

Shropshire Council – Adjustments to Parking Tariffs

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1. Introduction

This report sets out the rationale for the variation of parking tariffs across Shropshire Council's on-street and off-street parking facilities. The proposal is informed by the Council's statutory obligations, emerging local transport policy objectives, and the need to ensure the continued maintenance and improvement of parking assets. It also reflects the first stage of a wider parking review, as approved by committee in December 2024.

These adjustments do not impact on chargeable hours, days of operation or caps.

Surplus revenue generated from parking charges is ring-fenced for reinvestment in transport services, road improvements, and environmental enhancements, in line with statutory requirements. This means that central funding can be prioritised elsewhere.

2. Background and Rationale

Parking charges across Shropshire have remained unchanged since an inflationary increase on 31st October 2022. During this period, the Council has faced increasing costs associated with the upkeep, management, and improvement of parking infrastructure. The absence of tariff increases has also resulted in a funding gap, limiting the Council's ability to invest in essential maintenance and enhancements, including investments in the improvement to the Park & Ride network. This has, in part, been subsidised by general funds.

The changes are necessary to:

- Support investment in transport services, road improvement and environmental enhancements.
- Enable ongoing investment in infrastructure;
- Support the delivery of the emerging Local Transport Plan (LTP) objectives, including modal shift, congestion reduction, and improved air quality;
- Sustain the quality and safety of parking assets;
- Resource team structure to a satisfactory level to sustain current and future operational requirements;
- Ensure compliance with the Road Traffic Regulation Act 1984, which requires that surplus parking revenue be reinvested in transport and environmental improvements.

3. Details of the Changes

In accordance with Section 35C and Schedule 9 of the Road Traffic Regulation Act 1984, Shropshire Council proposes to vary parking charges at its on-street and off-street locations. The new charges will take effect 21 days after the publication of the statutory notice.

Summary of New Charges for Bands 1 to 5 (Band 6 is to remain at current price):

Town	Location	f	Hours of charging	Chargeable days	Charges per hour Mon to Sat	Charges per hour Sunday's & Bank holidays
Shrewsbury	Shrewsbury On Street	BAND 1	8am - 6pm	everyday	£3.60	£3.60
	Bridge Street	BAND 2	8am - 6pm	everyday	£2.80	£1.40
	The Gap	BAND 2	8am - 6pm	everyday	£2.80	£1.40
	St Austins Street	BAND 2	8am - 6pm	everyday	£2.80	£1.40
	Quarry Fitness Centre	BAND 2	8am - 6pm	everyday	£2.80	£1.40
	Ravens Meadow **	BAND 2	24 hours	everyday	£2.40	£2.40 FIXED FEE
	St Julians Friars	BAND 3	8am - 6pm	everyday	£1.40	£0.70
	Frankwell Main, Quay, Riverside*	BAND 4	8am - 6pm	Mon - Sat	£1.20	FREE
	Abbey Foregate	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE
	Shirehall Overflow	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE
Ludlow	Ludlow On Street (Red Zone)	BAND 2	8am - 6pm	everyday	£2.80	£2.80
	Castle Street	BAND 3	8am - 6pm	everyday	£1.40	£0.70
	Ludlow On Street (Blue Zone)	BAND 4	8am - 6pm	everyday	£1.20	£1.20
	Galdeford A	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE

	Galdeford B	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
	Smithfield Ludlow	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Church Stretton	Easthope Road 1- 4	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE
	Crossways	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Bridgnorth	Sainsburys	BAND 3	8am - 6pm	everyday	£1.40	£0.70
	Listley Street North & South	BAND 3	8am - 6pm	everyday	£1.40	£0.70
	Riverside	BAND 4	8am - 6pm	Mon - Sat	£1.20	FREE
	Innage Lane	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
	Severn Street	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Town	Location	Band	Hours of charging	Chargeable days	Charges per hour Mon to Sat	Charges per hour Sunday's & Bank holidays
Much Wenlock	Back Lane	BAND 4	8am - 6pm	Mon - Sat	£1.20	FREE
	St Marys Lane	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE
	Falcons Court	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
	New Road	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Oswestry	Festival Square	BAND 3	8am - 6pm	everyday	£1.40	£0.70
	Oswald Road	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
	Oak Street	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Ellesmere	Mereside On Street	BAND 3	8am - 6pm	Mon - Sat	£1.40	FREE
	Talbot St, Cross St, Sparbridge	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Wem	High, Leek Street	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE

