Council manages parking at Sainsbury's under an agreement with the store. Any proposed tariff change at that location will need to comply with the terms of the management agreement and take account of the existing customer parking arrangements.

4.11 Oswestry

The Band 3 increase in Oswestry would affect Festival Square Car Park.

Festival Square is centrally located and requires sufficient turnover to support access to the town centre. Other town-centre parking is operated by Oswestry Town Council, and the town is served by local and rural bus services from the bus station.

The effect of the proposal will need to be considered in the context of the overall availability, ownership and pricing of parking within the town.

Oswestry also has a limited residents' parking scheme, which is currently under review.

4.12 Ellesmere

The Band 3 increase in Ellesmere would affect centrally located on-street parking associated with access to the town centre and The Mere.

The proposals are intended to support the management and turnover of these spaces. However, consideration must also be given to the distance between some

parking locations and the town centre and to the role of parking in supporting access to The Mere and local businesses.

Income generated from parking at this location contributes towards the costs associated with The Mere. This should be taken into account when considering the proposed tariff and the consultation responses.

4.13 Much Wenlock

St Mary's Lane would move from Band 5 to Band 6, reducing the hourly tariff from £0.70 to £0.40.

Back Lane will remain at Band 4 but will see a reduction in the hourly tariff from £1.20 to £1.00.

These changes would provide lower-cost parking options within the town and reflect the location and intended use of the car parks.

4.14 Overall Effect of the Proposals

The proposals should be considered as a package rather than as a uniform increase in parking charges.

The proposed increases in Bands 1, 2 and 3 are partly balanced by:

- a. the reduction in the Band 4 hourly tariff from £1.20 to £1.00;
- b. the movement of Shirehall Overflow and St Mary's Lane from Band 5 to Band 6;
- c. the retention of the half-rate Band 3 tariff on Sundays and Bank and Public Holidays; and
- d. the continued availability of lower-cost parking outside the most central locations.

The consultation will provide an opportunity to assess the likely effects on residents, businesses, visitors and town centres and to identify whether any proposals should be amended, phased or supported by additional mitigation such as the introduction of a Sunday Park and Ride service from Oxon and Harlescott.

4.15 Benchmarking

A benchmarking exercise has been undertaken to compare Shropshire Council's parking tariff review arrangements with those of neighbouring and comparable local authorities. The review demonstrates that many authorities have either recently implemented parking charge increases or established regular review mechanisms following prolonged periods during which tariffs remained unchanged. In several cases, including Worcester, Cheshire West and Chester, Wiltshire and Devon, significant increases have been introduced to address the cumulative effects of inflation, rising operating costs and the need to maintain and invest in parking infrastructure.

The benchmarking indicates that Shropshire Council's recent parking tariff review is consistent with emerging practice across the sector. Authorities that have delayed reviewing parking charges for extended periods have generally required larger, one-

off increases to restore financial sustainability and align charges with current operational costs. Conversely, there is a growing trend towards introducing regular annual or biennial reviews, enabling smaller and more predictable adjustments that are easier for residents, businesses and visitors to accommodate. The evidence suggests that a structured review process helps ensure parking charges remain proportionate, transparent and reflective of prevailing economic conditions.

The review also highlights that parking charges are increasingly being used to support wider transport, environmental and place-making objectives rather than solely as a source of income. Across comparable authorities, parking policies are being aligned with local transport plans, demand management strategies, congestion reduction measures, town centre regeneration initiatives and investment in sustainable transport infrastructure. Regular reviews of parking tariffs therefore provide an opportunity to balance the need for financial sustainability with the effective management of parking demand, the maintenance of parking assets and the delivery of wider transport objectives. Overall, the benchmarking concludes that Shropshire's approach is in line with comparable authorities and that future regular reviews would help avoid the need for larger catch-up increases while supporting the Council's broader strategic ambitions.

A summary of the benchmarking utilising parking information from Chester, Worcester, Devon, Cumbria, Wiltshire, Somerset is provided in Appendix B.

4.16 Detailed Schedule

A complete schedule of existing and proposed parking-place bandings, tariffs, charging periods and operating arrangements is provided in Appendix A.