	Mill Street	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Whitchurch	Castle Hill	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE
	Pepper Street	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE
	Newtown	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
	St Johns Street	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
	Brownlow Street	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Prees	Prees	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE
Market Drayton	Frogmore Road	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE
	Queen Street	BAND 5	8am - 6pm	Mon - Sat	£0.70	FREE
	Towers Lawn 1 & 2	BAND 6	8am - 6pm	Mon - Sat	£0.40	FREE

***Frankwell Riverside 3hr max stay.**

**** Ravens Meadow 6pm to 8am evening charges capped at 2 hours at £2.40per hour (£4.80)**

Discounted weekly, season, & resident season tickets are available on car parks bands 4, 5, & 6 (except St Julians)

The Council has made a decision not to increase tariffs to Band 6, in order to support the viability of smaller town centres. All the tariff increases proposed are the same or lower than the Cabinet Decision agreed in December 2024.

There is no removal of the 8-hour charging cap where this applies, specifically in Bands 4 and 5 – Frankwell Main, Quay, Shirehall Overflow and Abbey Foregate. There is no extension to charging hours or days, so Bands 4 and 5 remain free on Sundays and Bank and Public Holidays. In Bands 4 and 5, where they apply, the weekly tickets and resident and season tickets will remain.

4. Economic and Policy Alignment

4.1 Economic Justification

The new charges will ensure that parking provision remains sustainable and self-financing, reducing the burden on general Council funds. The increases reflect the cumulative impact of inflation and rising operational costs. Without these adjustments, the Council would be unable to maintain parking assets to an acceptable standard or invest in improvements, including the Park & Ride system.

Inflation and Rising Costs

Bands 1 and 2 will see the largest increase in this review, with the standard tariff rising from £2.80 - £3.60 for band 1 on street and £2.00 to £2.80 for band 2 on and off street. This adjustment is justified by several interrelated factors.

Since the last tariff review in 2022, the cumulative impact of inflation has significantly increased the costs associated with the operation, maintenance, and improvement of Shropshire's parking assets. Over this period specific costs for utilities, materials, and labour in the public sector have increased sharply. The proposed increase is therefore not only a response to inflation but also ensures that the Council can continue to provide safe, well-maintained, and accessible parking facilities.

Sustaining Investment in Parking Infrastructure

The additional revenue generated by this increase will be directly reinvested into the maintenance and enhancement of car parks, ensuring that facilities remain fit for purpose and meet the expectations of residents, businesses, and visitors. This includes essential repairs, resurfacing, improved lighting and security, and the ongoing development of digital payment options. Without this adjustment, the Council would be unable to maintain these standards or invest in future improvements.

Supporting Strategic Transport Objectives

The increase aligns with the objectives of Shropshire's emerging Local Transport Plan, which seeks to encourage sustainable travel choices and reduce congestion in town centres. By ensuring that parking charges more accurately reflect the true cost of provision, the Council can better manage demand, promote turnover of spaces, and support the use of alternative modes of transport, such as Park & Ride services. This is supported by the recently increased frequency at the Shrewsbury Park & Ride sites, with a bus every 12 minutes at peak times (8am to 5pm Monday to Friday, and 10am to 4pm on Saturday).

The Council needs to promote the transport hierarchy and actively encourage alternative modes of transport where feasible for all journeys. In terms of price and availability this needs to be clearly and consistently promoted. For example, Oxon Park and Ride is a great location to service Shrewsbury town centre Monday to Saturday and for £2 a day return or £1 return for concessions this now compared to £1.20 an hour at Frankwell Main up to a maximum of £9.60 a day should encourage a change in transport mode. If one looks at this in terms of four people in a car the use of park and ride is now cheaper than staying all day in Frankwell and the pricing model should help move the motorist and help reduce town centre congestion and air pollution.