4.17 Consultation

Subject to Cabinet approval, the Council will consult on the proposed amendment to the consolidated traffic regulation order in accordance with the Road Traffic Regulation Act 1984 and the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. This will include consultation with the police, freight and haulage bodies and any other organisations or public bodies considered likely to be affected, together with publication of a notice of proposals and supporting documents for public inspection. The notice will explain the proposed changes to tariffs, parking bands, charging days and hours and other relevant arrangements and will allow at least 21 days for written objections and representations. The Council will also undertake wider public and stakeholder engagement, including with residents, businesses, town and parish councils, elected members, access and equality groups and transport users. All consultation responses, statutory objections, equality impacts and other relevant considerations will be conscientiously considered before any final decision is made. The proposals may then be approved unchanged, modified or not progressed; where a modification would substantially change the proposals, those affected will be given a further opportunity to make representations before the amended order is made and implemented.

5. Alternative Options

- 5.1 Members may choose to scale back the proposals and deliver over a longer timeframe or consider a phased approach.
- 5.2 Members may choose a phased approach to the introduction of the proposals. This will incur further cost to software upgrades and sign production.
- 5.3 Members may choose to not consider any changes to the Tariff structure.

6. Key risks and Opportunities

Risk	Mitigation	Link to Strategic Risk
Not meeting income targets	Deliver the recommended proposals	n/a
Criticism from MHCLG and possible reduction in the next round of funding	Deliver the recommended proposals	Inability to set a balanced budget for a given year within the MTFS
Stakeholder criticism of tariff increases and impacts on our town centre, residents, businesses, and visitors	Good comms around DfT priorities about mode shift and less reliance on motorised vehicles, mitigation to the tariff increase with viable, cost-effective transport alternatives	n/a
Economic downturn locally if the transport hierarchy is not fit to ensure access is still available at an economic level and an alternative option available without using the car	Ensure walking/cycling/bus/rail infrastructure is up to Shropshire requirements in the LTP and the Transport Programmes that sit behind it.	n/a
Pressure on essential service providers doctors, dentists, opticians, banks/building society and other services that are in town centre and no longer price accessible leading to town centre closures and out of town services	Ensure walking/cycling/bus/rail infrastructure is up to Shropshire requirements in the LTP and the Transport Programmes that sit behind it.	n/a

Migration of short and long stay parking into residential areas	Ensure Resident Permit Parking programmes are delivered alongside tariff proposals	n/a
Media and damage to council's reputation	Benchmark proposals with our neighbours and examine national trends to ensure nothing sits outside of normal council operations.	n/a
Charges being greater than receiving a PCN, for example if lower contravention ticket paid within 14 days - £25	This is a national issue facing all councils. LAs are lobbying central government on the matter.	n/a

7. Council Priorities

- 7.1 Connected Communities: The DfT has mandated that councils provide the necessary mechanisms to reduce car reliance and provide sustainable and affordable alternatives to the car. This has focused the on-going development of the Local Transport Plan on incentivising that ask along with providing the suitable infrastructure to support any mode shift. By benchmarking parking tariff pricing with our neighbours and the national position, gains can be made in providing modal shift in areas like Shrewsbury where parking is at a premium.
- 7.2 Shropshire's emerging Local Transport Plan (LTP) is intended to provide a single, cohesive framework for the development, management and maintenance of the county's transport network over the coming decade. As the statutory transport strategy for the authority, it brings together a range of supporting policies and delivery plans, including the Parking Strategy, Bus Service Improvement Plan (BSIP), Road Safety and Speed Management Strategy, Active Travel Strategy and Network Management policies. The aim is to ensure that investment decisions, operational activities and future transport interventions work together to support economic growth, improve accessibility, reduce congestion, enhance road safety and contribute to the Council's environmental objectives.
- 7.3 A key component of the LTP is the development of an integrated parking strategy. Parking management is increasingly recognised as a transport planning tool rather than simply a revenue-generating service. The emerging strategy seeks to encourage sustainable travel choices, manage demand in town centres, support modal shift and reduce congestion, particularly within sensitive locations such as Shrewsbury's river loop. Parking policy must align with wider transport objectives, including supporting Park and Ride services, encouraging greater use of public transport and ensuring that any surplus parking income is reinvested into transport and environmental improvements. Effective parking management will be essential if the Council is to successfully deliver wider network management measures and reduce unnecessary vehicle movements within historic town centres.

- 7.4 Public transport forms another fundamental pillar of the emerging LTP. Through the Bus Service Improvement Plan and associated delivery programmes, the Council is seeking to improve service reliability, accessibility and passenger experience whilst maintaining connectivity for communities across the county. Given Shropshire's predominantly rural nature, commercially viable services alone cannot provide the level of connectivity required by residents. Consequently, the Council continues to financially support a significant number of bus services and community transport initiatives to ensure that rural communities retain access to employment, education, healthcare and essential services. Emerging proposals also include improvements to passenger facilities, enhanced Park and Ride frequencies and continued support for community transport providers, helping to create a more inclusive and resilient transport network.
- 7.5 The LTP also places a strong emphasis on road safety and speed management. Alongside targeted engineering measures, the Council is developing a strategic review of speed management across Shropshire to ensure that speed limits and associated interventions reflect the character and function of individual roads and communities. This work will be supported by improved data collection, emerging technology and partnership working with West Mercia Police. The objective is to create a safer network for all users, particularly vulnerable road users, while ensuring that road safety interventions are evidence-led and consistent across the county.
- 7.6 Within Shrewsbury specifically, the Park and Ride network at Meole Brace, Harlescott and Oxon is expected to play an increasingly important role in delivering transport objectives. These sites provide strategic opportunities to intercept traffic before it reaches the town centre and support a transition towards more sustainable travel. Current proposals seek to enhance the Park and Ride offer, improve facilities and increase its attractiveness as an alternative to town centre parking. The emerging transport strategy recognises that successful management of traffic volumes within Shrewsbury will require convenient alternatives for visitors and commuters, with Park and Ride forming a critical part of that solution.
- 7.7 Looking ahead, the Council is also preparing for the introduction of Moving Traffic Offence (MTO) enforcement powers. These powers would enable the use of camera and Automatic Number Plate Recognition (ANPR) technology to enforce restrictions such as banned turns, pedestrian zone controls, bus gates and other illegal traffic manoeuvres. Such powers have the potential to provide a more effective and proportionate means of managing the highway network, improving compliance, reducing unnecessary traffic and supporting wider town centre movement strategies. The use of technology-led enforcement will complement physical highway measures and help ensure that future transport interventions operate as intended. This approach aligns closely with the Council's wider ambitions around smarter network management and demand management. Pay on exit at council car parks may also be a future consideration and whilst current legislation prevents the use of ANPR enforcement on car parks by councils, cameras can be utilised to support the transactional process. The council will take pay on exit under review.
- 7.8 Together, these elements demonstrate why the Local Transport Plan must be viewed as a single, integrated strategy rather than a collection of individual projects. Parking policy, bus service support, Park and Ride operations, speed management, moving

traffic enforcement and the Shrewsbury Moves programme are all interdependent. Success in reducing congestion, supporting economic growth, improving accessibility and achieving environmental objectives will rely upon coordinated delivery across all of these workstreams, underpinned by a clear long-term transport vision for Shropshire.

8. Financial Implications

- 8.1 The total estimated funding requirements to implement the full package of tariff increases as detailed in the report for changes to tariffs and days and hours of operation is as follows;

Area of Work	Estimated Value
TRO Consultation and Revisions	£10000
New Software (P&D/Pay on Foot/Cashless)	£10000
Installation of Software	£10000
Signage and Installation	£25000

- 8.2 The implementation of these if agreed at Cabinet will be dependent on the outcome of public consultation. The project will be phased to enable delivery, and the programme will be created starting with the largest market town and those with on and off-street parking being in the earlier phases of the delivery.
- 8.3 It needs to be recognised that implementation of schemes of this nature take time and resource of officers. Additional support may be required to support delivery in a timely manner.
- 8.4 Increases in parking charges will bring about change in habits and or parking location.
- 8.5 To try and provide an estimate of any potential increase in revenue the additional annual income that could be generated with evening charges based upon occupancy of the parking assets, and it is as follows;

Versions	New Evenings & Sunday/Bank Holiday/Public Holiday Charges	Proposed Additional Revenue Tariff Changes based on existing* Transactions	Based on proposals - Total estimated additional Income	Comments
October Cabinet V3	£1,600,000	£2,000,000	£3,600,000	Increases in Bands 1,2 and 3 hourly rates and reduction in Band 4 rate. *The large increases in Bands 1 and 2 is likely to see a shift and if park and ride is used and fewer visits this could decrease this

				value by quite a margin (Note increase on Band 3 affecting 4 market towns – One car park leased, and one with a management agreement out of 6 car parks in total
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- 8.6 To try and estimate the proposed tariff increases and the potential increase in annual revenue that could be generated with an increase in tariffs on the current charging days and hours based on current transactions and parking locations this could generate circa £1,800,000.
- 8.7 Please note that estimation of income is dependent on many other factors and significant changes in habits, places of interest or availability of services may impact on number and location of parking stays.
- 8.8 Consideration of subsidised Park and Ride services on Sundays to offset Tariff increases. Two bus contracts on a five-year award is a financial commitment of £575,000.
- 8.9 There are Infrastructure service requirements to support this change, examples include: the Requirement for a Parking Services Manager (£70K/year), Parking Asset maintenance (£500,000/year), Meole Brace Park and Ride Bus Contract support (£500,000/Year) and Legal support (£200,000/Year).