4.2 Policy Context

The proposals are consistent with Shropshire's emerging Local Transport Plan and Parking Strategy, which seek to:

- Promote sustainable travel and modal shift;
- Reduce congestion, particularly in sensitive areas such as Shrewsbury's river loop;
- Improve air quality and public health;
- Support the economic vitality of town centres by ensuring a regular turnover of parking spaces.

Surplus revenue generated from parking charges is ring-fenced for reinvestment in transport services, road improvements, and environmental enhancements, in line with statutory requirements.

5. Phased and Evidence-Based Approach

The tariff increases are part of a phased and carefully considered review, approved by committee in December 2024. It represents the first stage of a wider parking strategy, with further consultation and review planned to ensure that all future changes are fair, transparent, and responsive to the needs of local communities.

The Council recognises the potential impact of increased charges on local businesses and residents. To mitigate this, the decision has been made not to increase Band 6 tariffs, thereby supporting the viability of smaller town centres, and limiting rises on Band 5 tariffs. The Council commits to a renewed dialogue with stakeholders to ensure that future parking policy continues to balance economic, social, and environmental objectives.

6. Additional Considerations

Whilst undertaking this review the Council appreciates that some settlements within our rural County present challenges for those wishing to use public transport, cycle or walk to the town centres or other destinations. The Council will continue to encourage further use of Park & Ride to promote the transport hierarchy and reduce town centre congestion. This aligns with the principles of the Shrewsbury Movement and Public Space Strategy. Investing in future park and ride or park and stride schemes will require investment which the proposed tariff increases can assist in supporting.

Car park season tickets are available in bands 4,5 and 6 and can offer flexibility for workers and businesses. For example, a permit could be shared between two or more workers if they work at different times. The permit owner would need to assign the correct vehicle registration mark for the vehicle parked to ensure no penalty charge is issued but by sharing a permit this could help provide a more suitable and more cost effective option where other modes of transport are not suitable for the working day or the business.

Park and Ride frequency was increased on Saturday 28th June during peak hours to help support the town centre as a first step in its modernisation. The frequency was increased from 20 minutes to 12 minutes during peak hours. Passenger numbers are being monitored. The cost is £2 return with an end date of the contract on 28/10/26, with concessions at £1 return. Arriva offers a £32 saver ticket for 28 days which is more competitive than the new £40 weekly ticket in Frankwell Main Car Park and this supports the transport hierarchy.

7. Town Centres, Businesses, and the Economy

The proposed changes will:

- Ensure that Shropshire Council is able to continue to invest in transport services, road improvements, and environmental enhancements. Protecting general funds for other essential services.
- Ensure the continued maintenance and improvement of parking assets;
- Support the economic vitality of town centres by improving the turnover and availability of parking spaces;
- Enable investment in Park & Ride and alternative transport options, enhancing accessibility for all;
- Contribute to the achievement of Local Transport Plan objectives, including reduced congestion and improved air quality.

8. Next Steps

This variation represents the first stage of the parking review, implementing tariff increases approved by committee in December 2024. The second stage will involve a comprehensive review of the wider proposals, including stakeholder engagement and consultation to ensure that any future changes are fair, transparent, and evidence-based.

9. Conclusion

The Council recognises that there may be concerns from residents, businesses, and visitors regarding the impact of parking charges. The decision not to increase Band 6 tariffs reflects a commitment to supporting the viability of smaller town centres. The decision to limit the increase to Band 5 tariffs means that cheaper options for longer stays are available. The improvements to Park and Ride services in Shrewsbury provide an enhanced option which was not available when increases were first proposed in 2024.

The proposed parking charge increases are however necessary to ensure the sustainability of Shropshire's parking infrastructure, support ongoing investment, and align with local transport and economic objectives.

The Council remains committed to balancing the needs of residents, businesses, and visitors, and to ensuring that parking provision supports the long-term vitality of Shropshire's communities.