9. Legal and HR implications

- 9.1 As set out above, the Council has powers under the Road Traffic Regulation Act 1984 to provide and regulate on-street and off-street parking and to levy charges. The proposed changes will require amendment of the Council's consolidated traffic regulation order and compliance with the relevant statutory consultation and notice procedures. Consultation responses, equality impacts and all other relevant considerations must be taken into account before any final decision is made and implemented.
- 9.2 There is no requirement to consult the Trade Union as there are no operational changes to officer terms and conditions as a result of this report.

10. Electoral Division Implications

The proposals impact on any Shropshire Ward that features a Band 1 – 4 car park. The Strategic Transport Service has already provided briefings for Members and will continue to work with Members on this matter.

11. Health, Social (including “Child Friendly Shropshire”) and Economic Implications

The parking strategy for Shropshire is under review. However, it is in line with the objectives in the Local Transport Plan in which the DfT set out High level priorities. One of which is: 'Create healthier communities – making healthy travel choices will be easy and convenient, supported by a transport network that delivers cleaner, quieter and more liveable places.' Programmes will underpin this priority. This Tariff structure will encourage gentle mode shift, and the Transport programmes will support that shift with the inclusion of further walking and cycling infrastructure along with support for bus infrastructure. Working with Public Health on supporting the Cardio-Vascular and non-movement agenda in Shropshire will be part of the Local Transport Plan development.

12. Equality and Diversity Implications

12.1 Disability and Age (Mobility Needs):

- People with impaired mobility or chronic health conditions often rely on private vehicles because alternative public transport is physically inaccessible or poorly connected. The programmes that sit under the Shropshire Local Transport Plan must recognise this issue. An early stakeholder session with local access groups and the LTP has further highlighted the need to address this with improved accessible infrastructure.
- While Blue Badge holders typically retain exemptions or dedicated free bays on-street, disabled residents without a Blue Badge or those relying on visitor/carer permits face compounding costs therefore as above, infrastructure needs to align with this issue. A review of disabled parking provision for Shropshire should be considered following any network changes as a direct result of the contents of this report.
- Consideration will be given to how any surplus can be utilised to support public transport services, so those not eligible for a Blue Badge have additional options.

12.2 Socio-Economic Disadvantage:

- Fixed or rising parking fees take a larger percentage of disposable income from lower-income households, part-time workers, and younger or older people outside full-time employment. Consideration to concessionary fares or other mitigation can be considered to combat this inequality.
- Increased on-street or municipal parking costs can restrict low-income individuals from accessing essential high street amenities, healthcare appointments etc.
- Consideration has been given in the proposals in this report to protect lower cost parking options and to extending the operation of Park and Ride services into the evenings, Sundays and Bank Holidays.

12.3 Digital Exclusion (Payment Methods):

Transitioning exclusively to app-based parking payments (such as RingGo) or cashless meters disadvantages older demographics, low-income individuals without modern smartphones or data plans, and those with restricted digital literacy. Coin payment will be retained at existing locations.

- 12.4 If granted approval to consult and following the consultation, an Equality, Social Inclusion and Health Impact Assessment (ESHIA) Stage 1 screening is required to understand the impact on all Protected Characteristics as a result of any proposals in this report.

13. Climate Change, Biodiversity and Environmental Implications

The Tariff changes will provide support for those residents who want to use their car less and use other modes of transport, especially for short journeys. Mode shift is an important part of the emerging Local Plan, along with the draft Local Transport Plan and the Shrewsbury Movement and Public Space Strategy.

14. Background Papers

Parking Tariff Consultation Cabinet report and Appendix – 4 December 2024

[Report
Appendix 1 - ESHIA draft - 061124.pdf](#)

15. Appendices

Appendix A
Parking Tariff Bands, locations and times with existing and proposed Tariffs.

Appendix B
Benchmarking with neighbouring authorities.